



**Location:** Brussels Legion (downstairs)

**Date:** Wednesday, August 2, 2023

**Time:** 7:00 p.m.

## Brussels Agricultural Society General Meeting Minutes

### In Attendance

Pam McLellan, Monique Baan, Dorothy Cummings, Marie McCutcheon, Sandra Machan, Dona Knight, Evelyn Hillier, Lori Vader, Murray Hoover, Rhonda McArter, Annette Stephenson, Sandra Cable, John Lowe, Margaret Speer, Glenda Morrison, Rosie Kellington, Crystal McCallum and Reg Vinnicombe.

Regrets: Justin Morrison, Matt and Janelle Cardiff, MaryAnn Thompson, Joan Bernard, Mary Douma, Sean Mitchell

**NOTE:** Quorum achieved.

### Moment of Silence

A moment of silence was held for members Sheila Prescott and Jean Davidson who have recently passed away.

### Approval of Agenda

The agenda was reviewed. The motion to approve the agenda (C. McCallum) was seconded (L. Vader) and passed.

### Approval of Minutes

The previous meeting minutes were reviewed. The motion to approve the previous minutes from the July 5, 2023 meeting (D. Cummings) was seconded ( M. Hoover) and passed.

### President's Report

R. Vinnicombe welcomed attendees and said there were no follow ups required on the action items from the last meeting. **Action items for this meeting are indicated in red throughout this report.**

## Homecraft President's Report

R. Vinnicombe reminded members that all judges are booked.

## Treasurer's Report

An updated Financial Report Balance Sheet and Profit & Loss Statement was provided by J. Lowe and G. Morrison and shared prior to the meeting in an email. J. Lowe went over the information. D. Cummings indicated a concern about the shed not being listed as an asset. (**J. Lowe to look into getting the shed added.**) The motion to approve the treasurer's report (D. Cummings) was seconded (L. Vader) and passed.

## Ambassadors' and Ambassador Sub-committee Reports

M. Speer reported that ads for the ambassador contests went out and within hours there were inquiries. There were entries in all three divisions so there will be three new Ambassadors this year. Sashes, tiaras and tiara boxes have been ordered. H. Hodgins will work on the layout for criteria for judging the entries and send M. Speer the list of donations from last year. M. Speer will start making calls for donations this year and M. Stretton has offered to collect all the donations. Plans are being made with the Legion and judges are being confirmed. Entry deadline is Aug. 16th. She reminded us that the new ambassadors will be announced on August 23rd at the Brussels Legion at 7pm. (**M. Speer to share new ambassadors' ads on the Ag. website as well as social media under Brussels Ag. Society Facebook page first and then to be voluntarily shared by members on their own pages.**) M. Baan asked if the new ambassadors will be attending the Fair Craft Days at the Brussels Library, which are occurring two Saturdays before the Fair. She indicated that we will need at least one volunteer from 10-noon to help fill out the tags, etc. (**M. Speer to arrange following the competition.**)

## Ladies Night Sub-committee Report

D. Cummings reported that the tickets for the Ladies Night that will take place on Saturday, October 21, 2023, at the Brussels, Morris & Grey Community Centre will be available for sale following their next Sub-committee meeting on August 8th.

## Old Business

### **AssistExpo Set-up and Orientation**

R. Vinnicombe reported that the second orientation for AssistExpo is now complete. He added that AssistExpo has not updated the membership list yet. Otherwise we would be ready to activate the online capabilities for the middle of the month. To clarify, he indicated that once the membership list is in the database, we would make a FB post and include a link to a portal and login and then exhibitors can pick the classes, etc. from there. R. Vinnicombe inquired to know how deep we want to go into online registration for exhibitors. He wondered if we should start with one or 2 sections for this year, then keep adding on after that? M. Baan and C. Mcallum both agreed that although online registration will always

be optional, we should gently push exhibitors to complete entries online. C. Blake has experience with online registration and she shared that it saves the committee a lot of work. She highly recommends it for all exhibitors. Consensus was to open it up to all categories and give it a go!

