

AVABF Board of Directors Minutes  
May 15, 2017 at 6:30 pm, AVABF Office, Kentville  
"85<sup>th</sup> ABF: Rooted in Tradition"

**Call to Order:** 6:51 pm

**In Attendance:** Barb Madic, John Patterson, Krista Morine (as of 7:49pm), Katie Godon, Steffany Cox-Lingard, Alxys Chamberlain, Logan Morse, Angela Pelton, Linda Keddy, Kori Levy (volunteer)

**Absent:** Sarah Griffiths

**Minutes of May 1, 2017 Meeting:** Sent via email to all board members minutes.

*Motion to approve all stated minutes pending minor corrections observed by Angela Pelton made by Steffany Cox-Lingard / Second: Angela Pelton*

**Old Business:**

1. **Financials:**

1.1 AVABF Financial update: Logan shared a financial statement for review. Bank account in excellent shape.

1.2 **Grants:**

1.2a Municipal Grant: no update - The Municipal budget has not been finished to date however it is expected it will be by tomorrow. Logan plans to attend their meeting. In this years AVABF budget we allowed for \$10k, however we may receive more like we had last year. We are not expecting Digby and Hants Co to contribute. We are still waiting on a few others such as Kings County and Annapolis.

1.2b Rural Communities Grant: Grant proposal submitted by Kori, and we are waiting for an update.

1.2c Coca-Cola: Request made for \$10k, waiting for a response.

1.2d TD : Kori status update pending on the 10k, response pending.

1.3 **Sponsorship** package update: Budget was set at \$8k but we will receive less due to reduced contributions this year. We are expecting more submissions will still come in by end of this Festival year.

2. **Events** (Update of event that already occurred. Number of tickets sold. Is the event confirmed to go ahead?)

- **Appleicious** - May 7 - 13: Fairly low turn out, not as popular as hoped. Suggested photos be done and put on FB. A FB post to thank participants. Need numbers to relate to this. Number of restaurants = 14.
- **Paint Night** - May 19: Event was so successful that we increased the number of tickets available and again sold out. Total tickets to date equals 96 tickets sold. Photos will be done during the event. It was suggested we do a draw. Bullwark asked for promo. Could give away pink t-shirts as a door prize. #AppleBlossom85. We will provide AVABF schedules to the attendees. Logan to make 100 free copies.
- **Apple Blossom Market** - Wednesday - May 24, 2017 4pm - 7pm: nothing pending for the AVABF - not an AVABF event managed by the board.
- **Opening Ceremonies** - Wednesday - May 24, 2017 7:00pm: The proof of the program is pending.
- **Valley Ghost Walks Present:** Kentville's Apple Blossom Haunt - Thursday, May 25, 2017 7:30pm - paid as a AVABF Sanctioned event but not an event that is managed by the board.
- **Blossom Brew Night** - Thurs. May 25: 32 tickets sold / last year 143 sold. Ciderfest in taking place in Halifax the same week. Since last year there are now 3 more events that are similar in various locations. We expect to sell most tickets a few days prior to the event.
- **Valley Tea:** Thursday - May 25, 2017 7pm: Local entertainment will be well respected local child performers.
- **89.3 K-Rock Birthday Bash & ABF Fireworks** - Friday, May 26, 2017 7:30pm - 10:30pm: Rain date is Sunday. Employee of the Town of Kentville - Charlene Brown's husband, Austin usually helps with the banners and generators by assisting with the set up and pick up. Alxys to follow up.
- **Blossom Fun Run & Fitness Fair** - Saturday, May 27, 2017 8am - 11am: registration is low as would be expected for an event such as this that is offered for the first time. If registration remains low this weekend further discussions to occur. Costs related to the event discussed. Run Club and Recreation Nova Scotia will be approached to advertise. Avesta may also be able to share.
- **Festival of Crafts**, Saturday - May 27, 2017 9am - 4pm: - paid - not an AVABF event managed by the board.

