

Arts, Culture and Tourism Committee Meeting

February 7, 2018

A regular meeting of the Arts, Culture, and Tourism (ACT) Committee was held on Wednesday, February 07, 2018 at 5:30 PM in the large meeting room of the Essex Town Hall, 33 Talbot Street South, Essex, Ontario.

Peter Youngson called the meeting to order and welcomed the committee members.

1. Roll Call

Present: Peter Youngson, Chair

Jason Nagy

Liz Semperger

Chris Carter

Also Present: Cynthia Cakebread, Manager Recreation and Culture

Janice Aloisio, Administrative Assistant, Community Services

Regrets: Councillor Larry Snively

Councillor Steve Bjorkman

2. Declarations of Conflict of Interest

- There were no declarations of Conflict of Interest noted.

3. Deletions, Additions or Changes to Agenda

The Chair asked for any deletions, additions or changes to the Agenda published for the February 7, 2018 meeting and the following addition came forward.

- Extension of dates for the Tune-up the Parks series

4. Adoption of Published Agenda

- a) Wednesday, February 7, 2018 Regular Arts, Culture, and Tourism Committee Meeting Agenda with the addition of extension of dates for the Tune-up the Parks series.

Moved by Liz Semperger

Seconded by Chris Carter

(ACT-2018-02-05) That the published agenda for the February 7, 2018 regular Arts, Culture, and Tourism meeting be adopted as presented with the additions as noted above. **"Carried"**

5. Adoption of Minutes

- a) January 10, 2017 regular Arts, Culture, and Tourism (ACT) Committee meeting.

Moved by Liz Semperger

Seconded by Jason Nagy

(ACT-2018-02-06) That the minutes of the regular Arts, Culture, and Tourism Committee Meeting held January 10, 2017 minutes be adopted as circulated.

"Carried"

6. Old Business

- a) Art of Excellence Awards – Marketing Strategy Update by Cynthia

- Copies of the Communications Plan forwarded by Alex Denonville, Communications Manager were circulated to the committee for review and comment;
- Committee supported the revamped marketing strategy as presented;
- Media launch date indicated in the plan will be March 19;
- Alex further forwarded the link to the revised Award Information page located on the Town's website and noted as well the revised application form link, which was simplified to accommodate the updated communications plan.

- b) McGregor Mural Update on discussion with Director by Cynthia

- Cynthia advised that the McGregor Mural will now proceed through the town's request for proposal and she will start the document process necessary for the request sometime in March.

- c) Ideas or Concepts for a Standardized 'Musician' Tip Container

- Committee members are looking for a design concept that would stand about two feet off the ground to be visible and accessible to the attendees and be of a decent weight to withstand windy weather conditions, be durable, be

uniform in design for the four park sites and be easily transportable and simple to store for the weekly events;

- Cynthia advised if any concepts or design ideas are brought forward that can be made by a wood craftsman, she has a person in mind that is capable of bringing picture concepts provided to him and making them out of wood at a reasonable cost; and
- Committee is to do further research on ideas and concept for a standardized musician tip container and bring forward these ideas and concepts to the next meeting.

d) Rules and Regulations for setting up an ACT Committee “Civic Art Fund” for future committee projects update by Cynthia

- Cynthia advised that in order to establish an ACT Committee Civic Art Fund, the committee has to have a specific design and project fully ready for launching; the committee has to have a specific ‘end’ result in mind, knowing exactly what they want to do, exact location of where they want to do it or want it to go and specifically state “that proceeds are going to ‘designated project’”;
- All fund raising has to be totally transparent to the public and council;
- Cynthia indicated ‘tax receipts’ are typically provided by the town for fund raising initiatives.

7. New Business

a) The Colchester Schoolhouse for Award Exhibit by Cynthia

- Further to discussions by the committee at the previous meeting indicating the committees intent to hold an exhibit at the old Colchester Schoolhouse of the Art Excellence Awards; Cynthia advised that the schoolhouse is not up to code standards to house such a public exhibit and that the newly renovated Colchester Community Centre located at the harbour would be an alternative recommended location instead;
- Upon the support of the recommended new location to hold the award exhibit, Cynthia advised she will reserve the facility on behalf of the committee.

b) Extension of dates for the Tune-up the Parks Series

- The secretary advised that currently almost all established series dates have been spoken for by ‘past performers’ in all four parks with the exception of one in Essex, McGregor and Harrow and two openings and asked if addition dates could be opened up as the ‘public call for performers’ has yet to go out and is scheduled by the Communications Manager for the beginning of March;
- Discussion by committee found in favour of commencing the series opening date in Essex to start on June 6th to accommodate a current performer’s

request, to accommodate the Essex September 5th date as requested and if need be, accommodate additional dates at either McGregor or Harrow parkettes but limit extensions further into September due to the time dusk falls; and

- Cynthia indicated that she has limited staff resources to perform the introductions of the performers to accommodate any additional requests and that committee members will have to assume the responsibility.

8. Next Meeting

- The next regular meeting of the ACT Committee is scheduled for March 14, 2018 at 5:30 PM Essex Town Hall large boardroom or at the call of the chair, if necessary.

9. Adjournment

Moved by: Jason Nagy

That the meeting of the regular Arts, Culture, and Tourism Committee held February 7, 2018 be adjourned at 6:30 PM.

Peter Youngson, Chair

Janice Aloisio, Recording Secretary