

Committee Meeting Minutes

Wilmot Canada Day Task Force Meeting

Tuesday, May 6, 2025, 6:30 P.M.
Norm Hill Park
251 Jacob Street
New Hamburg, Ontario N3A 1G6

Members Present: J. Divita
L. Divita
S. Hammer
P. Mackie
S. Martin
E. Penner
B. Roth
A. Stevenson
R. Unrau

Staff Present: M. Okrafka, Manager of Community Services
M. Dykstra, Supervisor of Legislative Services / Deputy Clerk
M. Habel, Recreation Program Supervisor

1. CALL TO ORDER

Moved by: J. Divita

Seconded by: E. Penner

THAT the Wilmot Canada Day Event Task Force Meeting on May 6, 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

Item 10.3 Sub-Committee Verbal Reports

- 10.3.1 Food Vendor Application - Amandas Baked Goods
- 10.2.2.1 2025 Canada Day Event Banner

4. **ADOPTION OF THE AGENDA**

Moved by: A. Stevenson

Seconded by: L. Divita

THAT the Agenda as presented for May 6, 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. **SITE VISIT AT NORM HILL PARK**

The Committee conducted a site visit at the event location, Norm Hill Park.

The Committee discussed the following items:

- The placement of the band stage will need to be determined based on the length of the electrical cord, various Committee Members will coordinate confirmation of the length of the cord, where it will connect, and the rental or purchase of a breakout panel at the stage;
- the location of food vendors, and access to areas within the grandstands for the storage, and preparation of food;
- Picnic tables will be placed near the food vendor area, with consideration given to placement in shaded areas;
- Vendor's vehicles will be permitted in the vendor area, volunteers will also be permitted to park in this area, during the event volunteers will need to ensure that the one access gate is closed;
- The kids areas will be dedicated in the area near the playground, there are two water accesses available for the dunk tank, and electrical is available for the bouncy castle;
- Due to the grade of the site, the bouncy castle may be relocated to the other side of the chain-rope fence area;

- Consideration will be given to ensure that the performer's vehicles do not block the view of the kid's area;
- The balloon twister will arrive after 6:00 p.m., and will be placed near the Township tent;
- A new location will need to be established for the sunrise ceremony, signage will be placed on-site to guide attendees to the location;
- The timer for the washrooms will be reset for the event to ensure that washrooms are open during the sunrise ceremony;
- The Top Shot Hockey amenity will be installed on one of the ball diamonds; and,
- Picnic tables will be distributed throughout the site, the Township's Facilities Department will provide an update regarding the number of picnic tables that are available, the Committee may consider renting additional tables.

Moved by: J. Divita

Seconded by: E. Penner

THAT the Committee does now recess at 7:07 p.m. to reconvene in 15 minutes at the Wilmot Recreation Complex in Meeting Room B.

Motion Carried

Moved by: S. Martin

Seconded by: E. Penner

THAT the Committee does now reconvene at 7:40 p.m.

Motion Carried

7. MINUTES OF PREVIOUS MEETING

Moved by: L. Divita

Seconded by: J. Divita

THAT the Minutes of the April 15, 2025 Wilmot Canada Day Event Task Force be adopted as presented.

Motion Carried

8. DELEGATIONS

There were no delegations.

9. CORRESPONDENCE

There was no correspondence.

10. REPORTS

10.1 COMMITTEE ADMINISTRATOR REPORT

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

- The next meeting will focus on setting deadlines for specific items, and finalizing the event agenda; and,
- The Township has received confirmation that the Township has received the Celebrate Canada Grant.

The Committee discussed the following items:

- The preparation of an event layout map;
- The creation of signage to help direct attendees; and,
- The vendor for printing materials, and the deadline for printing signage.

10.2 2025 WILMOT CANADA DAY EVENT BUDGET UPDATE

Committee Administrator M. Habel provided an update to the Committee regarding the event budget.

10.3 SUB-COMMITTEE VERBAL REPORTS

10.3.1 Community Engagement & Vendors Sub-Committee

Committee Member S. Martin provided a verbal update from the Community Engagement and Vendors Sub-Committee.

The Committee discussed whether there should be a time limit for vendors during the event, the Committee was of the consensus that the Committee suggest that vendors pack up prior to the evening activities.

10.3.1.1 Food Vendor Application - Amandas Baked Goods

The Committee was of the consensus that the vendor application is considered a supplementary food provider.

10.3.2 Event Sponsorship / Donation Sub-Committee

Committee Members A. Stevenson and S. Hammer provided a verbal update regarding the Event Sponsorship / Donation Sub-Committee, stating that the Sub-Committee has surpassed the previous years sponsorships.

The Committee asked and received a response from staff regarding the following:

- What qualifies as an in-kind sponsorship and how the Township processes those sponsorships.

Moved by: A. Stevenson

Seconded by: S. Hammer

THAT the Committee establish a sponsorship fee for the advertising locations for the Top Shot Hockey amenity in the following amounts:

- \$200.00 each for the large advertising locations; and,
- \$50.00 each for the small advertising locations.

Motion Carried

Moved by: A. Stevenson

Seconded by: B. Roth

THAT the Committee direct the Event Sponsorship / Donation Sub-Committee to seek and confirm sponsorships for specific areas and items of the event in accordance with the below conditions:

- The Event Sponsorship/Donation Sub-Committee has the authority to determine what areas and items of the event can be sponsored;
- The sponsor will receive the sponsorship level that accords with their financial contribution minus the cost of signage to recognize the sponsorship; and,
- If a sponsor covers the entire cost of a specific event area or item the sponsor will be considered the exclusive sponsor

for that item/event area and other sponsorships of the same item/event area will not be permitted.

Motion Carried

10.3.3 Marketing and Promotion Sub-Committee

Committee Member L. Divita provided a verbal update regarding the Marketing and Promotion Sub-Committee.

The Committee asked and received a response to the following:

- The number of individuals who have been confirmed for the dunk tank;
- Potential individuals and organizations who may be interested in participating in the dunk tank activity.

10.3.3.1 2025 Canada Day Event Banner

Moved by: J. Divita

Seconded by: L. Divita

THAT the Committee select banner design option #_____ as the Canada Day banner as identified in Attachment A - Banner Design.

Motion Defeated

Moved by: E. Penner

Seconded by: S. Hammer

THAT the Committee direct the Marketing and Promotion Sub-Committee to prepare a banner design that considers the following design characteristics:

- Evening background;
- Fireworks;
- Norm Hill Park Grand Stands;
- Canada Flag;
- Township of Wilmot branding; and,

- Canada Day branding.

Motion Carried

Moved by: S. Martin

Seconded by: P. Mackie

THAT the Committee authorize an increased expenditure to allow for four (4) additional banners.

Motion Carried

10.3.4 Music and Entertainment Sub-Committee

Committee Member R. Unrau provided a verbal update regarding the Music and Entertainment Sub-Committee regarding the following:

- The sub-committee is finalizing the costs for the audio technician;
- The sub-committee is finalizing the schedule for the performances; and,
- The sub-committee is preparing scripting between performances.

10.3.5 Volunteer Co-ordinator

Committee Member E. Penner provided a verbal regarding the following:

- There has been an uptake in volunteer applications;
- Emails have been sent to past volunteers to evaluate interest; and,
- The Committee is recommended to reach out to members of the community to garner interest in volunteering at the event.

11. ANNOUNCEMENTS

There were no announcements.

12. ADJOURNMENT

Moved by: A. Stevenson

Seconded by: L. Divita

THAT we do now adjourn to meet again on May 20, 2025 or at the call of the Chair.

Motion Carried

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