



Location: Brussels Library

Date: Wednesday, May 3, 2023

Time: 7:00 p.m.

Brussels Agricultural Society General Meeting Minutes

In Attendance

Monique Baan, Crystal Blake, Cathy Cardiff, Jeff Cardiff, Dorothy Cummings, Mary Douma, Jenna Fischer, Linda Garland, Deanna Haanstra, Murray Hoover, Gail Jaycock, Bessie Johnston, Dona Knight, Rhonda McArter, Crystal McCallum, Marie McCutcheon, Pam McLellan, Glenda Morrison, Justin Morrison, Zoellyn Onn, Margaret Speer, Jill Wagemans, and Reg Vinnicombe.

Guest: Denyse Dichamel

Regrets: Joan Bernard, John Lowe, Sean Mitchell, Mary Ann Thompson, Lori Vader

NOTE: Quorum achieved.

Approval of Agenda

The agenda was reviewed. R. Vinnicombe requested that Hydro Line to the Shed be added to New Business. The motion to approve the agenda as amended (J. Morrison) was seconded (D. Cummings) and passed.

Approval of Minutes

The previous meeting minutes were reviewed. The motion to approve the minutes from the April 15, 2023 meeting (M. Hoover) was seconded (L. Garland) and passed.

President's Report

R. Vinnicombe welcomed attendees and gave updates on the action items from the last meeting. These updates are noted throughout these minutes. He also reminded all **Sub-committees and Fair Section Lead's to provide him with lists of their members.**

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R. Vinnicombe reported that **we will move ahead with the motion to place a Help Wanted ad in The Citizen** for the Secretary position. Z. Onn motioned that this add be placed in The Citizen for two consecutive weeks and that it include the information that appears on our current Facebook post about the position in addition to the honorarium the Society agreed on. This motion was seconded (M. Speer) and passed.

Homecraft President's Report

L. Garland reported that she has secured six judges so far for the 2023 Brussels Fall Fair. She added that the current honorarium and mileage rate for judges has been well received but reminded members that **we agreed to consider the honorarium and mileage rate recommendations of District 8 post their spring meeting.**

Treasurer's Report

On behalf of J. Lowe, G. Morrison shared the following financial report (in addition to an updated Balance Sheet and Profit & Loss Statement):

Item	Amount	Notes
TD Canada Trust	\$12,871.12	
Manulife Advantage	\$8,683.44	2.85%
Manulife GIC #1 0358	\$6,718.95	2.75% matures Mar. 1, 2024
Manulife GIC #3 7268	\$8,683.44	0.85% matures Dec. 18, 2023
Total Funds	\$36,956.95	

J. Lowe's reported also noted that our annual OAAS affiliation fee was paid in October.

Outstanding action items for J. Lowe:

- **Arrange for the GIC purchase as previously approved by the membership**
- **Confirm our data has been uploaded to AssistExpo. R. Vinnicombe to arrange for AssistExpo training once the software is set up**
- **Issue a cheque for \$5,000.00 to the Municipality of Huron East BMG Renovation Fund, specifying it is to be used to "restock the kitchen"**

New action item for J. Lowe: **Provide Z. Onn with an updated list of Fair sponsors for the Fall Fair Book.**

The motion to accept the Treasurer's Report (D. Cummings) was seconded (J. Cardiff) and passed.

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Ambassadors' and Ambassador Sub-committee Reports

D. Haanstra reported that she attended the District 8 Ambassador Workshop on Saturday, April 8, 2023 to learn about what to expect at the District 8 Ambassador Competition, happening Saturday, May 6, 2023 at the Milverton Legion. She invited members to attend to support her in her bid for the title.

Farm and Food Care Ontario (FFCO) Breakfast on the Farm Sub-committee Report

Volunteers are still needed for the Breakfast on the Farm event at Grazing Meadows (Tim and Donna Prior's) and Hallahan's Dairy Farm in Blyth on June 17, 2023. **To volunteer, register at <https://www.eventbrite.ca/e/538061665927>.**

J. Morrison has added a link to the Breakfast on the Farm event on our Society's webpage. This link takes you to a Facebook page where tickets can be purchased. He added that the 2023 Brussels Fall Fair Book has also been uploaded to the website and that the contact information for the Homecraft Vice President has been updated as previously requested.