- **Children's Parade/ Drone** - Saturday, May 27, 2017 10:00am: Jean is unable to do the drone footage on Saturday, however the editors found an alternate to assist who has experience with film and tv, by the name of Duzak - Skyline Studio. Kori to ensure additional insurance to be requested. We are confident this will work out well. Kori to follow up further.
- **#EATTOGETHER: President's Choice & Canada 150 Sit-Down Meal** - Saturday, May 27, 2017 11am - 1pm: Alxys to discuss with Ashley. Lions Hall in Wolfville to be paid by TOK.
- **Freedom of the Town** - Saturday, May 27, 2017: This is not an event hosted nor managed by the AVABF, rather this is an event managed by the Town of Kentville which we have limited information on. See GSP for additional notes.
- **Grand Street Parade** - Saturday, May 27, 2017 1:00pm: Discussions included a collective concern that Kentville residents will be negatively impacted by traffic limitations on parade day due to extended closure of roads for the entire day without reopening mid day due to the 'Freedom of the Parade' that the TOK has planned to occur between the Children's Parade and Grand Street Parade. The children will be impacted at the end of the Children's Parade in that they can not travel back down the route to the start due to the TOK event. To date, AVABF has tried to contact Mark Phillips repeatedly without the benefit of a reply. We will try make the public aware through our website as well as radio. The line-up for the AVABF is being designed; currently have 80 enrolled whereas last year we had 92. Logan talked to Cathy Reid who had organized the lineup previously, however she is not available this year. AA Monroe have experience and will be approached for assistance.
- **AVR/Magic 94.9/Paddy's Pub Street Dance** - Saturday, May 27, 2017 7pm - 12am: the event is expected to go ahead, however additional discussion not required as this is not an AVABF managed event.
- **Deep Roots Music Co-op Presents: Bluesmobile Dance Band** – Apple Blossom Festival - Saturday May 27, 2017 9:00 pm: The event is going ahead at the Wolfville Market. This is a sanctioned event and we have partnered with them. We will do something with them during The Deep Roots Festival.
- **Northville Farm Heritage Centre** - Sunday, May 28, 2017 10:00am. No concerns or comments.
- **Antique Car Show & Legacy Room BBQ** - Sunday, May 28, 2017 11am - 2pm: The number of cars yet to be confirmed. The BBQ host is pending.
- **Apple Blossom Duck Race** - Sunday, May 28, 2017 - This is not an AVABF event managed by the board.
- **Valley Tour:** No changes to the following schedule.
  - Friday, May 26th: 9:00am: Blossom Breakfast, Kentville Rec Centre
  - Saturday, May 27th: 5:00pm: Boston Pizza, New Minas
  - Sunday, May 28th: 1:00pm: Scotian Gold Fun Day, Coldbrook, 2:30pm: Wickwire Place Garden Party, Wolfville, 4:00pm: Grand Pré Park, 7:30pm: Hants Memorial Community Centre, Windsor
  - Monday, May 29th: 3:00pm: Historic Gardens, Annapolis Royal

3. **Concessions Map** and general update: We have more funds this year as compared to last year are up this year as more applications continue to come in. Barb needs a cut off date to send list to Food Safety Inspector so the vendors have a license number. It was agreed we will send what we have now and then forward an update as needed. Steffany has completed the map and shared via email. We have two henna vendors to be contacted.
4. **Volunteer Form on website:** The capability to sign up electronically is now fully functional. We have six volunteers so far. There are 80 different positions currently posted which exclude board positions. It was discussed that schools have leadership programs where applicants may potentially be found. We will continue to advertise on Facebook.
5. **New AVABF office** - The lease has been signed for a two year period effective July 1, 2017 however we can move on June 23rd and 24th. Logan can provide trucks. Purging of non necessary items in the office will be done prior.
8. **New Volunteers:** see 4 //Volunteer night requested in future in new location. Volunteer announcement pending for 12 new participants.

9. **The Photographer** - vertical banner quote: @=\$200
10. **T-Shirt inventory** : Order has been placed for the volunteer t-shirts

### 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: update: booking we can have AGM at the new location
  5. Events - Katie Godon:
  6. Leadership and Protocol - Angela Pelton:
  7. Publicity - Alxys Chamberlain:
  8. Community Liaison - Steffany Cox-Lingard:
  9. Cultural - Sarah Griffiths: absent
  10. Children's Parade - Krista Morine: update:
  11. Grand Street Parade: Logan Morse (acting as interim)
  12. Sponsorship - Logan Morse:
  13. Tourism - John Patterson:
  14. Office Manager - Barb Madic:

*Motion to approve all stated reports made by John Patterson / Second: Logan Morse*

### Blueprint review:

1. Item by item review of the blueprint. Status update for all required on reports to ensure all is done.
2. Parade day general review and discussion.

### New Business

1. **New Correspondence:**
  - a. Value Village entering GSP and Stuffed Animals to hand out / carrying banner during children's parade. Parade form sent to them. No commercial advertising as per agreement.
  - b. Miss Teen Atlantic pageant sent another email. Maybe for next year.
  - c. Military band are concerned with placement in parade. Navel placed first usually.. Barb to contact to confirm requirements from them.
2. **Volunteers:** noting additional to report.
3. **Additional meetings** prior to opening ceremonies? It was agreed to meet on Monday, May 22, 2017
5. **Directors attendance** at various events. A signup sheet was circulated to indicate who will attend each event.
6. **Souvenir Editions:** They will arrive on Thursday, May 19, 2017 at the AVABF office.
7. **Paint Night for September, 2017:** Katie to begin planning for another paint night due to the overwhelming success.
8. **Bleachers for promotion:** Discussion gave consideration to selling seats for \$20 with bottle of water and t-shirt included.
9. **Drone:** Discussion related to the availability of funds and inclusion in grant requests led to a motion to increase the budget from \$1500 resulting in the following motion.

*Motion to change the previously approved budget of \$1500 for drone footage to an increased amount of \$2500, taxes included was made by John Patterson and seconded by Logan Morse  
Those in favor: 4 / Those opposed: 3 / Those who abstained: 0. Motion carried.*

10. **Outstanding funds** yet to be received. Town of Berwick, Town of Kentville, Windsor
11. **Tickets for draw** to go on stage with the queen to press the plunger.

Upcoming Meetings:

- May 22, 2017 @ 6:30pm, AVABF office in Kentville: Regular Board Meeting
- June 5, 2017 @ 6:30pm, AVABF office in Kentville: Regular Board Meeting / Post Event Follow up
- June or July, AVABF office in Kentville (location confirmation pending): AGM Prep
- October 2017, AGM, location to be determined

**Motion to Adjourn** made by: Angela Pelton / Second: Krista Morine / Meeting Adjourned at: 9:00pm