

Arts, Culture and Tourism Committee Meeting

November 18, 2020

Virtual Zoom Meeting

Accessible formats or communication supports are available upon request. Please contact the Clerk's Office at clerks@essex.ca or 519-776-7336 extension 1100 or 1101. This meeting was hosted via Zoom Video Conferencing from the Essex Recreation Complex located at 242 Talbot Street North, Essex, Ontario . Due to the current COVID-19 pandemic and the restrictions on attendance in the facility, no members of the public attended the meeting.

Present: Anthony Paniccia, Chair

Patti Oshar, Vice Chair

Diane Quinn-Ouellette

Tracy Armstrong

Also Present: Cynthia Cakebread, Manager, Recreation and Culture

Janice Aloisio, Administrative Assistant, Community Services

Regrets: Councillor Steve Bjorkman

Grant Maguire

Jeannette Kervoelen

1. Call to Order

The Chair, Tony Paniccia called the meeting to order at 4:35 PM on November 18, 2020.

2. **Declarations of Conflict of Interest**

There were no declarations of conflict of interest.

3. **Adoption of Published Agenda**

3.1 November 18, 2020 Zoom video conferencing meeting agenda

ACT20-11-026

Moved by: Patti Oshar

Seconded by: Diane Quinn-Ouellette

That the agenda of the Wednesday, November 18, 2020, 2020 Arts, Culture and Tourism Committee Zoom Video Conferencing meeting be adopted as presented with the following additions:

- Elections in January under item 6., New Business
- Committee Member's home nominations under item 5.3 Candy Cane Lane Christmas Lights Contest 2020; and,
- Committee shirts under item 6., New Business.

Carried

4. **Adoption of Minutes**

4.1 Minutes of October 14, 2020 Zoom Video Conferencing meeting

ACT20-11-027

Moved by: Tracy Armstrong

Seconded by: Patti Oshar

That the minutes of the Wednesday, October 14, 2020, Arts, Culture and Tourism Committee Zoom Video Conferencing meeting be adopted as circulated.

5. Unfinished Business

5.1 Explore Eats Essex Update

- 5.1.1 Of all the participating businesses Tracy Armstrong has reached out and spoke to have given positive responses;
- 5.1.2 Waiting on wine glasses for baskets and should be completed before week's end;
- 5.1.3 Chair, Tony Paniccia asked for a round of applause for all the hard work Tracy Armstrong has done on this event;
- 5.1.4 All ballot boxes needed to be picked up from the various restaurants participating. If members can help, they are to contact Tracy Armstrong directly and let her know;
- 5.1.5 Tracy Armstrong inquired about the announcement of the winning basket. After committee discussion, it was decided that Cynthia Cakebread and Tracy Armstrong would meet at the Maedel Community Centre at 3:30 pm on December 4, 2020 and do a video recording of the draw and it would be streamed to the public prior to the Monday December 7th 12 Days of Tune Up the Parks. If all ballot boxes have not been collected by the 4th, the alternative date will be for Tracy and Cynthia to meeting at 3:30 on the 7th at the Maedel Community Centre.

5.2 12 Days of Tune Up The Parks Update

- 5.2.1 Cynthia Cakebread advised we have 6 performances uploaded and ready to play and worse case senerio will replay all to complete the 12 days;

- 5.2.2 Will review at the end of it and see if committee wants to do it again.

5.3 Fall/Winter Christmas Community Engagement Event

- 5.3.1 Diane Quinn-Ouellette stated that the partnership opportunity of the Essex BIA was wonderful addition as the sponsorship of up to \$1700 in award prizes in BIA bucks;
- 5.3.2 December 2nd last day for submissions from the public;
- 5.3.3 Diane Quinn Ouellette asked Cynthia Cakebread to add in Commercial on the judging sheet for the businesses; Cynthia Cakebread the address of the property would suffice on the current sheet that was circulated to the committee members via email;
- 5.3.4 Judging will be on the 7th, 8th, and 9th between the hours of 6PM and 9PM by all members of the committee individually;
- 5.3.5 Cynthia Cakebread advised that she has received approximately 14 submissions thus far and that most are not including any pictures therefore she will contact each of them via email and ask them to submit a photo directly to her;
- 5.3.6 Cynthia Cakebread suggested that all members of the committee go out and individually judge each property and take a photo of each property as it relates to the address to better match evaluation sheets and then submit either all of the individually judging sheets directly to her or each member can do a spreadsheet if they list and indicate the scores of each property and send that to her. Once she receives all the

committee members judging sheets, she will drop in all the scores in a master spreadsheet and see who comes to the top. If there are ties, then a meeting of members could be had to finalize the winners;

5.3.7 Cynthia Cakebread will assemble a list of all properties and submit the list to the Town's GIS Department for mapping. Once mapped, she will distribute to the Committee members for their judging and it will be posted on the town's website so parties wishing to view decorated properties within the town, can download a copy and do their own drive-by viewings;

5.3.8 Anthony Paniccia inquired of the conflict of interest on members submitting their own property in the contest. Cynthia Cakebread advised that all submissions will be evaluated, however, Committee Members who have submitted their property, should they end up being a winner, will have to come forward and forfeit any prize being awarded to them but they can be judged and listed on the mapping of all properties.

5.3.9 Judging will reassess based on the volume of submissions received should there be too many to have committee members have to go judge;

5.3.10 The business are only in the BIA business catchment as they are the ones fronting the prize money and Harrow Chamber was reached out to by Cynthia Cakebread but didn't respond therefore any business outside the BIA catchment, will not qualify for a prize;

- 5.3.11 The Essex BIA will only be participating by fronting the prize BIA bucks and will not do any judging themselves;
- 5.3.12 Diane Quinn-Ouellette and (any other committee member who want to) will meet with Cynthia Cakebread to finalize the winners and do a video to announce the winners and make the video available preceeding the Tune up the Parks on December 15, and have the information available on the Town's social media platforms as well as the Communications Manager can do a press release.
- 5.3.13 Winner's video can be done in front of Town hall at the gazebo.

6. New Business

6.1 Election in January

- 6.1.1 Tony Paniccia reminded all members that the roles of Chair and Vice-Chair come up for election at the January meeting and advised all to consider stepping forward in either of these roles when that meeting comes for the one year term.

6.2 Committee Shirts

- 6.2.1 Cynthia Cakebread advised that the ACT Committee's golf shirts are in and curbside pick up is available from the Essex Recreation Complex 242 Talbot Street North by calling from the parking lot upon arrival and it will be run out to their car; Councillor Bjorkman's will be put in his mail box, the secretary and the two Harrow member's will be put in the mailbox to be brought out to the Harrow arena to be picked up there by the two members.

7. **Future Meeting**

7.1 Future regular Committee Meeting scheduled for

- 7.1.1 The next meeting is scheduled for December 10, 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**

ACT20-11-028

Moved by: Patti Oshar

Seconded by: Tracy Armstrong

That the meeting be adjourned at 5:28 PM.

Carried

Anthony Paniccia, Chair

Janice Aloisio, Recording Secretary