

AVABF Board of Directors Minutes
April 18, 2017 – 6:30 pm – AVABF Office, Kentville

Call to Order: 6:30 pm

In Attendance: Alxys Chamberlain, Barb Madic, John Patterson, Katie Godon, Logan Morse, Sarah Griffiths, Steffany Cox-Lingard, Angie Pelton, Kori Levy (Volunteer) Andy Woolaver (guest) and Jean Racine (guest call in)

Absent: Heidi Scotney-Kinsman, Linda Keddy, Krista Morine, Steffany Cox-Lingard

Minutes of March 6, 2017 & Minutes of April 3, 2017 Meeting: Sent via email to all board members minutes.

Motion to approve all stated minutes made by Angela / Second: John

Introduction of Guests:

1. **Andy Woolaver:** Welcome extended to Mr. Woolaver who may be a possible new board member of the AVABF. Andy introduced himself and outlined his background, while indicating he was only interested in President role. He stated he was results oriented with a focus on relationship building.
2. Call in guest: **Jean Racine for Gary Brinton of Brinton Photography:** Re: Drone footage
Progress update from Jean Racine from Aerovision Canada as he will be doing the drone filming. The purpose of the call is to discuss Jean's background, what is required for filming and point out any outstanding issues that will need to be addressed to move forward. Drone video for children's parade only – short clip to be used for future promotions. Small budget for this \$1,500 (150 forward grant) = a couple of minutes of video, Gary will pull together clips from the drone – the drone will be operated by Jean who has three years experience in the business on a full time basis. Jean and Trevor both have an extensive aviation background, do a lot of aerial inspections, television commercials and marketing projects. All done legally and according to transport Canada's rules and regulations with a focus on safety and legal compliance. The location for the setup would be on the roof of the fire department as it is required that they do not stay within 100ft of any other building, nor crowds. He sent Kori list of approvals which we are working on completing. Jean wants to reach out to those people as well as part of his due diligence. Andy asked about additional named insured – 2 million liability – can name AVABF as additional insured. Capable of talking to any aircraft that are in the air at the same time. Will be reaching out to 14 wing as well. The average height is up to 700 feet but will remain at about 200 feet for the AVABF event. He will come a week in advance and talk to the fire department and conduct safety checks. No one else is able to hack in, interfere nor takeover control. There will always be two people involved as it is a two man operation complete with two separate radios, but one pilot and one payload operator dedicated only to the camera. AVABF is trying for more funding which may come from Municipalities. Deadline May 1st – the municipalities have not yet approved the budget - \$2,000 per day for multi day events.

Old Business:

1. Financials:
 - 1.1 AVABF Financial update - Currently there are sufficient funds in the bank for the 2017 event. Insurance refund was received for fees that were overcharged in past years. Budget has been updated.
 - 1.2 Funds owed or promised from 2016 from Town of Wolfville – written off at year end
 - 1.3. Grants:
 - 1.3a Avesta Award: Friday at Old O – Linda may go, Kori can go at 11.
 - 1.3b Canada 150: No update (150 Forward)
 - 1.3c Festival and Community Development Proj. Communities Heritage. – Can't apply for anything else because we were successful with receiving the 150 grant. We will strike from future agendas.
 - 1.3d TD Canada Trust: No application
 - 1.3e Municipal Grant: Applied – May 1st is the date the decision is expected.
 - 1.3f Rural Communities Grant: \$5,000 would be used for more drone coverage.
 - 1.3g Various Regional Municipal Grants : no update
 - 1.3h Coke-a-Cola: \$10,000 grant application was submitted March 29
 - 1.4 Sponsorship package update:
 - 1.4a Updated list of companies approached – need tourism students to help make calls and volunteer help. Kori will ask David Hovell to contact Alxys and will readdress meeting with NSCC that was cancelled with Heidi. Currently there is lack of Corporate sponsorship. Discussed the option to sell viewing stand seats and bleachers for fireworks?
 - 1.4b Funds confirmed to date / projections of funds expected. To date, most in-kind not cash. Alxys

will send a list and status report

1.4c NSCC students to assist with sponsorship calls? (see 1.4a)

