



Clifford Connects Committee Minutes

Monday, May 5, 2025

7:30 p.m.

Clifford Arena

Attendance: Jennifer Gibson, Scott Hammond, Alicia Becker, Kim Klug, Councillor Paul Zimmerman, Craig Thompson, Mike Roesch, and guest Carolyn Lemay.

Staff: Erin Raftis, Marketing & Community Development Coordinator

Regrets: Randy Ruetz, Trish Ruetz, Alexis Rock

1. Call to Order at 7:31 p.m.
2. Minutes of Previous Meeting
 - a. Minutes of the March 10, 2025 Committee Meeting

MOTION

Moved by: Craig Thompson Seconded by: Alicia Becker

THAT the Clifford Connects Committee minutes of the March 10th, 2025 meeting be approved.

Carried.

3. Roundtable Discussion

- a. Budget

Raftis reviewed the 2025 budget to date and agreed to continue to follow the outline created earlier this year, allocating \$2500 to events, \$1500 to Beautification, and \$500 to promotions. She noted over \$7000 for capital projects that needs to be spent.

Raftis updated that there is \$3500 in sponsors to date, half of which will be allocated to the Clifford Carnival, and the other half to the Clifford Christmas event.

She added that the Clifford Carnival has a separate budget of \$4000 to operate.

b. Capital Project Ideas

Signage was recently purchased from Craig Thompson's family for \$800 to display at parking lot at the entrance of Clifford. Gibson agreed to facilitate the changing of the sign when needed.

Following up on a capital project suggestion from a prior meeting, Raftis shared the committee could purchase industrial grade umbrellas for \$1,315 each (total \$3,945 for three umbrellas). She noted that sun shade structures previously discussed are likely to cost upward of \$20,000 and would likely need a grant or other funding to complete. The committee noted fear the umbrellas would be stolen or broken and decided against this purchase.

Raftis presented a quote for feedback from the committee to fix up the Community Groups board near the entrance signs of over \$3600 (to remove rust and repaint). While not paid through the committee's budget, the committee recommended not to go forward with this project and instead remove the signage. They suggested they may be interested in relocating the individual signs to Clifford Rotary Celebration Square if they are in good repair.

Other capital project suggestions included new bike racks (Celebration Square & parks). The committee will continue to brainstorm.

The committee also followed up on the businesses as Tourist Information Centre. Both the Clifford Mini Mart and Clifford Country Store offered to host. The committee noted the longer hours of the Mini Mart as preferable. Raftis will follow up to ensure there is adequate space in the building for brochures. The committee suggested perhaps we could purchase a rack to display inside their store.

c. Beautification Update

Alicia Becker provided an update. She noted that the sidewalk stencils will not need repainted (and can be done every two years). The entrance sign enhancements will need to be updated. Craig Thompson offered to grind the rust off and add an extra layer of primer to protect before spray painting.

Raftis noted that no businesses purchased our Spring Planters (just the Clifford Committee). Raftis will coordinate with Becker for pick up. Alicia Becker updated that for Fall Planters, Harwill Farms will be providing and dropping off the entire kits to reduce coordinating efforts.

Becker shared that the beautification committee has additional banners from previous years for carnival décor. They will be hosting a Crafternoon on May 31st at Becker's home. Kim Klug agreed to join. They will be creating giant flower décor out of chloroplast. She also added that due to the disbandment of the Clifford Horticultural Society, the beautification committee has been given the opportunity to plant several downtown planters, and the entrance signs. Others are invited to join the gardening day as well.

Raftis shared that the Clifford Rotary Club has reached out to Clifford Connects to coordinate a Spring Clean Up. They have offered to drop off supplies/pick up full garbage bags for those in the community who would like to volunteer. The committee agreed to sponsor two \$50 Gift Cards as prizes for groups who send in photos of their clean up efforts. Raftis will create and share promotions.

d. Promotions Update

Raftis shared that the Norwell DSS Communications Class is excited to work with us to create downtown videos (“Day in Clifford”, “Shop Clifford” themes and B-Roll). They will film in September and have edited videos by October/November. Raftis encouraged the committee to brainstorm ideas of what we would like to capture to most effectively direct the students efforts.

Craig Thompson suggested reaching out to our top followers who share photos to work with them as “local influencers”.

e. Events Update

Schedule – Raftis reviewed the events scheduled and budget thus far, attached as “Schedule A”.

Sponsorship Update – There is \$3500 in sponsors so far:

- \$1000 Blessings to You (Dog Show Sponsor)
- \$500 Wightman
- \$500 Rotary
- \$500 Quality Homes
- \$500 Demerling’s Garage (Car Show Sponsor)
- \$400 Kim’s Grooming (Dog Show Sponsor)
- \$100 Clifford Takeout Sponsor

The committee discussed other places to sponsor. Carolyn Lemay offered to follow up with WC Smith Wholesale and offered to reach out to Sam McGill Real Estate. Scott Hammond will begin following up with those who have been emailed via phone call. He will create a list and send out to the committee to divide further.

