



Clifford Connects Events Committee

March 10th, 2025

7:30pm

Clifford Arena Meeting Room

Attendance: Jennifer Gibson, Randy Ruetz, Trish Ruetz, Scott Hammond, Kim Klug, Councnillor Paul Zimmerman, Craig Thompson, Mike Roesch, and guest Tammy Mitchell
Staff: Erin Raftis, Marketing & Community Development Coordinator
Regrets: Alicia Becker

1. Promotions

The committee discussed a proposal from influencer Emily Roswell and agreed they were not interested. The committee suggested working with locals to create testimonials from people who live in the community. Craig Thompson suggested collaborating with the high school communications class and Raftis agreed to reach out.

2. Clifford Carnival Celebration

Sponsorship - Raftis and Events Chair, Jennifer Gibson, collaborated to release an updated Sponsorship package which featured targeted sponsorships to specific businesses. As a result, Demerling's Garage agreed to sponsor the Car Show for \$500, Kim's Grooming Salon agreed to sponsor the Community Dog Show for \$400, and Wightman Telecom committed to a \$500 sponsorship. The total sponsorship secured to date is \$1,400. The committee agreed to extend the sponsorship deadline to the end of May. Tammy Mitchell offered to bring a sponsorship package to Palmerston Motor Sports.

Car Show Update - Gibson shared that 27 vehicles are registered so far with a goal of 50. Mitchell added that she has invited contacts from her list, including the Howick Fire Truck. Gibson noted that Minto Fire has agreed to host a touch a truck. Gibson

requested updated posters with Demerling's Garage logo and Raftis offered to print the following day.

Vendors Market - Tammy Mitchell has volunteered to organize the Vendors Market, charging a \$15 fee per vendor, which she will generously donate back to Clifford Connects. There are currently 20 vendors registered. Erin Raftis will send her a Clifford Carnival poster as soon as possible to aid in promotion.

Layout - The committee raised safety concerns about using Allan Street and Celebration Square if the detour route turns at the lights. Although the detour route is already set, the committee discussed primarily using the road to discourage attendees from crossing back and forth to Celebration Square.

Entertainment - Entertainment bookings have been confirmed, including a DJ, face painting, Chuckles Balloons, the Dog Show, and magician Steve Baker Entertainment, for a total cost of \$2,461.35. Tammy Mitchell has offered to coordinate additional fun characters, including the Goderich Gold Man and SpongeBob. Jennifer Gibson discussed the possibility of a Dunk Tank with the Fire Department, which agreed to assist with filling it. Erin Raftis asked Gibson to confirm a cleanup plan with the Fire Department. Gibson also asked Councillor Zimmerman if he and other councillors would be willing to participate in the Dunk Tank. Half of the proceeds will go to the MRI Campaign.

Fundraising - Gibson asked Trish and Randy Ruetz on behalf of Rotary if they would be interested in running a 50/50 raffle and they agreed to look into this. Funds raised could be divided between the two groups in a split suggested by Rotary.

Business Participation - Sarah from Dell's Diner expressed interest in running a petting zoo behind the store. Erin Raftis will connect her with Public Health to review requirements. Clifford Takeout has shown interest in hosting a beer garden in collaboration with Neustadt Brewery. Since the Town of Minto cannot provide the special event license for this event, the business must apply for it. The committee agreed to assist with fencing and tables. Gibson will reach out to Neustadt Brewery to confirm its special events policy.

Food Trucks - Raftis reported that downtown restaurants requested no food trucks, to drive more business to their stores. The committee discussed how busy the businesses were and were interested in still asking the Palmerston Scouting Association to attend. Raftis offered to discuss with the business owners to see the best route to take. Mitchell offered to connect with Chapmans to see if they would donate ice cream samples. Raftis mentioned that Snack-Shack sells ice cream and agreed to coordinate with them.

Mitchell recommended encouraging restaurants to post their menus on the street so people knew what they were offering for the day.

Community Dog Show - The Community Dog Show is a new event for 2025. Residents will be required to pre-register, and the likely format will be a parade of dogs, each performing a quick trick. Prizes will be sponsored by Kim's Grooming Salon. Kim Klug has also offered to make custom "Clifford" bandanas as prizes.

Volunteers - Gibson has shared a list of many who will help volunteer at the Carnival on the day of the event. Raftis noted that we have various moving parts and would like a committee member to lead each section. Raftis will send a follow-up email for those to sign up to do so. Gibson offered to coordinate the Car Show & Mike Roesch the Dog Show.

Promotion - The committee reviewed the promotion plan for the event, including press releases, posters, LED sign, the radio stations, etc. Gibson is working with the Wightman channel to do pre-Carnival interviews and to coordinate live broadcasting on the day of. Committee members are reaching out to various radio stations to share our message and also agreed to distribute posters outside of Clifford to widen our target audience.

3. Other Business

Raftis suggested that the committee ask downtown businesses if anyone would be interested in being a "Visitor Centre". This business would offer flyers from other businesses, brochures, and tourist information. The committee agreed to the idea and will sponsor signage for the chosen business.

Craig Thompson noted that the committee could purchase his mother's sign. Raftis has been trying to contact the property owner about keeping the sign in place, and Jennifer Gibson agreed to manage updates to the sign.

4. Adjourned at 8:39 p.m.

Next meeting on May 5th at 7:30 p.m.