

**Minutes of the** Walking Village (WV) Board – April 13  
Postponed from ~~Monday March 30, 2015 Barbara's Home, 7pm~~  
Gary & Pippa Gingras' home, 7pm

## **1. Welcome / Additions to the Agenda**

Attending: Cara Sullivan, David Turner, Gary Gingras, Rosanne Caruso  
(Barbara MacKay)

Meeting was called to order at 7:16 by chair D. Turner  
He introduced Cara Sullivan who agreed to join the WV Board (Stefanie Bernard resigned in an email last month – see correspondence).

## **2. Correspondence**

Board member Stefanie Bernard resigned in an email last month.

Chris Hacey responded re: GeoCaching in the Flesherton Forest (yes, with communication & conditions)

John Burton responded re: GeoCaching in the Flesherton Hills (yes, with communication & conditions)

Bruce King, president of Kolapore Wilderness Trails responds to an email re insurance (it ain't cheap)

The Kinsman invited the WV to make presentation to their members. D. Turner and B. MacKay attended on behalf of the WV to a Flesherton Kinsmen dinner meeting at the Kinplex on April 7, 2015. The two ate dinner and chatted. Then, B. MacKay made a brief presentation after which D. Turner and she answered questions.

They were most keen on perhaps installing benches around the Village of Flesherton (with WV and Kinsmen brands on them). We agreed it was a fine idea – with some challenges regarding public or private land, snow removal and municipal compliance. One location suggested was in front of the Flesherton Forest, where people might sit to put on snowshoes or hiking boots.

They also suggested we get in touch with the local Scout troops who would be interested in attending the foraging hike, according to Larry Sheard, Kinsmen president and former scout master.

We left with the promise that we would look to see what other possible sites are in the village and get back to them.

ON Trails e-newsletter is still being received by B. MacKay and is distributed via email to the WV board members. B. MacKay will investigate if we are still members and on their website – the Grey Highlands Chamber of Commerce last paid our dues with ON Trails. That may not have re-occurred.

Beaver Valley Bruce Trail was in touch for two reasons.

1) To let us know that the interview with WV Chair Turner is being published in their upcoming newsletter, Beaver Tales. (photos were also supplied from our archive)

2) Joelle Martin reminds David Turner that he offered to lead a hike for the BVBTC – they will be in touch in July re Fall

B. MacKay says that she sent a card to Geraldine Robinson and enclosed some of the new membership cards for her to see. B. MacKay suggests the WV identify her as a Founding Director / Director Emeritus.

### **3. Business Arising from Previous Minutes**

**Snowshoe Hike** – Was not well attended, but a small and hardy group enjoyed the walk with Gary and Pippa Gingras at Cedars of Lake Eugenia Cottages Resort.

C. Sullivan and her husband, Reid, were on the hike and enjoyed it. A great hike!

Reasons why: we did not print a poster and relied entirely on one ad on theFlesherton.ca and social media FB posts and local calendars. It was our first ever winter hike – maybe our audience is fair weather? It was the last weekend of March break, a busy time and late snow

G. Gingras thinks we should do it again next year, only earlier in the year; he has led Probus groups of 30-40 people on a similar hike.

**Jane's Walk plans** – the poster designed by Jon Gillette is circulated and approved for printing (there is \$10 in the kitty) B. MacKay will pay for the printing and be reimbursed if we get any donations at the walk.

The Eugenia Walk, will be guided by Rosanne Caruso. G. Gingras will co-host if he is able but unlikely. The route is still being discussed. B. MacKay will contact the Conservation authority to see if the gate will be up for parking on May 3. If not, walkers can be directed to park at Eugenia Emporium across the road.

There was some discussion about whether the dam was an appropriate location on our walk. Still to be determined because ...

R. Caruso needs to time her walk and trim her notes. B. MacKay offered to help with this.

G. Gingras offered to give R. Caruso his notes.

Barbara Pearn was asked by R. Caruso if she would like to lead the walk as she is writing a book about the lake. She declined.

B. MacKay will promote in the usual manner, with posters, on line event calendars – municipal, chamber, tourism, etc The poster on the WV website and on the Events page of media sponsor TheFlesherton.ca (we will also FB and Twitter – join me) and on the Jane's Walk website.

