



Massey Agricultural Society
Board Meeting Minutes September 23, 2025
6:30 pm. Fair Grounds.

In Attendance: Dianne Emiry, Treasurer; Jolie Bianchin, Secretary;
Directors: Gary Vermeer, Jessica Rainville, Karma, Keith Emiry, Lina
Vermeer, Montana Brandow. Other: Morgan McKinnon, Chris
Weatherly, Morgan Wagler.

Guests: Jim and Donna Sproule - Jim Portable, Serge Sauve.

Regrets: Leslee Salo.

1. Call to Order
2. **Statement of Indigenous Respect & Acknowledgement.**

"We would like to begin by acknowledging that the land we gather is the traditional territory of the Sagamok Anishinaabe People. We are dedicated to honouring Indigenous history and culture and are committed to moving forward in the spirit of reconciliation and respect. May we respectfully honour the voices of the Anishinaabe and ensure they are represented in our collections, programmes, and services."

3. Confirmation of Quorum - We have a quorum.
4. Rules/Decorum/Info
5. Declaration of conflict of interest - None
6. Agenda Adjustments - None
7. Approval of Agenda

Be it RESOLVED that the MAS Membership accepts the Agenda as presented. MOTION by Jessica Rainville. SECONDED by Keith Emiry. All in Favour. Non Opposed. CARRIED. 2025-09-23-01

8. Approval of Previous Minutes

Be it RESOLVED that the MAS Membership accepts the June 24, 2025, Meeting Minutes as presented. MOTION by Dianne Emiry. SECONDED by Keith Emiry. All in Favour. Non Opposed. CARRIED. 2025-09-23-02

9. Correspondence
 - a) Kids Stage Sponsorship. Centre Street Dental. Dianne read the letter recap: great experience for them, and they want to do this again.
 - b) Jeff Sebben from Northern Foods submitted an invoice today for a generator rental totaling \$762.65. Despite our concerns about his unprofessional and abusive behavior, we have decided to pay the bill. Moving forward, we should prioritize working with respectful vendors and

consider selectively declining those who do not meet this standard from our vendor list.

- c) Event Rental Proposal. Wedding for Logan Emiry. Weekend before the fair.

10. Guests

a) Jim's Portable

- Portable Toilet Proposal.
- Locate toilets where everybody would like them. Suggest sending a detailed plan/map in advance to ensure toilets are dropped off in their spots.
- All the waste went back to Jim's as the town of Massey was not open. Consider asking the township to open up for drop off of waste material on the fair weekend.
- Work with Low Boys - 300 gallon (wastewater). Food people put waste in them—water from their sinks. Department of Health wants to know what happens to restaurant waste.
- We can consider offering a special rate for pump-out services for campers who would like to have their campsite cleaned out.
- Entertainment - we had difficulty gaining access. Need to relocate for next year.
- Entertainment centre - we do have nicer units (trailer unit). It can be upscaled if required.

Discussion:

Grease is recycled at Massey Wholesale.

b) Serge

Great festival. Rock night went well. It was a success.

Saturday morning, Owens' team did not come in for a sound check, and their sound guys caused the concert to run late. Aaron was great. Owen's team was responsible. North Bound did not play because we were 50 minutes late. Serge went back to management to inform them of the issue and concerns.

Discussion:

Ernie - The Sound system was not working in the Motorsports area. The system has just been dropped off, and we need a sound guy.

Jane - we are considering putting our stage in a different area. Dianne, we are evaluating an improved site plan to ensure traffic flow is efficient. Fencing helped a lot.

Morgan spoke to an electrician to donate time and materials to move the power.

Gary - worked the gate Friday night, people came in at 9 pm, paying \$35 to see the concert.

Along the fence - those campers should be charged extra.

Morgan - Moving camping - logistically.

Sound? Heavy Horse Pull. Competitors asked for the speaker to come down where they are waiting so that they can hear their names being called. All areas that need sound should meet with Serge BEFORE and during planning.

