



All Aboard Palmerston Events Committee Minutes

Tuesday, December 17, 2024

7:00 p.m.

Palmerston Lions Clubhouse

Attendance: Christina Labbe, Terry Cormack, Ron McTaggart, Mark Robinson, Connie Robinson, Angie Christinsen, with guest Wayne Martin.

Staff Present: Erin Raftis, Marketing & Community Development Coordinator, and Greg Mallet, Program and Facilities Coordinator

Regrets: Councillor Ron Elliott, Will Graham, Taylor Keunen, Pat Terwood, Whitney Terwood, Brittany Heikamp.

- 1. Call to Order at 7:02 p.m.**
- 2. Minutes of Previous Meeting**
 - a. Minutes of the September 18th, 2024 Steering Committee meeting

MOTION

Moved by: Mark Robinson Seconded by: Ron McTaggart

THAT the All Aboard Palmerston Steering Committee approve the minutes of the September 18th, 2024 meeting.

Carried.

- 3. Roundtable Discussion**
 - a. 2024 Budget Recap

The committee reviewed the 2024 budget, noting a total operating budget of \$10,929.15 after accounting for all revenue and expenses. Key event breakdowns included: Light Up the Park which cost approximately \$4,000, but was covered by sponsorships, and the Kris Kringle Market which cost approximately \$1,200, but was offset by vendor fees. Additionally,

the committee contributed \$3,125 of the capital budget to the Palmerston Light Trail, Bright Lights and Festive Lights.

b. Request from Wayne Martin re Sports Mural

Wayne Martin presented a proposal to create murals highlighting nine Palmerston sports groups on the Palmerston Foodland wall. Each group would secure their own funding or sponsorship, with the total project cost estimated at \$4,000. Martin requested a \$1,200 donation to cover design and installation costs from All Aboard Palmerston. He also asked for support in managing project accounting and Erin Raftis agreed to investigate this request. The committee expressed interest but emphasized incorporating a historical lens into the murals.

MOTION

Moved by: Connie Robinson Seconded by: Ron McTaggart

THAT the All Aboard Palmerston Committee sponsor \$1200 towards the mural in 2025.

Carried.

c. Recap/Feedback Bright Lights & Festive Nights

The committee noted the success of the trail and thanked the Palmerston Lions and the Palmerston Home Hardware for their logistical contributions and support. The feedback from the community was overwhelmingly positive. Raftis noted the grant report is being finalized for submission in early January 2025.

d. Events Recap

The committee reviewed the 2024 events in preparation for 2025.

Light up the Park was agreed to be a huge success with over 1000 people in attendance. Some highlights included:

- Great community feedback for the BBQ. The committee expressed appreciation to Will and Mercedes at the Palmerston Foodland as well as Ron and Heather McTaggart for all their work. The committee would like to do this again next year, with some adjustments.
 - Hotdogs - 500 was good but could be increased to 600 for next year
 - Location - would need to get special permission for use of the permit parking spots or find an alternative location
 - Safety - concerns were expressed for the line up into the parking lot.
- Community Feedback mentioned having a community decorating contest to decorate the rest of the Lions Park. The committee is interested in this and hosting a business decorating competition and potentially a residential decorating competition.
- The committee discussed safety issues regarding lighting and slippery train tracks. Potential solutions would be to order industrial lights (or bring out the lights

purchased this year from Home Hardware) to provide lighting before the official lighting of the park.

- Relocating the Horse & Wagon rides was discussed to remove the danger of crossing the tracks (which were slippery and dark). Santa would also have to be relocated in this instance. Raftis will connect with the Horse & Wagon people to discuss an alternative location. Finally, the group discussed potentially hiring a second horse & wagon ride as per feedback. Raftis will check in to see if they have any recommendations.
- Ang Christinsen suggested another wandering character could be the abominable snowman and will look into this for next year.
- The group will consider moving the Food Bank donations to next to the hot dog stand to make them easier to locate (especially in the dark)
- The committee also wants to connect with Tito's Pizza in advance.
- The group also wants to consider inviting the blacksmith to this event as well.

The Kris Kringle Market was also successful.

- Venders were surveyed and most expressed a preference for this year's set-up style (assign general location but not specific spot).
- The committee agreed the additional lighting was helpful.
- Businesses were happy with the success of the event. Carlos of Dulce Heaven and Jennifer of Studio Apri indicated they may be interested in helping plan next year's event.
- The committee noted to remember to block off a parking space for a Food Truck on Willaim St.

The committee reviewed Tiny Trains event and thanked Brittany Heikamp for her great work and efforts coordinating this event. The committee reviewed the notes provided by Heikamp prior to the meeting, that indicated a difficulty finding volunteers and a diminishing return on attendance each year. With 2025 being a particularly busy year due to the upcoming Homecoming, the committee decided to pause the event in 2025. This break will provide an opportunity to reassess its format, timing, and volunteer strategy for future years.

e. 2025 Budget & Event Planning

Greg Mallet, Program and Facilities Coordinator, joined the committee for a discussion on the 2025 Raleway Festival.

Discussion around the location revealed pros and cons for both a relocation to the Pavilion or to remain at the Palmerston Railway Museum. The committee agreed that they needed to choose whether they would like the event to grow or stay the same.

Pros of the Pavilion included

- Room for growth.
- On-site washrooms.
- Alleviates Museum concerns.
- Pavilion roof reduces tent needs.
- Ample parking.
- Farmers' Market would not be disrupted

Pros of the Railway Museum

- Familiar setup
- Acts as an attraction to the Museum
- Provides a unique atmosphere which is a draw to the event
- The smaller venue helps the event feel more 'bustling'

The committee discussed issues with remaining at the museum, including drinks and beverages going into the museum and lack of parking.

- Would need many more volunteers for things such as watching museum doors and more people to set up and take down the event.
- Other suggestions included getting more signage for parking, potentially closing some of the road for additional safety, sending out reminders for parking and instructions via email to ticket holders, making it a 'no kids' event.

The committee would also like to invite the Homecoming group to come to help promote their event.

Raftis will be in touch with beverage vendors to determine if the change of location would impact their interest in attending in 2025. The committee would also like to sit down with museum representatives to address their concerns.

f. 2026 Big Dig

Raftis provided a brief update on behalf of Roads & Drainage Manager, Mike McIsaac. She noted that the current plan includes several different bump outs that will provide areas for benches, décor, (potentially) lighting, and garbages.

4. Adjournment at 9:01 p.m.