



Shannonville Agricultural Society
MEETING MINUTES of
SPECIAL REVIEW OF 2024 FAIR

Date: Sept. 4, 2024

Time: 7:00 p.m.

Location: Jarrell Building



1. Call to Order at: 7:04 pm
2. Peeps in the Room: Carla, Kerri, Pat, George, Don, Carol, Bruce, David, Peter & Sandra
3. MOTION to ADOPT AGENDA: M/S David / Carla - carried
4. MEETING OBJECTIVE:
 - To review all components of last weekends, fair looking to document what went well, what went wrong and what improvements could be made while it is fresh in everyone's mind. This review document can then be passed on to next year's Board and Fair Program meeting for their guidance and consideration.
5. Financial Results: Carla
 - Carla reviewed an Interim Financial Report on the 2024 Fair as of Aug. 30, 2024. It was a brief summary noting some invoices and receipts were in the process. Looks like we broke even and possibly a small profit. The objective going forward is to double down on sponsorships to ensure we have the funds needed to fund the fair in advance of the fair starting.
6. Review by Event Co-ordinators
 - a) Horse Ring: George
 - All went well. Ring modifications were okay. 64 horses used the ring on Sat. May need to add sand etc. next year.
 - b) Tractor Pulls: George
 - All okay. Very successful. Best crowd we have ever had. New return lane speeded things up. 100% of available bleachers were used and full. Vehicles had to be removed at the end in order to relocate bleachers for Sat event. David Brown services helped with promotion and graded track.
 - A must repeat event for next year.
 - c) Bouncy Castles: David
 - See report following minutes
 - If Bouncy Castles are repeated need to look for ones that minimize volunteer time or and entire alternative to an inflatable.
 - d) Train: Bruce
 - All good. Had 181 riders on Sat and 86 on Sunday with mostly children. About \$100 in tips and student volunteers were anxious to be engineers. Four car tires were replaced and air was frequently added. Convert time clock for manual setting. Used straw bales to create cue line-up for next train. There is a desire to build bigger wagon type cars. Should find tire source with a little more life.
 - e) Games Area: Carol & Frances
 - See report following minutes.
 - Maybe two days of foam party and eliminate Saturday inflatables.
 - All good and volunteers simply awesome.
 - f) 4-H Cattle Shows: Heather
 - Good that the beef show came back this year although in small numbers
 - Heather may be looking into a goat show

- g) Foam Party: Frances & Carol
 - o See report following minutes
 - o All good and was a real hit and no volunteers needed
- h) Volleyball: David
 - o See report following minutes
- i) Drumming Ceremony: David
 - o See report following minutes
 - o Repeat only if local indigenous folks can deliver
- j) Parking: Peter
 - o See report following minutes
 - o Need more signage with parking lot numbers in lawn area. Safety vests for parking lot attendants.
 - o More signs and barriers to keep cars off paved lot.
- k) Food Vendors: George & Carla
 - o A couple of food vendors bailed at the last minute, but did pay in advance. Jerry's is okay. Thai was sadly missed, Jim's Pizza was a good last minute. Two new vendors were secured and very welcome
- l) Depron Security: George & Heather
 - o Good service, good price and recommended for next year.
- m) Katies Critters: Heather
 - o Once again she was a hit. Everyone liked her and her show. We should pay her more. Need to put her in a better location near the kids and in some shade or give her a tent.
 - o Repeat next year
- n) Music: Carla
 - o This was our first attempt at replacing the demo derby. Should move the beer tent closer to the music. Need more advertising. Should focus on local country music. Look for music sponsors like Arden's;
- o) Beer Garden: Don
 - o See report following meeting minutes
- p) Artisans: Kerri
 - o 9 Artisans showed up. Hot paved parking lot not that attractive and will modify for next year.
- q) Exhibit Hall: Heather & Carla
 - o All went well. Regular busy visitors. Silent Auction as always was a hit. Artisans did offer up Silent Auction items.
- r) Gatekeepers: David
 - o See report following minutes
 - o It was proposed that we look for other resources to act as our Gatekeepers
- s) Volunteer Deployment
 - o Volunteers were deployed successfully before and during the fair.
 - o We have established a Volunteer Thank You Dinner for Sept. 17, 2024
 - o Chef has been booked and George will be processing invites