It was requested that **M. Baan work with C. McCallum to draft and send out an email to Brussels Agricultural Society members inclusive of the details of the Breakfast on the Farm event and the link to purchase tickets. Members could then choose to forward this email to their relevant contacts.**

Ladies Night Sub-committee Report

J. Fischer reported that this year's Ladies Night will take place Saturday, October 21, 2023, at the Brussels, Morris & Grey Community Centre. 250 tickets will be made available. The evening's entertainment will be Drag Queen Bingo, and there may be a silent auction as well. The Sub-committee is still working on the meal details and are considering the following menu: smoked pork chops, baked beans, baked potatoes, salads (pasta salad and Caesar salad), and applesauce, tarts, and squares for dessert. They are considering asking the Brussels Optimists to prepare smoked pork chops and our Society members to provide salads. They have also reached out to the Brussels Fire Department to see if the firefighters would consider serving drinks that evening. J. Fischer added that the Sub-committee has agreed to provide a portion of the event's proceeds to North Woods Elementary School to fund playground equipment, with the remainder donated to the Brussels Agricultural Society.

The motion for the Brussels Agricultural Society membership to prepare salads and dessert for the 2023 Ladies Night event (M. McCutcheon) was seconded (Z. Onn) and passed.

Old Business

AssistExpo Set-up and Orientation

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See Treasurer's Report.

Ideas for Our Future Fairs

The following future Fair ideas were discussed:

- Outdoor/portable speaker system to announce upcoming events throughout the duration of the Fair: R. Vinnicombe reported that he reached out to 4-H and they agreed to let us borrow their portable PA system for use at the 2023 Brussels Fall Fair
- Marketing of the Fair via a postcard advertisement: **Z. Onn reported that she is waiting on the Society to finalize all Fair events so that she can finalize the postcard.** She did obtain a quote to print the postcards - \$90.00 for 500 cards, which those present felt was reasonable
- Basket raffle: L. Vader will be organizing the basket raffle again this year. C. McCallum motioned that our Society create five baskets this year, spending up to \$175.00 to fill each basket plus \$25.00 to package each basket, and that the raffle tickets be sold for \$2.00 each or 3/\$5.00. The motion was seconded by L. Garland and passed. **Z. Onn offered to arrange for the lottery licence and the development and printing of the raffle tickets.** After some discussion, the following basket themes were decided:
 - Sweet Treats: Culinary Arts (Section K)
 - Travel: Brussels Agricultural Society Executive
 - Children's Basket: Junior (Section R)
 - Gardening: Plants & Flowers (Section N)
 - Ladies Basket: Ladies Night Sub-committee
- Entertainment:
 - Adding "Country Games" to the Children's Program, e.g., three legged race, potato sack race, kicking a shoe, etc.: R. Vinnicombe reported that he did reach out to the local 4-H clubs to see if they could run the Country Games, which they cannot support. R. Vinnicombe also checked with Matt Cardiff, who indicated that he did not feel this event fell under the umbrella of the Children's Program and should be run separately. **It was suggested that we consider running the games ourselves or reach out to a local Agricultural Society to see if they could assist, with the games not being part of the official Children's Program**
 - Canadian Raptor Conservatory Birds of Prey Show. 45 minutes long. \$700.00 + HST. Erie Birds of Prey Services. 45 minute show for \$450.00 + HST, three 45 minute shows for \$950.00 +HST, or three 45 minute shows PLUS an activity table for \$1,200.00 + HST. This information was given to **M. Cardiff to consider for the educational programming portion of the Fall Fair**
 - Inflatables. Z. Onn has booked the inflatables and reported that generators will be needed to run them
 - Escape Room. Z. Onn reported that she did reach out to the Escape Room vendor who reported that it takes approximately five minutes to "escape" and accommodates 2-6 people at a time. The motion to book the Escape Room for the

