



Southwold Family Day Committee

Event Dates - Saturday February 10th, 2024 or February 17th, 2024

Agenda

Wednesday October 11, 2023 at 6:00 pm

WebEx Meeting/Keystone Complex, Shedden

- 1.0 Call Meeting to Order and Welcome**
- 2.0 Approval of the Agenda**
- 3.0 Approval of the Minutes from March 22, 2023**
- 4.0 Planning for 2024
Event Ideas & Initial Discussion (List Taken from Previous Year Events)**
 - **Music and Entertainment**
 - **Midnight Meal & Supper**
 - **Zero Waste Committee information table**
 - **Fire Prevention Officer information table**
 - **Library**
 - **Mascot**
 - **Birds of Prey**
 - **Dotsy the Clown**
 - **Colouring and Crafts, Jenga Blocks**
 - **Fireworks**
 - **Shedden Soccer Registration**
 - **Photo Booth**
 - **Hot Dogs and Hot Chocolate**
 - **Fire Truck/Fire Prevention Demonstration**
 - **Hay Rides/People Mover**
 - **Bonfire**
 - **Bar (volunteers and security)**
 - **Cookies**
 - **Opening Ceremonies**

- **Plunger Toss**
 - **Obstacle Course**
 - **Ball Hockey and Skating**
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- 4.1 Media and Advertising Plan**
 - 4.1.1 Promotional Video & Social Media**
 - 4.1.2 Press Releases**
 - 4.1.3 School Invitation, Flyer & Contest**

 - 4.2 Event Logistics**
 - 4.2.1 Volunteer Needs (i.e. what events need more staffing)**
 - 4.2.2 Volunteer ID – Vests? Shirts? Name Tags?**
 - 4.2.3 Coordinating Volunteers**

 - 4.3 Action Items**
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- 5.0 Adjournment and Next Meeting**



Southwold Family Day Committee

Family Day Committee Meeting Minutes Wednesday, March 22nd, 2023 at 7:00 pm Council Chambers/Online

Committee Members Present: Councillor Scott Fellows, Lizanne Kerkvliet, Jane Cox, Councillor John Adzija, Jim Carder and Scott Young.

Staff Present: CAO/Clerk Jeff Carswell

The meeting was called to order at 7:10 pm by Chairperson Scott Fellows.

Approval of the Agenda

Moved by Jim Carder

Seconded by Jane Cox

That the agenda for the March 22, 2023 Southwold Family Day Committee be approved.

Carried

Approval of the Minutes from the Previous Meeting

Moved by Jane Cox

Seconded by Lizanne Kerkvliet

That the minutes of the February 7, 2023 Family Day Committee be approved.

Carried.

Event Highlights

- Outdoor event, washrooms only indoor component
- 5 pm start
- Welcome from the Mayor
- Hotdogs, cookies, hot chocolate, popcorn
- Games
- Live music

- Bonfires
- Skating - if weather permits
- Fireworks at 7 pm
- End after fireworks

2023 Event Debrief

- Fireworks – no issues – went well – wind worked well for smoke – cost was lower than anticipate – good number of volunteers
- Advertising and Promotion – very good turnout -
- Music/Entertainment
 - Tent affected visibility of the performer
 - Was difficult to know when the Mayor’s opening remarks took place – not as prominent as it could have been
- Food
 - FD BBQ worked very well – only 150 hot dogs left
 - At peak attendance there was a significant lineup for hotdogs – consider options to get ahead of hot dog demand – additional people to hand out/get them into buns
 - Some bottlenecks around condiment area – need more space/additional condiment stations
 - Cookies – mix up on the cookie order/quantities – too many people involved for one item – stick with just one type of cookie in the future – many repeats for additional cookies
 - Popcorn – popcorn maker broke down, but was still able to go through 40 lb of kernels – smaller bag size would be preferred
 - Overall, not too much food waste
 - Hot Chocolate – some comments about cold/watered down – should look at Hot Chocolate preparation – transporting from the hall seemed inefficient, could be a safety concern – drink locations/logistics could use some review
- Bonfires
 - 3 bonfires with straw bale seating worked well
 - Firefighters in gear patrolling was good – positive interaction with children
- Games – additional staff for the games would be beneficial – attendance number and interest in the games was much higher than anticipated
- Timbernook Obstacle Course – donated – was very well received – highly recommended
- Site Layout
 - Generally good for games, fireworks
 - Fire Truck location was good

- Need to consider flow related to food / eating locations – pavilion was very congested – possible spread picnic tables out more / disburse them more

Other general comments

- Some people brought alcohol
- Significant number of non-Southwold attendees – is this the intent of the event – how could this be controlled?
- More recognition/branding that it was a Township of Southwold sponsored event – who is putting it on
- Should use the attendance projections to adjust staffing levels
- Parking was a concern – mainly on Talbot Line – parking lot was made completely available

Comments/ideas for 2024

- 2024 Event February 17
- Start planning earlier – September
- Need to engage more volunteers / get new volunteers involved
- Roving donation jar – people were asking if they could make a donation
- Sponsorship opportunities
- Coffee as another beverage option
- Need to determine intended audience (Southwold or beyond) adjust promotion and reach accordingly

The committee directed that Thank You cards be provided to Collards, Rosy Rhubarb, Timbernook and the Volunteer Firefighters.

Next Meeting

The next meeting will be held Wednesday, September 13, 2023.

Adjournment

Moved by Jane Cox

Seconded by Lizanne Kerkvliet

That the meeting adjourn at 8:29 pm

Carried