- t) Volunteers: Frances / Carol
 - o See report following minutes
 - o The list was discussed re thankyou dinner
 - o The SAS Booth probably should have had a 2-way radio, donation jar probably better in the hall, the 6 cases of water were exhausted early sunday
- u) Office: Carla
- v) Garbage: Mac
 - o See report attached to minutes
- w) First Aid: Carol & Frances
 - o Ross Thistle was good with great interface with the kids
 - o Repeat for next year.
- x) Facepainting: Carla
 - o Catrina the Saturday painter should be hired for Sat & Sun next year.
- y) On-Line Ticket Sales: David
 - o See report attached to minutes
- z) Fun run: Carla
 - o 56 participants. 42 paid. Followup required. Do again next year.
- aa) Party Ponies: Carla
 - o Not friendly, no engagement, no painted ponies
 - o Not recommended for next year
- bb) Antique Tractors: Mac
 - o See report attached to minutes
 - o Good location, just need trailers from blocking view
 - o Repeat next year.
- cc) Ball Diamond Rental: George
 - o George will book all diamond again next year to secure the north parking lot. All agreed.
- dd) Old Fashion Games: Pat
 - o 2024 Results were really improved and matched pre-pandemic results
 - o Pat recommends some changes to the competition.
- ee) Zucchini Races: George
 - o Really went well in its second year. Had 14 entries. George had expanded and improved the track. Need better co-ordination with race results. George needs for in-line skates if anyone has them.
 - o Definitely do again.

7. Other General Recommendations from the floor for next year's fair

- a) Cancel Sunday fair compress into a Friday / Saturday fair
- b) Secure Legacy Group to act as Gatekeepers
- c) Rent Ball diamond for Sat (see cc above)
- d) Vests and 2-way radio's worked well
- e) Secure more volunteers for setup and takedown
- f) Corn Roast / Bingo tent during fair
- g) Build partnership with other groups like church, schools, library, legacy group, etc.
- h) Need to do more to support local agriculture

8. Next Meeting of the Membership planned for Sept. 11, 2024, in the Barn at 7:00 pm

9. Meeting Adjourned at 10:02 pm

2024 BOUNCY CASTLES REVIEW

Black Rock Climbers were the selected contractor this year and we contracted for \$1440.75 to provide a 3 Lane Bungee Run and Happy Face Bouncer and operated on Saturday only for 6 hours (specifically from 10:00 am until 4:00 pm.)

My involvement (I guess I ended up signing the contract that others negotiated) was mainly to pre-greet the contractor on Friday to review setup and electrical source, try to source a total 5 volunteers to man the castles for 6 hours, and provide specific volunteer training.

- All went well and it helped that the SAS Booth was right beside the inflatables which helped manning the volunteers.
- The safety restrictions on both devices limited the number of active kids to just 2 each at any one time.
- Supervising 4 kids still required at total 5 volunteers at all times.
- The devices themselves provided lots of entertainment but a slow process in getting kids through. Again, needed more volunteers than kids.
- The Black Rock staff were very helpful and easy to work with. Actually they had a staff member who hung around observing our volunteers at first and eventually became an active volunteer on our behalf. We provided him water and lunch.

Thoughts and Recommendations:

- Black Rock gets a thumb's up, but might want to look for something requiring fewer volunteers. Maybe paying them for volunteers, although expensive.
- We might want to consider going all-in with one bigger inflatable, at least one that can process more people at a time.
- Interesting comparison, was the Foam Party on Sunday replaced the Bouncy Castles location and it was a whole new world.
- Yes do some inflatables again.

Submitted by David Stapley
2024-09-04

Parking Review

Friday:

Parking was just fine. We were able to get everyone in from both ends. Towards the end of the evening we were full and had to use the area south of the horse ring.

