



Location: Brussels Library

Date: Wednesday, June 7, 2023

Time: 7:00 p.m.

Brussels Agricultural Society General Meeting Minutes

In Attendance

Monique Baan, Joan Bernard, Crystal Blake, Cathy Cardiff, Janelle Cardiff, Matt Cardiff, Dorothy Cummings, Linda Garland, Murray Hoover, Rosie Kellington, Sandra Machan, Crystal McCallum, Marie McCutcheon, Pam McLellan, Glenda Morrison, Justin Morrison, Zoellyn Onn, Marie Perrie, Margaret Speer, Jill Wagemans, Lori Vader, and Reg Vinnicombe.

Regrets: Sandra Cable, John Lowe, Sean Mitchell, and Mary Ann Thompson.

NOTE: Quorum achieved.

Approval of Agenda

The agenda was reviewed. R. Vinnicombe requested that Pennants be added to New Business. The motion to approve the agenda as amended (Z. Onn) was seconded (M. Baan) and passed.

Approval of Minutes

The previous meeting minutes were reviewed. The motion to approve the minutes from the May 3, 2023 meeting (C. Blake) was seconded (J. Morrison) and passed. D. Cummings asked if the minutes could be mailed (Canada Post) to members. C. McCallum noted the expense associated with that and stated that printed copies of the minutes are available at each meeting for members who do not have a computer, printer, and/or internet. M. Baan added that the Brussels Library staff will print minutes for community members upon request.

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:

- The Brussels Firemen are having their annual Father's Day breakfast and have requested to borrow our tables, which he has given permission for
- He applied to the Egg Farmers of Ontario to see if they would participate in our Fall Fair, which they declined
- The summer edition of Stops Along the Way is doing a 400 word blurb about our Fall Fair
- The Ontario Association of Agricultural Societies is pushing Societies to do strategic planning

Homecraft President's Report

L. Garland reported that she has secured all required judges for the 2023 Brussels Fall Fair.

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):

- We have received our annual grant from Morris-Turnberry
- We have been approved for our annual grant from Huron East (\$500.00). J. Lowe suggested that we consider asking for more monies next year
- We have recently received donations from the following businesses for the 2023 Brussels Fall Fair: Foxtan Fuels, Howick Mutual Insurance, Kurtis Smith Excavating, Leslie Motors, and McLean Brothers Concrete
- We will be receiving a \$1,000.00 donation from the Brussels Legion's Chace the Ace profits to go towards the 2023 Brussels Fall Fair
- He has applied for a Trillium Mutual Insurance grant to help offset costs associated with the installation of a new hydro line to the livestock shed
- He has written a cheque to cover our share of the costs associated with the new hydro line to the livestock shed (\$4,250.00)
- He has sent 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"

R. Vinnicombe noted that considering these recent significant expenses, that we will not be proceeding with purchasing an additional GIC. He also noted that J. Lowe has had no success connecting with AssistExpo and that he (R. Vinnicombe) will be taking over that project.

C. McCallum asked if our donors are still recognized at the fair via signage. D. Cummings stated that pennants do exist with sponsor names and that she could create new pennants for new sponsors. **J. Lowe to put together a list of 2022 and 2023 Fair sponsors for D. Cummings so she can create new sponsor pennants for the 2023 Brussels Fall Fair.**

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

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Ambassadors' and Ambassador Sub-committee Reports

M. Speer read a report from D. Haanstra on her experience at the District 8 Ambassador Competition on Saturday, May 6, 2023 at the Milverton Legion. M. Speer added that both she and P. Ribey attended to support Deanna and that Deanna did a good job representing the Brussels Fall Fair. The 2023 District 8 Ambassador is Abigail Peel from the Howick Agricultural Society, and the runner up is Paige Fawcett from the Stratford Agricultural Society.

M. Speer added that D. Haanstra will be participating at the Farm and Food Care Ontario Breakfast on the Farm event on June 17th, and that she, and the Ambassador Sub-committee's members, are actively seeking out competitors for the 2023 Ambassador of the Fair Competition. M. Baan asked if M. Speer had been contacted about the Fair Craft Days at the Brussels Library, which are occurring the two Saturdays before the Fair. **M. Speer to arrange for one or more Ambassadors to attend.**

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

Ja. Cardiff reported that their Sub-committee had their last planning about a week ago. She stated that for the first time ever, FFCO had to cap the number of volunteers! Currently there are 130 volunteers. M. McCutcheon asked when volunteers will receive their volunteer t-shirt. Ja. Cardiff stated that will occur the day of the breakfast. She added that volunteers will also receive breakfast and instructions before the event starts. M. Baan added that an email containing last minute reminders and instructions for volunteers will be going out before the event too.

Over the next two weeks, Ja. Cardiff reported that FFCO will need our members help promoting the event. Currently only 550 people have registered to attend, including dignitaries like Ontario Queen of the Furrow, Maranda Klaver. **She asked those present to please share or like any posts they see about the event on social media.** She added that FFCO has invested in radio ads and print materials to market the event. D. Cummings added that the signs at the farm gates are very nice. Ja. Cardiff asked **M. Speer to invite the new District 8 Ambassador to the breakfast and requested that D. Haanstra invite all Fair Ambassadors from District 8.**

M. Baan asked what the plan was for our Society's exhibit booth. D. Cummings had volunteered to bring a 10' x 10' tent and some signage. The postcards recently created by Z. Onn will also be made available to hand out. Z. Onn asked if we could sell Raffle Basket tickets at the event, which Ja. Cardiff responded, "no".

