

***Committee Minutes***

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**Members Present:**

Mr. Dave Beatty, Chair  
Mr. Peter Amo  
Ms. Deb Hamilton  
Mr. Steve Weir

**Regrets:** Mr. Conal Cosgrove, Mr. Dan Elwood, Ms. Kendra Lorimer

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**Chair's Remarks**

Dave welcomed Brenda Clarke, Jan Hall and Chris Hum to the meeting. Dave thanked everyone for a great job done by everyone along with the cooperation from the river gods.

**Disclosure of Interest** None

**Approval of the Agenda**

Moved by: Steve Weir  
Seconded by: Peter Amo

THAT the Agenda of the July 7th meeting of the Island Breakfast Committee be approved.

CARRIED

**Approval of the Minutes**

Moved by: Steve Weir  
Seconded by: Peter Amo

THAT the Minutes of the May 27<sup>th</sup> & June 10th meetings of the Island Breakfast Committee be approved.

CARRIED

**Event Post Mortem**

**1. Logistics:**

- The assistance of the Wild Cat on Saturday was invaluable as were the dive charters operators who were available for most of the four days.
- The addition of two shelters over picnic tents were great additions – could use one more for next year.
- Need more picnic tables – can we borrow from Brown's Bay? Wayne Trickey.

- Dates for next year: June 24-27
- Consider using a barge with fridge and freezer, powered by generator
- Obtain more water bottles so we only require one fill up per day
- No shelter for cooks as it would only trap in the heat.
- Invite Gerben Schaillee, City of Brockville Public Works Manager, to the next meeting.
- Jan to investigate getting a BBQ donated. Chis to forward contacts Canadian Tire contacts to Jan.
- Have coffee available at St. Lawrence Park for patrons waiting for shuttle.
- Breakfast hours to be changed to 7:30 AM to 10:00 AM
- Last shuttle to island: 9:45 AM for Breakfast & Last shuttle leaving island: 10:30 AM. Times to be posted on signage, tickets and in marketing messaging.

Motion: Request use of the City barge and generator; request use of the Brockville Flying Club's fridge and freezer for the 2015 Island Breakfast.

Moved: Peter Amo

Seconded: Steve Weir

CARRIED

2 **Finances:**

- Steve to confirm that eggs were a donation from Burnbrae Farms
- Have a sponsor package ready for approval at the September Board Meeting
- Sponsor signage needed on the Island and at St. Lawrence Park. Direct Energy will sponsor for 2015.
- Jan Hall & Brenda Clarke will assist with sponsorship for 2015 event.
- Tourism will continue to purchase tees to sell to attendees. A T-shirt sponsor will be sought in order to provide all volunteers with a souvenir T-shirt.
- Deb to research grants
- Deb to set up meeting with City Finance Department for deposit. Chamber will pay out all expenses from ticket sales.
- A donation of \$100.00 was received – a tax receipt will be issued.

3. **Breakfast Supplies:**

- Take-out boxes would be great for breakfasts going off island (i.e. volunteers at SLP, Gilbert Marine, boat captains, deck hands).
- More brown bread – less white
- A small BBQ Lighter

4. **Volunteer Coordination:**

- A runner is required to coordinate breakfasts for boat crews and volunteers at SLP.
- Could we arrange with a local delivery or taxi service to pick up additional supplies?

- Recommend collecting tickets rather than sign and give back will cut down on the number of volunteers required on the dock and will allow for more accurate tracking. Ticket purchasers to hold on to tickets to get on the shuttles and to be turned in to a volunteer at the start of the breakfast line.

5. **Legacy Project:**

- Direct Energy will sponsor a rendering of the Island Shelter.
- Duane Earle, a local contractor, has volunteered time to assist with construction.

6. **Marketing & Communications:**

Social media, print, press releases, graphic design, souvenirs  
There were two misquotes in the daily newspaper.

- A separate email address to be established.
- A website to be created under the city's jurisdiction with a separate facebook and twitter account.
- If there is an opportunity to cross promotes other events again, it is recommended to simplify the process, i.e. create a discount coupon similar to the Hydroplane Regatta coupon.
- Better communication as to what we are planning with the funds raised.
- Invites and sponsor tickets to be distributed earlier.
- More emphasis on the programming.

7. **Programming:**

- The Hoolies want to play music again for 2015 – we will reassess where to set them up next year. Do we need a portable stage?
- Both yoga studios and the Brockville Public Library want to return next year.
- Signage on and off the island with times of programming.
- Directional signage on island as to where activities are happening
- More kid friendly activities
- Tattoos were a hit with all ages

**New Business**

**Adjournment 6:00 PM**

Moved by: Dave Beatty  
Seconded by: Peter Amo

THAT the Island Breakfast Committee meeting be adjourned until its next regular meeting scheduled for August 19, 2014 on Refugee Island at 2:30 PM.

CARRIED