Saturday

Parking worked great with almost everyone entering through the south entrance. We had complaints of no handicap parking. The grass lot was not full, but had attendees coming and going all day. We need to increase parking for the horse trailers re: barrel racing.

Sunday

I gave up after a while with attendees parking in the parking lot. Did not like the idea of kids having to dodge cars while accessing the horse pull or vendors.

Suggestions:

- Numbered parking lanes. This will make it easy for the gate personnel to direct traffic if the parking lot attendant can radio the gate.
- Volunteer parking should be on the grass. This will keep others from using the asphalt except for handicap parking.
- No drop off area next year, just handicap parking.
- Parking at the ball diamond with a gate person available to collect entrance fees. Might cut down on unpaid entries.
- Will need volunteers to start early to realign the parking area after the tractor pull.
- Saturday and Sunday horse trailers will enter from the south gate. No need to use the North entrance.

Peter

GARBAGE

- Tractor and trailer worked satisfactory for gathering up garbage
- Pleased with volunteer help provided
- A few more garbage cans

QUINTE ANTIQUE TRACTORS

- 5 tractor's on display
- sold some of their raffle tickets

3 membership gate pass comments as exhibitors
one person I put in entries under wife + husband so
both get in)

GAMES AREA Mini Putt Hitch Games

- Student volunteers set up great - well laid out
- Student volunteer oversee
- Games were being used by children and adults

FOAM PARTY

• FUN FUN

- everyone seemed to enjoy
- need to have music not so loud
- Turn off music if other event is happening e.g. drumming

more shade for onlookers + zucchini race + face painting
FIRST AID
• lawn okay for if done for 2 days

- Ross very likeable
- interacted great with other volunteers in booth
- Did several walkabouts making sure everyone okay in the heat
- Went with volunteer who was delivering water to other volunteers
- good idea to have around

SAS BOOTH / volunteers

- Compliments on our booth and Location good
- Deployment from SAS Booth was great and they could pick up their vests and where they were assigned to work

Game of Skill for children.....Guess how many candy in jar - kids loved doing it.

Donation Jar received money on Saturday moved Donation Jar to exhibit hall Sunday

- if desk has a volunteer could have donation jar in exhibit hall
- Student volunteers were great
- Great having Sherry in the Kitchen & preparing food for volunteers and keeping area clean
- Need to be sure that volunteers available for exhibit hall as then frees up Carla and possible selling of Game of Skills and place for donation jar.
- ? anyone needed volunteers. No feedback or requests from other areas

Great place for display board advertising about the Society, the Fair and upcoming Breakfast

• Ran out of water for volunteers - keases was received and used before Sunday morning

GAME OF SKILLS

- had a volunteer to do for Friday night but didn't happen - would have been the biggest night
- Maybe sell from in exhibit hall as lots of people through
- Maybe a Volunteer for exhibit hall could sell at desk

Special thanks to esp Sandra + Doreen

- skip bouncy castle too limited for age and amount on
saves 30 volunteers - many idle moments

side comments from guests.

- petting zoo needed more shade + closer to action

- kittens scared - larger run? kids rough

- all vendors together "what's over there"

- concern over kids / horses going by near main lot

- pony rides weren't friendly some rides were 90 seconds - Didn't engage

Beer Tent – 2024

What worked:

- Order license early (May) noon – 11:00 buffer
- 2 tents needed (1 beer, 1 family)
- Tables (x14) – Marysville Hall / Father Francis
- Chairs (x50-60) - Holy Name of Mary School / Steve Carr, custodian
 - o SAS chairs (x50)
- Troughs (x2) - Heather, w/ moisture barrier, small ice freezer
- Partnering with Legacy Group (x4-6 / shift)
- Fenced area / double the size of the large tent
- Hours (1:00 – 10:00)
- Signage & security (ie no issues*)
- Allowing family members into licensed area

What to change:

- Move beer tent closer to stage (at least 20 ft closer)

* Kids drinking in truck outside of fenced area

2024 DRUMMING CEREMONY

This was a brand new event that was selected as a means of providing more stuff for the Fair on Sunday. We did approach some Mohawk friends thinking they might be able to provide this event, but none was available.