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- Tuesday night of the 2023 Brussels Fall Fair (R. McArter) was seconded (G. Jaycock) and passed. **Z. Onn to book the Escape Room**
- Small Hooves Big Hearts (miniature horses and petting zoo from Kawartha Lakes). \$1,000.00 + HST for two days. **C. McCallum to provide information on the cost of the petting zoo we sponsored at last year's Brussels Homecoming**
 - Snippet the Clown: Booked
 - Heatwave Blacksmithing (makes nails into swords). Z. Onn provided M. Cardiff with information on this vendor, for consideration as part of the Children's Program
 - Huron Tract Spinners & Weavers Guild: M. Douma reported that she reached out to this group to see if they would be willing to do a demonstration at our Fall Fair, considering our Fair theme. The group has agreed to discuss this request at their next meeting and will provide us with an update at that time. **M. Douma to update our Society with their decision, once she hears**
 - Updating our photo op displays and potentially creating some new ones: those present decided not to pursue this at this time
 - Ambassador Cake Decorating Contest and Auction: C. McCallum reported that KMM Farm Drainage would be happy to sponsor and organize this event at the fair if the membership agreed, which they did
 - Dog Show: Alanis Clarke has indicated that she is interested in running the Dog Show again this year
 - Smoked Pork Chop Dinner: The motion to host a pork chop dinner (including dessert and coffee) from 5:30-7 p.m. on the Tuesday night of the 2023 Brussels Fall Fair (with tickets priced at \$25.00 each or \$12.00 each for children aged 12 and younger) was seconded (P. McLellan) and passed
 - 50/50 Draw: C. McCallum suggested perhaps holding a 50/50 draw during the Tuesday night of the 2023 Brussels Fall Fair to raise additional funds for the Agricultural Society. The motion to hold the 50/50 draw on the Tuesday night of the fair (J. Cardiff), with tickets priced at \$2.00 each or 3/\$5.00, was seconded (G. Jaycock) and passed. The draw will be made the Tuesday night of the fair with the winner required to claim the prize by Wednesday at 3 p.m. **Z. Onn offered to arrange for a lottery license for this draw**

The following future Fair ideas were posed at previous meetings, but not discussed at this meeting/remain outstanding:

- Fair rebranding, e.g., merchandise featuring our logo in black and white, sold on-site during the fair at a merchandise booth. **Z. Onn to continue to investigate merchandising possibilities.** Z. Onn also suggested that we purchase new table cloths for our exhibit tables as the ones we currently have are not uniform, some were not in great shape, and there didn't seem to be enough of them. She provided a cost estimate for fifty 8-foot spandex table covers. **No decision was made on whether or not to pursue with this purchase**

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- Adding a rental bank machine or contactless payment option to encourage Fair donations and enable the purchase of food and vendor items. **Z. Onn to investigate this.** M. Speer suggested that if we did this, we may even be able to offer a licensed event with a beer garden, considering the recent success of Homecoming
- Revamping of the Ambassador Program by moving our Ambassador Competition so that it occurs during our Fall Fair, as she feels that there will be more attendance at and interest in the program. **M. Speer to take this suggestion to the Ambassador Sub-committee for discussion and feedback. M. Speer stated that she will also reach out to some local fairs who already do this, e.g., Lucknow and Listowel, to see what their experience has been**
- Including more experiences at our fair and leveraging local service clubs to host events at our Fair. C. Cardiff suggested adding the Masked Singer to the list of potential experiences/live events for future fairs. L. Vader suggested an “Old Bessie Bingo” as a Fair fundraiser.

AgLinks Follow-up

C. McCallum reported that she did investigate advertising our Fall Fair via AgLinks, which was brought forth by M. Speer at the last meeting, noting that there is a \$49.95 + HST fee per year to use this service. The membership decided not to proceed with this advertisement opportunity.

New Business:

2024 Brussels Fall Fair Date and Theme

This business item was resolved at the last meeting.

