



The members of the NOTL Canada Sesquicentennial Committee met on May 30, 2017 in the Penner Room at the NOTL Community Centre at 10:00 am.

PRESENT: Bill Cowie, Rick Meloen, John Mather, Richard Coyne, Tony Chisholm, Amy Klassen, Clare Cameron, Mona Babin, Cheryl Morris, Sheldon Randall, Bill French, Sarah Bowers, Patti Knipe, Rene Bertschi

Regrets: Peter Martin, **Absent:** Janice Thomson, Lord Mayor Pat Darte, Terry Flynn

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

CONFLICTS OF INTEREST: None

MATTERS FROM MINUTES: None

MINUTES of May 16, 2017 meeting approved by Amy Klassen, approved by all.

AGENDA for May 30, 2017 approved by Richard Coyne, approved by all.

SUBCOMMITTEE REPORTS:

• **Finance: Tony Chisholm**

- The budget for the Tall Ships event indicates we are still on the plus side, even accounting for items that are known and will be billed at a future date.
- The financial report from the Town now shows Town's contribution for Legacy project and Snowbirds event.

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

- Bill reported he will contact everyone who has expressed interest in the trail.
- Bill asked Sheldon for a budget from the Town for repairing the trail. Sheldon Randall reported that a budget would be available in mid-June.
- Cheryl Morris reported that from email correspondence from The TD Tree Day coordinator, our submission for 150 trees looks like it will be granted. A plan needs to be drawn up as to the exact location of the plantings. JB Hopkins will be involved in coming up with this plan.

• **Communications: Cheryl Morris**

- Website is updated several times a week as all information is confirmed. Check page <http://www.notlcanada150.ca/events-calendar.html>
- FB ads have reached more than 3000 people through ads and page visits. We need more engagement from committee members to share posts among their own contacts.
- Clare Cameron volunteered to manage the Instagram account – notlcanada150.
- Cheryl had 2 selfie frames created. Their first use will be at school performances June 5 & 6.

• **June 30: Rick Meloen/Bill Cowie**

- Rick reported on a meeting he attended to organize the bed race. The Lord Mayor, Andrew Stuart, Mona Babin, Cheryl also attended. Andrew Stuart is taking the lead. An online entry and payment form was built by Kevin Turcotte and is linked from our website.
- The June 30 event needs a lot of volunteers to help manage all the activities. According to Patti Knipe, not many have come forward even after several communications efforts & ads.
- Everything else is organized and in good shape.

• **July 3: Bill French/John Mather**

- John will set up a meeting with Kevin to check where tents can be placed in Simcoe Park to avoid irrigation lines.

- Cheryl reported that Ontario 150 is trying to arrange for Ginger Ale & the Monowhales to perform on out stage. This group performed the Ontario song <https://www.youtube.com/watch?v=MtidBJwR-5c>
- **225th Anniversary: Bill Cowie/Cheryl Morris**
 - Cheryl reported that Speaker Levac will send a reminder to MPPs who have not responded to the invitation.
 - Patti Knipe reported that the next issue of the Gazette is in planning stages.
 - Cheryl suggested greetings be added from the LT Governor and Speaker Levac. Cheryl will contact them.
- **Tall Ships: Tony Chisholm**
 - Posters and rack cards are now available for distribution.
 - A hand-out to give at the event will be prepared by Cheryl.
 - Tony reported that the water level is now at 4' over normal level. Sheldon mentioned he has heard it may rise another foot in June.
 - Discussion came up about moving the event to a different location. Tony will investigate with Sheldon and Kevin.
 - Tony has prepared a manual to give the 2 ships' captain. This contains all pertinent information on safety, available resources and items of interest related to NOTL.
 - A volunteer orientation meeting is set for June 19.
 - Tony has communicated with the organizer of Hamilton's Tall Ships event for a group from our committee to get a priority pass to visit on July 2.
- **Confederation Celebration: Sarah Bowers**
 - Sarah reported that the May 21 Confederation Celebration in Niagara on the Green Park was rained out and will be rescheduled.
 - The mobile stage is very impressive and everyone is looking forward to using it.
 - Volunteers are needed for set-up. As learned from the May 6 event, we should set up 2 hours prior to performance start time if we need to put up auxiliary tents.
 - The Committee is considering hiring a roadie to drive the trailer and help set up. More on this as it is confirmed.
 - Cheryl will set up time with Rene Bertschi and others tbd to discuss videorecording the revue.
- **Snowbirds: Mona Babin**
 - Mona reported that two people have joined the existing subcommittee.
 - The VIP event will be managed by Bill Cowie and (someone) from Niagara Falls. The VIP event will go on even if the Snowbirds show cannot due to weather issues.
 - Hotel accommodations are being investigated, and other items like car rentals for the crew may be comp'd
 - The area where residents need to be evacuated & blocked will be reported on in future meetings.
- **Sponsorship: Bill Cowie**
 - Tony Chisholm has provided some contacts to Bill who will follow up with them.
 - Tony reported that Beau Chapeau now has the NOTL150 cap in their window. This has been added to our website and Facebook pages.
- **Volunteer Coordination: Patti Knipe**
 - Patti hopes that Committee members will help with as many events as they can, and also ask their friends and family if they'd like to volunteer. Please send names & contact information to Patti.
 - Patti will ask Amy Klassen to send the call for volunteers to Museum members.
 - Patti will contact the Royal Elite School, as follow up to a previous discussion and show of interest.

- **Doors Open: Amy Klassen**

- Amy presented the Doors Open brochure produced by the Museum.
- Cheryl reported about the Doors Open media launch in Toronto on May 17. More community groups than media reps attended. Overall it was good to have a presence from NOTL.
- Amy will send Cheryl a PDF of the brochure for the website that contains parking information.

NEW BUSINESS:

- none

Meeting ended at 11:20 a.m.

Next meeting: 10:00 a.m. Tuesday June 13 in Penner Room, NOTL Community Centre.