Ladies Night Sub-committee Report

Ladies Night will take place Saturday, October 21, 2023, at the Brussels, Morris & Grey Community Centre. 250 tickets will be made available (cost to be determined). The evening's

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entertainment will be Drag Queen Bingo, and there may be a silent auction as well. The Brussels Optimists will be preparing smoked pork chops and our Society members will be providing salads for the dinner. Closer to the event, a sign-up sheet will be sent around for people to volunteer to provide salads. Six firefighters from the Brussels Fire Department will be escorting attendees to their seats and serving drinks that evening. A portion of the event's proceeds will go to North Woods Elementary School to fund playground equipment, with the remainder donated to the Brussels Agricultural Society.

Old Business

AssistExpo Set-up and Orientation

See Treasurer's Report.

Ideas for Our Future Fairs

The following future Fair ideas were discussed:

- Marketing of the Fair via a postcard advertisement: Z. Onn passed around a sample of the postcard for members to review and critique
- Basket raffle: Z. Onn has completed the application for the lottery licence (**R. Vinnicombe to sign and submit**). R. Vinnicombe also created a sign-up sheet for Raffle Basket ticket sales at the upcoming Brussels Farmers' Markets, which was sent around the room and will be sent to members by email (**C. McCallum to do**). Members were encouraged to volunteer their time to sell tickets
- Entertainment:
 - Adding "Country Games" to the Children's Program, e.g., three legged race, potato sack race, kicking a shoe, etc.: **C. Blake offered to strike and lead a Sub-committee** to see that this event runs at the 2023 Brussels Fall Fair. She added that the event would run on the Wednesday of the Fair from 1-3 p.m.
 - Canadian Raptor Conservatory Birds of Prey Show. M. Cardiff stated that this entertainment has been tentatively booked, but that they haven't decided on which package to go with as they do rely on North Wood Elementary School's annual donation and external sponsorship. After some discussion and consideration of additional income (pennants and 50/50 draw at the Fair – Z. Onn applied for this lottery license as well), the motion by Z. Onn to purchase the \$1,200.00 Canadian Raptor Conservatory Birds of Prey Show option was seconded (L. Vader) and passed. **M. Cardiff to book the show**. M. Cardiff also inquired if there were any members willing to sit on (and possibly lead) this Sub-committee. C. Blake and R. Kellington offered to join and assist. C. Blake noted that D. VanRavenswaay may also be interested in assisting with the pedal tractor pull (it would be part of the Children's Program as well)
 - Small Hooves Big Hearts (miniature horses and petting zoo from Kawartha Lakes): C. McCallum reported that the Little Tracks Petting Zoo our Society sponsored at the 2022 Brussels Homecoming cost \$350.00 per hour (minimum 3 hours) + \$100.00 in

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additional insurance. **R. Vinnicombe to follow-up with Small Hooves Big Hearts to confirm their pricing** (original pricing received was \$1,000.00 for two days). Z. Onn motioned to book Small Hooves Big Hearts for the 2023 Brussels Fall Fair should their pricing remain \$1,000.00 for two days. This was seconded by C. Blake and passed. **R. Vinnicombe to book the petting zoo if the conditions of the motion are met**

- Huron Tract Spinners & Weavers Guild: **M. Douma to update our Society with their decision to participate in the 2023 Brussels Fall Fair, once she hears**

M. Perrie asked when the printed version of the 2023 Brussels Fall Fair book will be available. **Z. Onn stated that she will send it for print tomorrow.**

Moving Future Fair Dates

M. Perrie requested to remove this item from future agendas as there is no plan in the near future to discuss it. R. Vinnicombe agreed that that would be an appropriate action. **C. McCallum to remove the standing item.**

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

R. Vinnicombe discussed this opportunity with Brad McRoberts who felt that our project would not be eligible. Our Society will not be proceeding with this grant application.

Hydro Line to the Shed

R. Vinnicombe reported that he is unsure if the water and hydro lines have been installed, but that we have prepared a cheque to cover half of the cost of the hydro line feed (\$4,250.00) as requested by the Municipality of Huron East. This cheque will be issued once an invoice is received.

New Business:

Introduction of the New Secretary

R. Vinnicombe welcomed R. Kellington as the new Secretary for the Brussels Agricultural Society. As Rosie does not own a printer, she asked if the Society would consider purchasing one for her. M. Cardiff stated that he likely has a working printer and that he could give it to her to use. **M. Cardiff to check and follow-up with R. Kellington.**

Pennants

R. Vinnicombe suggested that we consider selling 160th Brussels Fall Fair pennants to raise funds for the 2023 Brussels Fall Fair. D. Cummings noted that when the Society did this for the

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150th edition of the Fair, that she couldn't keep up with demand. M. Baan suggested not putting this year's date on the pennant so that they could be used for decoration in future years and so any left over could be sold in future years. D. Cummings liked the idea and suggested putting, "Since 1922" on the flag instead of a date. S. Machan suggested selling then pennants alongside the Raffle Basket tickets. **D. Cummings will determine a cost per unit and share that at the next meeting.**

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 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
- 2024 OAAS Convention: February 22-24, 2024 at the Sheraton Parkway Hotel, Toronto North, Richmond Hill. Details to follow

M. Baan suggested that Society members check out a new book at the Brussels Library: Cultivating Community: Women and Agricultural Fairs in Ontario. This book mentions the Brussels Fall Fair!

Adjournment

The meeting was adjourned by M. Cardiff. The next meeting will be Wednesday, July 5, 2023 at 7:00 p.m. at the Brussels Library. Details to follow.

Minutes submitted by: Crystal McCallum

Minutes approved by: Reg Vinnicombe

NOTE: ACTION ITEMS ARE IN RED

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