



Brentwood Community Centre Municipal Service Board

MINUTES

June 25, 2019

6:30 p.m.

Brentwood Hall

Members Present: Kristin Vanderkruys (Chair), Carol Vanderkruys (Treasurer), Lorri-Anne Pigeon, Danielle Pigeon, Melanie Walters, and Erica McKnight.

Members Absent: Councillor John Lamers

Staff Present: Cayla Reimer, Committee Coordinator

1. Welcome

Chair, Kristin Vanderkruys called the meeting to order at 6:40 p.m.

2. Approval of [Agenda](#)

Resolution:

Moved by Danielle Pigeon, seconded by Erica McKnight, Be It Resolved that the Brentwood Hall Board hereby approve the Agenda dated June 25, 2019 as presented.

Motion Carried.

3. Declaration of Pecuniary Interest by Members

No interest was declared.

4. Approval of the Previous [Minutes](#) – June 18, 2019

Resolution:

Moved by Melanie Walters, seconded by Carol Vanderkruys, Be It Resolved that the Brentwood Hall Board approve the June 18, 2019 Minutes as presented.

Motion Carried.

5. Financial Report

Treasurer, Carol Vanderkruys provided the Board with a verbal update and a current bank balance of \$36,035.79. The Board discussed the provided invoices and the Chair, Kristin Vanderkruys will speak to Donna regarding the purchasing policy and procedures. The Board discussed purchasing 9 matching LED bulbs for the hall to maintain consistency.

Resolution:

Moved by Lorri-Anne Pigeon, seconded by Melanie Walters, Be It Resolved that the Brentwood Hall Board hereby approve repayment of up to \$20 to Carol Vanderkruys for vacuum bags.

Motion Carried.

6. Business arising from the Previous Minutes

None.

7. Rental Updates

The July 6, 2019 rental will end at 9:00 p.m. and the July 7, 2019 wedding has confirmed and will commence at 7:00 p.m. Chair, Kristin Vanderkruys will make cleaning scheduling arrangements.

8. Small Halls Festival

The Board discussed entertainment for the Small Halls Festival and would like the headliner cost below \$9,000.

Resolution:

Moved by Danielle Pigeon, seconded by Carol Vanderkruys, Be It Resolved that the Brentwood Hall Board hereby approve \$9,000 be spent on a headliner act for the 2019 Small Halls Festival.

Motion Carried.

The Board discussed equipment rentals; 5 patio heaters and propane tanks, dishes and cutlery, fencing, Muskoka chairs, tents, trailer, and handwashing station. Carol will organize Equipment Rental Request from the township.

The Board discussed the Small Halls workshop notes (attached). The Board likes the idea of reusable cups but do not feel they would work for their event. Brentwood Hall will investigate compostable cups as an alternative to single use plastic cups.

Resolution:

Moved by Danielle Pigeon, seconded by Melanie Walters, Be It Resolved that the Brentwood Hall Board hereby approve the purchase of Small Halls Sweatshirts for Hall Board Volunteers.

Motion Carried.

The volunteer training is scheduled for Wednesday October 2, 2019. The Board appointed Erica McKnight to host the volunteer training night. Erica will create the agenda for the training and will contact the Community Culture and Tourism Coordinator, Amanda Murray to finalize agenda items. Lorri-Anne will organize pizza for the volunteers and Erica will request the Tim Hortons be provided during training as the volunteers are unable to benefit during the festival. The Board will create a social media push for volunteers and attend the Stayner market to recruit additional volunteers for the events.

The Board discussed the Friday October 4, 2019 "Forkin' Farm Dinner" event. The doors will open at 6:00 p.m. and dinner will be served at 6:30 p.m. The Board is investigating entertainment options. The menu for the event is; Pork pig roast, garlic mashed potatoes, coleslaw, bread, apple sauce, apple crumble with whipped cream, with root/harvest vegetables.

The Board discussed Foodland Ontario and other food grants available. Carol Vanderkruys will apply on behalf of the Board.

The Hall will host a Harvest Breakfast and Market on Saturday October 5, 2019. Breakfast is scheduled from 8:00 a.m. until noon, the market will run from 9:00 a.m. until 2:00 p.m. Lunch will be offered (peameal on a bun) from noon on. Doors will open at 6:00p.m. for the evening concert event.

