



DRMC Board of Directors Minutes of Meeting

Date:	August 15, 2011
Time:	7:00 PM
Location:	Kings RDA Boardroom, Kentville
Present:	Colby Clarke (Chair), Trish Gerrits (Recording Secretary), Don Regan, Joel Stoddart
Regrets:	Bernie Young (Treasurer), Kathleen Hull, Ernie Robinson

1.0 APPROVAL OF AGENDA

Approval of Agenda– **Motion Carried** (moved by Joel, seconded by Don)

2.0 APPROVAL OF JULY 18TH MINUTES

Approval of Minutes – **Motion Carried** (moved by Peter, seconded by Don)

3.0 BUSINESS ARISING FROM JULY 18TH MINUTES

RBC Bank:

Peter met with Alex MacKenzie of RBC last week and was presented with a breakdown of bank fees; however, these fees are negotiable. Alex would like us to provide him with a list of the current fees we are charged by the Valley Credit Union. They agreed to get together for a lunch meeting sometime in October that will involve Peter, Colby and Bernie.

Action: Bernie will contact the Valley Credit Union and request a breakdown of the bank fees we are being charged.

Valley Arts Award:

Peter updated the committee on the results of the nomination put forward for the Valley Arts Award. The candidates did not accept the nomination so the committee moved to the next candidate on their list. The new candidate was contacted and accepted the nomination. Wendy Elliott will take care of the details for this award and it will be presented during the festival on Sunday, September 25th.

4.0 TREASURER'S REPORT (Bernie Young)

Bernie sent his regrets for today's meeting and will submit a report to the Board sometime next week.

5.0 BUSINESS PLAN UPDATE (Joel Stoddart)

The Business Plan is coming together but there is still some work to be done on our forward-thinking goals and testimonials/statements from artists.

Joel suggested a separate meeting to brainstorm on the forward-thinking goals for the DRMC. The Board agreed and a meeting was set for August 24th. The meeting will take place at Peter Mowat's home, 289 Fox Hill Avenue, Kentville starting at 7:00 PM.

Peter felt that someone from the DRMC Office could work on getting us some testimonials/statements from artists; however, he would need to know more about the requirements.

Action: August 24th meeting to brainstorm on the forward-thinking goals for the DRMC's Business Plan.

Action: Joel will send Peter Mowat some of the requirements for getting testimonials/statements.

6.0 OPERATIONS UPDATE

Emerging Artists (Peter Mowat):

Peter Mowat provided an update on the Emerging Artists Program and noted that it was very successful with eight (8) participants in attendance.

All participants were very pleased with the artists they met and the knowledge they took away on grant writing.

The showcase event at TAN Coffee was a great success - Jenny MacDonald did two songs at the beginning and two at the end, and the emerging artists filled in the rest of the time.

All of the emerging artists agreed to play in the festival's community tent during the afternoon of September 24th.

The board approved, by consensus, to negotiate an extension of the current contract for Jenny MacDonald's work with the Emerging Artists Program to allow her to run the showcase event during the festival.

Festival Update (Peter Mowat):

Minutes of July 20th were circulated via email - *see Appendix A.*

Highlights:

- The Festival Committee is looking at bringing in some aboriginal youth to do a drumming circle with Kinnie Starr during the Saturday afternoon event at Clock Park.
- Subway has agreed to donate 150 subs to help with meals for our volunteers.
- We may have a sponsor for the wine and cheese during Thursday's Gala Event.

7.0 OTHER BUSINESS

Board Recruitment (Colby Clarke):

The DRMC is not at full capacity for Board Members so Colby is suggesting that we all begin thinking about recruiting others to join.

8.0 NEXT MEETING

September 19, 2011
Kingstec Campus
7:00 PM

9.0 ADJOURNMENT

Motion to adjourn at 8:30 PM – **Motion Carried** (moved by Peter)

APPENDIX "A"

Festival Committee Meeting Minutes- July 20th, 2011

Held at Flowercart, 9412 Commercial Street, New Minas

Present: Lisa Hammett Vaughan, Terry Taylor, Helen Woodward, Elizabeth MacArthur, Ernie Robinson, Jane Cayford, Peter Sheppard, Kevin West, Karen Corey, Gerry Davis, Genevieve Allen

Regrets: Jim McLellan, Peter Mowat, Lauren Banks, Dave Carmichael, Donna-Lynne Holmes, Brenda Sheppard, Dewey Dunnington, John Dow

Program Report:

The latest program schedule was handed out (see other attachment). Some small details were filled in- we determined the Tent clock park concert starts at 1:00 and the Contra dance will be in the Mackeen room. This is still a work in progress.

