

CRESTON VALLEY BLOSSOM FESTIVAL
MINUTES
March 8th, 2021

A virtual Creston Valley Blossom Festival Association meeting was held on the 8th day of March, 2021 p.m. via ZOOM, at 7:00 p.m.

- PRESENT:** Joanna Wilson, President
Bev Caldwell, Secretary/Treasurer
Henry Schoof
Tammy Bradford
Dennis Materi
Clr. Karen Unruh
- REGRETS:** Andreas Kamp, Vice-President
John Huscroft
Allan Clement
Larry Finley
Marlene Nash
Marlene Palmer
- CALL TO ORDER** The Chair called the meeting to order at 7:00 p.m.
- AGENDA** Moved by Karen Unruh, seconded by Tammy Bradford
THAT the agenda for the Blossom Festival Association meeting of March 8th, 2021, be adopted as circulated. CARRIED
- MINUTES** Moved by Karen Unruh, seconded by Henry Schoof
THAT the Blossom Festival Association meeting minutes from September 28, 2020, be adopted as circulated. CARRIED
- SECRETARY/TREASURER REPORT** Moved by Bev Caldwell, seconded by Henry Schoof
THAT the financial report by the Secretary/Treasurer with respect to the current financial status of the Creston Valley Blossom Festival Association, be received. CARRIED
- CORRESPONDENCE** No new correspondence.
- THEME AND BUTTON DESIGN FOR 80TH ANNUAL FESTIVAL** The button design for the 80th Annual CV Blossom Festival was decided, celebrating the Creston Lions Club initiating the Blossom Festival in 1941. Buttons will be ordered and they could be sold along with the 79th Festival button and the 81st in 2022, subject to COVID of course. All three buttons could be purchased for the price of one button.
- CBT GRANT FUNDING APPLICATION** Bev reported that an application for Columbia Basin Trust, Community Initiatives Program funding for the 2022 Festival has been submitted for RDCK Areas A, B and C, and the Town of Creston. We are requesting more funding through that program with this application, as sponsorship or donations may be limited in 2022 following the Pandemic and the financial situation of the local businesses.
- Bev advised that funding from the CBT Community Initiatives Program that is not used for 2021 must be returned, therefore if anyone has any suggestions on virtual events/projects related to Blossom Festival that could be held by local groups/organizations, please bring them forward ASAP.

BUTTON DRAW

It was decided that a Button Draw could be held virtually, through the website. Posters will be made and posted with local businesses with advertising taking place on the website, Facebook (Andreas??), the Creston Valley Advance, Juice FM and the I Love Creston magazine. Joanna will contact each agency and provide them with information on the history of the Lions Club initiating the Blossom Festival in 1941 and promoting the Button Draw.

Individuals can submit their names and phone numbers by email to info@blossomfestival.ca with names being placed into a draw box and pulled on the Monday of the Blossom Festival weekend (as it would have been if the Festival took place). It was decided that the names would be put into a draw for \$100 each for the 79th and 80th buttons.

CV CRUISERS CAR SHOW

The Creston Valley Cruisers car club is interested in participating in a virtual 'voting' for the best classic car, through the website (Facebook?). They have 3 members so far that would be interested in participating. The members would provide the Blossom Festival Committee with details of their entries, photos, etc. and Dennis would upload to the website. People can send in their vote by email to info@blossomfestival.ca and that vote would be recorded for their choice of classic car. The car owner that received the most votes would be awarded a \$100 cash prize by the CV Blossom Festival Association on the Sunday of the Blossom Festival weekend, the same day as if the Car Show had proceeded.

WEBSITE / FACEBOOK

Dennis will update the website with current information. Joanna will provide Dennis with current information/history on the Lions Club and the button design, along with details of the virtual events being proposed. Andreas, hopefully you can do the same for the Facebook page?

CITIZEN / JUNIOR CITIZEN OF THE YEAR

Joanna will contact the Creston Valley and the Creston Rotary Clubs to determine if there is a way of choosing the Citizen and Junior Citizen of the Year for 2020.

NEW BUSINESS - ANNIVERSARY COINS

Bev reported that Roszann Proctor of Creston has donated 10 Blossom Festival Anniversary coins (from 1971 I think) to the CV Blossom Festival Association. Once we have received the coins, Dennis will upload a photo on the website and extend appreciation to Roszann for her generous offer. Facebook too???

TEEN ART DISPLAY

Joanna will contact PCSS to see if there is interest in having the teens provide artwork to be displayed in the downtown area during the Festival weekend.

CV YOUTH NETWORK

Bev will contact the CV Youth Network to determine if the teens could conduct a virtual event/program, etc. for the Blossom Festival website. It was decided that if the event/program qualifies under the CBT grant funding initiatives, that the Blossom Festival Association would provide the CV Youth Network with \$500 towards the project.

OTHER VITURAL EVENTS?

If someone knows of another group or organization that could host a virtual event/display/project for our website/Facebook page, please bring forward that suggestion immediately as time is running out. If it qualifies for funding through the grant program, the Association could assist with some grant funding.

NEXT MEETING

Due to COVID-19, it was decided that for the next while, any communications be done via email or virtual meetings. Once the status of the Pandemic has improved and restrictions lifted, regular meetings will continue. Stay tuned.

ADJOURN

Moved by Dennis Materi
THAT the meeting adjourn at 7:55 p.m.

CARRIED

Joanna Wilson, Chair