The Board discussed the VIP experience and would like to improve on last year with; centralized heater and more official lanyards. Danielle will source a VIP area bartender.

9. New Business

Chair, Kristin Vanderkruys informed the Board that she received communication from the General Manager of Parks, Culture and Recreation, Terry Vachon regarding the Community Halls Facilities Assessment (attached).

10. Next Meeting – July 16, 2019 at 6:30 p.m.

11. Adjournment

Resolution:

Moved by Melanie Walters, Be It Resolved that the meeting adjourned at 8:30 p.m.

Motion Carried.

Date Minutes Approved: July 16, 2019.

Kristin Vanderkruys, Chair

Cayla Reimer, Committee Coordinator

Event Submission Form

- Email sent to all Hall Boards & Community Partners.
- New platform using the discoverclearview.ca.
- Please be accurate and include as much as information as possible.
- Content used is duplicated onto the website, digital & mainstream marketing and Event Guide
- Upload Image. If you don't have an image, then we will find one.
- Deadline: July 10, 2019 Earlier is better!

New Website

- Same website, but new exciting new look!
- Improve accessibility, user-friendly, better links and easier to update
- Promote Clearview Small Halls Festival as a tourism destination
- Promote the halls, how unique they are and the activities that they offer
- Sell Tickets & Promote the Small Halls events

Ticket Scene

- All Events will be using the same Clearview Township ticket scene account.
- These will be created and updated by staff
- Ticket notification can be emailed to anyone on Hall Board/Chair via email. If it is not the main contact, then please let me know. It can be different people for different events/activities
- Ticket Purchase Cut-Off times – I need better communication with you to improve the cut-off times.
- Lots of advantages from a customer service perspective and research/analytics
- Better control over Chargebacks
- Box Office feature will be implemented this year to allow people the ability to pay at the Township Administration Centre using cash and not have an email address (although we will still ask).
- Free Scanning App can be downloaded onto your phones
- All Free Events can have a ticket
- Brentwood – recommend to increase to 2 scanners and use the Barcode feature for Door Sales

Advertising & Promotion Campaign

- Headliner buzz....So in the past, we have announced the headliners on the same day as ticket sales, but this year with our new website, we want to create some buzz, so the headliners, new website will be launched on Friday July 18 with CTA Tickets on Sale July 22.
- July 22-July 26 - Tickets On Sale Campaign
 - Pure Country & The Dock, 95.1/97.7
 - CTV mini ad campaign during 11PM news
 - Print, including On the Bay
- September 9-October 4 – Buy Tickets, Volunteer
 - All of the Above, Except On the Bay, add In the Hills
 - Add Classical 102, Jewel 99.3
- Reduced number of Event Guide from 25,000 to 20,000 (too many were thrown out last year), and transfer savings to digital advertising and boosted posts.
- Return to Hall Posters – back to each Hall having one consistently branded poster, 40 copies printed.

Social Media

- No Change from last year – every event will have a unique Event Listing created on FB and co-hosted with the Hall/Community Partner

Volunteer Sign Up Form

- Email sent to all Hall Boards & Community Partners.
- New platform using the discoverclearview.ca.
- This is for all volunteers that are not “Hall Board Members”. Otherwise, we have your own information. The form includes a question about being a Hall Board Member just in case we capture someone by mistake.
- Strive for better communication between you and us as staff when it comes to sign ups. We can filter by hall more efficiently than the old google form, so it should be better to capture new volunteers.

Volunteer Training Schedule – Lily White

- Circulate sign up sheet.

Accessible Customer Service & Agreements – Lily White

- This is for all volunteers that are not “Hall Board Members”. Otherwise, we have your own information; unless it is a new Hall Board Member for this term of council.

Equipment Request Form & Roadside Signage – Lily White

- We are trying to get a jump start on equipment requests. The final deadline is late September
- New Items
- Special requests.

Hooded Sweat Shirt – Amanda/Lily White

- Choose colour of hooded sweat shirt – **Navy was the choice**- with a white Small Halls Festival logo on the front of the sweat shirt
- They are available to the Hall Boards for \$30. Taxes

Greening the Festival

- 14oz Refillable Beer Mugs
 - \$5.00 per Mug – the procedure for tracking the sales will be provided in a email to all Hall Boards. Halls need to reply by July 2, 2019
- Quench Cart
 - Available mid-August for events.
 - Connects to existing municipal water source. Bring your own water bottles. There may be free bottles to distribute (based on available inventory)
- Using the Ticketscene APP instead of printed tickets. This may take some time for people to transition to/use their own phone; however, it will be mentioned in social media posts and in the event guide.