There was some discussion about charging a nominal fee for the Contra Dance. It was agreed that we won't charge this year to determine the amount of interest, and if numbers are up we will charge next year.

Dave has found an Acadian band to replace Bette et Wallet (Unisson).

Shannon Lynch will help with kids activities and Csaba will lead the rhythm workshop. We will test the market awning/tent that is in the Deep Roots office to see if this will work for kids workshops and the Drum Circle. It might not be good for keeping rain out, so Lisa will look into using the church in the event of rain.

Action item: Jane will test the tent.

Lisa will contact the church about using it as a back-up venue.

Office Report:

Badges- Jane would like to start creating badges early. We will work on badges in two phases- in August, and a week before the Festival. If there is someone missing a badge, we will simply write a badge instead of printing more badges. We have over 200 lanyards in the office. We may have to buy more. Long & McQuade will be approached by Peter S for more lanyards.

Banners- please contact Gen if you would like to hang a banner at an event. Gen will contact Acadia to see if we can hang it in the SUB in September, and the Town of Wolfville to see if we can hang it during Mud Creek Days.

It was also suggested that we look into Evanoff for connections in Halifax. TAZ Records could be a good location for Natal Days. (who is looking into this??) Our rack cards will be used as an insert in the programs for Frankenstein at Neptune Theatre. Gen will look into whether we can get a brochure in the Senior Games booklet or Pride program.

Does Dalhousie or NASCAD have a costuming program? Perhaps we can get a beet costume made! (At this time no one is following up on this.)

Google Docs- we need to consider who we share our documents with and ensure that they remain private, and only available to people doing relevant work. Gen will grant access to documents upon request. Each week Gen will save the documents on the office computer to back up the information.

Action item: Terry will send Jane a list of people involved in stage/site management for badges.

Gen and Peter can provide Jane with a list of sponsors for badges.

Gen will look into getting brochure into senior games/pride program.

Gen will look into hanging the banner in the SUB/during Mud Creek Days

Peter S will approach Long & MacQuade for more lanyards.

Merchandise: Holly Carr will be designing our t-shirts this year! Gen and Brenda are working on merchandise publicity. If we got t-shirts earlier this year, we could use them in the window and at the farmers' markets. They are normally ready approximately a week leading up to the festival. We may be doing well enough financially to get the t-shirts earlier. Can we aim for August 15th?

Action item: Peter S will ask Brenda about feasible t-shirt dates.

Publicity Report:

Print materials- Posters and rack cards should be ready for the first week of August. Karen will send Gen the list of poster/rack card volunteers.

Karen has requested updated handbills- they will be available the beginning of next week. It was suggested that we advertise Deep Roots as a primarily indoor festival- this may be an appealing feature. Karen will look into getting this on our print material.

Karen suggested we should pdf our rack card/handbills and put it on the site. All pdfs (program booklet, rack cards, flyers, poster) should be sent to the office; Gen can forward them to Aaron (cc Berta) to put on the website.

Media release- Karen is planning to have a media release ready for August. She will mention Holly Carr in the media release. NSLC would like to be mentioned.

Banners- NSLC can't put our banner up in their stores, but they will be putting together a slideshow ad 'thing' for Deep Roots in their stores.

Gerry will give the street banner to Steve for lettering; and Gen will submit the application to the town for the permit.

Radio- Karen is giving Axe Radio two media passes in exchange for airtime. Wolfville Community Radio will give radio time in exchange for one media pass.

Website- We need to update the website for sponsorships and performance schedule. Gen will send Aaron sponsor logos. Li will talk with Berta who is the Deep Roots liaison to Aaron now.

Farmers' Markets- Genevieve has some dates booked, including three Saturdays at the Wolfville market.

