

Wellesley Apple Butter & Cheese Festival Committee

Minutes

Tuesday, March 14, 2023 – 7:00 p.m. – Wellesley Community Centre

Members Present: Jamie Reid, Ron Bisch, Cathy Koch, Katie Reid, Derek Brick, Mike Moser, Dave Zyta, Theresa Bisch, George Poole

Affiliate Members Present: Bob Reid, Tim Leis, Louise Zyta, Mary Ann Perry, Alecia Henderson, Kelly Deneka

Absent: Kim Heinmiller, Dave Henderson, Cassandra Koch, Mike Barker, Pauline Bevers

Staff:

1. **Call to Order:** The meeting was called to order at 7:05 p.m.
2. **Disclosures of Pecuniary interest:** None
3. **Adoption of Minutes:** Motion to adopt the minutes as printed: Mike Moser, seconded by Katie Reid. Carried
4. **Presentations/Delegations/Communications:** None
5. **Unfinished Business:**
Dave Zyta reported on the Cider Tasting Booth. Dave provided a list from the Ontario Cider Association and many of them responded with interest in our event. A discussion ensued on the details and process for this event.

Ticket Sales – Bob Reid reported that the Lions Club is interested in running a raffle of some sort at the ABC Festival but would like suggestions on the prizes. The details are still to be decided.

Memorial Bench – Jamie Reid is still waiting for a price from Wellesley Home Centre.

Breakfast Booth Extension – Cathy Koch reported that Wellesley Home Centre quoted \$7,717 for the extension. They will come out and see what is required and hope to

provide a revised quote for the is project. Alternate solutions were discussed since this cost is higher than anticipated.

The Banners – No information was available for this meeting, so this will be left as unfinished business.

6. **New Business:** The Wellesley Lions Club would like to replace the Welcome to Wellesley signs at the entrances to the village of Wellesley. They are looking for financial support from the festival, but no costs were provided. We will ask them to come to a future meeting as a delegation to provide additional information.

Mary Ann Perry reported that we should increase our advertising budget since there are some new opportunities for advertising this year. Motion by Dave Zyta to increase the advertising budget to \$10,000. Seconded by Mike Moser. Carried.

Kelly Deneka reported that the Dairy Farmers of Ontario would like to help the ABC Festival by providing dairy products. We will request white and chocolate milk and creamers. Cathy, Derek, and Mike to let Kelly know what we need.

Tim Leis received a quote for converting our ABC trailer to a stage trailer for approximately \$5,000. Tim to confirm that quote is accurate. Mike Moser will reach out for another quote as well and report back at the next meeting.

Alecia Henderson is working on the entertainment for the festival. If we have 2 locations, such as the main stage and the community centre, we need to look at logistics and sound systems, etc.

7. **Financial Report:** Kim Heinmiller is still working on finishing up the 2022 year-end before transferring the treasurer role to Theresa Bisch. Once 2022 is finished and the HST is filed and paid, we will see about wrapping up the corporation and transferring the bank balance to the Township.
8. **Other Business:**
9. **Next Meeting:** Tuesday, April 11th, 2023 – 7:00 p.m.
10. **Adjournment:** 8:12 p.m. Bob Reid made a motion to adjourn the meeting, Dave Zyta seconded. Carried.