

Arts, Culture and Tourism Committee Meeting

The Arts Culture and Tourism (ACT) Committee meets in session this 9th day of October, 2019, in the Large Meeting Room of the Essex Municipal Town Hall, 33 Talbot Street South, Essex, Ontario.

The Chair, Anthony Paniccia called the meeting to order at 5:30 PM and welcomed all committee members.

1. Roll Call

Present: Anthony Paniccia, Chair

Patti Oshar, Vice Chair

Tracy Armstrong

Diane Quinn-Ouellette

Also Present: Cynthia Cakebread, Manager, Recreation and Culture

Janice Aloisio, Administrative Assistant, Community Services

Regrets: Councillor Steve Bjorkman

2. Declarations of Conflict of Interest

- None stated

3. Adoption of Published Agenda

- That the October 9, 2019 Agenda be received as circulated with the addition of kite festival update, interaction with BIA and Tour Essex Talbot Trail event.

Moved by: Tracy Armstrong

Seconded by: Patti Oshar

(ACT19-10-016) That the agenda of the Wednesday, October 9, 2019, Arts, Culture and Tourism Committee meeting be adopted as presented with the additions as noted. **"Carried"**

4. Adoption of Minutes

- Minutes of September 11, 2019

Moved by: Diane Quinn-Ouellette

Seconded by: Tracy Armstrong

(ACT19-10-017) That the minutes of the Wednesday, September 11, 2019, Arts, Culture and Tourism Committee meeting be adopted as circulated. **"Carried"**

5. Unfinished Business

a) Sub-Committee Update – Explore Eat Essex

- Tracy Armstrong circulated the finalized timeline of the Explore Eat Essex event to the committee for comments and changes necessary;

March 2020	- Design/creation of promotional cards/ballots and posters by town staff;
April 2020	- finalized promotional cards, posters and other media items reviewed by committee and sent to print;
May 2020	- 4 wine glasses etched, 2 aprons embroidered
May- June 2020	- collection of gift cards and wine gifts from participating restaurants and vendors;
June 2020	- creation of 2 baskets for winners for viewing at Fun Fest promo booth
July 2020	- Booth at Essex Fun Fest to promote event, show prizes and give out ballots
August 2020	- Media blitz, poster distribution and distribution of specialized punch and ballot container to restaurant

March 2020	- Design/creation of promotional cards/ballots and posters by town staff;
Sept. - Oct. 2020	- EEE Event for the two months
Nov. 2020	<ul style="list-style-type: none"> - Pick up all ballots from restaurants to bring to Committee Meeting where draw of winners will be done - promote winners in local papers and social media - event debriefing session

b) Pricing for Etched Wine Glasses

- Cynthia advised that she already has “Town logo” etched wine glasses and that four could be sent out for etching the EEE branding once established on the other side of the glass therefore there is no real cost associated with them as the additional etching will be nominal.

c) Pricing for Specialized Stamp for EEE Event to Give to Restaurants for Ballots

- Cynthia instructed Tracy to contact restaurants and see if they have their own restaurant stamp as many may have them already and therefore no need to purchase a specialized one to distribute to them; and
- Ballots for the event can be designed with ‘the restaurant’s stamp’ size in mind.

d) Alternate Way for Committee to be Identified in Public

- Cynthia showed the committee a ‘Town of Essex’ shirt and instructed the committee to email her their sizes and she will have one of the arm cuff’s embroidered with ACT.

e) Pricing for Banner Flags for Tune Up the Parks Music Series

- Cynthia advised that the initial set up, design and purchase of the banner flags run between \$400 and \$600 each;
- Cynthia will have a design mocked up for November meeting for committee approval;

- Committee has monies in their budget for advertising that would cover the expense and potentially four could be ordered after November meeting.

6. New Business

a) Brainstorming Ideas for a February Event conducted by Committee

- Brainstorming session ensued with discussion of various ideas with a consensus of proceeding with a Downtown Essex Tea to be held at the Essex Train Station on the 2nd Sunday in February 2020;
- Patti will spearhead the event and prepare a complete formal proposal with timelines; supplies; costs etcetera for a presentation to committee at a future meeting; and
- Cynthia will reserve Train Station for priority date and has a back-up date should priority date not be available.

b) Essex Kite Festival Update

- Cynthia advised that the Essex Kite Festival that her staff hosted was very well received and attended and that there remains supplies on hand for a future event next year;
- Committee members asked Cynthia to extend their thanks and appreciation for a job well done by her staff on the event and also on the great job they did doing the introductions at the weekly Tune up the Parks events in Essex Centre on behalf of the committee.

c) Talbot Trail Essex County

- A local businessperson inquired of the Chair of the committee spearheading a Talbot Trail Essex County event and Cynthia advised the committee that such an event does not fall within the committee's mandate and will not be pursued any further.

d) Interaction and Coordination with local BIA and Chamber

- The Chair inquired as to how the committee could better coordinate with the Essex Centre BIA and/or the Harrow Chamber to see what events they had on the horizon;
- Cynthia advised that as the BIA and Chamber primary focus is on economic development and not arts and culture that unless there is a specific project in mind,

nothing further would be done and that she has a rapport with the Chair of the BIA and if there were any need of committee support she would be the first to know and suggested that if any members wished to investigate what either board is doing, to check their website.

7. Next Scheduled Meeting

- Next scheduled meeting is set for Wednesday, November 14, 2019 at 5:30 PM in the large community room at the Essex Municipal Office.

8. Adjournment

Moved by: Tracy Armstrong

Seconded by: Diane Quinn-Ouellette

(ACT19-10-018) That this meeting adjourns at 6:53 PM. **"Carried"**

Anthony Paniccia, Chair

Janice Aloisio, Recording Secretary