



The members of the NOTL Canada Sesquicentennial Committee met on April 18, 2017 in the Penner Room at the NOTL Community Centre at 10:00 am.

**PRESENT:** Bill Cowie, Rick Meloen, John Mather, Clare Cameron, Richard Coyne, Bill French, Tony Chisholm, Mona Babin, Sarah Bowers, Terry Flynn, Peter Martin, Patti Knipe, Rene Bertschi, Kevin Turcotte, Maurice Pam, Erin (Parks Canada), Amy Klassen, Roger Nugent, Mario Iazzo, Denise Ascenzo, David Hemmings, Stan Harrington, Sheldon Randall, Lord Mayor Pat Darte, Cheryl Morris.

**Absent:** Janice Thomson

**Guest:** Rev. William Roberts

Co-Chair Bill Cowie called the meeting to order at 10:00 a.m.

**CONFLICTS OF INTEREST:** None

**MATTERS FROM MINUTES:** None

MINUTES of April 4, 2017 meeting approved by Richard Coyne, approved by all.

AGENDA for April 21, 2017 approved by Mona Babin, approved by all.

**DELEGATIONS:** None

**Presentation: Rev. William Roberts, St. Mark's Church**

Rev. Williams presented an overview of the events planned by the Church to commemorate its 225<sup>th</sup> anniversary. From June through September, 10 events are scheduled, including:

- June 10, the anniversary date. A chorale concert to which the Gov General has been invited.
- Flower show, June 30, July 1 & 2. The choir will perform.
- Oyster supper, Sept 16 on the grounds of the rectory. Would like to tie into the Committee's Sept 17 event, at which Rev. Roberts will be saying a few words.
- <http://stmarks1792.com/services-and-events-2/events-calendar/>

**SUBCOMMITTEE REPORTS:**

• **Finance: Tony Chisholm**

- The Town has approved \$17,000 for the Snowbirds event and \$10,000 for the Legacy project (Upper Canada Heritage Trail)
- A donation of \$20,000 has been made by Marotta Construction. Details will be reported shortly. Two Sisters Vineyards, owned by Marotta, abuts the trail.

• **Legacy – Upper Canada Heritage Trail: Bill Cowie**

- Rene Bertschi has videotaped 2 hours as he was biking along the entire trail. He is planning to film it again using his drone. Kevin Turcotte mentioned this will be very helpful to be able to view all the trail and especially mark out which places need repair.
- Kevin asked the Committee to submit a grant application to TD Trees Days (deadline Apr 21) which could benefit the trail in the amount of 150 saplings. Cheryl Morris will submit the application and indicate J.B. Hopkins as the Town's liaison. The tree planting would be done by Legacy project volunteers.

• **Communications: Cheryl Morris**

- Cheryl presented the new rack cards, temporary tattoos (will be given out at events), as well as posters for the May 6 event, the first Confederation Celebration.

- A digital ad campaign with the Advance has been contracted and will start mid-June for 2 weeks. A print ad is set for Niagara Life coming out in late May, published by Niagara This Week.
- Major efforts are starting now to publicize Confederation Celebration events: social media including Facebook ads, print ads, posters, website refresh, rack card distribution.
- Event banners have been ordered.
- **June 30: Rick Meloen/Bill Cowie**
  - Rick reported that all the music acts have been booked.
  - Volunteer tasks and assignments are in progress. Patti Knipe will coordinate and communicate to volunteers.
  - Pat Darte said he would invite the person who offered to run the bed race to the next Committee meeting.
  - Tony Chisholm said he would contact Terry Boulton to help him run the costume contest.
- **July 3: Bill French/John Mather**
  - John Mather has submitted volunteer requirements to Patti.
  - Bill French will create a site map to show where tents and activities will be set up in Simcoe Park.
  - Bill brought up the idea of having food sales. It was suggested that he discuss this with Janice Thomson as this is a sensitive issue with the business owners on Queen St.
- **225<sup>th</sup> Anniversary: Cheryl Morris & Patti Knipe**
  - Patti Knipe reported that the meeting on Apr 20 of the Gazette subgroup will make final edits to articles and turn them over to Cheryl for formatting. Deadline of artwork to the printer is May 15.
- **Dock/Tall Ships: Tony Chisholm/Roger Nugent**
  - The ship, Denis Sullivan, is replacing the Niagara due to the latter's change of plans. The Sullivan is a wooden 3-masted schooner replica of a Great Lakes cargo ship.
  - The contract for the temporary dock is signed. Cost is \$40,000.
  - Volunteer responsibilities and catering research is progressing. Food will also be sold at the dock – licenses/permits/set-up will be done by the vendor.
  - Music for July 3 will be investigated by Cheryl.
  - A security plan will be set following a May 9 site inspection by Transport Canada. Various documents are needed in advance of this inspection: 1) legal definition/name of Riverbeach Park, 2) a letter from the "owner/operator" of the marine facility which is the Town of NOTL that authorizes the Committee to act on its behalf. Cheryl will get these and send to Transport Canada.
  - Roger Nugent proposed a Sail Training scholarship be sponsored by the Committee. He will research this and present to the Committee shortly.
- **Confederation Celebration: Sarah Bowers**
  - Sarah reported that the songs and the play are in great shape, with rehearsals taking place May 1-5 at the Community Center (May 1-4) and the Centennial Arena (May 5). Committee members are invited to watch.
  - Sarah has drafted a bad weather emergency protocol to give to volunteers. Included in this will be other information and etiquette guidelines.
  - Rick and Cheryl will visit the stage manufacturer following this meeting.
  - Sheldon Randall is looking into the possibility of the Town providing a truck for the season to tow the stage.
  - Rene Bertschi has offered to videotape the events. A social media contractor will be filming some shows for quick clips to put on YouTube, etc.
  - Pat Darte suggested asking Jack Custers from Cogeco to film as many as possible. Cheryl will follow up.

- **Snowbirds: Pat Darte/Bill Cowie**
  - Pat Darte has spoken to potential sponsors
  - Bill Cowie suggested Mona Babin become co-chair of the Snowbirds subcommittee.
  - The Snowbirds show will likely start at 4:30pm on Sept. 20 due to visibility/glare of sun, as well as the event happening on a weekday (allows people to attend at the end of a workday). The Confederation Celebration show will be scheduled after the Snowbirds perform.
- **Sponsorship: Bill Cowie**
  - No report.
- **Logistics – officially disbanded: Bill Cowie**
- **New subcommittee: Volunteer Coordination, headed by Patti Knipe.**
  - Patti will report at the next Committee meeting.

**NEW BUSINESS:**

- Bill French asks that a report be added by Amy Klassen at subsequent Committee meetings on the Doors Open weekend. Amy mentioned that event details are on the NOTL 150 website now, and a brochure will be created shortly to be posted as well. A bookmark will also be created to go into the Shaw's play programs that weekend.
- Amy reported the Museum has received a NIC grant for their "renegade plays" project, a series of pop-up theatre being written by Barbara Worthy.
- Mona Babin offered to help Cheryl with social media broadcasts.
- Rick asked about the Citizenship Ceremony planned for 9:30am on July 1. Cheryl has been coordinating this with Carrie Enns and may have an update soon. The issue is finding a venue in Old Town, difficult due other July 1 town events, lack of parking, and finding a room large enough for 100 people. A placeholder at the Community Centre has already been booked.

Meeting ended at 11:20 a.m.

**Next meeting: 10:00 a.m. Tuesday May 2 in Penner Room, NOTL Community Centre.**