

Arts, Culture and Tourism Committee Meeting

The Arts Culture and Tourism (ACT) Committee meets in session this 12th day of August, 2020, by way of Zoom Video Conferencing.

The Chair, Tony Paniccia called the meeting to order at 4:33 PM and welcomed all committee members.

1. Roll Call

Present: Anthony Paniccia, Chair

Patti Oshar, Vice Chair

Diane Quinn-Ouellette

Tracy Armstrong

Grant Maguire

Jeannette Kervoelen

Also Present: Cynthia Cakebread, Manager, Recreation and Culture

Janice Aloisio, Administrative Assistant, Community Services

Regrets: Councillor Steve Bjorkman

Joseph Cornwall

2. Declarations of Conflict of Interest

- None stated

3. Adoption of Published Agenda

- August 12, 2020 Zoom video conferencing meeting agenda

Moved by: Grant Maguire

Seconded by: Patti Oshar

(ACT20-08-019) That the agenda of the Wednesday, August 12, 2020, 2020 Arts, Culture and Tourism Committee Zoom Video Conferencing meeting be adopted as presented. **"Carried"**

4. Adoption of Minutes

- Minutes of July 8, 2020 Zoom Video Conferencing meeting

Moved by: Patti Oshar

Seconded by: Tracy Armstrong

(ACT20-08-020) That the minutes of the Wednesday, July 8, 2020, Arts, Culture and Tourism Committee Zoom Video Conferencing meeting be adopted as circulated. **"Carried"**

5. Unfinished Business

a) Explore Eats Essex Update

- Cynthia asked all committee members to evaluate the 'Explore Eat Essex' logo and rank the top five in order of priority and email her directly with their top choices and she will review everyone's choice and once she completes the review and ranking, she will let the committee know which logo is the winner; Committee members are to either write their choices directly on the two pages that were emailed out and mark their top 5 choices or send her their list of numbers prior to Wednesday August 19th, 2020;
- The committee reviewed the event's 'rules' as designed by Tracy and provided their input on amendments;

- Tracy will amend the 'rules' and send to Cynthia and since everyone was happy with the rules, Cynthia will have Trevor create a formatted set of rules following 'town' protocols and he will also create the 'passport', as well as the posters and flyers that will be available for;
- Contest will commence on Thursday, October 1, 2020, and end on Monday, November 30, 2020;
- Cynthia will have Trevor work on the creation of a 9" x 17" poster, some flyers for hand-outs, the finalized set of rules and the ballot with the Explore Eat Essex logo as chosen by the committee rankings;
- The committee was asked to get shoeboxes (total 15 required) to Tracy or Cynthia as they are needed for submission of completed ballots at the restaurant;
- The shoe boxes can be covered with paper that has the 'EEE' logo on them;
- A number of committee members offered to help with the distribution of the ballot boxes to the restaurants and one will be located at the Essex Town hall for ballot drop-off;
- Once the two wine glasses are etched with the chosen 'EEE' logo, Tracy will bring them and the gift cards to the Essex Flower Basket who will design a 'flower-themed' gift basket and will receive acknowledgement along with the participating restaurants on the town's website;
- Cynthia will meet with the Town's Manager, Strategic Communications in order to put a 'media' blitz campaign in place to start in mid September so the public is aware of the October 1st kick-off;
- Cynthia will investigate if monies are available in the marketing budget to have a small ad taken out in both local papers and report back at the September meeting.

b) Tune Up The Parks Update

- Cynthia advised that the all submitted performers have been streamed from the town's Facebook page no less than two times and are available on YouTube for additional viewings;
- If we receive no additional performances, she will run them all again one more time;
- Views and shares of the performances have been very high and have had favourable comments;
- Any new submissions will be streamed as received;
- Cynthia advised the committee that the Windsor Symphony Orchestra's concert in the park has been withdrawn for this year due to the pandemic; and further
- Cynthia advised that even though the area has just moved into 'Stage 3', no live performances will be done this year as there are only a few weeks left of the normal season.

c) Fall/Winter Christmas Community Engagement Event

- Discussion was had regarding three categories, residential, commercial and streets or blocks for contest;
- Decision to not proceed with commercial as it was discussed that one of the business associations used to host their own event and due to covid, it may be an added undue expense and stresser on local businesses that may already be having difficulties this year;
- No 'prizes' awarded this year, perhaps in the future; it will be sign recognition and award certificate of 1st, 2nd, and 3rd prizes only similar to CIB;

- Diane will update her event outline and proposal with judging rules and will have it circulated to the committee in the coming week for circulation prior to the next meeting.

6. New Business

- a) Reminder for September's 2 Year Initiatives meeting;
- b) Add Christmas music to October agenda.

7. Next Meeting

- The next meeting is scheduled for Wednesday September 9, 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 Centre Sports Complex (Essex Twin Pad Arena) 60 Fairview Avenue West in the Shaheen Room at 5:30 pm.

8. Adjournment

Moved by: Patti Oshar

Seconded by: Tracy Armstrong

(ACT20-08-021) That this meeting adjourns at 5:09 PM. **"Carried"**

Tony Paniccia, Chair

Janice Aloisio, Recording Secretary