2. Events (Number of tickets sold. Is the event confirmed to go ahead?)
 - 2.1 Brew Night, May 25 – 9 tickets sold – Katie will meet with Shannon
 - 2.2 Valley Vines, April 29 – 9 tickets sold – Alxys to mention on K-Rock on Friday.
 - 2.3 Paint Night, May 19 - 60 tickets sold – only 15 left – asked to add another 25 tickets to bump up to 100. Revenue of \$900 so far – 0 expenses.
 - 2.4 Canada 150 Apple Event by President's Choice, May 27 – location – stalled, Loblaws now paired with Rogers– must discuss with Eastlink regarding partnering with other big media outlets. Should not be an issue. Follow up to occur.
 - 2.5 Tractor Show, May 28 - petting zoo and BBQ (ask Lions Club) update – No update
 - 2.6 Photo Contest – did not occur this year, rather we went with poetry contest instead. Already completed and featured in SE. Reading of the poem?
 - 2.7 Appelleicious and NS Fruit Growers – brochure to print by end of week. Proof is coming. Staples will print, and Katie will deliver. All ad spaces are full.
 - 2.8 Legacy Room – go ahead? Where and how will it look? Pair with BBQ? – Tabled to next meeting.
 - 2.9 Opening Ceremonies-AV First Nations update – Meeting occurred last week and it was agreed the venue is perfect. No volunteers are needed for this event. Chief Tony and regional Chief Googoo, Alxys, Queen and attendants will cut the opening ceremonies ribbon to kick off this years festival. The leadership candidates will introduce themselves followed by meet and greet. We will be doing a very big promotion for this through Facebook, K-Rock radio, AVR, teaching the children the honour song. Angela will MC the event. Kori recommends we connect with Andre again at Grand Pre.
 - 2.10 Grand Pre 2017 – Legacy room discussions are expected to continue with an update pending.
 - 2.11 Valley Tea: Alxys and Angela are meeting with Margo this week. Happy to include Honour choir. Everything is on schedule.
 - 2.12 Family Fitness – 1k for kids fee \$5 and 5k for adults with a fee of \$10. Expecting 100 people. Troy from Chip Atlantic – Facebook page set up – will go live soon
 - 2.13 Street Dance - \$500 sanctioned event – 4 extra porta potties allocated for that location.
 - 2.14 K-Rock Birthday Bash & Fireworks – fireworks proposal received, budget \$8,000 with \$10,000 for an extended session. Discussion indicated general agreement that we are not in favor of increasing to the higher rate as \$8,000 plus tax will be \$9,200. Consideration was given for a Motion not to exceed 8,200 – we can only do 8,400 taxes in. Discussion was tabled to next meeting for final decision. Memo from LiveTV out of Kentville wants to collaborate on a live filming to facebook of the birthday bash and fireworks . We will discuss with Eastlink.
 - 2.15 Children's Parade Drone Video - A list of who needs to provide permission and other updates was received from the drone organizers.
 - 2.16 Souvenir Edition Cover – First draft is in and edits are pending. Will be a pull out events? The Cost to do this will be an extra 1,500. Good distribution plan in place. How can we measure success of pull-out? Ask the herald how we can measure.
Motion made by Logan that the pull out section is not to exceed \$2,000 for the souvenir edition pullout. Angela second. All in agreement.
 - 2.17 Centre Square – last year vendors did not fill Centre Square – everything needs to be mapped. Under the gazebo will be Ross Creek, a bouncy castle at the end, and an all day family friendly space. It was discussed this will need more promotion. It was suggested it be called 'Family Square'. Logan will help with concessions.
3. Concessions Map and general update – no further update
4. Volunteer Form on website / background check – Linda looking into it
5. 2018 theme - Due April 14. Ideas so far? Tabled to next meeting
6. Town of Kentville event between Children's Parade and GSP – Kentville will make a public announcement
7. New AVABF office – Wednesday, April 26 at 3:00pm – We can meet at front entrance of the location to view.
8. Escorts for Leadership Candidates – no military escorts.
9. T-Shirt inventory – Barb sent via email.

Reports:

1. Monthly Summary Reports:
 1. President - (Alxys Chamberlain acting as interim)
 2. Vice President - Alxys Chamberlain:
 3. Secretary - Linda Keddy:

4. Treasurer - Logan Morse:
5. Events - Katie Godon:
6. Leadership and Protocol - Angela Pelton:
7. Publicity - Alxys Chamberlain:
8. Community Liaison - Steffany Cox-Lingard:
9. Cultural - Sarah Griffiths:
10. Children's Parade - Krista Morine:
11. Grand Street Parade: Heidi Scotney
12. Sponsorship - Logan Morse:
13. Tourism - John Patterson:
14. Office Manager - Barb Madic:

Action Item: Grand Street Parade tasks may be divided up among other directors as Heidi will not be available to commit to it full time.

Blueprint review:

1. Online Access – Steffany not here – needs discussion for next year
2. Critical Items / Assistance required to meet objectives? Send out sos if needed

New Business

1. New Correspondence - Aylesford sent booster fee and enclosed letter with questions for review after festival.
2. Volunteers – program in progress. Katie signed us up with TD volunteer network. Every 40 hours their employee works means we are eligible for \$500
3. Community Teas – The Hantsport tea remains on April 30th.
4. Future meetings on Tuesday? (as requested by AW)- tabled to next meeting.
5. Medical forms – send out to all board members and to be completed by those that will be riding on the bus
6. The Photographer, Jason Calnon requested a vertical banner to take pictures during coronation plus Canada 150 Logo.

Action Item: Logan will get a quote

7. Mr. Paul Spinney will donate horse and buggy for Board to travel in during parade. It was discussed if we want to get a banner stating 'Board of Directors' – waived his entry fee. The horse has been used in movies.

Next Meeting: May 1, 2017 @ 6:30pm, AVABF office in Kentville

Motion to Adjourn made by: John Patterson/ Second: Angela Pelton. Meeting Adjourned at: 9:00pm