Considerations for next year: Cooper Allan, Meghan Patrick, Josh Ross, Brett Kissel, Dean Brody, and David Wilcox. Dianne has asked that outside of this meeting, we chat amongst each other. Front Door does a real quick flash sale in December. We should have at least one headliner name.

Who do you want to see next year at Massey Fair - on social media?

Serge presented a bill for additional charges, which included \$300 for the merchandise tents, hotel room costs, and expenses for the video crew. There was also a charge for VIP fencing. For next year, we want to eliminate merchandise sales or propose that we take a percentage of the profits from merchandise sales. We were not pleased with this situation, as we believe all costs should be clearly outlined in our contract. However, it was agreed that we would cover the additional entertainment costs totaling \$2,769.24.

Trailers as green rooms. Thank you to Jane for all the work she has done.

c) Silverline -

Jessie - Sent over a document from Kevin/Adrien. Massey Fair Feedback from Silverline:

- Entertainment tent structure.
- 2nd row of fencing
- Rules/Regulations/Sales
- Staffing Levels - first time there.
- More guards to patrol the drinking on the grounds. People feel entitled to their drinking and alcohol.
- Staffing at the beer tent was good.
- The grounds were pretty dark. Highlight areas. Interact with lights.
- Egress leaving on Sunday. Logistics - quite systematic and needed more guards to get them going the right way.
- Vendors were good.
- Great working with Serge.
- Great working with points of contact.
- Great staff/volunteers. Felt like a good fit.
- Communication was great.
- Gates - hard to enforce with drinks while people were entering with an entire cooler for their campsite. We want to keep people happy. Use some discretion with families.
- Safe event, well-done events.
- Multi-Year Contract. Update/increase our price next year.

d) Winner of 50/50 Draw - John Cerilli - \$3,022.50

11. Resignation

Lindsey Cada-Tremblay submitted her resignation after the executive had requested a meeting to discuss some concerns/clarification. The meeting was denied on her part, and at that time, her resignation was given.

Be it RESOLVED that the MAS membership accepts the resignation from Lindsey Cada-Tremblay. MOVED by Dianne Emiry. SECONDED by: Jessica Rainville. All in Favour. Non Opposed. CARRIED. 2025-09-23-03

Discussion:

It was declared that Leslee Salo would act as Interim President until our elections in January 2026.

A Director's position opened, and Ernie Desjardin has kindly stepped into the role of Director.

We have not heard from Jamie Fournier - no formal resignation, but he has missed 2 meetings thus far without communication.

We are in need of a Sagamok representative as well.

It is hereby resolved that the Massey Agricultural Society shall issue a formal request to Lindsey Cada-Tremblay, requiring the prompt submission of all passwords, emails, correspondence, paperwork, and any other documentation pertinent to her responsibilities as President. MOTION by Keith Emiry. SECONDED by Jessica Rainville. All in Favour. Non Opposed. CARRIED. 2025-09-23-04

Action: Leslee Salo to send out letter.

12. Treasurer's Report

See attachment.

Be it RESOLVED that the MAS Membership empowers the Treasurer to transfer \$25,000 into a cashable GIC. MOVED by Dianne Emiry. SECONDED by Jolie Bianchin. All in Favour. Non Opposed. CARRIED. 2025-09-23-05

13. Fair Wrap up

- a) Lindsey - no present.
- b) Leslee - not present
- c) Lina:

2025 Massey Fair Wrap-up Report: Exhibit Book, Social Media, Scavenger Hunt, Entrance Gates, and Massey Fair Schedule/Map Handout

