



## **Southwold Family Day Committee**

### **Family Day Committee Meeting Minutes Monday February 5, 2024 at 6:30 pm Council Chambers, Fingal /Online**

#### Committee Members Present:

Joe McKinnon  
Councillor John Adzija  
Councillor Scott Fellows  
Morgan Bengen  
Jane Cox  
Jim Carder  
Scott Young  
Abi Drewitt  
Keith Orchard

Regrets: Lizeanne Kerkvliet, Darlene Wardsworth

Staff Present: Lisa Higgs

#### **1.0 Meeting to Order and Welcome**

The meeting was called to order at 6:34 pm by Co-Chairperson Scott Fellows.

#### **2.0 Approval of the Agenda**

The Committee members approved the agenda for the February 5, 2024 Southwold Family Day Committee.

#### **3.0 Approval of the Minutes from the Previous Meeting**

The minutes of the January 4, 2024 Family Day Committee were approved.

#### **5.0 Planning for 2024**

##### **- Site Plan**

The Committee reviewed the proposed site plan for the event. There was a discussion about the location of the various food stations, agreeing that they

should be spread out in the pavilion. There was also discussion about the proposed locations for the lighting plants.

### **Cookies**

Jane Cox indicated that the cookies have been ordered and everything is ready to go.

#### - **Hot dogs and Hot Chocolate**

Scott Fellows indicated that he will pick up grocery supplies on the day before the event. The committee asked about the logistics and whether Scott needed help with fitting everything into the vehicle, and he did not believe that he needed any assistance.

#### - **Bonfires**

The Bonfires have been arranged and the Public Works department has agreed to cut wood in advance of the event and have it delivered to the site.

#### - **Opening Ceremonies**

Morgan agreed to pick up the costume on Saturday morning and return it after the event. Dignitaries have been invited and they indicated that they will be attending, with the exception of MPP Rob Flack who sent his regrets.

#### - **Skating**

Given the weather, it is unlikely that there will be a skating rink this year, but it may be possible.

#### - **Games**

Inflatables are organized and ready to go and small games are available as well.

## **6.0 Media and Advertising Plan**

### **6.1.1 Promotions & Social Media**

Township staff are able to assist with the creation of a flyer and promoting this event. Abi indicated that there is a bit of a blip in that the advertisement on social media is getting some spam and sending misleading messages to vendors. Abi spoke to the traffic that the advertisement is generating, reaching over 500 people on social media.

Jane indicated that Steve Bushell as agreed to advertise on his S & B sign. Lisa indicated that she will send the flyer to Steve for posting.

### **6.1.2 School Invitation & Flyer**

Lisa indicated that the flyer has been completed and that she was able to get it out to the school. The Committee members each took a small pile to circulate to their various sources.

## **7.0 Event Logistics**

### **7.1.1 Volunteers**

#### **- Set up inflatables**

Elysia is coordinated the setting up of the inflatables. Scott indicated that he will double check with her to confirm details.

#### **- Traffic and parking**

There was significant discussion about the traffic management plan and where various people can park during the event, along with conversation about signage, pylons and presence of 4 auxiliary police offers. Ideally, the Committee would like for the public to park at Corsley Park primarily and to avoid the Keystone parking in general. Scott indicated that he has a lot of traffic cones that can be used during the event. The Committee agreed that there needs to be some volunteers at the event to help direct parking. Jane will provide some vests for volunteers, for everyone which can be worn alongside the toques with flashlights. Lisa indicated that facilities operator John Price is available to assist with the event set up on the Friday as well and that she will order signage for event parking.

#### **- Tractor Drivers**

Keith has taken care of getting drivers for tractors and people movers. There was a discussion about the routes that the different movers will take, suggesting that the rides take place every 15 minutes. There was also an idea about rotating shuttle routes and tourist routes during the night, depending on demand.

### **7.1.2 Volunteer ID – Vests? Shirts? Name Tags?**

#### **7.1.2.1 More Information on toques and Hi-VIS vests- Councillor Adzija Updates**

John reported that the toques have arrived. Jane will contact Rosy about getting some Hi-VIS vests.

### **7.1.3 Coordinating Volunteers**

Committee members should be at the complex around 1:30 to get things set-up. Elysia has coordinated all of her volunteers. The feedback from previous volunteers has been that they need more direction on jobs to be done.

The list of volunteer jobs needed include:

- Parking and traffic assistants (directing parking)
- Set up and take down of equipment and supplies
- Making food, drinks,
- Handing out food and drinks (popcorn, cotton candy, cookies)
- Assisting Elysia with inflatables
- Directing people to the various events and things that are happening
- General Cleanup throughout the event

### **8.0 Next Meeting**

The next meeting, a debriefing, will be held following the event on March 18, 2024 at 6:30 pm.

### **Adjournment**

That the meeting adjourn at 7:54 pm.