



All Aboard Palmerston Committee Minutes

**Thursday, May 15, 2025
12:00 p.m.**

Attendance: Christina Labbe, Terry Cormack, Mark Robinson, Connie Robinson, Councillor Ron Elliott

Staff Present: Erin Raftis, Marketing & Community Development Coordinator

Regrets: Taylor Keunen, Ron McTaggart

- 1. Call to Order at 12:05 p.m.**
- 2. Minutes of Previous Meeting**
 - a. Minutes of the March 24, 2025 Steering Committee Meeting

MOTION

**Moved by: Councillor Ron Elliot Seconded by: Mark Robinson
that the All Aboard Palmerston Steering Committee approve the minutes of the March 24th,
2025 meeting.
CARRIED.**

- 3. Roundtable Discussion**
 - a. Budget Update

Raftis provided an overview of the budget to date noting \$2493.79 in operating expenses and \$4706.47 in capital expenditures thus far. The capital budget as a remaining \$5863.47.

- b. Capital Projects

The committee inquired about repainting the Palmerston Lions Park Basketball Court mural prior to homecoming. Raftis noted Building Bridges Adult Day Program has mentioned interest in assisting with this project. Raftis will connect with Keunen to determine the next steps.

The committee discussed capital projects to date. Cormack shared that the logo on the curling club ice looked good and was viewed by many visitors through the season.

Raftis shared an update from Wayne Martin on the Palmerston Foodland Recreation Mural Project to which the committee sponsored \$1200. Groups that are featured and provided financial compensation for the project include Blessings to You, Skating Club, Curling Club, Marlins, 81s, Minor Hockey, United Soccer, and Broomball. There is a grand unveiling on June 18th, 2025 at 12pm and members are invited to attend.

Raftis also noted that new banners were ordered and will hopefully arrive in time to be put up in June. Pride Banners will be going up June 2nd.

The committee noted that the historical plaques through the Palmerston Lions Park are fading and will require touch ups. Raftis will follow up. Councillor Elliott added that the entrance sign near the hospital is blocked by a sign with churches. Raftis will follow up to determine who currently owns the sign to discuss moving it.

c. Beautification Update

Taylor Keunen provided a virtual update for the beautification committee noting the following:

- Lisa Shantz picked up 8 summer planters & will be placing them downtown (heritage park entrance & beside chairs across the road).
- Tricia Norman is looking to schedule a beautification meeting for Homecoming in the next month.
- Shantz has offered to help Keunen out as temporary Chair of the Committee as she steps back for the summer. Keunen will update the committee once Shantz is ready to assume the role.
- Keunen will also reach out to the Lions Club to see if they will be able to manage the poppies on Old 81 installation/take-down in her absence.

d. Event Update

Events Chair Christina Labbe updated that there are 8 beverage vendors confirmed for the Raleway Festival this year. She emphasized that the event is Age of Majority only this year. She added that we are seeking volunteers for the event, and volunteers will receive free admission to the event.

She noted that winter events will be discussed at a meeting following the Palmerston Homecoming.

e. Promotions Update

Raftis shared that the Norwell DSS Communications Class is excited to work with us to create downtown videos (“Day in Palmerston”, “Shop Palmerston” 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.

Raftis reported that both Lost Angels Barber Shop and Norsco Sports/What’s the Occasion offered to act as the Tourist Centre for Palmerston. The Committee discussed and agreed that due to Norsco’s hours on Saturdays, they would be the better fit for the position. Raftis will follow up with Norsco to determine what type of signage would be best. They also suggested including a sign in the community board that recommends visiting Norsco for additional tourist information. They would also be interested in sponsoring a rack for businesses to place flyers. We would also want to encourage other businesses to drop flyers off at Norsco to help promote the wider area as a tourist destination.

Raftis also shared that we were donated Real Estate boxes that will be painted and located in our downtown to hold Community Guides for easy pick-up by those walking by. It was recommended to also distribute Community Guides to the library.

Raftis requested T-Shirt sizes from committee members to order All Aboard Palmerston T-Shirts.

5. Adjournment at 12:43 p.m.

Next meeting is scheduled for September 22nd, 2025 at 12pm at the Palmerston Library.