



## Arts, Culture and Tourism Meeting Minutes

November 10, 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  
Grant Maguire

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

Regrets: Patti Oshar  
Diane Quinn-Ouellette

### 1. Call to Order

The Chair called the meeting to order at 4:33 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 Meeting Agenda for November 10, 2021

##### **ACT21-11 -001**

Moved by Grant Maguire

Seconded by Councillor Steve Bjorkman

**That** the published agenda for the November 10, 2021 Arts, Culture and Tourism Committee Meeting be adopted with the following amendments:

1. Add Banner Project under New Business at the request of Cynthia Cakebread.

**[Carried]**

## **4. Adoption of Minutes**

### **4.1 Arts, Culture and Tourism Meeting Minutes for October 13, 2021**

#### **ACT21-11 -002**

Moved by Vice-Chair Jeannette Kervoelen

Seconded by Tracy Armstrong

**That** the minutes of the Arts, Culture and Tourism Meeting held October 13, 2021 be adopted as circulated.

**[Carried]**

## **5. Unfinished Business**

### **5.1 Candy Cane Lane Lights Decorating Contest**

Cynthia Cakebread advised the Committee in attendance that she had spoken with Diane Quinn-Ouellette regarding awards as well as to offer some suggestions for timing of the event due to Town staff availability and added that Diane was supportive of the following changes:

- Entry submissions with or without photos can be submitted from November 27, 2021 to December 18, 2021
- Judging will take place between December 19, 2021 and January 1, 2022
- Committee holds virtual meeting to finalize judging and determine winners on January 5, 2022
- Winners will be announced at first meeting of Council on January 17, 2022
- Photos of contest entrants can be posted on social media for a people's choice award category
- Category prizes will be provided with financial support from the BIA for three prizes in the Merry and Bright category and the potential to award additional honourable mention prize amounts in the Beyond Inflation, Holiday Spirit and Most Animated as determined by the Committee at the January 5 judging meeting. In addition, the BIA will provide advertising packages to commercial establishments in the Best Commercial category with businesses across the Municipality eligible for prizes.

The Committee discussed the proposed timelines and suggested awards/prize breakdown and agreed to implement them. After it was suggested, the Chair also requested to hold the January 2022 Regular Meeting of the Committee on Wednesday January 5, 2022.

Cynthia said she will work with Town staff to coordinate a press release and social media promotion along with ensuring the entry form is available on the website by November 17.

### **5.2 12 Days of Christmas**

Cynthia Cakebread informed the Committee that Town staff will create the 12 Days of Christmas calendar in the coming week as we now have dates for most Christmas-related events in the Town. The calendar will be sent out as an email blast as well as distributed as a postcard through a postal walk.

## 6. New Business

### 6.1 Banner Project

Cynthia Cakebread said she had been contacted by Nelson Silveira, Economic Development Officer, regarding the street banner project the Committee had committed funding to for next year to as part of the Harrow Streetscape Project. The Town is looking for a Committee member who is interested in participating in the design process. Grant Maguire agreed to participate.

## 7. Adjournment

### ACT21-11 -003

Moved by Grant Maguire

Seconded by Tracy Armstrong

**That** the meeting be adjourned at 5:01 PM.

**[Carried]**

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Chair

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Recording Secretary