



Regular Arts, Culture and Tourism Committee Meeting Minutes

January 20, 2021, 4:30 PM

Zoom Video Conferencing

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 from the Essex Recreation Complex.

Present: Anthony Paniccia, Chair
Patti Oshar, Vice Chair (Arrived at 4:36 PM)
Tracy Armstrong
Councillor Steve Bjorkman
Jeannette Kervoelen
Grant Maguire
Diane Quinn-Ouellette

Also Present: Cynthia Cakebread, Manager, Recreation and Culture
Trevor Martin, Recording Secretary

1. Call to Order

Chair Tony Paniccia called the meeting to order at 4:31 PM.

2. Declarations of Conflict of Interest

None declared.

3. Delegation: Councillor Sherry Bondy

- 3.1 Chair Tony Paniccia welcomed Councillor Sherry Bondy to the meeting.
- 3.2 Councillor Sherry Bondy stated that she had heard concerns from musicians who performed in the virtual Tune Up the Parks and wondered if the Committee would consider making some revisions. She stated that musicians put a lot of time and effort into learning their craft and it is a hardship and requested the Committee consider seeking sponsorships so performers could receive a monetary payment for their performance.
- 3.3 Councillor Bondy added that the musicians have been paid for other in-person performances for other organizations but have received very little support for the virtual performances in the form of virtual tips. She offered to provide assistance with seeking sponsorships.
- 3.4 The Chair, Tony Paniccia informed Councillor Bondy that the Committee would take her request under advisement and discuss further.
- 3.5 Cynthia Cakebread stated that the virtual event was just a temporary measure due

to COVID-19 and that it is not the plan to continue with virtual performances, returning to live in-person events as soon as safely possible. Cynthia added that the intention of Tune Up the Parks from the beginning was to provide a venue and some promotion for amateur new artists to perform and gain experience and exposure in their local community.

Moved by Councillor Steve Bjorkman
Seconded by Patti Oshar

(ACT21-01-001) That the presentation by Councillor Sherry Bondy be received.

Carried

4. Adoption of Published Agenda

4.1 Arts, Culture and Tourism Meeting Agenda for January 20, 2021

Moved by Grant Maguire
Seconded by Diane Quinn-Ouellette

(ACT21-01-002) That the published agenda for the January, 20, 2021 Arts, Culture and Tourism Meeting, be adopted as presented.

Carried

5. Election of Chair and Vice Chair

5.1 Election of Arts, Culture and Tourism Chair for 2021

Moved by Grant Maguire
Seconded by Tracy Armstrong

(ACT21-01-003) That Tony Paniccia be elected as the Chair of the Arts, Culture and Tourism Committee for 2021 fiscal year.

Carried

Moved by Grant Maguire
Seconded by Patti Oshar

(ACT21-01-004) That Jeannette Kervolen be elected as the Vice-Chair of the Arts, Culture and Tourism Committee for 2021 fiscal year.

Carried

6. Adoption of Minutes

6.1 Arts, Culture and Tourism Meeting Minutes for December 10, 2021

Moved by Councillor Steve Bjorkman
Seconded by Patti Oshar

(ACT21-01-005) That the minutes of the Zoom videoconferencing Arts, Culture and Tourism Meeting held December 10, 2020, be adopted as circulated.

Carried

7. Unfinished Business

7.1 Explore Eat Essex Update – Cynthia Cakebread/Tracy Armstrong

7.1.1 Review and Wrap-up

Cynthia Cakebread stated there is no further information to add to discussion on the wrap-up from the last meeting.

7.1.2 Plans for 2021

Tracy Armstrong proposed that for 2021 the event it is opened to all businesses instead of just restaurants and that it be a two-month event extending through October and November with a finale event such as an Amazing Race on the final weekend. She added that this could be a team registration event where they travel to businesses in all four centres.

Cynthia Cakebread expressed that for the next event there should be a push for more local media coverage as well as encouraging participating businesses to do more promotion and distribution of passports and marketing materials.

Councillor Bjorkman suggested providing table sign holders with promotional information to restaurants.

Cynthia Cakebread mentioned that several vendors who did not participate expressed interest in participating next year.

7.2 12 Days of Tune Up the Parks Update – Cynthia Cakebread

7.2.1 Review and Wrap-up

Cynthia Cakebread stated there were eight unique performances with a one performer doing two performance and lots of good feedback was received. She added that it was a positive event and offered to provide entertainment with options being so limited due to the Covid-19 Pandemic.

Chair Tony Paniccia asked if any of the performers expressed concern about not being paid. Cynthia Cakebread said none of the performers expressed concern and added there was one inquiry made when booking performances regarding whether performers would be paid. That party declined to participate when informed performers would not be compensated.