D. Turner promises to rattle the jar for donations at Eugenia and also speak to insurance (see below)

New board member C. Sullivan regrets that she is not available on May 3.

**Roadside Signs** – D. Turner will get a cheque from Jim Harrold for the money for one sign that we will have printed at Dunwood Signs in Dundalk. The art is waiting there. We will erect the sign on the east side of the Village. We have permission from John Croft to do so.

**Responses to Insurance enquiries** – Business Arising Did not hear from Patrick at On Trails re insurance, will try him again

G. Gingras will speak with a lawyer re our liability

D. Turner will speak before each walk, that we have no club assets and that if people are not fit enough for a comfortable walk with friends or are of a litigious nature, they should not bother to join us (more interesting than a signed waiver).

B. MacKay will speak with Dan Best, CAO at MGH to see if we can piggyback on their insurance if our walks are in MGH

**Membership Drive** – B. MacKay reminds directors that we have membership cards and that we request donations, or at least emails, from friends, so please do. We have nothing but \$10 in the kitty

B. MacKay will develop the WV email list from those membership cards already received

**Corporate sponsors** – G. Gingras will investigate the options (OPG and Hydro are his first choices). He says it is easier to get money when one can point to a thing, an event, an acquisition, that the sponsors' money would go to. Signage was discussed as one need – to identify (with our brand) the Flesherton Hills and the Flesherton Forest because neither of the stewards of these areas has the ability or funds to “market” and they would not object.

B. MacKay mentions that apparently the municipality gives money to community groups – as a line item in their budget. She will ask D. Best and Councillor Harris about this.

#### **4. New Business**

**Kinsmen event** – we weren't asked to do a fundraiser with the Kinsmen (per se) but B. MacKay did suggest to them that maybe a Karaoke evening would be good. Perhaps even a contest. If the Kinsmen don't care to, perhaps theWV could do it ourselves, possibly in June?

This sparks a lively discussion on when, how, where . . .

C. Sullivan suggests, yes, best to do it not in July or Aug because people are away.

G. Gingras suggests good food that night – a dinner? D. Turner says Bar Snacks would be better. A compromise is reached with the idea of Beef on a Bun - a quality hip, Gingras says we can ask Linda Reader about her boyfriend's beef or Elfrieda Featherstone, Costco buns, Sullivan says and a Karaoke contest at the Masonic Hall (cozier than the Kinplex) D. Turner says. He will investigate the cost of the hall.

R. Caruso asks about equip. Yes, a host and equipment would be required. The equipment would be a cost, the host could be Rick Tourlouse (we'd have to ask, but there are other hosts).

If it were a contest, there would be entry fees and categories – but we'd also have to have decent prizes (donated). We'd make money on the bar and would need a special event permit. Lots to consider, but not yet.

**Grant opportunities** – the GB Community Foundation deadline for grants is April 30, however we would need to have a charity or MGH be our “sponsor” - it may be too late to do this now, but B. MacKay will speak with Dan Best about this also, and Peggy Harris.

D. Turner reminds us that the Flesherton Foundation will have applications for funds available soon (June?) and we can apply again

Gingras suggests that if the MGH won't fund us, maybe they can at least let us use their colour laser printer for our posters. (B.MacKay will add this to her Dan Best list)

**B. MacKay sent an email to the Ontario Culinary Tourism Association (OCTA)**

headquartered in Toronto. C. Sullivan asks if there are individual members. B. MacKay says it is an organization with other organizations as members. For example, Savour Stratford is a member (There are likely hundreds of participating members of Savour Stratford including city and possibly County paying the lion's share of that group's membership). OCTA is a recognizable, effective association that uses social media, print brochures, magazine inserts, PR and other tools to promote culinary tourism; providing marketing on behalf of its member groups – and sharing marketing tools and info with members for their own use.

G. Gingras knows of them. Doesn't think the County is doing a good job in its local efforts for culinary tourism. We don't know what the cost is yet – B. MacKay thinks it depends on the number of members in your group.

The Foraging Hike is certainly culinary tourism. We would need more than this; for instance the Municipality and a collective of food-based businesses in Grey Highlands to sign on Rebecca LeHeup, the founder, was cc'ed on the initial reply - Flesherton is a feather they want in their cap. We will hear more and B. MacKay will keep the board posted on developments.

**5. Next Meeting time/date**

Monday May 11, location TBA.