



## Arts, Culture and Tourism Committee Meeting Minutes

April 14, 2021, 4:30 PM

Location: Electronic 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.

Present: Anthony Paniccia, Chair  
Jeannette Kervoelen, Vice Chair  
Tracy Armstrong  
Councillor Steve Bjorkman  
Patti Oshar  
Diane Quinn-Ouellette (5:00 PM)

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

Absent: Grant Maguire

### 1. Call to Order

The Chair called the meeting to order at 4:32 PM.

### 2. Declarations of Conflict of Interest

There were no declarations of conflict of interest noted at this time.

### 3. Adoption of Published Agenda

#### 3.1 Arts, Culture and Tourism Committee Meeting Agenda for April 14, 2021

##### ACT21-04-001

Moved by Patti Oshar

Seconded by Jeannette Kervoelen

**That** the published agenda for the April 14, 2021 Arts, Culture and Tourism Committee Meeting be adopted as presented.

[Carried]

### 4. Adoption of Minutes

#### 4.1 Arts, Culture and Tourism Committee Meeting Minutes for March 10, 2021

##### ACT21-04-002

Moved by Tracy Armstrong  
Seconded by Councillor Steve Bjorkman

**That** the minutes of the Arts, Culture and Tourism Committee Meeting held March 10, 2021 be adopted as circulated.

**[Carried]**

## **5. Public Presentations**

### **5.1 Perry Basden, Heritage Colchester**

Perry Basden of Heritage Colchester provided greetings to the Committee and expressed interest in working with the Committee on any initiatives that would meet the mandate of both. Mr. Basden outlined some upcoming events Heritage Colchester is hoping to offer and provided the Committee with some insight on the mandate of Heritage Colchester and its plan for restoring the Colchester School House.

#### **ACT21-04-003**

Moved by Tracy Armstrong  
Seconded by Jeannette Kervoelen

**That** the presentation by Perry Basden, Heritage Colchester be received.

**[Carried]**

## **6. Unfinished Business**

### **6.1 Tune Up the Parks 2021**

Cynthia Cakebread recommended the Committee start planning and promoting a shortened Tune Up the Parks season commencing at the end of June, subject to changes due to COVID-19 restrictions. The Committee agreed to proceed with a shortened event for 2021 and to further discuss later this year whether to change the format for the 2022 season.

In response to a question from the Chair, Cynthia Cakebread informed the Committee that the Town of Essex will be offering Movies in the Park on July 24 in Essex and August 21 in Colchester and that the Town would be willing to partner with organizations such as Heritage Colchester to provide a fundraising opportunity.

### **6.2 Art Installation Funding for 2021 & 2022**

Cynthia Cakebread provided an update to the Committee on funding available to support art installations for 2021 and other future projects. She informed the group that the Rotary Mural that used to be on Essex Flower Basket but was

removed due to renovations will be repainted at Schinkels' Meat Market and some Committee funding will be allocated to that.

Cynthia also added that Town administration recently met with the Maedel family and collected artifacts to create a small museum exhibit focused on Charles Maedel at Maedel Community Centre.

Members of the Committee shared and discussed a number of ideas for projects supporting arts, culture and tourism for 2021 and beyond. Following the discussion, the Committee came to a consensus to proceed with investigating the cost and developing an action plan for the following projects:

- 1) Repainting of Rotary Mural at the site of Schinkels' Meat Market
- 2) Creation of exhibit honouring Charles Maedel at Maedel Community Centre as well as a potential mural at the site
- 3) Creation of banners promoting ACT Committee events and to support arts, culture and tourism within the Town to be installed on light posts in Harrow
- 4) Series of 'Instagram-friendly' installations throughout the Town to promote tourism

**ACT21-04-004**

Moved by Tracy Armstrong

Seconded by Patti Oshar

**That** the Committee supports Cynthia Cakebread proceeding with the development of action plans for the projects outlined.

**[Carried]**

**7. New Business**

None.

**8. Adjournment**

**ACT21-04-005**

Moved by Patti Oshar

Seconded by Tracy Armstrong

**That** the meeting be adjourned at 5:22 PM

**[Carried]**

---

Chair

---

Recording Secretary