We eventually signed a contract with Sound Vibe Circles in 2024-04-02 to provide two, 1 hour drumming ceremonies on Sunday at 10:00 am and 12:00 pm at a cost of \$450.

William Laurin, the owner would provide all the drums and we would provide a location and 25 chairs in a circle. No deposit required, just a simple payment in full after the last ceremony.

Some thoughts and recommendations....

- We might want to look further at a more local and indigenous group that could deliver this event.
- Failing that, I recommend a repeat with Sound Vibes if we want this event.
- Back in April when this contract was signed, the only clear available location providing sun and rain protection was the Coverall. On the event day, Peter suggested the Drumming Ceremony be relocated to the small tent in the Children's Fun Park. With some volunteer help he made that happen and it worked quite well.

David Stapley
2024-09-04

2024 GATEKEEPERS

Once again, we secured the Mohawk Woman's League to woman our entrance gates. Based on previous experiences they agreed to complete this task for \$1000. As always, their main purpose is to make sure no one gets in for free.

We threw a number of curves at them this year by changing the main-gate location, adding hand stamps, wrist bands and counting the kid attendance. They were also on the lookout for Family Run wrist bands and processing envelopes for attendee passes.

Each day, they did receive their Gatekeepers Kit Box that contained everything they needed and instructions were stapled to their picnic table each day. Feedback was that yes more details were added but the written instructions made it all quite clear.

Thoughts and recommendations....

- We need to recognize that they too are rounding up volunteers to work specific shift times at specific gates. They too encounter late volunteers for their shifts.
- To help them round up their volunteers we need to be very sure of what gates will be open and when.
- We never opened Gate 2 on Sunday and yet we asked them to provide gate people.
- Hand stamps were introduced mainly because Gate 1 was to be a drop-off site where vehicles would carry on to Gate 2 to park. Not really convinced that hand stamps proved their worth. If we want them, we need to buy a couple more stamps so that each gate has two stamps of the day.
- Not specific to the Gatekeepers themselves, but we may consider different Gate setups for next year.

David Stapley
2024-09-04

2024 ON-LINE TICKET SALES

This was our second year of offering on-line ticket sales through a company called Front Door +. Last year we tried to have the Gatekeepers use their personal smartphones at the gates to read the QR Codes. The sales were okay but not everyone has data let alone a smartphone.

This year it was agreed that we would rent QR Readers for each gate from Front Door + at \$75 each. A little surprise was that the shipping cost was \$60 each way plus about \$35 in taxes for everything. Our total ticket sales of \$1,265 less \$305.10 for the rentals resulted in a payout of \$959.90.

Thoughts and recommendations....

- Front Door + is used by many Fairs. Their staff are very supportive and respond quickly to any questions.
- The payout is received within 48 hours of the fair closure.
- Their reports include contact info on all customers buying on-line tickets with breakdown on types of tickets purchased.
- As we know, Township wi-fi is poor at the best of times and certainly non-existent at our gate locations. Hence data is required.
- Front Door + did discuss the Tap & Go options, but that didn't go anywhere as data was needed.
- We can accept a \$300 cost of renting QR Code readers or some other options should be investigated....
 - Buying 2 used smartphones (\$300?) and apply for 1 month of data
 - Buying 2 cheap (China) smartphones (\$400) and apply for 1 month of data
 - Renting 2 smartphones with data for a few days
- The Gatekeepers did have an issue scanning on Friday, but I think that was at one gate and probably more of a people problem. Worked fine for the rest of the fair.

David Stapley
2024-09-04

2024 VOLLEYBALL TOURNAMENT

The Volleyball Tournament was to be a new adventure this year, but it was canceled about a week before the fair due to a limited number of registrations.

Given that we had access to three well maintained beach volleyball courts, we thought it might be an added attraction for the fair.

