

Committee Minutes

Members Present:

Mr. Dave Beatty, Chair
Mr. Conal Cosgrove
Mr. Dan Elwood
Ms. Deb Hamilton
Mr. Steve Weir

Regrets:

Mr. Peter Amo
Ms. Kendra Lorimer

Chair's Remarks

Disclosure of Interest

Nil.

Approval of the Agenda

Moved by: Deb Hamilton
Seconded by: Steve Weir

THAT the Agenda of the April 30, 2014 meeting of the Island Breakfast Committee be approved.

CARRIED

Approval of the Minutes

Nil.

Sub-Committee and Member Reports/Project Updates

1. Logistics

Insurance:

- Conal to confirm that our liability insurance covers the donated transport boats.

Transportation:

- Dave has most of the dive charter boats lined up.

- Jan Hall will contact the Brockville Yacht Club about using their work boat.
- Set up will be Tuesday and Dave is coordinating these volunteers.
- Tear down: Dave to confirm which day will be tear down.
- Conal to send a letter to the owner of the old Phillips Cable property in regards to using the property for overflow parking

Safety & security

- Volunteer road crossing guides will assist attendees crossing King St.

Other

- Tourism has radios
- Dave to contact Brian Burns about renting golf carts

2. **Finances**

Ticket Printing

- Brenda Clarke will create and print the breakfast tickets. Kendra to send details.

Ticket Sales

- Brockville Tourism will handle ticket sales

Sponsorship

- Steve will contact Burnbrae Farms and Metro re: sponsorship opportunities
- An account has been set up for purchases at Brett's Valu-mart and we will be given goods at cost.
- Sponsors will receive recognition on posters and tickets. For each in-kind or cash donation of \$50.00 the sponsor will receive one ticket to the Sponsor Appreciation Breakfast being held on Wednesday, June 25 from 7am – 10am.

Finances

- Deb to meet with City to find out their requirements for tracking income & expenses.

3. **Breakfast Supplies**

Dave to contact The Flying Club about their participation and equipment

Coordinate purchase of food - TBD

4. **Volunteer Coordination**

- Jan asked each committee for their volunteer requirements and will develop a schedule accordingly. Deb & Jan to create a volunteer schedule matrix.
- Giving each volunteer an Island Breakfast tee shirt was discussed and it was determined that we should wait till next year. However, Brockville Tourism will purchase tee shirts for resale and the funds raised will pay for tee shirts for next year's volunteers.

5. **Legacy Project**

No report.

6. **Marketing & Communications**

- Tourism created a rack card to promote the breakfast. The Breakfast received quite a bit of interest where the rack card was distributed at the Ottawa National Women's Show in March. The rack card will be circulated in downtown Brockville over the next couple of weeks, in addition to being included during tourism's distribution week throughout eastern Ontario.
- Dave will distribute the brochure to the island campers/picnickers.
- Poster sponsors to date: City of Brockville, Brockville & 1000 Islands Tourism, Downtown Brockville (DBIA), The Flying Club, Brett's Valu-Mart, The Brockville Recorder & Times, Abucs/Dive Brockville Adventure Centre, Seaway Vision Dive Charter, Under Where? Dive Charter, Dave Delorme, Gilbert Marine Ltd.
- Tee shirts & I-spoons will be sold on the island in support of the event and legacy project.
- The Charity Banner in the Recorder & Times has been secured.
- Deb to contact Clerk's office re: having a delegation at next council meeting.

7. **Programming**

Children's music, yoga

- Brenda Clarke to look into scheduling musical entertainment

8. New Business

- Move time of next meeting to 4 pm
- Sponsor Appreciation Breakfast – media and City Councilors & Mayor will be invited to attend along with sponsors.

Adjournment

Moved by: Steve Weir

Seconded by: Deb Hamilton

THAT the Island Breakfast Committee meeting be adjourned until its next regular meeting scheduled for May 14, 2014.

CARRIED