Municipal Alcohol Designation & Alcohol Sales (Follow up with an email)

1. Special Occasion Permit – Please ensure that you apply for an SOP within 30 days of the Small Halls Festival. Suggested Deadline: Monday September 2. If you need assistance, please contact Amanda Murray.

2. Municipally Significant Event – Clearview Township has designated the Small Halls Festival as a “Municipally Significant Event”.
3. Sample Letter to Clerks Department – Your SOP application will require the Clerks Dept, Fire Dept, Health Unit and OPP to be notified.
4. Email Notification – Email addresses to notify the Clerks Dept, Fire Dept, Health Unit and OPP.
5. Creemore Springs – Creemore Springs is our premier sponsor and financially supports the Small Halls Festival. In return, the agreement is that only Creemore Springs beer is to be served. Please contact Heather Harding at heather.harding@creemoresprings.com to place your order. The order is due by mid-September. Please request signage, and if you need the flash cooler for pouring. This is your responsible to confirm your order is correct and that you have the necessary supplies.
6. Reinhart’s Light Cider – Reinhart Foods, through the Light Cider brand financially supports the Small Halls Festival. In return, the agreement is that Reinhart’s Light Cider is to be served. Reinhart’s Light Cider is available at the LCBOs and you will need your approved SOP in order to purchase the Cider.
7. Other beverages – there are no other sponsorship agreements in place for other beverages. Therefore, as a hall, you are welcome to serve any brand of wine, liquor, or pop/juice, and water.
8. Smart Serve Trained Bartenders and Volunteers – Just a friendly reminder that volunteers must be over the 18 to sell tickets, serve alcohol or work behind the bar. Also, all bartenders must have their smart serve certificate.
9. As a hall you DO NOT need to get additional insurance for the Small Halls Festival.
10. Clearview Township pays the Kinsmen Club a honorarium to act as responsible servers. If your hall requires assistance with Bartending, then please contact Stayner Kinsmen Club - Bill Roskar directly at broskar@rogers.com.

Cayla Reimer

From: Terry Vachon
Sent: Tuesday, June 25, 2019 11:37 AM
To: Carol Vanderkruys (carolvanderkruys@icloud.com); Donna Baylis; Geoff Meadley; Gonzo GonZo; gordon kemp (theartfarmca@yahoo.ca); hewitt.e (hewitt.e@gmail.com); Jason Whyte; Jenn Jansen; Karen Cubitt hotmail; Kristin Vanderkruys (kristinvanderkruys@icloud.com); Marianne Buie (mariannebuie72@gmail.com); Linda Coulter
Cc: Cayla Reimer; Steve Sage; Amanda Murray; Jessica Co'Dyre; Dan Gowan; Pamela Fettes
Subject: Community Halls Facilities Assessment Report - Project Schedule and Next Steps

Hello Community Halls Board Chairs:

I wanted to provide you all an update from our Halls Chairs meeting in Duntroon last month regarding Community Halls Facilities Assessment Report 2019 ...

At the June 10, 2019 Clearview Township Council meeting, Council provided direction to our Department to employ R.J. Burnside and Associates immediately to conduct a refreshed general review of the community halls facilities in terms of accessibility improvements and improvement costs. The review will be a detailed report with specific reference to accessibility deficiencies items that do not meet current OBC Accessibility standards and Facility Accessibility Design Standards (FADS).

As such, we have started, and R.J. Burnside's have been engaged. The following are the next steps in the process:

1. Prepare for the on-site assessments, Burnside will review FADS and current OBC requirements for accessibility and compare them to the requirements that existed in 2012 when the previous report was written.
2. Burnside's will coordinate access to the buildings with the Township and Hall Chairs (see questions below). The on-site assessments will occur in **mid-July**.
3. Following the site visits, Burnside's will prepare their report. The target date for completing the draft report is **September 13, 2019**.

Please let me know how much lead time you all will need in order to arrange access and who is the contact?

...and if it's just a matter of Burnside's calling a Hall Board member to arrange access, please let me know if I can send them the name and phone number of the person to call and they can make arrangements directly with you.

If you have any questions or concerns, please feel free to contact me anytime...

Thanks,
Terry