



**All Aboard Palmerston
Steering Committee Minutes
Monday, March 24, 2025
12:00 p.m.**

Attendance: Ron McTaggart, Christina Labbe, Mark Robinson, Connie Robinson, Councillor Ron Elliott

Staff Present: Erin Raftis, Marketing & Community Development Coordinator

Regrets: Taylor Keunen, Terry Cormack

1. **Call to Order at 12:07 p.m.**
2. **Minutes of Previous Meeting**
 - a. Minutes of the September 18th, 2024 Steering Committee Meeting

MOTION

Moved by: Connie Robinson Seconded by: Mark Robinson
that the All Aboard Palmerston Steering Committee approve the minutes of the September 18th, 2024 meeting.

CARRIED.

3. **Roundtable Discussion**
 - a. **Budget Update**
 1. **2024 Final Budget**

Raftis reviewed the final budget for 2024, noting a total revenue of \$15,281.82 and expenses of \$15,790.73 resulting in \$508.91 to be moved from reserve to cover the difference. She noted that \$3,125 of our operating budget contributing to the Bright Lights & Festive Nights project. She also added that Light up the Park totalled \$4,631.80 and Kris Kringle totalled \$1,553.06.

Raftis prepared a sample 2025 budget that projected \$10,000 in revenue, and set aside \$6,500 for events, \$1,500 for promotions, and \$2,000 for beautification. The capital budget has \$6570 for projects, of which \$1,200 are allocated to the Palmerston Mural Project. The committee approved this budget for use in 2025.

2. 2025 Budget Planning

b. Promotion

Raftis noted she will check in with Cormack for an update on the logo on the curling club ice for the next meeting.

The committee discussed proposal sent by influencer, Em Rowsell, who reached out to work with us through her #EmilyinOntario. Key topic discussions included:

- What assets would we promote? Key interest in promoting the Lions Park as an attraction, then the downtown, and key shops for visitors. Also to promote our unique railway history.
- Consider inviting businesses to buy-in to promotion package for being featured in one of the 4 available reel slots
- Who is the target audience? Considered we would likely want to target families who would be more likely to use the park for a day trip for kids.

After reviewing Emily Rowsell's demographics and analytics, as well as her target audience, the committee agreed to seek other influencers who may be more suited for a "family" audience.

The committee agreed there was great value in the professional videos and access to an influencer audience but wasn't sure this was the right fit. Raftis will research alternative options to bring to the next meeting and encouraged others to do the same.

Raftis asked the committee if they would support asking downtown businesses if someone would be interested in acting as a tourist centre for Palmerston (re: the Magic Ice Cream Shopp in Harriston). The committee agreed and would be open to sponsoring signage.

c. Beautification

Raftis shared an update from Wayne Martin on the Palmerston mural project, noting it is well underway and will be ready for the Homecoming. Martin thanked the committee and all the volunteer groups for their work, as well as the Palmerston Foodland as the key business involved.

Raftis was in touch with Keunen who was working on updating banners for 2025.

Raftis also asked the committee to consider what capital projects they would like to work on for this year. She suggested possible magazine promotional stands for outdoors. Mark Robinson recommended checking in with real estate agents to source.

d. Events Update

Christina Labbe reviewed the previous minutes of the events committee meetings, highlighting the decision for the Raleway Festival to remain at the Palmerston Railway Heritage Museum. She noted a need for increased volunteers for that day, and also that the event will now be age of majority only. Raftis added that the committee agreed to help Homecoming with promotion and volunteer recruitment. Labbe noted that the Homecoming committee will likely be submitting with a request for additional beautification efforts. Labbe also mentioned the group reviewed the holiday events, noting areas of improvement for 2025.

e. Other Business

Raftis shared that business owners are invited to the Mayor's Breakfast on April 25th and all committee members are welcome to attend the Volunteer Appreciation dinner on April 29th. Both events require RSVPs.

4. Adjournment at 1:13 p.m.

Next meeting May 15th, 2025 at 12:00 p.m. at the Library.