By: Lina Vermeer

Exhibit Book

- The new format of the Exhibit Book looked great and got more people interested in taking books for next year during the fair (the book was 54 pages long and included the first, second, and third place artworks from the cover competition for different grades).
- Future books will be easier to edit/update in Canva, as this year I redid the book in Canva from scratch.
- Initial order was for 200 colour copies from OJ Graphix (\$5.35 per book); had to reorder 50 more at rush rate (\$6.95 per book) as we needed more to check in exhibits on Thursday. Extras were then all distributed during the fair by leaving them free to take in the exhibit hall.
- Initial run had a small section missing from the kids' class; added paper with the missing section to some books, but did caused a few small issues during exhibit entry. The original digital file in Canva has been corrected, and the second order had no errors.
- Added a Fair Theme Department to the book to emphasize the theme more, but did not get a lot of entries in it besides the school entries. Having the fair theme department separate makes it easier to update every year, but it may not be worthwhile to keep.
- Added classes for Adult and Junior Indigenous craftwork and had entries in both; anecdotally, we had positive feedback from a new participant in the exhibit hall this year who had entered in the Adult. Indigenous craftwork class. I recommend we promote and expand these classes in the future.
- Many people had ideas for new entry sections for the book; I recommended that they email their suggestions to the general fair email on the book so we can add them in next year.
- Included the OAAS rules for special competitions directly in the book so they were more accessible to participants interested in competing.
- Did not have a lot of sponsors for the exhibit book. Having a clearer deadline for being an exhibit book sponsor and more advertising specifically for this sponsorship may increase the number of sponsors and reduce the costs to the MAS to print these longer and more professional books.
- The process of collecting updated content for the 2025 exhibit book took longer than expected, as did the layout and design. Good to start early again next year and to have clearer communication on where to get specific information.
- 2025 Exhibit Books were first ready and handed out at the Spring Fair in late May. This was an excellent time to distribute them, and we should continue to aim to have them done and ready to distribute at the Spring Fair.

Social Media

- I created a post calendar in Google Sheets for the Social/Promotions Committee to use throughout the year. It was intermittently used and not as effective/useful as I'd like. It might

work better if we opened it up to all Directors, so any requests for posts can be added there. Worth having the committee discuss better ways to communicate requests to the committee. I can't post directly, which limits my role on the committee, and it made it a bit tricky to ensure everyone's posts were all posted on time, as there was a lot of pressure on our Social/Promotions Director.

Sometimes, there was confusion about who was posting what when, as people not on the committee also made posts but didn't use the schedule or notify us.

- I resized my designs to fit as an Instagram feed post and then as a Facebook post, which does increase the workload, but looks more professional.
- Each of my posts had the MAS logo on it to enhance brand and professionalism.
- Began but did not finish a series of posts on the Centennial Quilt. I can work to complete these for next, and they can be reposted. Weeks 1 and 2 are in MAS Canva. I have original photos.
- I created two FB and IG posts to advertise the volleyball tournament.
- I created a post advertising our fair schedule and our map, encouraging people to screenshot the images. This was posted in the week leading up to the fair, and I did hear from some visitors that they had the map already on their phones, so that seemed to work! I would recommend doing this again.
- I created a post explaining that pets are not allowed on the fairgrounds and why (service dogs are exempted). There seemed to be fewer dogs on the fairgrounds this year, so that was good. I would
Recommend posting this again next year to remind people and to continue to not allow comments on that post to ensure our page stays appropriate and positive (there are other avenues for questions and complaints available).

Scavenger Hunt

- This year, the scavenger hunt was kept simple as a bingo sheet of different activities people could complete at the fair, with a free MAS button as a prize.
- Not a lot of participants; unsure if anyone actually finished. Not necessary to do again next year, but we could continue to use the leftover printed scavenger hunts again if they are in good condition.
- Paperwork printed 200 colour copies for us at a good price and on a tight deadline. If we continue to do the Scavenger Hunt, I recommend we continue to use them as a vendor.

Entrance Gates

- I worked Gate 6 on Friday from 4 to 10 pm, with another volunteer from 4 to 5 pm, and Gate 1 from 6 to 11 pm on Saturday,

occasionally with some youth volunteers in the early evening.

