

Committee Meeting Minutes

Wilmot Canada Day Task Force Meeting

Tuesday, April 15, 2025, 6:30 P.M.

Wayne Roth Meeting Room – Wilmot Recreation Complex

1291 Nafziger Rd,

Baden, ON

N3A 0C4

Members Present:

J. Divita
L. Divita
M. Doucet
K. Gray
S. Hammer
P. Mackie
S. Martin
B. Roth
A. Stevenson
R. Unrau

Staff Present:

M. O'Krafka, Manager of Community Services
K. Bos, Manager of Legislative Services / Municipal Clerk
M. Dykstra, Supervisor of Legislative Services / Deputy Clerk
M. Habel, Recreation Program Supervisor

1. CALL TO ORDER

Moved by: S. Martin

Seconded by: J. Divita

THAT the Wilmot Canada Day Event Task Force Meeting on April 15, 2025 be called to order at 6:30 p.m.

Motion Carried

2. TERRITORIAL LAND ACKNOWLEDGEMENT

Chair R. Unrau read the Territorial Land Acknowledgement.

3. ADDITIONS TO THE AGENDA

There were no additions to the agenda.

4. ADOPTION OF THE AGENDA

Moved by: K. Gray

Seconded by: B. Roth

THAT the Agenda as presented for April 15, 2025 be adopted.

Motion Carried

5. DISCLOSURE OF PECUNIARY INTEREST UNDER THE MUNICIPAL CONFLICT OF INTEREST ACT

There were no disclosures of pecuniary interest.

6. MINUTES OF PREVIOUS MEETING

Moved by: L. Divita

Seconded by: S. Hammer

THAT the Minutes of the March 18, 2025 Wilmot Canada Day Event Task Force be adopted as presented.

Motion Carried

7. DELEGATIONS

There were no delegations.

8. CORRESPONDENCE

There was no correspondence.

9. REPORTS

9.1 COMMITTEE ADMINISTRATOR REPORT

Committee Administrator M. O'Kafka provided a verbal update to the Committee on the following:

- Director of Community Services, Chris Catania will be the emcee for the event;

- Official dignitaries have been invited to the event, and will provide greetings;
- Waterloo Region Waste Management will submit a vendor application;
- Top Shot Hockey will be at the Wilmot Recreation Complex next weekend, and Committee Members could visit the amenity;
- The Committee should consider setting deadlines for sponsorships to finalize advertising materials, there will be discussion at the next meeting to finalize deadlines;
- The Township has not received any volunteer applications and a recruitment strategy will be considered at the next meeting;

Committee Members provided a verbal update regarding the participation of service clubs and youth organizations, specifically:

- The Junior Optimists have opted to not conduct kid's activities, but will have a booth at the event for the sale of items;
- The Wilmot Aquatic ACES Swim Club have expressed an interest in participating in the event in some form

Committee Administrator M. Habel provided a verbal update to the Committee regarding the plan to release additional promotional materials to recruit volunteers, and confirmed that additional promotion for sponsorships can also be facilitated.

Councillor S. Martin advised that Imperial Restaurant has expressed interest in providing the Canada Day Cakes, and he will follow up with Imperial Kitchen regarding the size and cost per cake.

9.2 2025 WILMOT CANADA DAY EVENT BUDGET UPDATE

Committee Administrator M. Habel provided a verbal update to the Committee:

- The approved expenditures for the event total \$38,589.52, and the current funds total \$31,386;
- The event has a shortfall of \$7,203.27; and,
- Staff are waiting for an update from the Government of Canada's "Celebrate Canada" grant funding program, regarding the application for \$8,000 in grant funding for the event.

9.3 WATERLOO REGION POLICE SERVICE- PAID DUTY SERVICES

Committee Administrator M. Habel presented the event estimate for paid duty services to the Committee.

- The cost for two officers, and two cruisers for 3.5 hours is \$1087.97

Committee Member P. Mackie added:

- In addition to the two officers, auxiliary officers may volunteer to support the officers; and,
- The paid duty services will provide traffic control services following the fireworks therefore not requiring any road closures.

The Committee sought clarification if security will be present during the day portion of the event.

Moved by: P. Mackie

Seconded by: K. Gray

THAT the Committee approves an expenditure in the amount of \$1500.00 with Waterloo Regional Police Services for the provision of paid duty services as outlined in the event estimate.

Motion Carried

9.4 SUB-COMMITTEE VERBAL REPORTS

9.4.1 Community Engagement & Vendors Sub-Committee

Committee Members M. Doucet and S. Martin provided a verbal update on the community engagement and vendors.

9.4.2 Event Sponsorship / Donation Sub-Committee

Committee Member A. Stevenson and S. Hammer provided a verbal update on the event sponsorship / donation sub-committee.

- The sponsorship / donation sub-committee will coordinate with the Township to confirm the sponsorship funds received;
- MRC Radio has confirmed that they will provide an in-kind sponsorship for the provision of 10 radios;

- Cloverleaf has confirmed that they will provide an in-kind sponsorship for the provision of advertising activities in the lead up to the event;
- A food provider is willing to sponsor the complimentary food for event volunteers;
- There is interest from potential sponsors to sponsor specific event areas, like the vendor and children's areas, more information will be provided at the next meeting;

Committee Members discussed the following:

- The budget for signage related to sponsorship may need to be increased to account an increase in sponsorship opportunities.

9.4.3 Marketing and Promotion Sub-Committee

Committee Member L. Divita provided a verbal update on the marketing and promotion sub-committee.

- Mapping of the event site is ongoing and will be finalized after the site visit;
- Seeking volunteers for the dunk tank; and,
- Acquired the sacks for the sack race.

Committee Members asked and received a response on the following:

- Whether food trucks have been confirmed; and,
- Whether the Committee should reuse the existing banner, or purchase a new banner.

Moved by: P. Mackie

Seconded by: A. Stevenson

THAT the Committee authorize an expenditure of \$105.00 for the provision of a new Canada Day Event banner

Motion Carried

9.4.4 Music and Entertainment Sub-Committee

Committee Member K. Gray and R. Unrau provided a verbal update to the Committee:

- The music and entertainment sub-committee have been in contact with the approved bands, and are coordinating technical requirements; and,
- Scheduling for the music and entertainment acts is ongoing, and anticipate that each set will be 80 to 90 minutes each and will commence either on the hour or half hour mark.

Committee Members asked and received a response on the following:

- Where Erick Traplin will be set up for the Children's Area; and,
- Whether there will be opportunities for fill-in performers between music and entertainment stage transitions.

Committee Administrator M. O'Kafka recommended that event promotion should begin soon, along with establishing the timing for various component of the event.

P. Mackie advised that there is a sponsorship opportunity for the Sunrise Ceremony, and he will connect with Township staff to provide direction to the enquirer.

9.4.5 Volunteer Co-ordinator

Committee Member E. Penner was absent, and no update was provided.

10. ANNOUNCEMENTS

Committee Member B. Roth requested that P. Mackie connect with the MOPARfest organizers to make a request to borrow the site specific tailor made electrical cord, and determine if any repairs to the cord are necessary before the Canada Day Event.

11. ADJOURNMENT

Moved by: J. Divita

Seconded by: A. Stevenson

THAT we do now adjourn to meet again on May 6, 2025 at 6:30 pm at Norm Hill Park, 251 Jacob Street New Hamburg, Ontario or at the call of the Chair.

Motion Carried

DRAFT