



TOWN OF VERMILION
MINUTES OF THE GOOD LIFE INSTITUTE MEETING
June 14, 2016 @ 7:30 AM

Present Candice Anderson, Audrey Chesterman, Tannis Henderson and Carol Wasylik, Mary Lee Prior,
Caroline McAuley, Kirby Whitlock, Tannis Frantik, and Michelle Feist (Guest)

Regrets Colleen Berg

1. **WELCOME AND WHAT'S GOOD?** Carol called the meeting to order at 7:32 a.m.
2. **AGENDA ADOPTION:** Kirby moved that we accept the agenda. Carried.
3. **APPROVAL OF MINUTES:**
 - 3.1 **Minutes of previous meeting from May 31, 2016:** Tannis F. moved that we accept the meeting minutes. Carried.
4. **BUSINESS ARISING FROM THE MINUTES:**
 - 4.1 **Sponsors:** We have received a platinum level sponsor (\$1,000) for Taste of Vermilion, "Elevation." This results in a total of \$1,765 received for this event. For our future three events, we have received sponsorship for gold level, silver and bronze which results in our cash sponsors of \$765 per event, plus the additional \$5,000 received by Inter Pipeline for Art in the Park. This is solely based on email correspondence and website set up completed by Candice. After the Taste of Vermilion has passed, she will loop the Taste of Vermilion to the bottom of a new Sponsorship form, which she will again email and then later send out via mail.

We also confirmed that our platinum and gold sponsors will be receiving parking spots as a part of their benefits (2 for platinum and 1 for gold) at our events. We will be also offering a VIP Server.
 - 4.2 **Budget:** Based on the projected numbers of last year's event, we will be successful in our revenue.
 - 4.3 **Taste of Vermilion 2016:** Candice confirmed that she can set up the snow fence the previous day on the soccer fields, as this may be time consuming. Set up time will be confirmed.

On June 30th, we have a total of 8 tents that will need to be set up (2 from GLI that are 10' x 20', 2 from Lakeland Funeral Home that are 10' x 20', 2 from Lakeland College 40' x 40' and 20' x 20', 1 from Ribstone Creek 12' x 12' and 1 from Extraordinary Extras 8' x 8') and 16 tables for food / alcohol vendors (11 total), ticket sales (3 + 2). We will commence this set up beginning at 9 a.m. Pomeroy has offered rectangular tables to us so that the vendor portion can be set up before 10 a.m. for when vendors do begin setting up. The remainder of the tables and chairs will be retrieved from the afternoon events and delivered to the Park following the Town's events and set up in the fenced off beer gardens. A generator will be retrieved from Town's shop (confirmed with Keith Wilkinson) for electrical use. We will set up garbage cans, recycling bins, and handwashing stations. A diagram will be present to portray set up.

A V.I.P. tent will be set up and fenced off for our Platinum and Gold Sponsors. They will be provided with outdoor furniture by Christina's Home Furnishings and given a private server. We will also provide them with parking

passes and a designated amount of tickets for food and beverage (included in sponsorship). Candice is also going to design window display posters that verify that they are the sponsors of Taste of Vermilion for them to display. We have 9 food vendors signed on for the Taste of Vermilion: Crave Event Catering, Serotonin Chocolates, Anthony's Classic Grill, Aria, Kin's, Alberta's Own, Thyme For You Catering, Boston Pizza, and Taco Del Mar. There is one last vendor that expressed interest but requires confirmation, Eagle's Nest, which will be happening on June 15th. Our 2 alcohol vendors are: Ribstone Creek Brewery and Mac's Liquor. Ribstone will be doing a "taster" downtown from 11 a.m. until 1 p.m. and then also the beer gardens in the evening. Candice will also design posters for vendor locations to the effect of "Come Find Us on June 30th..." especially if they are closing their primary location for the night.

Candice will be meeting with Shawn and Clint on the 15th at the Provincial Park to confirm the specific locations for set up and to ensure that there will not be issues with the sprinkler system. Once complete, Candice will complete the diagram for set up, which will also be reviewed by health inspector, Greg Ward, along with the Special Event Notification paperwork completed by each vendor.

Candice will be making purchases on behalf of The Good Life, such as reclining chairs for VIP areas, chalkboards and easels that portray the food selection at each vendor (which is useable for other future events), handwashing station materials, handstamps and ticket containers. Vendors are welcomed to bring any signage, business cards, price lists or upcoming events information they would like.

Vendors are welcomed to bring their needed materials to the site any time after 10am, but MUST be set up by 4:30 p.m. and ready to serve food by 5 p.m. Keeping food items hot or cold in the required temperatures is the responsibility of the vendor. Vendors are responsible for plates, napkins, and cutlery. Discussed with alcohol vendors if they require refrigerators and they do not. They will store alcohol in coolers.

Ticket sales are completed by the GLI for both food and alcohol. We will provide labelled containers for each vendor that they are to place the tickets in. We will collect each container from the vendors at the end of the night. We will then privately count these at another location and submit cheques to each vendor for the agreed upon reimbursement (\$1/ticket for food vendors, \$1/ticket for afternoon beer tasting, \$2/ticket for evening alcohol sales).

The Good Life Institute will be responsible for selling water at the cost of \$1 and will be the responsibility of where the ticket sales are located. 15 packages of water (24 per) has been ordered from MacDonald's Foods.

The Good Life Institute will be responsible for supplying security and confirming photo I.D. for alcohol ticket sales. Ticket sales people will be providing a stamp on the hand of all individuals who are legal drinking age. Therefore, liquor individuals will not be required to I.D. but must see a hand stamp on all individuals they are serving. Minors are allowed in the fenced areas. We will require 4 security guards for the event, with at least one stationed at each entrance / exit. Candice is consulting with the volunteer fire department (Fire School Students cannot volunteer for security).

Mac's Liquor and Ribstone Creek will be working together in the same area to sell beer and coolers. We won't force two line ups so they will need to place tickets in the corresponding beer / cooler for proper reimbursement. We will be proceeding with placing money in a secure location consistently throughout the night, as to deter theft. For the event, we ask that GLI volunteers wear red or white, along with a Town of Vermilion scarf. Lanyards will also be available.

5. **NEW BUSINESS:** No new business to report.
6. **NEXT MEETING:** Tuesday, June 21, 2016 at 7:30 a.m. at Town Hall, Front Meeting Room.
7. **ADJOURNMENT:** Audrey moved to adjourn the meeting at 8:28 a.m. Carried.