The planned event was to be organized by Jeff Cammaart located in Lennox and Addington. He and family are into beach volleyball and was interested in organizing a tournament for our fair.

We completed and signed a joint Memorandum of Understanding as an informal agreement. Basically he would be responsible for organizing and running the entire event and we would promote and provide one small bleacher and the courts of course. All tournament competitors and their family and friends would pay the normal entrance fee, ie we get the gate.

Some thoughts and recommendations....

- Jeff had 3 teams register right from the start and failed to get any more
- Jeff is willing to try next year and is confident that with early promotion he could clear family issues like vacations, back to school issues and other distractions. If a no go, then a no go could be announced well before any promotions.
- They were planning for 10 teams with at least 6 mixed players. If successful, the participants and family for this event would have drawn 100 people at the gate at practically no cost to us.

David Stapley
2024-09-04

From Heather Lang

First off sorry for the lateness...

4H Beef we had a small quality show but Diane is not positive about the future of it. Beef Shows have changed over the years and now are more focussed on breed or association shows to get points. I can try to reach out and attract that kind of show. I did however see that Picton had a great goat and sheep show. I got a contact from Dave McNichol (Caties Critters) re a goat show so will pursue that for sure.

The Dairy show had about 30 calves and a super competition. The organizers were pleased with set up after initial concerns it all worked out good. They will be back.

Defron security they certainly were cheaper but not sure if they were as effective as an OPP presence. There were no issues with security and contacts were provided, they were courteous and nice guys. We should do that again. There is always 911 to fall back on! We should book them again soon for 2025.

Caties Critters as always a hit and I think vital to our main mission to educate about agriculture. She does a great job explaining things to people and the animals are well cared for. Other than a minor sheep escape it went well and it works for her to overnight in the barn. I want to reach out and book her right away for next year before she gets busy.

Exhibit hall It went well this year despite weather and its affects on crops etc. The judges were impressed with the quality of exhibits and domestic goods. We learned a lot from the two we had, one was super picky. We do need to edit and review the rule book and categories again and thanks to Mary Lynn for the update and help with this year. We need to get it out earlier both digital and printed versions so people are aware of whats going on. We had a judging conflict with the kids area due to miscommunication between Mary Lynn and I but got it sorted out and the art teacher from TYend Public school will be contacted again as she distributed the kids page for us! We need to get the kids page out to all the schools next year maybe even Deseronto public. Thanks to Francis for the book shelves they worked out really well. Great for display of kids and other things.

Our sSilent Auction was fantastic with 90 some items and not just junk good work on everyone who got stuff. I think the total of about 3000 was above budget!

We need to sort out what a membership gets a member and maybe separate it from the entry fee exhibiting. I got lots of negative feed back re the membership does not get the member into the fair. Heres a thought increase membership to 15 \$ and it gets you in Fri night and sat. a separate 5 \$ fee just to enter stuff they get in the thur and fri before 12,

A few more thoughts Fri night gate got a little chaotic when the south gate closed we need cleared communication and more help at north gate once that happens. Legacy group might be a good option if they have the people to do it. We could also try another service group or hockey team association.

Tractor pull was fantastic kudos to Dave Brown and group for once again hosting a fantastic event! Entertainment needs more advert and we need to use more local groups to attract family and friends. Beer tent got busy near the end and that was great good hours we need to push to have it again!

Thanks to Sandra for the swag for SA and the beer tent!

We should go to Holgate or Good year and see if we can get better quality tires for the train.

Party Ponies im done with ...

New face painter worked out well we should book her right away for next year . With one caveat they sold popcorn , we are paying her to come she should not compete with other providers of fair food or possible SAS fund raising efforts.

We need the country barn fry pies back they were well received and maybe we can look at booking more than we did for next year to avoid disappointment and last minute scramble when we get cancellations.

I think the foam party was fantastic we should see what else he has ... book hitched games now ...lol

I think we did really well this year ! it was a good time and lots of positive stuff is being said about it .

Thanks to everyone !
Heather Lang