Car Show – Jennifer Gibson shared there are 35 cars registered, with additional fire trucks, bigger trucks, etc. Cars will arrive for 9:15 am to be set up by 10am. The committee discussed prizes. Raftis will call Home Hardware to see if we can create a Car Care Pack. Other suggestions include Think Minto First Gift Cards, and Model Cars from Hearth & Leisure. Prizes will total \$500. Hammond noted Clifford Brewing Co. of Hamilton, ON may be interested in donating beer and swag as prizes. Raftis will investigate whether we can give away beer.

First Aid – Becker inquired about needing the presence of First Aid due to the additional activities such as the trail run. While the Fire Dept is on site, they are busy. Becker will look into St. John's and other options to bring first aid to the event for a donation.

Fun Run – Vic Palmer is organizing a Fun Run/Walk through the Clifford Trails. Snack Shack will sponsor prizes.

Food – Raftis sent out suggestions from the previous meeting to restaurants to get more involved in the carnival, including providing an outdoor menu on their building for people to review, offering a “carnival special” that the committee will promote via flyer to the car show vendors, and bringing food outside when possible. The committee discussed food trucks, and agreed to bring the Palmerston Scouting Association to the end of the carnival to spread the food options out (allowing for an easier walk for Car Show vendors who are further down the street). Snack Shack will be offering a carnival platter with various treats. Lemay is considering renting a cotton candy machine for the event.

Washrooms – Concerns were raised about washrooms. There is a porta potty in celebration square, and businesses will be open with washrooms as well. The committee is considering whether an additional porta-potty is needed.

Beer Garden – Neustadt Brewery has agreed to join the event. The Town of Minto will provide fencing in a small area outside of Clifford Takeout for a drinking area. Volunteers are needed to put up and put away fencing.

Entertainment – DJ, Face painting, balloons, magician, and dog show are all booked, as well as several roaming characters. Community groups will be invited again. Jennifer Gibson is looking into musicians to have outside the beer garden. Raftis offered to reach out to Bria Moore. Lemay suggested He Said She Said from Mildmay. Councillor Zimmerman has already recruited a few to participate in the Dunk Tank.

Makers' Market – Over 30 vendors are registered so far for the event through Tammy.

Volunteers – Jennifer Gibson will provide a list of names and phone numbers of those who have agreed to volunteer thus far for the carnival. Hammond, Gibson, Roesch have all agreed to help on the day of the event.

Layout – The committee reviewed the suggested layout for the event, confirming the use of both Allan St., and Celebration Square.

Promotion – The committee agreed to proceed with an ad package from the Ranch Radio Station for the event. There will also be ads on the River Radio Station, social media, Wightman TV, posters, etc.

4. Adjournment at 9:17 p.m.

Next meeting is at May 28th, 2025 at 7:00 p.m.

Schedule A

Clifford Carnival Timeline & Planning

Time	Activity	Location	Lead	Volunteers	Task
8am-10am	Set-Up	downtown	Erin	6	Set up tables, chairs, tents, organize makers market, etc.
8am - 5pm	Yard Sales	Private properties	Erin	None	
8am	5km Fun Run/Walk	Greenway Trail	Vic	??	
10am-2pm	Sidewalk Sales	Businesse	Businesses	None	
10am-2pm	Makers' Market	Allan St?	Tammy	1	Organize vendors upon arrival
10am-2pm	Lunch Specials	Businesses	Businesses	None	
10am-2pm	DJ Cody	TBD	Erin	None	
10am-2pm	Yard Games	Celebration Square	Erin		Volunteers to set up
10am-2pm	Spongebob & Heart & Gold Man Characters	Roaming	Tammy	None	
10:30am-1:30pm	Chuckles	Celebration Square	Erin		Volunteer at set up
10am-2pm	Temp Tattoo Station	Celebration Square	NEED	2	Put on fake tattoos
8:30am-10:30am	Registration	Elora st	jennfier	2	Meet cars, check in names for prize draw, hand out menus
8:30am-10:30am	Direct Traffic Car	Elora St	Jennifer	2	Direct cars to a location on main

	Show				street
10am-2pm	Car Show	Elora St	Jennifer		
Dog Show	12pm-1pm	Parking Lot	NEED LEAD	1	Meet with them to set up & monitor show
Magician	1pm-2pm	Celebration Square	NEED LEAD	2	Set up chairs and sound
Neustadt Brewery	10am-2pm	Downtown			Set up fencing
Dunk Tank	10am-2pm	Downtown	Jenn	4	Two shifts of two hours
Run Info Booth	10am-2pm	Celebrations Square	Erin	4	Handout maps, answer questions
Community Dog Show	11:30am-12:30pm	Downtown	Mike/Jenn	4	Organize starting line, organize prizes/judges, lead the walk, MC

Budget Overview

Total Budget: \$4000 | Sponsors = \$1750

Confirmed Activities	
DJ Cody	\$600
Face Painting	\$390
Chuckles	\$375
Dog Show	\$650
Steve Baker Entertainment	\$446.35
Car Show Prizes	\$500
Dog Show prizes	\$400
Radio Ads	\$550
Dunk Tank	1003.44
TOTAL	\$4,914.79