



To: Mayor and Council
From: Julia Crowder, Manager of Economic Development & Tourism
Date: September 19, 2023
Committee of the Whole Date: September 25, 2023
Title: Old Home Week

For Direction
 For Information
 For Adoption
 Attachment – 6 pgs

Recommendation:

THAT Council establish a municipal Task Force to support the planning and coordination of the 100th Anniversary Old Home Week event being held on August 2-9, 2025;

AND THAT Council adopt the draft Terms of Reference for the Old Home Week Event Task Force as presented;

AND THAT Council direct staff to provide space at the community centre, once a month, coordinated by the Community Services Department, to accommodate Task Force meetings.

Purpose:

The purpose of this report is to provide Council with draft Terms of Reference (Attachment A) of a municipal task force to support the planning and execution of Old Home Week 2025 as requested through a delegation to Committee of the Whole at its [July 24, 2023](#) meeting.

Background:

Old Home week has been a community tradition since 1925, when the first event took place. Every 25 years the community rallies to plan and execute this major multi-day event during the second week of August. 2025 will commemorate 100 years of this festival.

The festival which has taken place over a span of 7-10 days, involves the entire community including community volunteers, service clubs/groups, businesses and the municipality. The event not only geared to current residents but also sees former residents and visitors attend from all over the world.

A group of citizens have come forward looking to take on the task of planning the 2025 festival and have requested the municipality support the planning and coordination of Old Home Week through:

- Establishing a municipal Task Force or committee to provide a structured entity under the Town's umbrella;
- Providing municipal resource, include staff support and guidance and use of town facilities and assets;
- Direct and in-kind financial support to assist funding the festival.

Analysis and Options:

Old Home Week has become a cherished community tradition, celebrating our culture and history. A group of community members have come forward to Council wishing to establish a committee of council to plan and execute the next event in 2025.

As a municipal task force, the individual members, volunteers and the event itself would be covered under the Town's General Liability Insurance, and would allow the task force to leverage for other grants open to municipal applicants to offset the cost of the event, if awarded. All finances, whether provided by Council or fundraised through grants and community donations, would be administered through the municipal financial system and subject to annual audit and internal policies and procedures.

Task Forces are temporary ad hoc committees formed to address specific policy issues. Advisory Committees are formed to provide advice or feedback to administrators and/or Council and are usually not temporary committees.

The group, if it were to remain as an independent community organization, could apply for municipal grants and other support, and would have greater autonomy in planning and executing the event. They would be required to manage their own finances independently as well as obtain valid and appropriate event and other insurance, the costs of which could be covered in their funding requests.

The Town of Smiths Falls has always been a key partner and supported the event both through monetary and in-kind supports. However, the majority of funds for the event are obtained through sponsorships, community donations and fundraising efforts of the planning committee.

The spokespersons for the 2025 planning group is currently seeking:

- \$7,500 in initial start up funding;
- The establishment of a municipal committee structure between 2023-2025; and
- Use of the Memorial Community Centre to host planning meetings

A handout was provided to members of Council at the July 24th delegation which outlined project costs and spending allocations for a requested amount of \$7,500, being initial municipal funds to assist in event planning and marketing. A further breakdown of these costs was provided upon staff's request to better understand proposed spending (see attached as Schedule B). Although staff supports municipal investment for the event, there is no current funding allocated to support the request this year. Additionally, a fulsome event budget should be developed and presented for Council's consideration as part of the 2024 municipal budget process to adequately allocate and manage requested resources.

Options 1 – Council establish a municipal task and adopt the terms of reference as outlined in this report. (Recommended Option)

Option 2 – Council does not establish a municipal task force but request the group submit a proposal for Community Grant funding during the 2024 budget process.

Option 3 – Council provides alternative direction to staff.

Staff will undertake a recruitment effort to solicit citizen members. A recommendation to appoint citizen members, a member of Council and a staff resource to the Task Force will be brought back to Committee of the Whole if the terms of reference are adopted as presented.

Budget/Financial Implications:

There is no financial implications of this report at this time. A request for financial support will be made as part of the 2024 budget process.

Existing Policy:

N/A

Consultations:

- Clerk
- Treasurer
- Director of Community Services
- CAO

Attachments:

- Draft Terms of Reference (4 pages)
- Funding Request Breakdown (2 pages)

Notes/Action (space for Council Member’s notes):

Respectfully Submitted:

Approved for agenda by CAO:

Originally Signed
Julia Crowder,
Manager Economic Development & Tourism

Originally Signed
Malcolm Morris, CMO



Smiths Falls Old Home Week Event Task Force

Terms of Reference

September 25, 2023

1. Purpose

The purpose of the Smiths Falls Old Home Week Event Task Force shall be to plan and execute the 2025 Old Home Week (OHW) Event.

