

Minutes of the North America Festival of Wales committee meeting, Richmond Inn, Richmond, B.C.  
Sunday June 1, 2002.

The meeting will focus on the program, web site and publicity. Other issues will be touched on but will be more thoroughly discussed on June 30 when Ellis will attend the meeting.

1. Minutes of the last meeting had previously been circulated and read.

Correction: Peggy's surname is Heath.

2. **Budget:**

The sponsorship from Grenville Thomas and Don Mills has not yet been received in writing.

The National Library of Wales has agreed to sponsor Eirionedd Baskerville.

There is no word yet from Air Canada as to whether they will act as carrier for the Festival.

Other options would be United Airlines, British Airways or Air Transat.

3. **Web site:**

Don (editor) had previously circulated via e-mail a detailed description of the web site and its functions.

**Roles:**

Committee members will produce raw content covering their areas of responsibility. Don (**editor**) will edit materials for space availability and accuracy for the web site, teaser, brochure, program, press releases and advertising.

Rob and Gerri (**design/layout**) will take edited copy and do structure, layout, picture insertion, graphics etc. Don (**editor**) will okay final copy on the review site, which is not seen by the public, to catch any errors before they appear on the main site.

Rob (**web master**) will be the only person to change information/content on the site.

Don and Gerri will have a user name and password should anything happen to prevent Rob from carrying out the task.

**Structure:**

A review site will be used to view and proof information before it is posted on the public site.

Buttons will bring the customer to a different section of the site rather than scrolling down a continuous text.

Scrolling buttons will be available within each area of the site to view more information.

A user friendly font and font size will be chosen by Rob and Gerri for ease of reading on the computer screen.

Rob will change the font and size of materials submitted to the standard used on the web site.

The ten e-mail addresses will be assigned based on the function that requires them and not as decided at the previous meeting. Initially, Rob, web master will have one and one will be used to send inquiries received via the web, to Ellis at headquarters.

Updates will be done monthly or if needed, twice monthly by the web master, Rob.

The Home page is being designed by Peggy Heath and users will click on the dragon to enter the site.

Rob will coordinate transfer of the web page from Peggy when it is completed and approved.

Page two will be the navigation page with 8 navigation buttons and will also contain the main marketing message, information on what the Festival of Wales is all about and the welcome message from Alan.

**Button #1** probably will use buttons here to navigate through the program sections, highlights of the Festival, performers/artists, welcome, education and who's who. Also should include information on the Eisteddfod and should have "breaking news" update.

**Button #2:** Registration information and a printable registration form.

**Button #3:** Hotels/Accommodation, Travel arrangements, Hospitality.

**Button #4:** Sponsors/patrons, Sponsorship, advertising and exhibiting information.

**Button #5:** Area tourism and pre/post tours; tourism links.

**Button #6:** Other useful links.

**Button #7:** Contact us: hotlink to Ellis plus telephone and mail options.

**Button #8:** Hot link to WNGGA.

The web site should be up and running by July 8. Correct information is needed on artists/performers for insertion and their e-mail addresses, if available for access to any web sites.

Question as to whether we are protected regarding use of titles other than NAFOW e.g. Gwyl Gymreig Gogledd America? GGGA will be added to the Home page together with reference to WNGGA.

**Don** will format a dummy web site for the committee's approval. A few designs and sizes of the logo to be used. was shown and it was noted that the dragon was facing right while traditionally the dragon faces left. This design seems to work well for business cards, name tags etc. Also a question arose as to whether we should have some green colour in the logo to better represent Wales. Don will discuss with Peggy.

An information sheet will be set up regarding persons involved with seminars. **Alan and Gerri** will create a sheet for performers and attach photographs if possible. A letter confirming their sponsorship should be sent out to sponsors together with an address where cheques should be sent.

#### 4. **Publicity/Literature:**

Don is working on the teaser and it must be ready for the printer before Peggy goes on Vacation. The information should be brief and to the point and highlight what one can expect to find at the Festival. Approximately 6,000 copies will be printed with some 4,000 going to Ellis, 1,000 to Wales, 1,000 to Harrisburg and some for local use.

The Vancouver Welsh Men's Choir has agreed to include an advertisement featuring the Festival, in their program, at every one of their concerts between now and the Festival weekend.

Debbie Reynolds, Vancouver Tourism, has agreed to ship promotional material to Wales and Harrisburg, free of charge.

Don will contact Eifion Williams regarding overseeing publicity in B.C. and local communities.

Alan will find a contact for publicity in N.American newspapers.

John Tomkins is looking after publicity in Wales.

Neville suggested we advertise the Festival in the Celtic Connection newspaper.

Question as to whether we should include Eifion and John in our correspondence and e-mails? Information will be released on the web site as it becomes available and can be easily accessed there.

Don would like to produce a letter giving details of the Festival to send to any influential persons with a Welsh background and a possible interest in the event. The flyer, once it is put together can be included.

