

## **Arts, Culture and Tourism Committee Meeting**

December 10, 2020

Virtual Zoom Meeting

Accessible formats or communication supports are available upon request. Please contact the Clerk's Office at [clerks@essex.ca](mailto: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

Jeannette Kervoelen

Councillor Steve Bjorkman

Also Present: Cynthia Cakebread, Manager, Recreation and Culture

Janice Aloisio, Administrative Assistant, Community Services

Regrets: Grant Maguire

### **1. Call to Order**

The Chair, Tony Paniccia called the meeting to order at 4:31 PM on December 10, 2020.

### **2. Declarations of Conflict of Interest**

There were no declarations of conflict of interest.

3. **Adoption of Published Agenda**

3.1 **December 10, 2020 Zoom video conferencing meeting agenda**

**ACT20-12-029**

Moved by: Steve Bjorkman

Seconded by: Jeannette Kervoelen

**That** the agenda of the Wednesday, November 18, 2020, 2020 Arts, Culture and Tourism Committee Zoom Video Conferencing meeting be adopted as presented.

Carried

4. **Adoption of Minutes**

4.1 **Minutes of November 18, 2020 Zoom Video Conferencing meeting**

**ACT20-12-030**

Moved by: Tracy Armstrong

Seconded by: Patti Oshar

**That** the minutes of the Wednesday, November 18, 2020, Arts, Culture and Tourism Committee Zoom Video Conferencing meeting be adopted as circulated.

Carried

5. **Unfinished Business**

5.1 **Explore Eats Essex Update**

5.1.1 Update from Cynthia Cakebread and Tracy Armstrong on the results of the ballot draw, the announcement video and delivery of winning basket;

5.1.2 Cynthia Cakebread advised that the winner of the draw was notified and picked up her winning basket and was very excited;

5.1.3 Cynthia Cakebread advised that there is a video of the draw on the Town's Facebook page which was posted on Saturday past;

5.1.4 Tracy Armstrong advised that there were less than twenty ballots received and not the amount anticipated for this two month event;

5.1.5 Event wrap-up with comments from the committee were as follows:

- Next year or post COVID, use stamps instead of having the parties collect or save a receipt as it would be more effective as many people don't want to 'touch' receipts given today's current pandemic situation;
- There was a big disconnect in getting the word out about the event whether it was because participating restaurants weren't promoting or posters got lost on doors with all the COVID posters required to be posted currently;
- COVID played a part in the very low number of entries as additional promotion of the event was to take place with a booth at the Essex Fun Fest which got cancelled due to COVID and created a further promotional challenge for the event;
- Next year include other businesses as well as the restaurants
- Kudos to the fine job Tracy did with all the organization and follow-up for this event.

## **5.2 Candy Cane Lane Light Contest 2020**

5.2.1 Cynthia Cakebread provided an overview of the judging results and advised that she spent three days compiling all the submissions, getting the judges packages ready and out to the judges and then tallying the vote submissions from the judges and getting them ready for the meeting;

5.2.2 The Town's GIS Technician did an amazing job mapping all the properties in a very, very short period of time and creating a wonderful map that is available on the town's website plus creating

mapping routes for members of the public to download and tour on their own;

5.2.3 Committee members gave Kevin Houf a special thank you for all the hard work and the fantastic job he did on getting all the submitted properties mapped for the event;

5.2.4 Cynthia Cakebread advised from the committee judging sheets she has tallied all scores, has come up with final winners for the top three for the BIA prizes and the Candy Cane Lane winners, and will be emailing committee members the final 25 top three-four winners along with their pictures and a new tally sheet. She asked all members to review the submissions either from their pictures or do a drive-by in the next couple of days and submit their score sheet back to her by Sunday afternoon and she will review all submissions and establish the top three winners and make the announcement on Monday. Final committee judging will be out of 10 per category for a total out of 50;

5.2.5 Cynthia Cakebread advised that upon making the announcement of the final winners, she will prepare the award certificates and have the certificates and lawn signs delivered to the winning parties through contactless arrangements;

5.2.6 Going into next year, the contest timing and schedule was perfect however, there needs to be more led time between her getting final submissions and her doing up all the judging packages and getting the submissions mapped.

5.2.7 Great event, positive feedback, more than anticipated submissions.

## 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 Jeff Watson Award**

6.2.1 Cynthia Cakebread was asked to congratulate Mr. Watson on his award from the committee.

**7. Future Meeting**

**7.1 Future Committee Meeting**

7.1.1 The next meeting is scheduled for January 13, 2021 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**

**ACT20-12-031**

Moved by: Tracy Armstrong

Seconded by: Patti Oshar

**That** the meeting be adjourned at 5:08 PM.

**Carried**

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Anthony Paniccia, Chair

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Janice Aloisio, Recording Secretary