

**Classic Cars Celebration Wrap-Up Meeting  
Thursday, August 3, 2017  
3:30 p.m. to 4:30 p.m.**

**MEMBERS:**

Scott Ching, Peeyush Gupta, David Harmsworth, Jackie Jeffery, Ted Jeffery, Jocelyn Johnson  
Reagan Hayward, Paul Major, Max Morgan, Kristina Romasco

**STAFF:**

Suzy Godefroy, Bobby Karmakar, Andrea Magana

**Thursday, July 20, 2017**

- Jeff Sommerville crowd was bigger than a usual Thursday Night Concert.
- Total head count was approximately 150 people by P. Gupta, while D. Harmsworth estimates 300 as there were more than 150 CD's being given away.
- Hired emcee wasn't present this year and wasn't necessary, which was a saving.
- Sponsor (Performance Auto Group) was present too.

**Friday, July 21, 2017**

- Band at Garden Square conflicted with Harmsworth and the musicians were not happy.
- Power mistakes were an experience for next time.
- **George Street:** biggest complaint was the lighting which was not known until the day.
  - Band also took too many and long breaks and required filler music to keep people interested.
  - **Future:** outline a contract to have bands play at a certain time and breaks at specified times.
- **Vivian Lane:** went very well for the DJ component in its first year. No electricity at first.
  - If targeting younger generation, the DJ should be the same target too.
  - Walkers by wanted to be at the front of the lane, near the street, and didn't enter inside.
- Discussion arose on having the event located at Gage Park again, with activations also on Main Street.
- Construction for next year arose and discussion on utilizing other downtown assets.
- S. Godefroy will make an effort to get a conservative/ big update regarding the construction and how it will affect the event next year.
- Batman was quite the attraction and brought down lots of people.

**Saturday, July 22, 2017**

- 110 cars participated a cheque for \$676 has been made for Peel Memorial Hospital.
- Weather was only the unfortunate aspect of the day.

- Food truck was disappointing at the registration area.
  - Chrome on the Range to be considered for next year.
- Comment from a business on Queen Street during the car show that there was no music and was too quiet.
- Stage at Nelson Street and Main Street North did very well.
  - Tribute artists/ stars were still expected.
  - During the tribute artists, the big stage at Garden Square was inactive and should have been occupied.
  - Removing the movie programming would be ideal and still have the main stage occupied.

**Other business**

- Friday laneways should be spilled out onto the street, however, would result in closing the streets for both Queen Street and Main Street.
- Luxury new cars for Friday night should be sought through a sponsor.
- Food trucks revolving around since some businesses cancelled last minute.
  - Sponsors mentioned having a central food area, perhaps on the Four Corners similar to a food court.

**Marketing**

- Ethnic media presence is not fair to compare to previous years due to the weather.
- Social media and online/ digital advertising was the strongest outlet in marketing this year.