

Minutes of the Regular Meeting of the Town of Qualicum Beach Select Committee on Beach Day Celebration held on Monday, February 24, 2025, at 10:00 am in the Town Hall Committee Room, 660 Primrose Street, Qualicum Beach, BC

PRESENT: Ross Gilley, Member at Large, Chair
David James, Member at Large
Ken Caley, Member at Large (Via Zoom)
Paul Trudeau, Member at Large
Teresa Hall, Member at Large
Tina Rasmussen, SOURCES Community Resource Association
Councillor Anne Skipsey
Brandy MacMillan, Office Assistant

ABSENT: Mike Garland, Member at Large
Lana McCaul, Member at Large

The Chair called the meeting to order at 10:00 am.

ADOPTION OF THE AGENDA

The Select Committee on Beach Day Celebration adopted, by unanimous consent, the February 24, 2025 meeting agenda.

CARRIED

APPROVAL OF THE MINUTES

The Select Committee on Beach Day Celebration approved, by unanimous consent, the January 20, 2025 meeting minutes.

CARRIED

COUNCIL

(a) Status of Recommendations to Council | The following recommendation will be brought forward at the March 12, 2025 regular Council meeting:

THAT the Select Committee on Beach Day recommends to Council that the 2025 Beach Day Celebration be scheduled for Sunday, July 27, 2025, from 12pm to 4pm.

(b) Referrals from Council - Nil

(c) Motions of Council for Information | February 12, 2025 Regular Council Meeting:

THAT Council authorizes staff to amend the Terms of Reference for the Select Committee on Beach Day Celebration to change regular meeting dates to the last Monday of each month.

NEW BUSINESS

(a) Meeting Schedule for 2025

Nil

(b) Exhibits

- R. Gilley created a spreadsheet to track the progress of delegated tasks which will be treated as a living document and should be updated by Committee members on a regular basis. Tasks, such as contacting exhibitors, were reviewed and reassigned, as necessary.
- Members will team up on some tasks as a means of succession planning.
 - **Action Item: T. Rasmussen to update spreadsheet.**
- The Committee agreed that criteria for being a participant in the event should include environmental awareness and/or family fun.
 - **Action Item: D. James to create a writeup of criteria to be taken into account when considering exhibits/activities for the event.**

(c) Activities

- Tasks, such as contacting activity providers/facilitators, were reviewed and reassigned, as necessary.

(d) Entertainment

- K. Caley is sourcing local/Canadian companies for temporary tattoos and stickers.
- K. Caley is researching wireless speakers to be placed in four locations across the event. Quote pending.
 - **Action Item: K. Caley to provide quotes for tattoos/stickers and speakers.**

(e) Food

- Several food trucks have been confirmed.
- Members discussed options for location of food trucks and tables/chairs for dining.

(f) Volunteers

- Volunteers will be contacted closer to the event date.

(g) Sponsorship / Fundraising

- Mid Island Gas Co-op has agreed to provide gas cards and a monetary donation.
- Committee members discussed whether it was worth the time to fundraise for the event. Some fundraising activities may need to be approved by staff/Council.
- Committee members will continue to pursue sponsorships/donations.

(h) Advertising / Promotions

- Committee members discussed various advertising concepts. Advertising will be kept local.
- Committee members discussed signage at the event to advise attendees of the location of exhibits/entertainment/food trucks.
- More T-shirts for volunteers will need to be purchased this year.
- Posters will be printed and distributed closer to the event date.

(i) Logistics

- RE/MAX and the Town will provide tents.
- The Town will order/rent tables and chairs.
- Options for first aid providers were discussed.

ADJOURNMENT

The Select Committee on Beach Day Celebration, by unanimous consent, adjourned the meeting.

CARRIED

MEETING ADJOURNED: 11:05 am

Next meeting: Monday, March 31, 2025 at 10:00 am in the Town Hall Committee Room, 660 Primrose Street, Qualicum Beach, BC.

Certified Correct:

ORIGINAL SIGNED

Heather Svensen, Corporate Administrator

ORIGINAL SIGNED

Ross Gilley, Chair