#### 5. **Sponsorship:**

It was suggested we contact organizations to help out by "supporting a seminar".

-WAPNW could sponsor John Baker, Boise.

The Vancouver Welsh Society has not yet been asked to sponsor the Welsh costumes.

The Victoria Welsh Society has not been approached yet, but could be asked to consider sponsoring Gaynor Samuels, who has agreed to undertake the Welsh language seminars.

### **6. Program Outline**

**THURSDAY**

<b>9.30am - 4.00pm</b>	Market Place set up
<b>9.30am - 2.00pm</b>	Tour (multicultural/Vancouver) ? end downtown for outdoor opening Ceremony.
<b>10.00am - 6.00pm</b>	Registration
<b>11.00am - 2.30pm</b>	Downtown opening set up
<b>3.00pm - 4.00pm</b>	Outdoor opening ceremony ?VWMC, Ysgol Gerdd, cloggers, V. folk dancers, Rag.F. Location possibly downtown Vancouver
<b>5.00pm - 6.30pm</b>	Salmon BBQ reception at hotel
<b>7.00pm - 7.30pm</b>	Opening ceremony at hotel
<b>7.30pm - 8.30pm</b>	Dylan Thomas hour
<b>8.30pm - 10.00pm</b>	Noson Lawen
<b>10.00pm ----</b>	Poems and Pints/Community singing (speak with Mike re. location)

## **Friday:**

<b>7.00am - 9.00am</b>	Ninnau Breakfast
<b>8.30am - 1.00pm</b>	Tours 1 and 2 (Rainforest/Parks and Gardens)
<b>9.00am 10.00am</b>	Seminars 1 & 2
<b>9.00am - 5.00pm</b>	Market Place and Registration
<b>10.00am - 11.00am</b>	Seminars 3 and 4
<b>11.00am - 12.00pm</b>	Seminar 5 and 6
<b>11.00am - 4.30pm</b>	Eisteddfod (possible location, Gateway Theatre)
<b>12.30pm - 5.00pm</b>	Tour 3: (Rainforest Adventure)
<b>2.00pm - 3.00pm</b>	Seminars 7, 8,
<b>3.00pm - 4:00pm</b>	Seminars 9, 10.
<b>4.00pm – 5.00 pm</b>	Seminars 11,12
<b>2.00pm - 5.00pm</b>	WNGGA BOT
<b>6.30pm - 8.30pm</b>	Banquet (+/- speaker) hotel holds 650 max.
<b>7.00pm - 9.00pm</b>	Folk concert (Rag Foundation & local group) Venue to be decided.
<b>9.00pm - 10.00pm</b>	Ysgol Gerdd Ceredigion & cloggers (banquet entertainment)
<b>10.00pm -----</b>	Poems and Pints/ Informal singing Possibly present the Welsh American of the year award at the banquet.

## **SATURDAY**

<b>7.00AM - 9.00AM</b>	WAO Breakfast
<b>9.00am - 11.00am</b>	WNGGA AGM
<b>9.00am - 5.00pm</b>	Registration and Market Place (consider inviting Love Spoon carver from Victoria)
<b>10.00am - 11.00am</b>	Seminars 13 & 14
<b>10.00am - 4.00pm</b>	Tour 4 and Tour 5 (
<b>11.00am - 11.30am</b>	WNGGA BOT
<b>11.00am - 12.00pm</b>	Seminars 15 & 16
<b>11.00am - 4.00pm</b>	Eisteddfod (if needed)
<b>12.00pm - 1.00pm</b>	Seminars 17 & 18
<b>1.00pm - 3.00pm</b>	Clog dancing workshop
<b>2.00pm - 3.00pm</b>	Seminars 19 & 20
<b>3.00pm - 4.00pm</b>	Seminars 21 & 22
<b>4.00pm - 5.00pm</b>	Seminars 23 & 24
<b>7.00pm - 9.30pm</b>	Grand Concert ( Dunvant Choir & Jason Howard) Venue to be decided. (Possibly Ysgol Gerdd in Cameo role)
<b>9.30pm - 10.30pm</b>	Post concert reception
<b>10.00pm-----</b>	Poems & Pints/Informal Singing

N.B. We will need buses to ferry people to and from the Grand Concert if venue is downtown.

## **SUNDAY**

<b>9.00am -</b>	Market Place
<b>10.00am - 11.00am</b>	Church Service
<b>2.00pm - 4.30pm</b>	Gymanfa Ganu 1 (?Ysgol Gerdd/?Eisteddfod winners)
<b>4.30pm - 6.00pm</b>	Intersession - Tea
<b>7.00pm 8.30pm</b>	Gymanfa Ganu (Special music - ?Dunvant Choir/?Eisteddfod winners)
<b>9.00pm - 9.30pm</b>	Closing Ceremony
<b>9.30pm-----</b>	Poems and Pints/Informal singing