## 2023 Brussels Fall Fair

The following Fair items were discussed:

- Livestock Show: Dorothy C indicated concern about the flow of people for the Livestock show. An email has been sent and will be resent for the sheep show.
- Marketing of the Fair: R. Kellington still has postcard advertisements and Fall Fair booklets available if anyone is wanting one. They are available at local businesses and at the Farmers Markets
- Basket raffle: Members were encouraged to volunteer their time to sell tickets for Raffle Basket ticket sales at the upcoming Brussels Farmers' Markets. R. Kellington provided a sign up sheet. (R. Kellington will look for more volunteers to sign up. R. Kellington and John Lowe to arrange for supplies (tent, chair, signs, tickets, float, etc. to be made available to the first volunteer and make arrangements for the last volunteer to drop off supplies.)  
(C. McCallum will take pictures and make up templates to advertise the Fall Fair and the items we are selling including 160th anniversary banners, hats, raffle tickets, dinner tickets, etc. on Facebook and website.) (R. Vinnicombe reminded the section leads to get items for their raffle baskets asap and give them to L. Vader to make up baskets. He said that up to \$175 will be reimbursed for each basket and to please keep receipts and submit them to J. Lowe.)  
J. Lowe encouraged members to take books of raffle tickets to sell.
- Banners: D. Cummings showed a sample of the banner she created to sell as decorations for our 160th anniversary.
- Home Decorating Contest: Z. Onn had indicated in the past that she would provide prizes for the contest. (R. Kellington will contact Z. Onn to see if she's still interested in sponsoring.)  
(C. McCallum to post an ad on Facebook to announce the home decorating contest and rules based on past samples.) (Need to put up signs up around town and put an ad in the Citizen.)
- Advertising: Members are reminded to put ads on social media under Brussels Ag. Society Facebook page first and then they can be voluntarily shared by members on their own pages and other group pages like Brussels Bulletin Board, Brussels Life and Bulletin, etc. This should become common practice for all ads by the Society. R. Kellington has been added as an administrator on Facebook. (R. Kellington, J. Lowe and C. Blake will look into free advertising opportunities with CKNX, Huron East, etc.)
- Pennants for Sponsors: D. Cummings indicated that there are 3 main categories based on different levels of sponsorship. They get hung up in the arena. She has the new list and has made up the new banners which she said look really good.
- Fall Fair Float: L. Vader indicated the need to get planning for a Fall Fair float. It was discussed and determined that the Ag Society doesn't have a Fall Fair float, but will put a float in the Santa Claus Parade.
- Entertainment: R. Vinnicombe confirmed that Small Hooves Big Hearts Petting Zoo is booked. (M. Cardiff to confirm that the Canadian Raptor Conservatory Birds of Prey Show is booked.)  
Huron Tract Spinners & Weavers Guild will be attending the Fall Fair.
- OAAS Ag. Career Program: In order to promote careers in agriculture, J. Lowe reminded the members that we will be putting up a display at the Fair with materials supplied by OMAFRA and get \$500/day which will earn us \$1000. (J. Lowe to be the lead on this.)

- BMG Community Centre Renovations: R. Vinnicombe expressed his concerns about the logistics of the bleachers getting through into the arena considering their width and height. Must be careful not to hit anything. D. Cummings would like to consider flipping the layout of the sections in the arena. R. Vinnicombe indicated that we are going to have to do some jiggling for the petting zoo, escape room, etc. Must be able to compromise. Need to make it easier to move heavy stuff. Pam McLellan says this is our new reality of the layout of the arena. L Vader indicated that the zamboni will have to leave the area to get our stuff through. Exhibits will come through the auditorium.
- Hydro and Water Lines to the Shed: R. Vinnicombe reported that there are no updates to hydro and water lines. He also noted that there is a big mess between the arena and shed that needs to be cleaned up by HE/contractors before the Fall Fair which is a concern.
- Beef Barbeque: R. Vinnicombe indicated that Cardiff Catering is booked for the Fall Fair Beef BBQ on Tuesday, Sept. 19th. They have proposed a roast beef dinner complete with salad and pie provided by the fair board. Cost will be \$25 /adult, \$12 for children ages 5-12, and under 5 free. (R. Kellington to post ad on Facebook and website including prices.) J. Cardiff would like to put an ad in the Citizen. It was discussed that we could sell tickets at the market. Must be cash as the fair board cannot accept e-transfer. It was indicated that it would be nice to have tickets sold in advance with a few available at the door. It was decided to use real plates and cutlery. We need to get volunteers to help with dishwashing, etc. R. Vinnicombe said he will have a discussion with HE regarding the status of kitchen and dishwasher. The dinner ticket will have a box to tick if it was an adult or child. It was discussed and decided that Blyth Printing needs to be asked to print tickets using their template and update the menu and prices. Since we had more than 200 dinners sold in the past, it was decided to get 250+ tickets depending on the best deal on pricing. It was discussed to try to get the dinner tickets before the Plowing Match and next Farmers Market. It was decided to use the same cash box for all Fall Fair ticket and merchandise sales, but keep a chart of the sales for each item. Tickets for the meal will go to J. Lowe so he can keep track of sales and the money. (C. McCallum will make ads for Facebook and R. Kellington and J. Lowe will ask M. Lowe, J. Machan, H. Dauphin and R. McArter to sell tickets for raffle and dinner in their shops. P. McClellan volunteered to sell tickets in her store also.)
- Brussels Pipe Band: M. Speer wondered if we would like the Brussels Pipe Band to perform in the Fall Fair parade and if so, they should be asked. The members present agreed that they should be invited. J. Lowe asked what amount of donation would be given? It was \$200 in the past. The motion to update the donation to the Brussels Pipe Band to \$250 (D. Cummings) was seconded (C. McCallum) and passed. (J. Lowe will touch base with J. Mitchell)
- Supply Secretary: R. Kellington will be away during the fall fair so she will arrange for helpers to fill in during her absence.