Cynthia Cakebread said that performers had been surveyed in the past and preferred to receive tips over a paid performance. She added that a tip jar is provided and staff makes an announcement regarding tipping.

7.2.2 Plans 2021

Chair Tony Paniccia asked if Tune Up the Parks was something the Committee wanted to grow into something much larger that would require sponsorship. Cynthia Cakebread commented that the budget is limited and the original intent from the previous Committee was to provide opportunity

for amateur performers. The Town provides the venue, staff, setup, advertising through social media and print as well as some equipment.

Grant Maguire remarked that sponsorship funds would need to be secured in advance of the event. Cynthia Cakebread added that moving to paid performances could mean added pressure on the Committee to select performers and determine compensation in addition to securing sponsors whereas the intent is to provide exposure to any local artist who wants to perform.

Tracy Armstrong mentioned that moving to paid performance would mean changing the motivation of offering Tune Up the Parks where the focus would no longer be on amateur performers. She suggested continuing with the current focus for Tune Up the Parks but trialing a one-night event separate from Tune Up the Parks with paid performances and sponsorship.

Chair Tony Paniccia closed the discussion by stating that the Committee should continue to discuss at future meetings as more is learned about restrictions moving forward due to the Covid-19 pandemic. He added that the desire is to maintain the grassroots format of Tune Up the Parks.

7.3 CandyCane Lane Light Contest Update – Cynthia Cakebread/Diane Quinn-Ouellette

7.3.1 Review and wrap-up

Diane Quinn-Ouellette stated the event was very fun and a great success. She thanked the Committee members, judges, Essex BIA and Town staff for helping to make it a success and hopes it can be offered again this year.

Cynthia Cakebread added that the feedback was phenomenal and that approach taken to judging was well done.

The Committee agreed the event was a great success.

7.3.2 Plans 2021

Diane Quinn-Ouellette suggested if Essex BIA is willing to partner again this year and provide prizes, the Committee should consider ways to increase the number of prizes available.

Cynthia Cakebread suggested focusing on houses and businesses and eliminating the block category.

Chair Tony Paniccia suggested reaching out to the Harrow Chamber of Commerce again to seek to partner with them for the next event in addition to the Essex BIA. Cynthia Cakebread added that the Committee might want to engage with the Explore the Shore group as well.

8. New Business

8.1 Tracy Armstrong – New Initiative

Tracy Armstrong proposed offering a Christmas festival in 2021, The Twelve Days

of Christmas Activities, to support and promote local businesses, facilities and organizations and encourage people to visit all four centres. She added that community members would register through the Town for the event that could include activities such as visiting a Christmas market, a paint night, cookie-baking, wreath-making, carolling, gingerbread house making, make a Christmas sign, Christmas social, explore the Town lights, Christmas trivia, add wishes to the Town Christmas tree, free ice skating, a scavenger hunt etc. Tracy Armstrong mentioned that the event could tie-in with other Committee events such as Explore Eat Essex, 12 Days of Tune Up the Parks and Candy Cane Lane Light Contest.

Cynthia Cakebread stated that the Community Services Department has the resources and people to support such an event.

Councillor Bjorkman suggested that each Committee member could be responsible for planning two events.

Tracy Armstrong agreed to oversee planning for the event.

8.2 Downtown Tea 2021

Cynthia Cakebread suggested while the event occurred in February, it is unlikely to occur next month due to social distancing restriction but that the Committee should look to continue offering the event when able to.

8.3 Tune Up the Parks 2021

Cynthia Cakebread suggested that due to resources allocated to it for 2021, it should continue in the same format as last year and according to the same timeline pending modifications due to the COVID-19 pandemic.

Councillor Bjorkman remarked that the parks the event occurs in have ample room for social distancing protocols as needed and that those protocols can be implemented as needed for the in-person event to occur.

8.4 Kite Festival 2021

Cynthia Cakebread mentioned that due to the Covid-19 pandemic the event has not occurred since the inaugural event in 2019 but that it was highly successful. She suggested the Committee should offer it again in 2021 but consider changing the location due to concerns about overhead powerlines at Heritage Park.

8.5 Introduction of Town Staff

Cynthia Cakebread informed the Committee that Trevor Martin would handle Committee administrative duties moving forward such as recording meeting minutes and that Bre Roles would be responsible for in-person event management duties.

Chair Tony Paniccia requested that Cynthia Cakebread send correspondence to Janice Aloisio to express appreciation for her service as Recording Secretary.

9. Future Meetings

9.1 Scheduled for February 10, 2021

The next regular meeting of the Committee will be held on Wednesday February, 10 at 4:30 PM via Zoom.

10. Adjournment

Moved by Patti Oshar
Seconded by Jeannette Kervoelen

(ACT21-01-006)That the meeting be adjourned at 5:08 PM.

Carried

Chair

Recording Secretary

Date