- Gate 6 on Friday was very busy with campers (tent campers, motocross campers, and Western Horse Show campers).
- There were a few instances where tent campers were directed to come to Gate 6, but then the roads leading from Gate 6 to their tent camping location (English Rings) were blocked, so they had to turn around and go back through Gate 6 to Gates 4 and 5.
- There was not enough room for Western Horse Show campers because they all parked themselves (not in the most space-efficient way), and they mostly all had big trailers. This caused some friction.
- Motocross campers were very pleasant and had no complaints about me.
- I stayed later than scheduled by an hour because there were still visitors coming in.
- There were difficulties enforcing the no outside beverages/no open beverages (?) rule(s) because of campers walking back and forth from their trailers to the fairgrounds or to other friends' trailers.
- Gate 6 needs bug spray for volunteers, as it gets pretty buggy in the evening.
- I was confused about who (if anyone) received free entrance bracelets as participants and accidentally gave out one free wristband for the day each rider participated in the motocross, truck pull, and Western Horse Show. Clearer communication about this in advance would be helpful, especially since some participants thought they got in free and/or complained about the prices.
- We need better permits for vehicles and campers parking inside the fairgrounds. We should have one coloured permit for Friday, another for Saturday, then another for Sunday, so it is easy to tell from a glance who is permitted to park/drive within the grounds on each day (we can model our physical camping/vehicle permits on the old provincial park ones previously used at Chutes).
- Our gate did not have our map/schedule handouts, our cash box, wristbands, or a price list when I arrived at Gate 6 on Friday.
- Each gate needs a price list on the inside and on the inside of the booth (for volunteers to refer to, and for visitors to refer to).
- There was an issue with our accessible parking workaround—no MAS volunteer came with a golf cart to pick up a visitor who needed accessible transportation, so I had to ask security to do so instead. The visitor was not happy about having to park in the back field or about having to pay to do so.
- Gate 1 on Saturday evening was very busy with only a few lulls in between the concerts.
- o There were some complaints near the end of the evening because only Gates 6 and 1 were open for people to leave, and they didn't like that.
- I stayed an hour and a half late at this gate because Owen Riegling's concert hadn't started yet, and there were still a lot of people coming in to buy tickets for Saturday between 9 and 10 pm.
- The POS and Square system for processing tickets worked really

well! Only had a connection issue once (at Gate 1).

- It would be great if we could set up a shift report system to compare to the sales/transactions done on the POS and Square system after a volunteer finishes a shift, so we can actually check for discrepancies between how much cash and wristbands we have versus what we should have.
- There was an issue with not all items being displayed as for sale on the Square device at first (I needed to go in and change the settings to fix it). This caused lines and wait time issues at Gate 6 on Friday and at Gate 1 on Saturday.
- There were not enough volunteers to have a Cash Supervisor pick up cash boxes and wristbands and count them with a volunteer, as planned. There were also not enough volunteers to work as many gates as we needed open (e.g., Gates 4/5 on Saturday night).
- Next year, we should aim to set up the gates and their resources earlier (like two weeks before instead of one) and to offer training for our volunteers on how to do things and proper procedures.

Sidenote: I got a lot of questions about the VIP tickets for the concerts, but didn't know where to send them or the answers, so I sent them to the Information Booth until later directed to send them to the Beer Tent instead. We should provide clearer communication on how the VIP ticket holder process works.

Massey Fair 2025 Schedule & Map

- I made a single-page, double-sided handout for visitors at the fair, which had the weekend schedule on one side and a map of the fairgrounds with locations labeled on the other side. I also made digital versions of this for the website and for FB and IG.
- I ordered 5000 copies of this handout from Paperworks. They gave us the lowest quoted price and did a good job printing them on a tight schedule. A good vendor to use in the future if their rates continue to be good.
- These maps were available at the Information Booth near the Fair Office and in each of the six entrance gates. About half of the maps were handed out, so next year I recommend only ordering 2500.
- The map/schedule handouts were especially helpful for directing campers, and security also used them, so I would strongly recommend continuing to have printed copies available at the entrance gates, Information Booth, and posted throughout the grounds. Posting them online in advance was also excellent, and people did refer to their own screenshotted copy.
- It was a bit tricky to get the schedule and the event locations finalized early enough to get the handouts printed and distributed online; it requires us to know this information in advance for sure.

