

Disclaimer: These minutes were prepared as a reasonable summary of the essential content of this meeting, not as a transcription.



Minutes of the Pitt Meadows Day Advisory Committee Meeting

September 21, 2022, 3:00 p.m.

Video Conference

Voting Members:	E. MacDonald W. Perron M. Salonga T. Sanderson A. Shandler
Council Liaisons:	Councillor Hayes
Regrets:	Z. Braithwaite-Kelso A. Koubi C. McCorkindale Councillor Miyashita J. Patel J. Sugimoto
Staff:	J. Callaghan, Volunteer & Special Events Coordinator T. Jung, Arts & Culture Programmer C. McDowell, Manager of Recreation & Culture
Recording Clerk:	T. McCaw, Committee Clerk II

1. CALL TO ORDER

C. McDowell, Manager of Recreation & Culture, acknowledged that the meeting was held on the traditional territory of the ǫ́icǎ́ ǫ́(Katzie) First Nation.

The meeting was called to order at 3:05 PM.

2. LATE ITEMS

None.

3. APPROVAL OF AGENDA

it was **MOVED** and **SECONDED** THAT the Agenda for the September 21, 2022 Pitt Meadows Day Advisory Committee be approved as amended.

CARRIED

4. ADOPTION OF MINUTES

4.1 Adoption of the May 18, 2022 Meeting Minutes

It was **MOVED** and **SECONDED** THAT the Minutes of the May 18, 2022 Pitt Meadows Day Advisory Committee meeting be approved.

CARRIED

4.2 Adoption of the June 15, 2022 Meeting Minutes

It was **MOVED** and **SECONDED** THAT the Minutes of the June 15, 2022 Pitt Meadows Day Advisory Committee meeting be approved.

CARRIED

5. NEW BUSINESS

5.1 Committee Terms of Reference

C. McDowell, Manager of Recreation & Culture, provided an overview of the recent change made to the Pitt Meadows Day Advisory Committee Terms of Reference which included the definition of quorum being changed to four members.

5.2 Budget Overview

J. Callaghan, Special Events & Volunteer Coordinator, provided an overview of the 2022 Pitt Meadows Day expenditure as well as the forecasted budget for the 2023 event through the use of a PowerPoint presentation forming a part of the minutes as **Attachment 1**.

Committee members participated in a roundtable discussion, some of the main themes included:

- Discussions were held around the possibility of new sponsorship and fundraising ideas;
- The recommendation was made for the development of new in-depth sponsorship packages;
- Artisan and vendor fees were discussed recommending the increase of table/tent fees closer to industry standards;
- An open discussion was held around changes and recommendations for the 2023 event after hosting the 2022 event; and
- Discussions were held around potential revenue generating avenues that could be achieved at the next event such as entering into an agreement to earn 15% of the revenue generated from the beer garden as a fee to the City.

5.3 Membership Assignments & Roles

J. Callaghan, Special Events & Volunteer Coordinator, provided an overview on committee membership assignments, roles during the planning phase, as well as roles for the day of - Pitt Meadows Day 2023.

Committee members participated in a roundtable discussion, some of the main themes included:

- The recommendation was made for stronger definitions of committee member and volunteer roles for both the planning phase and on the day of the event; and
- A few major roles need membership support possibly to be filled by committee members who were not in attendance; and
- The majority of members present were comfortable in remaining in the same lead roles and assignments as designated in 2022.

5.4 Sponsorship & Fundraising

This agenda topic was discussed in conjunction with item 5.2.

6. ROUNDTABLE

The Committee participated in a roundtable discussion, no motions or recommendations were put forward.

7. **ADJOURNMENT**

The meeting was adjourned at 3:59 PM

Certified as correct:

Tatiana McCaw, Committee Clerk II

DRAFT

Pitt Meadows Day 2023

Saturday June 3



2022 Budget

Total Expenditures 2022 \$121,000

Expense Examples

- Contractors (Security, traffic management, first aid, audio/staging): \$34,000
- Equipment Rentals (lights, garbage, toilets, tables & chairs, generators): \$37,500
- BBQ: revenue less expenses \$ 160
- Kids Zone (inflatables, roaming entertainment, face painters, crafts): \$ 8,800
- Misc. items (parade, royal party, honorariums, ribbons, volunteers): \$ 7,600
- Stage Entertainment (5 bands, piper, MC, choral group) \$ 6,500

Fundraising goal for 2023 \$50,000



2022 Grants & Fundraising

- We successfully received funding from 2 large covid relief grants \$41,600
- Fundraising goal \$30,000
- Actual fundraising total \$42,300

- Carrying over to next year \$22,000



2023 Budget

- If we choose the same layout, activities etc. as 2022, we can expect our budget to be roughly (no contingency on this) \$123,420
- The following grants are not available for 2023: -\$41,600
- Carry over +\$22,000
- City Budget, food trucks and artisans +\$52,000

- Fundraising goal for 2023: \$50,000



Additional Expenses for 2023

- Bidders (garbage & recycling)
- More inflatables in kids zone (recommended)
- Tin Lizzy to coordinate food trucks
- If City takes on Beer garden – security, staff



Fundraising Ideas

- McNabs or City fundraiser (both?)
- Raise artisan/exhibitor fees
- Take over the beer garden profits or 15%
- Sponsorship strategy
- Ideas?



PMD Section Leads

- Entertainment Tammy
- Field exhibitors / Artisans Alice
- Parade Wenlin
- BBQ Marsha & Eleanor
- Royal Party Zabrina & Tracee
- Sponsorship Alisha (+everyone)
- Volunteers TBC
- Kids Zone TBC
- Site logistics & Safety TBC