2. Mandate

The success of Old Home Week 2025 depends on the Task Forces' roles and responsibilities to manage each element of planning and execution efficiently and effectively. The mandate of the Smiths Falls Old Home Week Event Task Force will consist of responsibilities which include:

- a) Creating a comprehensive event plan including goals/desired outcomes and theme of the event;
- b) Creating a comprehensive funding plan, inclusive of all estimated expenses and revenues.
- c) Coordinate each aspect of event contributors, volunteers and stakeholders involved in the planning and execution of the event;
- d) Provides leadership throughout planning and execution of the Old Home Week Event;
- e) Prepare and distribute agenda packages and minutes in accordance with Town policies;
- f) Prepare reports for Task Force review and consideration;
- g) Apply for grants and/or solicit sponsorships, donations, etc. as needed.
- h) Makes final decisions regarding budgets, production, venues and logistics.
- i) Develop and implement marketing campaign strategies and actions
- j) Provides feedback and coordination with Town staff liaisons regarding direction of the event organizing processes.
- k) Communicating regularly on the planning progress to Committee of the Whole.
- l) Setting ticket cost and process for OHW Task force organized events and framework for other community stakeholder organized events.
- m) Any use of the OHW 2025 logo must be approved by the Task Force in advance.
- n) Members will participated and be available at all times during the event.
- o) Provide event evaluation within two months of the conclusion of OHW 2025.

3. Membership

3.1 Appointment

Old Home Week Task Force members will be appointed by Council, the term of which shall be from the date of appointment up to and including post event wrap up and reporting in 2025. Members on the Old Home Week Event Task Force will remain members, except in the event of resignation or removal by resolution of Council, until the Task Force is dissolved via resolution by Council.

- a) The minimum number of members of the Old Home Week Event Task Force shall be 7.
- b) A maximum of one (1) Council member and one (1) Town staff or their alternate and maximum of thirteen (13) citizen members shall be appointed to represent the Town of Smiths Falls at large.
- c) A cross section of individuals shall be chosen in order to build strong advocacy, communication and organizational skills and with relevant technical and professional expertise;
- d) Additional members may be appointed to the Task Force throughout the duration of the term of the Task Force to the maximum membership prescribed.

3.2 Administration

- a) All citizen members of the Task Force appointed by Council shall be considered voting members.
- b) The membership will appoint two voting members as Co-Chairpersons.
- c) The membership will appoint one voting member as Secretary to prepare and circulate agendas and minutes of the Task Force.
- d) The membership will appoint one voting member as Treasurer to manage budget and coordinate with the Town's Finance Department.
- e) A majority of voting members shall constitute quorum.

4. Staff Liaison

The Town will provide a staff liaison (or their designate) (non-voting) to the Task Force to provide technical and administrative support to the Task Force. The staff liaison will:

- a) Maintain records of agenda packages, minutes and motions of the Task Force;
- b) Provide orientation to the Task Force at the beginning of the Term;
- c) Inform the Task Force of potential training opportunities and funding initiatives;
- d) Research and advise on national and provincial guidelines, policies and best practices related to the Task Force's mandate;
- e) Assist with marketing programming and activities;
- f) Procure external professional advice as required;
- g) Coordinate and call upon other Town Staff to provide insights and direction related to

their departmental oversight as it related to the Event, when needed.

h) Coordinate Council presentations and reports with the Town Clerk.

5. Meetings

5.1 Regular Meetings

The Task Force will meet on a regular basis as determined by the Task Force and to ease scheduling, meetings shall be scheduled where possible on a consistent day of the month and regular time and location. Special meetings may be held, as required, at the call of the Chair.

All meetings will have a formal agenda. Agenda packages will include the meeting agenda, minutes from the previous meeting, staff, working group, and/or Task Force member reports and applicable reference materials. Agenda packages will be sent to the Task Force via email to all members in advance of the meeting.

Task Force members are encouraged to contribute to the preparation of agenda packages by recommending agenda items to the Chair and Secretary in advance of agenda circulation.

Meetings should be under two (2) hours in length, however it is acknowledged that special circumstances may arise when this time limit is exceeded.

5.2 Working Groups

The Task Force may appoint working groups of the Old Home Week Event Task Force to advance a particular purpose in accordance with the Task Force's mandate. Working groups must consist of a minimum of Three (3) appointed members from the Task Force.

As a working group, formal agenda packages are not required; however, working groups are responsible for reporting their proceedings to the Task Force. Any direction, motion or recommendation related to expenditures or responsibilities within the working group's mandate can only be done at the direction of the Old Home Week Event Task Force.

6. Reports to Council

As a Task Force of Council, the Old Home Week Event Task Force is responsible for advising Council based on its mandate. The advice and recommendations solicited from the Task Force as well as any other correspondence will be provided to Council via the following processes:

- a) Task Force meeting minutes or motions included in or appended to staff reports; or
- b) Progress reports to Committee of the Whole by OHW 2025 Task Force co-chairs; or,
- c) Financial requests must come from the Task Force through staff recommendations to Committee of the Whole.
- d) Council representative reports and updates in accordance with the Procedural By-law;
- e) Through Director Updates or correspondence items to Committee of the Whole.

7. Budget

The Old Home Week Event Task Force budget will be approved by Council. Financial recommendations adopted by Council will be incorporated into the Town's operational or capital budget .

