

Arts, Culture and Tourism Committee Meeting

The Arts Culture and Tourism (ACT) Committee meets in session this 14th day of October, 2020, by way of Zoom Video Conferencing.

The Chair, Tony Paniccia called the meeting to order at 4:30 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

Absent: Joseph Cornwall

2. Declarations of Conflict of Interest

- None stated

3. Adoption of Published Agenda

- October 14, 2020 Zoom video conferencing meeting agenda

Moved by: Jeannette Kervoelen

Seconded by: Tracy Armstrong

(ACT20-10-022) That the agenda of the Wednesday, October 14, 2020, 2020 Arts, Culture and Tourism Committee Zoom Video Conferencing meeting be adopted as presented. **“Carried”**

4. Adoption of Minutes

- Minutes of August 12, 2020 Zoom Video Conferencing meeting

Moved by: Jeannette Kervoelen

Seconded by: Tracy Armstrong

(ACT20-10-023) That the minutes of the Wednesday, August 12, 2020, Arts, Culture and Tourism Committee Zoom Video Conferencing meeting be adopted as circulated. **“Carried”**

- Notes of September 9, 2020, Zoom Video Conferencing meeting

Moved by: Grant Maguire

Seconded by: Patti Oshar

(ACT20-10-024) That the notes of the Wednesday, September 9, 2020, Arts, Culture and Tourism Committee Zoom Video Conferencing meeting be received for information purposes only as circulated. **“Carried”**

5. Unfinished Business

a) Explore Eats Essex Update

- Tracy Armstrong updated the committee and advised that she she followed up and attended a couple of the participating restaurants to assess progress on the event and had Cynthia Cakebread order an additional 1000 ballots and dropped them off at the various restaurants as restaurants felt it was simpler for the public than having them download a ballot;
- Tracy Armstrong advised that one of the committee members business’s donated 2 bottles of wine for the prize basket and wanted to thank the member for the generous donation and further advised that the 2 wine glasses will be added as soon as they are completed and she will circulate pictures of the completed basket to the members;

- Cynthia Cakebread advised the committee that ads have been taken out in both of the local papers and showed the ad in the Harrow News;
- Cynthia Cakebread gave credit to Trevor Martin for all his good work on the marketing side of this event.

b) Tune Up The Parks Update

- Cynthia Cakebread presented the committee with results of the Virtual Tune-up the Parks Summer concert series performer survey with 7 submissions and all positive comments and interest in future participation if the option came up again;
- Cynthia Cakebread discussed offering a 12 days of Tune Up the Parks a virtual Christmas themed music series and advised that we currently have 9 interested performers at this time and she will have Trevor Martin of her staff create a marketing call for interest that will be vetted through the Town's social media platforms;
- As all committee members were in favour of the concept, Cynthia Cakebread advised she will circulate a 'call for artists' on the town's various social media platforms once Trevor Martin completes it and pending the results of the number of submissions this will determine streaming implementations but the plan is to run the series at 7 pm on the Monday and Wednesday evenings of the 6 weeks preceeding Christmas if we receive enough submissions and if not, a few will get rerun.

c) Fall/Winter Christmas Community Engagement Event

- Diane Quinn-Ouellette advised that the committee has already reviewed the information sheet and the judging criteria she created and the provided feedback and comments will be made where applicable and went on to reiterate the timeline dates;
- Cynthia Cakebread advised that she has passed on all the information to her staff, Trevor Martin, to create a marketing package and once he is done she will circulate to committee for review and then meet with the Manager, Strategic

Communications, Alex Denonville to roll-out a media blitz which will commence at the beginning of November for the kick off date of November 16th;

- Submissions for event are from November 16 to December 2nd
 - Evaluation period from December 3 to 10th
 - Awarding of winners at the December 12th Essex Christmas Parade event;
 - Cynthia Cakebread advised that she has passed on the documents to Trevor Martin in her department to work on the design and format of the media campaign;
 - Cynthia Cakebread advised that she just had a session with her staff members today and they came up with a suggestion of creating a map of the locations of the submitted properties and rolling it out to the general public as a media promotion to download a copy of the map and view all the properties and streets with their light displays and that she can have the town's GIS department create a map that show all submitted applicants as a part of promoting the event to the public;
6. Lawn signs will need to be designed; and
 7. As publicity items become available, Cynthia Cakebread will circulate to the committee for final viewing and comment.

8. New Business

a) Downtown Tea Party 2021

- Brief discussion on potentially hosting two events in the new year pending status of pandemic and the regulations the community is under at that time, one at the Essex Train Station and the other at the Colchester Community Centre;
- We have the footprint from last year and will work off that;
- Item will be monitored and brought forward to the January 2021 agenda.

9. Next Meeting

- The next meeting is scheduled for Wednesday November 11, 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.

10. Adjournment

Moved by: Diane Quinn-Ouellette

Seconded by: Patti Oshar

(ACT20-10-025) That this meeting adjourns at 5:08 PM. **"Carried"**

Anthony Paniccia, Chair

Janice Aloisio, Recording Secretary