d) Gary

- Advertise volleyball in May or June to get more teams from schools

- Send info to Elliot Lake (posters and photos for posting on FB and IG)
- Mr Yachuk recommends adding that one girl must touch the ball on a three-touch play because better teams are too good with two guys
- make t shirts for 1st and 2nd place winners
- Add more teams
- Specify that it is all ages
- advertise earlier
- Two teams wanted to keep playing after the tournament was over, and said yes
- have pegs to keep the tent legs in the ground
- Three small bleachers were good, but if we add more teams, we need more and/or bigger bleachers
- possibly put in two courts (running east/west instead of north/south)
- have four recreational and four competitive team spots
- Add two speakers to the far end of the horse pull ring, so people can't hear the announcer from the east end
- Fix the bleachers at the heavy horse ring
- Add more bleachers to the heavy horse ring

- e) Dianne - Attached.
- f) Jolie defers to the next meeting
- g) Jessica/Ernie Report

- Races went excellently. 66 entries.
- 1 sore wrist, 1 panic attack.
- A sound person didn't show up?
- Otherwise, great day!
- Insurance for practice days this fall?
- S&S donated the backhoe. S&S is collecting culverts for the new road (back road) 8. Stephan owner from S&S, wants to come help.
- Track is near 80% ready to ride again.
- A way to pay track fees for practice days? E- transfer or cash?
- Can we start ASAP - Vote?
- Will MAS pay for backhoe fuel when needed?
- Can we call it MAS Moto X Park?
- Porta-potty for practice days?
- Prize 1 rider donated her prize money back to the MAS motocross.
- Trophies were a big hit.

Discussion:

Action: Jolie will investigate the insurance and get that rolling.

- The insurance company sets us up with waivers. How many times are the waivers good for? Question for the insurance company once we are approved.
- Will list Jessica as the new contact
- Paramedics - never hurt to let them know we are practicing. Etransfer or use Square if the range is good there, or use at gate box.
- MAS MotoX Park

→ Porta-Potty

Be it Resolved that the MAS board agrees to name Motocross: MAS MotoX Park and to commence practice as soon as we receive approval from the insurance company. MOTION by Ernie Desjardins. SECONDED by Jessica Rainville. All in favour. Non Opposed. CARRIED. 2025-09-23-06

h) Keith - **Waiting on Keith's Report.**

i) Jane - No Report - Defer

j) Summer Student/Staff Review – Dianne

Job application deadlines are now December. How many students do we want? How will we supervise? What Role?

Discussion:

Administrative Support x 1

Maintenance x 1

Camp Counsellor x 3

Camp Counsellor/Manager x 1

Apply for 10. Allocate Jobs. 8 weeks - 35 hours per week.

Give Dianne some feedback. What jobs can we give them?

14. Reports

a) Directors' Report – Keith

Building Leaders Workshop Program - will not come to the North.

Guelph - Oct 25/26

Peterborough - Nov 15/16

OAAS - Richmond Hill - Feb 18/19

Director in an organization - workshops - identity leadership styles.

Our commitment is to get as many of us into their programs. Board of Directors types of stuff.

October District AGM - Providence Bay. Report on how our fair has gone.

Discussion on programs coming up other ways to work together. Judging.

Motion to bid \$200 - funds go to - ?? (Keith is to send this info to me).

Be it RESOLVED that the MAS Membership approves Keith Emiry to bid up to \$200.

MOVED by Keith Emiry. SECONDED by Jessica Rainville. All in Favour. Non Opposed. CARRIED. 2025-09-23-07

NOTE: I am waiting on wording from Keith.