## New Business

**Security Advisory from Farm and Food Care Ontario:** R. Vinnicombe informed the members that activists are getting more active and might come to the fair. If this happens, he instructed the members to ignore and walk away. Huron East owns the property so we do not have authority to remove them. D. Cummings said we have good 4- H leaders who know how to handle protestors.

**Citizen Ad:** R. Vinnicombe asked the members if we should pay for an ad in the paper. It was discussed what size of ad we should put in and the costs associated with it. It was discussed that a quarter page might be suitable to include new items like escape room, ambassador cake decorating, and other items. The motion to buy a quarter page ad in Citizen (D. Cummings) was seconded (D. Knight) and passed. (Brenda Nyveld from the Citizen to work with Dorothy Cummings on ad)

**Roadblocks for Parade:** (J. Lowe will submit a request for road closure and traffic control to Huron East.)

**Signage:** (J. Lowe will polish and put up signs around the edge of town.) D. Cummings indicated that the signs aren't ready yet to put up in the surrounding towns.

**First Aid Coverage:** R. Kellington informed the members that first aid coverage is booked but is volunteer and not guaranteed. We will be contacted 2 weeks prior to the Fair to inform us if volunteers are available. If not, J. Lowe indicated that things have changed and that 911 would be our back-up plan. We must provide complimentary food for their volunteers and provide them with a \$600 donation.

**Food Booth:** J. Lowe asked if we are providing apples and milk again for the kids on the Wednesday of the Fair and who is organizing this? (R. Kellington will ask T. Grey about doing the food booth again and getting the apples, hot dogs and milk. She will also ask T. if she has the Safe Food Handling Course)

**United Way Youth in Action Grant:** M. Baan talked about the United Way grant for youth and lots of ideas were generated.

**Clinton Raceway Fundraiser:** D. Cummings came up with an idea to set up a Clinton Raceway agricultural related fundraiser. J. Lowe said he knows the marketer. (D. Cummings and J. Lowe to look into this possibility.)

## Correspondence and Announcements

- 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 Rosie for more information)
- Brussels Ambassador of the Fair Competition: August 23, 2023 at the Brussels Legion. Additional details to follow on Facebook.
- 2023 Brussels Fall Fair: September 19-20, 2023 at the Brussels, Morris & Grey Community Centre. Theme: Bank Barns and Spinning Yarns
- 2024 OAAS Convention: February 22-24, 2024 at the Sheraton Parkway Hotel, Toronto North, Richmond Hill. Details to follow

## Adjournment

The meeting was adjourned by D. Cummings. The next meeting will be Wednesday, September 6th, 2023 at 7:00 p.m. at the Brussels Legion (downstairs). (R. Kellington will again post the change of location on the Library door prior to the meeting and cancel Library bookings for 2023. J. Lowe will book remaining meetings for the first Wed. of every month in 2023 at 7pm in the Brussels Legion (downstairs).)

Minutes submitted by: Rosie Kellington

Minutes approved by: Reg Vinnicombe