Other publicity- Gerry will make sure we get large printed versions of our venue map of the town. We can put the maps in the kiosks, perhaps? and on our display boards. Gerry is also making a large schedule for the Festival display boards. We think Kimberley R can help with this.

Ernie has a list of businesses who let us put a message on their reader boards, which he will give to Karen. He will also help with contacting radio stations he has worked with, running everything by Karen.

Action item: Gen will send Mike ticket prices.

Karen will send Gen list of poster/rack card volunteers.

Gen to send Aaron logos.

Gen will get street banner application to the town/ Gerry will get street banner to Steve.

Karen will continue to work on media release, and include Holly Carr.

Gerry will contact Kimberley Reagan re: printing big maps/schedules

Ernie will discuss radio stations and reader boards with Karen

Karen will look into getting indoor venue info on our print material.

Board Report:

Ernie is not online at home- it is better to reach him by phone.

Emerging Artists- The Emerging Artists had 7 people sign up. Peter M reported (the next day over the phone with Gen) that the concert was very successful and would work well as a programming piece for the Festival. He is discussing this with Dave.

Valley Arts Award- Recipients were chosen to receive the award. Wendy will approach them. It has been established that the Valley Arts Award is a board initiative. There will be more discussion throughout the year about the terms of reference.

Kempt Shore Acoustic Festival- Reportedly JP Cormier has never been approached by Deep Roots but would love to play at the Festival.

Survey- Peter talked to Zelda about the festival surveys. NSLC would like a question on the survey- we can include this in the 'how did you hear about us?' question.

There was some discussion about the nature of the questions. Lisa believes we don't need a whole lot of programming-centric questions.

Questions that were mentioned around the table were:

- Did you stay in a hotel/B&B?
- How did you hear about us?
- Age?
- Where are you from?
- Do you want to receive our monthly newsletter?
- Comments on performance venues, favourite artists
- What was your impression of the festival?
- How many deep roots festivals have you been to?
- Would you come back?

We will think about a survey prize.

Action items: Lisa will discuss survey questions with Zelda. If anyone else has ideas for survey questions, please get in touch with Lisa or Peter M.

Sponsorship Report: Smaller sponsors are dropping off. They are finding the payback is not what they're looking for, they are interested in doing other things, or they simply don't have it in their budget. We need to keep looking for larger sponsors. The festival is luckily on good financial footing, but we need to continue to build community support. In terms of Sponsorship money, we are at about \$10,000, where we are usually at \$15,000. Peter suggested reminding supporters that for \$250 donations people get 2 passes, and a

tax receipt for the rest. He will write up the message and get it into next months newsletter.

AUGUST 5TH IS THE DEADLINE FOR SPONSORSHIP INFO. to get into program booklet, rack cards, etc.

Lisa will send Jane agreement with Aaron Allen. Aaron could invoice us for the \$300 we'll pay him. Jane suggested to ask for an invoice for \$1000 less \$700, to show his contribution.

Action item: Lisa to send Aaron Allen agreement to Jane. Lisa will ask Aaron to give us an invoice.

Billeting: There are quite a lot of groups staying Thursday- Sunday. Jane is meeting with Jill tomorrow to discuss. Marty and John expressed interest in billeting last year. Kinnie Starr's and Ron Hynes' accommodation has been confirmed.

Program booklet:

Aug 12 is the FINAL deadline for booklet content.

Donna sends her regrets, but reminds everyone to read her recent email to see what you need to submit to her.

Please remember all booklet related stuff MUST go through Donna. Her contact info is as follows: iwakichick@hotmail.com.(902) 542-1214

Action item: Send Donna info for booklet.

Financials: Peter S needs a cheque for the water bottles. (We received 20 bottles for free, and bought 70 more). Peter and Helen will discuss how we handle businesses that don't invoice. REMEMBER TO KEEP RECEIPTS!

Helen will prepare cheque reqs upon request, as long as you send her the necessary info. Helen's contact info: woodwardhelen@yahoo.ca

Action item: Send Helen any info about \$ going in or out.

Site Report:

Terry thinks there will be enough flat surface area in the clock park for a tent. It was suggested that we should have more info about venues on our website.