15. New Business

a) Massey Interchurch Council – Journey to Bethlehem (Dec 6/7)

Successful last year. Provide our fairground again. Agreed.

b) OAAS Convention (Feb 19 – 21), Keith - Leadership workshop.

The ambassador needs to go to that. Chaperone for her. We can share a chaperone with another fair. Montana is interested in going.

Jessica? Team up with Providence Bay?

Jolie/Jane is interested in going. Booking rooms Thanksgiving

weekend.

Action: Jolie will register herself, Jane our Ambassador and Montana.

c) District AGM – Oct 25 (Providence Bay), Keith to attend.

d) Volunteer Appreciation - October 4th, 2025

e) Vendor Andre Parlee (Relax in Thyme) – Dianne. Dianne read letter.

f) Trillium Grant (Nov 05) – Dianne. Up to 200,000 over 3 years. What does it cover? Pay for a site plan. They will help us determine how to spend the money.

Dan's Electric - trillium grant. Local landscaper - HDVS. His planner - Draft Roots. He can come in and do a walk-through for \$500. This would be useful -

shade - Source Tree losing and have lost. Pergolas and sails, etc. Lighting. Available next Tuesday - walk-through - onsite consultation. Increase shade - community garden area. What shade trees can we use?

The Site Plan should come first, and then we can move forward with the others. Morgan can meet on Friday, and Keith can meet as well.

Gary - Camping changes things for us, and we have to decide on how to go about it.

g) Ground Rentals – Dianne. Researched with other fairs. Distributed an event rental contract.

h) Christmas in Massey – December 5 (6-9 pm). Looking for a vendor table with presale tickets to sell. Can someone be at the museum to sell some stuff? Looking for a volunteer.

i) Constitution – Jolie suggested deferring due to time constraints. Dianne, Jolie, Jane, Jessica, and Chris are all interested in being on the committee.

j) Proposal Opposing Solar Farm – Gary. There is a proposal to have a solar farm. Would like to ask the Agriculture society to write a letter opposing it. Affects wildlife, water. To maintain an agricultural enterprise.

Discussion:

Political aspect? Careful when we are being a political entity. Not a township solar farm. Cheryl - if you are going to write a letter, you must write to the company. - POTENTIA. This is not a township issue. The property is zoned rural, not agricultural.

Letter use of agricultural/rural land - we are against that. As an agricultural association, we uphold that agricultural land is used for agricultural purposes, and this is not an agricultural purpose.

Who will write the letter? Gary suggested Lina Vermeer.

Be it RESOLVED that the MAS membership agrees to support a letter written on behalf of the Massey Agricultural Society opposing the solar farm project in the location they are suggesting. MOTION by: Gary Vermeer. SECONDED by Keith Emiry. All in Favour. Non Opposed. CARRIED. 2025-09-23-08

Action: Jolie to send motion to Gary and Lina to get the letter started.

k) Haunted Trail Oct 17, 18/24, 25
Theme: Movie Monsters Unleashed

Dianne is doing vendor sign-up.
Pour Pony
Security – WolfPack - Jolie
Signs - Jolie
Sign Up App - Jolie

Times 6 to 7 kids (family friendly)
7 to 10 p.m

I) Morgan Wagler. Attended the Wiarnton Fair - Swore in their ambassador.
Square dancing skills were used. Very busy at school, keeping the balance.

Discussion:

Dianne - if we have events, how do we contact you? Suggested to text or email,
and she will get back to us as soon as she can..

16. Comments/Announcements

Special announcements, congratulations, recognitions, and reminders. Board
Members can also use this time to **suggest agenda items** for the next
meeting.

17. Adjournment 10:35 pm

***Be it RESOLVED that the MAS membership has concluded its business
and adjourned its meeting at 10:35 pm. Motion by Jolie Bianchin. All in
Favour. Non Opposed. CARRIED. 2025-09-23-09***

President: Leslee Salo	Secretary: Jolie Bianchin