Moving Future Fair Dates

R. Vinnicombe reported that the Seaforth Fall Fair is always held on the second weekend after Labour Day, which would conflict with us should we choose to move our Fall Fair to the second weekend in September. **A decision was made to table the discussion to a future meeting.**

Date for October 2023 Meeting

C. McCallum reported that the Brussels Library is not available for our Society’s October 2023 meeting. After some discussion it was agreed to move the October 2023 meeting to Melville Presbyterian Church. **J. Cardiff to book the church.**

Livestock Traceability

R. Vinnicombe provided some information on the livestock traceability issue and the potential impact on our Fall Fair. Additional information can be found at <https://canadagazette.gc.ca/rp-pr/p1/2023/2023-03-18/html/reg1-eng.html>. He **encouraged those present to provide feedback to the federal government regarding this issue via the formal consultation process,** accessible at <https://www.canadianfairs.ca/livestock-traceability>. The deadline to submit feedback is June 16, 2023.

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ONCA and OAAS Constitution & Bylaw Templates

R. Vinnicombe reported that we are waiting to hear from the OAAS regarding these templates.

Ontario Trillium Foundation Capital Grant

C. McCallum reported that there is an opportunity for our Society to apply for an Ontario Trillium Foundation Capital Grant, the funds of which could be used to offset those required for the new hydro and water lines to our shed. She noted that the deadline to apply is June 14, 2023. **R. Vinnicombe stated that he would discuss this opportunity with Brad McRoberts.**

Hydro Line to the Shed

R. Vinnicombe reported that he received an email from Brad McRoberts indicating that the hydro lines to the back shed are not up to code and need to be replaced and upgraded. He stated that the Municipality will cover the cost of the transformer replacement (\$10,858.01) and half of the cost of the line feed (\$8,500.00). The Municipality has requested that the Brussels Agricultural Society cover the other half of the cost of the line feed (\$4,250.00). While this cost does not cover that of the waterline, Society members suggested that the Municipality could likely trench in a waterline at the same time. As hydro is required for the purposes of the Brussels Fall Fair, C. McCallum motioned to pay \$4,250.00 towards the cost of the line feed for the shed if the Municipality agrees to trench in a waterline at the same time the line feed is trenched. The motion was seconded (D. Cummings) and passed. **R. Vinnicombe to discuss this motion with Brad McRoberts.**

Correspondence and Announcements

- District 8 Ambassador Competition: May 6, 2023 at 7:00 p.m. at the Milverton Legion. Admission by donation. Come out and support Deanna!
- District 10 Judging School (Groups Display, Junior/School Work & Woodworking): May 13, 2023 from 8:00 a.m. - 4:30 p.m. at the Tara Anglican Church. Cost \$35.00 per person. Deadline for registration is May 7 **(let Crystal know if you want to register)**
- District 8 Judging School (Knitting, Crocheting, Photography): registration closed
- District 8 Judging School (Arts and Crafts): May 16, 2023 from 6:30 - 10:00 p.m. at the Crystal Palace in Mitchell. Cost \$10.00 per person. Registration closed
- OAAS Webinar: No Midway? No Problem: May 17, 2023 at 7:00 p.m. via Zoom **(let Crystal know if you want the registration link)**
- OAAS Webinar: Youth Programming for Your Agricultural Societies: May 24, 2023 at 7:00 p.m. via Zoom **(let Crystal know if you want the registration link)**
- OAAS Webinar: Insurance (presented by Shawn LaPalm): May 31, 2023 at 7:00 p.m. via Zoom **(let Crystal know if you want the registration link)**
- OAAS Webinar: Livestock Traceability Q&A: June 7, 2023 at 7:00 p.m. via Zoom **(let Crystal know if you want the registration link)**

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- OAAS 175th Central Canada Exhibition Association Scholarship Application due July 31, 2023 (financial assistance for post-secondary students in Ontario who are actively involved with their Ag Society. If interested, ask Crystal for more information)
- Brussels Ambassador of the Fair Competition: August 12, 2023 at the Brussels Legion. Details to follow
- 2023 Brussels Fall Fair: September 19-20, 2023 at the Brussels, Morris & Grey Community Centre. Theme: Bank Barns and Spinning Yarns

Adjournment

The meeting was adjourned by L. Garland. The next meeting will be Wednesday, June 7, 2023 at 7:00 p.m. at the Brussels Library. Details to follow.

Minutes submitted by: Monique Baan/Crystal McCallum

Minutes approved by: Reg Vinnicombe

NOTE: ACTION ITEMS ARE IN RED

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