Action item: Gen will work with Lisa and Berta to get more venue info onto the website.

Green Room report:

Elizabeth will be meeting with Kate and Carol about food plans that will affect the Green Rooms. Elizabeth will approach people about food donations only after she has run it by the food committee, as to avoid overlap.

Flowers will be in every green room and every lobby, provided by Eden florist. If she gives us a money value, it may be worth a sponsorship.

Scotties is providing 24 boxes of tissues for the green rooms.

Volunteers- The rule of thumb is that is if volunteers work 15 hours (3 shifts), they receive 'full' festival badges (all meals). If they work an after hours shift, it counts as 2 shifts. We are going to be stricter about meals this year, to prevent volunteers from getting freebie meals or taking more than their share.

**Action items: Elizabeth will ask the florist about the retail value of the flowers.
Gen will send Lisa volunteer applications.**

Food:

Peter will contact Subway about Saturday lunch. Le Caveau will donate wine for the Ron Hynes reception. Pete Luckett would like to help the festival, but may not be able to help this year. Peter S will be discussing a partnership with Pete L.

Peter suggested asking Armstrong Food Service for cheese. Karen can send Peter contact info. Gen will share the food spreadsheet with Peter S.

Richard Hennigar will donate sweet apple cider. Ernie will ask for 10-12 litres.

Main courses (meat and vegetarian options) are what we need. We can get raw materials, but we need someone to cook the meat. Lisa wondered if a big BBQ might work - had brief discussion with Jeff McMahan about barbequing meat, and possibly making it a public BBQ so that he can get some sort of profit. That would involve licenses and so on – too much work. Is Carl Oldham an option to cook the meat? Could Kingstec students cook the meat?

**Action item: Peter will approach Subway and Armstrong (contact provided by Karen).
Lisa will look into meaty matters!
Peter S will contact Carl.
Gen will send Peter S the food spreadsheet.
Ernie will ask Richard Hennigar for 10-12 litres of apple cider.**

Green Team Report:

The grant proposal went out.

ACTION ITEMS	STATUS
Terry: Send Jane a list of people involved in site for badges.	
Genevieve: Provide Jane with a list of sponsors for badges. Look into getting brochure into senior games/pride program. Send Peter S the food spreadsheet. Send Lisa volunteer applications. Send Aaron logos. Get street banner application to the town Look into getting more venue info for the website Look into hanging the banner in the SUB/during Mud Creek Days	
Karen: Send Gen list of poster/rack card volunteers. Continue to work on media release, and include Holly Carr. Look into getting indoor venue info on our print material.	
Elizabeth: Ask the florist about the retail value of flowers.	
Gerry: Contact Kimberly Reagan re: map/schedule Get street banner to Steve.	
Peter Sheppard: Contact Carl re: meat. Approach Subway and Armstrong for food(contact provided by Karen). Approach Long & MacQuade for more lanyards. Ask Brenda about feasible t-shirt dates	
Ernie: Ask Richard Hennigar for 10-12 litres of apple cider. Discuss radio stations and reader boards with Karen	
Lisa: Look into meaty matters! Send Aaron Allen agreement to Jane. Discuss survey questions with Zelda Contact the church about using it as a back-up venue for afternoon workshops.	
Jane: Test the tent.	
Everyone: Send Helen any info about \$ going in or out. Send survey questions to Peter M. Send Donna info for booklet	

Meeting Schedule - The dates for upcoming meetings are as follows: **August 3, August 17, August 31, September 7 (VIRTUAL FESTIVAL), September 14, if needed: September 21**
 PLEASE MARK YOUR CALENDARS.

I don't want to waste anyone's time, and I really want to make good use of the time we have to talk together. I try to make sure that each person has 10 minutes to report (inform the group, ask for ideas, assistance, etc), and then we have general discussion and planning. It is best if there is time at the end for break-off conversations to take place. I encourage people to plan 'side-bar' meetings before, during or after the main Festival Committee Meeting, either at 9412 Commercial Street or nearby.

NEXT MEETING: WEDNESDAY, August 3rd– 7 – 9 p.m. at Flowercart, 9412 Commercial Street, New Minas