

Arts, Culture and Tourism Committee Meeting

The Arts Culture and Tourism (ACT) Committee meets in session this 8th day of July, 2020, by way of Zoom Video Conferencing.

The Vice-Chair, Patti Oshar called the meeting to order at 4:33 PM and welcomed all committee members.

1. Roll Call

Present: Anthony Paniccia, Chair (4:40 pm)

Patti Oshar, Vice Chair

Diane Quinn-Ouellette

Tracy Armstrong

Grant Maguire

Councillor Steve Bjorkman

Also Present: Cynthia Cakebread, Manager, Recreation and Culture

Janice Aloisio, Administrative Assistant, Community Services

Regrets: Jeannette Kervoelen

Joseph Cornwall

2. Declarations of Conflict of Interest

- None stated

3. Adoption of Published Agenda

- July 8, 2020 Zoom video conferencing meeting agenda

Moved by: Grant Maguire

Seconded by: Tracy Armstrong

(ACT20-07-016) That the agenda of the Wednesday, June 10, 2020, 2020 Arts, Culture and Tourism Committee Zoom Video Conferencing meeting be adopted as presented. **“Carried”**

4. Adoption of Minutes

- Minutes of June 10, 2020 Zoom Video Conferencing meeting

Moved by: Grant Maguire

Seconded by: Tracy Armstrong

(ACT20-07-017) That the minutes of the Wednesday, June 10, 2020, Arts, Culture and Tourism Committee Zoom Video Conferencing meeting be adopted as circulated. **“Carried”**

5. Unfinished Business

a) Explore Eats Essex Update

- Tracy advised she still requires some additional prize gift cards and once she has received a couple more, she will create a gift basket that pictures can be taken of and used for promotion of the event on the Town’s social media sites;
- Tracy further mentioned Ure’s and although advised that it is an Amherstburg restaurant, Cynthia advised that precedents have included another restaurant outside of Essex and if they are interested in participating, to let them as they are very close;
- Tracy indicated she was in need of help collecting some of the gift cards from the Harrow/Colchester areas and both Grant and Steve will work together with her to give her assistance in that regard.

b) Tune Up The Parks Update

- Cynthia advised that the first five performers that submitted have been played and as no new performances have been received other than the initial five, she is providing encore presentations of their performances and should any new ones come in, she will present them;
- Viewings of the submissions received ranged between 500 up to 2400 views and had lots of ‘sharing’ of the videos, so they have been very well received;

- Asked how the virtual tipping has gone, she advised there is no means to tell as they are private and of the 5 submissions, 3 asked for no tips;
- Cynthia further advised that she has posted on town's social media sites several times looking for new presenters and although it would appear there is interest, no new submissions of interest have been received;
- Cynthia provided the committee with a look at the new 'Tune-up the Parks' in-ground banner and advised that they ran around \$275 each; Committee was very pleased with them;
- Once provincial and local health unit guidelines and restrictions are lifted, performances will resume in the parks as previously scheduled;
- There remain a number of openings available for interested artists.

c) Fall/Winter Christmas Community Engagement Event

- Diane has her proposal circulated prior to the meeting;
- The proposal was reviewed by the committee and discussion was had by the committee on the designing of a platform for the event and timelines involved;
- Diane will look into corporate sponsorship, particularly with the local hardware store in the area in the coming weeks and report back at the next meeting;
- Online submissions with photo upload to commence on November 16 and finish on the 3rd of December;
- Janice will create the electronic form for submissions/entries;
- Of the submissions received, based on pictures, can be wittled down to top 10 to be physically judged by committee members of the evaluation sub-committee;
- Physical judging can be done between December 6th – 10th;
- Contest rules can state to have lights on between 6 – 9 pm during the judging dates;
- Category of best block can get 'bragging rights' and have an honourable mention in the awarding;
- Other categories can win gift cards for possibly 1st, 2nd, and 3rd place;

- 'Wow Factor' category is another one, other categories can be chosen by the committee at another meeting when the basic contest rules get created like just town residents; front yards and balconies only;
- Winners can also receive a certificate presentation and a lawn sign similar to the CIB contest;
- Winners to be announced at the Essex Christmas parade typically held the 2nd Saturday in December (December 12, 2020);
- Diane will update the event proposal based on committee input and have it distributed at the next meeting.

6. New Business

- a) None stated

7. Next Meeting

- The next meeting is scheduled for Wednesday August 12, 2020 via Zoom Video Conferencing at 4:30 pm. In the event that the declared emergency is rescinded, the meeting will be held in the Large Meeting Room at the Essex Town Hall at 5:30 pm.

8. Adjournment

Moved by: Steve Bjorkman

Seconded by: Tony Paniccia

(ACT20-07-018) That this meeting adjourns at 5:11 PM. **"Carried"**

Patti Oshar, Vice-Chair

Janice Aloisio, Recording Secretary