

DRAFT

**Minutes
150th Celebration Committee
Sutherland Room
March 3, 2016, 3:30pm**

Present: Galen Eagle, Len Lifchus, Mike Melnik, Catia Skinner, Dean Pappas, Jean Grant, Andy Cragg, Jason Stabler, Ken Doherty (staff), Jennifer Guerin (staff)

Regrets: Tracey Randall (Peterborough Music Fest)

1. Introductions

2. Review the 150th Celebration Committee Terms of Reference

- Established as a Council Committee
- Focus is Canada Day
- Mayor Ex Officio Member – cc'd on all minutes and direction
- \$100,000 total available – may apply for other funding
- Celebrate Ontario – Open to Canada 150th funding can be available
- Our role as a committee can be to provide letters of support and support to existing events (coordination, enhancement, money)
- Seeking one more community representative – committee members encouraged to suggest someone.

2. Discussion of 1st point under responsibilities: Plan/deliver and/or coordinate, fund, and evaluate a range of community events in 2017, with a special emphasis on the 2017 Canada Day Celebrations

- Should anticipate larger crowds at existing events – help events to prepare for more people – enhancement (extra washrooms, enhanced services, extra \$ demands)
- Grants for special events – flags available to every household, promoting Canada Day – **inventory of current celebrations throughout the year to build on existing programming/organizations**
- Members agree to be done with it on July 1, 2017 – work on the anticipation of July 1
- If a logo/theme is developed on the Canada 150th – can still be used to promote other events (such as Pan Am 2015 did).
- Neighbourhoods and wards can be encouraged to participate
- Logo contest to create hype around the event
- Sponsorship from this committee
- Build on the creativity of the City – it is the City's celebration -encourage the community to bring their ideas to us and request some funding
- Possibly theme all events happening in the downtown in 2017 – tied together to have a year long theme – marketing
- Call to various partners for typical annual range of activities
- Ultimate reward would be a good concert on July 1, 2017 at Del Crary – would be top priority since most would want to celebrate on the date itself.

- Define the business community's role in this Committee – sponsorship, ensure we are not encroaching on the same people to request funding, etc. – need someone to help us with this.
- Maybe corporate sponsorship not available to other events currently
- Inclusive support, supporting Canada's 150th – as a packaged deal, not specific events – have to agree to being part of the bigger theme.
- Enhancement during the Canada Day Celebrations at Del Crary – easier for people to get their heads around – everyone will be there.
- Possibly start at Millennium Park – creating a big impact event – or alternative sites, ie: Armour Hill – can see Fireworks up there, or alternative experience

1. Inventory
2. What are we doing?
3. What will it cost?
4. Do we need more money?

- September is a good time to get schools involved – make it a school competition

4. Plans for first Media Release

- Possibly around the logo contest – prize could be working with a graphic artist to realize their design?

5. Preferred Meeting Dates and Times

- Thursdays 3:30 pm works

6. Adjournment

Action Items: Anniversary Celebrations 2005 Program, Logo example, Inventory, Possible themes