

Arts, Culture and Tourism Committee Meeting

The Arts Culture and Tourism (ACT) Committee meets in session this 11th day of December, 2019, in the Large Meeting Room of the Essex Municipal Town Hall, 33 Talbot Street South, Essex, Ontario.

The Chair, Anthony Paniccia called the meeting to order at 5:30 PM and welcomed all committee members.

1. Roll Call

Present: Anthony Paniccia, Chair

Patti Oshar, Vice Chair

Diane Quinn-Ouellette

Councillor Steve Bjorkman

Also Present: Cynthia Cakebread, Manager, Recreation and Culture

Janice Aloisio, Administrative Assistant, Community Services

Regrets: Tracy Armstrong

2. Declarations of Conflict of Interest

- None stated

3. Delegation – Alex Denonville, Manager, Strategic Communications

- Alex introduced himself to the committee and provided an overview of the various media support he is capable to offer the committee for the various events they will be hosting and provided each member with a copy of a 'typical Communications Plan' that he uses during each events promotional period;
- The Committee was given the opportunity to ask any questions of Alex;

- The Chair thanked Alex for his attendance and he exited from the meeting.

4. Adoption of Published Agenda

- That the December 11, 2019 Agenda be received as circulated with the addition of a discussion of a new fall/winter initiative that Diane would like to speak to under new business.

Moved by: Steve Bjorkman

Seconded by: Diane Quinn-Ouellette

(ACT19-12-023) That the agenda of the Wednesday, December 11, 2019, Arts, Culture and Tourism Committee meeting be adopted as presented with the addition of discussion of a new initiative to host in the fall/winter of 2020 under 'New Business'. **"Carried"**

5. Adoption of Minutes

- Minutes of November 13, 2019

Moved by: Patti Osher

Seconded by: Steve Bjorkman

(ACT19-12-024) That the minutes of the Wednesday, November 13, 2019, Arts, Culture and Tourism Committee meeting be adopted as circulated. **"Carried"**

6. Unfinished Business

a) Downtown Essex Tea Party Update and Discussion

- Patti Osher circulated an updated critical path of the Downtown Essex Tea Party event to the committee for comments and discussion;
- Items of action:
 - i. Patti to update and email the Secretary the letter of request to Tim Horton's for a donation to the event which needs to be faxed on Thursday as they require a six week window prior to the event to review and respond;

- ii. Steve will make arrangements to have a variety of 'local officials' to serve tea and hot chocolate at the event;
 - iii. Patti and Diane to meet at the venue in January and create a floor plan for set-up;
 - iv. Cynthia to contact Community Services staff and arrange for delivery of round tables to the venue for the event;
 - v. Cynthia will have Trevor start creating design for media publications and promotion of the event to be sent to Alex;
 - vi. Cynthia will have passes created for free family swims and free family skates for door prizes to give out at the event;
 - vii. Cynthia to arrange for a staff member or Alex to take pictures during the event;
 - viii. Cynthia to provide electric kettles supplied by the town, approx. 4-5;
 - ix. Secretary to ask Claudio Aloisio if he can provide musical entertainment for the 2 hour event at the rate of \$250 plus applicable taxes;
 - x. All committee members to make a best effort to get serving trays (8), additional tea cups and saucers (approx. 30 more required); china tea pots (9)
- Patti will update the 'critical path' based on the recommendations made at the meeting and circulate to the membership.

b) Draft Feather Banner Design and pricing for Tune up the Parks Music Series

- Cynthia advised she hasn't had time to have any design mock ups done therefore they will be made available at a future meeting and that since a mock up is not complete, she is not able to get them bought to have them processed in through the 2019 funding which does not roll over and therefore will have to be processed in the new year.

7. New Business

a) Discussion re: Chair/Vice Chair Election and Yearly Meeting Schedule at the January Meeting – Cynthia

- Cynthia advised that she received a reminder from the Deputy-Clerks office that elections for the Chair and Vice-Chair are to be completed at the first meeting of the year as well as the establishment of the regular meeting schedule.

b) New Initiative for Winter of 2020

- Diane presented a brief description of a potential event that she would like to spearhead with the event occurring in the fall/winter of 2020;
- Committee was in support of the concept and Diane can proceed to put together a critical path of how she would like to see the event unfold and present the same at a future meeting in the new year.

8. Next Scheduled Meeting

- Next scheduled meeting is set for Wednesday, January 8, 2020 at 5:30 PM in the large community room at the Essex Municipal Office.

9. Adjournment

Moved by: Steve Bjorkman

Seconded by: Patti Osher

(ACT19-12-025) That this meeting adjourns at 6:52 PM. **“Carried”**

Anthony Paniccia, Chair

Janice Aloisio, Recording Secretary