8. Task Force Remuneration

Meetings, conferences, workshops and other Task Force business that allows for the education and training of members shall be reimbursed as per established Town policies and as applicable to the Task Force's mandate, and be included in the annual budget request.

9. Code of Conduct

Council of the Corporation of the Town of Smiths Falls established a Code of Conduct for Members of Council and its local boards (By-law 9973-2018).

The Town of Smiths Falls is committed to providing and maintaining a working environment that is based on respect for the dignity and rights of everyone in the organization. It is the Town's goal to provide a healthy and safe work environment for staff and volunteers.

Website Creation & Hosting \$ 1,500.00

1. Domain Name Registration: \$10-\$20 per year This is the cost of registering your website's domain name (e.g., www.yourwebsite.com). The price may vary depending on the domain registrar you choose and the domain extension (.com, .net, .org, etc.).
2. Web Hosting: \$100-\$150 per year Web hosting is the service that allows your website to be accessible on the internet. Prices can vary based on the hosting provider, the hosting plan (shared, VPS, dedicated), and any additional features you may require.
3. Website Design and Development: \$800-\$1200 This is the cost to design and develop your website. For a basic website, you might use pre-designed templates and customize them to fit your needs. If you need more complex features or custom design work, the cost may be higher.
4. Content Creation: \$0-\$300 Depending on your content needs, you may have to spend money on professional images, graphics, or copywriting services.
5. Website Maintenance: \$0-\$150 per year This includes potential costs for software updates, security monitoring, and regular backups. Some website builders and hosting providers offer maintenance services.
6. SSL Certificate: \$0-\$100 per year An SSL certificate encrypts the data between the website and its visitors, providing security. Many hosting providers offer free SSL certificates, but some premium options may come with additional costs.
7. Additional Features: \$0-\$200 If you require additional functionalities like a contact form, email marketing integration, or social media plugins, there might be associated costs.

Festivals and Events Ontario Membership & Convention of FEO 2024 \$ 1,500.00

1. Festivals and Events Ontario Membership (for festival with budget between \$100,000-\$500,000): \$500
2. Convention of Festivals and Events Ontario 2024: \$800
3. Accommodations for Convention of Festivals and Events Ontario 2024: \$200

Artwork & Promotional Materials \$ 1,000.00

Marketing, Social Media Development, Search Engine Optimization \$ 750.00

1. Social Media Development: \$150-\$300
 - Setting up and optimizing social media profiles: \$50-\$100
 - Creating branded cover photos and profile pictures: \$50-\$100
 - Writing engaging bio and about sections: \$25-\$50 per platform
 - Initial content creation and scheduling: \$25-\$50
2. Search Engine Optimization (SEO): \$300-\$500
 - Keyword research: \$50-\$100
 - On-page optimization (title tags, meta descriptions, header tags): \$100-\$200
 - Content optimization and creation of SEO-friendly content: \$100-\$200
 - Backlink building (if included): \$50-\$100
3. Marketing Campaigns: \$200-\$400

- Paid advertising on social media or search engines: \$100-\$200
- Promotional materials (graphics, videos, etc.): \$50-\$100
- Email marketing setup and initial campaign: \$50-\$100

Please note that these are rough estimates and the actual costs can vary depending on the scope of your marketing efforts, the complexity of SEO requirements, and the specific platforms or tools you choose to use. Additionally, some services may require ongoing maintenance or subscription fees beyond the initial setup, so it's essential to consider the long-term costs as well.

Social Events for Potential Sponsors \$ 750.00

Digital Conversion Equipment/Services \$ 500.00

VHS to Digital: \$125 per tape (archival grade)

Film Reels to Digital(MPEG4, MOV, DVD and Blu Ray): \$1.55 per foot (Regular8 and Super8), \$1.80 per foot (9.5 & 16mm Film)

Floppy Disk to File: \$35 per disk

CD to File: \$15 per disk

Per: www.digitaltreasures.ca

Booths at Promotional Events \$ 500.00

Photography \$ 500.00

Administrative Costs (Zoom Account, Meeting Materials, Storage Equipment) \$ 250.00

1. Zoom Account: \$100-\$150 per year
 - Zoom is a popular video conferencing platform that offers different pricing plans. The cost of a Zoom account can vary depending on the plan you choose (e.g., Basic, Pro, Business) and whether you opt for monthly or annual billing.
2. Meeting Materials: \$50-\$100
 - This category includes various materials needed for meetings, such as notepads, pens, markers, whiteboards, flip charts, and other essential stationery. The cost will depend on the quantity and quality of items purchased.
3. Storage Equipment: \$100-\$150
 - Storage equipment can include items like external hard drives, USB flash drives, or cloud storage subscriptions. The cost will depend on the amount of storage space required and the specific devices or services you choose.

Please note that these are general estimates, and the actual costs may vary based on factors such as brand preferences, quantity, and any ongoing subscriptions or renewals.

Attendance Fees/mileage For Events (research purposes) \$ 250.00

1. Fuel Costs
2. Admission Fees