

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

The Arts Culture and Tourism (ACT) Committee meets in session this 13th day of November, 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

Councillor Steve Bjorkman

Also Present: Heather Metcalfe, Assistant Manager - Programs

Janice Aloisio, Administrative Assistant, Community Services

Regrets: Diane Quinn-Ouellette

Cynthia Cakebread, Manager, Recreation and Culture

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

- None stated

### **3. Adoption of Published Agenda**

- That the November 13, 2019 Agenda be received as circulated.

Moved by: Steve Bjorkman

Seconded by: Patti Osher

**(ACT19-11-019)** That the agenda of the Wednesday, November 13, 2019, Arts, Culture and Tourism Committee meeting be adopted as presented. **"Carried"**

#### **4. Adoption of Minutes**

- Minutes of October 9, 2019

Moved by: Patti Osher

Seconded by: Tracy Armstrong

**(ACT19-11-020)** That the minutes of the Wednesday, October 9, 2019, Arts, Culture and Tourism Committee meeting be adopted as circulated. **"Carried"**

#### **5. Unfinished Business**

##### **a) Downtown Essex Tea Party Update and Approval of the event's 'Critical Path'**

- Patti Osher circulated the finalized critical path of the Downtown Essex Tea Party event to the committee for comments and changes necessary;
- The Committee had no additional recommendation or changes to the Tea Party's critical path as circulated; and
- Patti has asked that she do a site meeting of the train station prior to securing quotes and other items to host the event and will attend in the coming days during their regular business hours.

##### **b) Draft Feather Banner Design and pricing for Tune up the Parks Music Series**

- Heather Metcalfe advised of pricing as provided by Cynthia being in the \$400-\$600 range; and
- As no design mock ups were available for the meeting, item was deferred until December 5<sup>th</sup> meeting.

### c) Survey Results from Tune Up the Parks Music Series

- Cynthia circulated a copy of the results of the Survey she sent to the performers in advance of the meeting for their review;
- Committee discussion ensued around the comments received from the performers and their primary issues noted of lack of advertising and promotion of the events, a request to have a microphone/speaker available for the person introducing and thanking the performers at the end and there being concerns of electrical access availability at the Essex site and the need to bring electrical extension cords;
- General consensus of committee members is to focus on making the two primary locations the best they can be and continue to enhance, promote and improve on the Colchester and Essex locations and revisit other locations in the future;
- Patti advised that if the poster schedule is available at the time of the Essex Expo; provided it goes in 2020; then she would circulate them at her table; and
- Discussion on how and where the town promotes various ACT events (i.e. on various radio station's local community calendars) with an end result of asking the Town's Media and Communications Manager to attend the December meeting in order to answer questions on how and what is done so that the Explore Eat Essex and Essex Tea Party and the 2020 music series are supported and adequately promote or monies allocated in the committee's budget to support the required promotion and advertising needs.

Moved by: Patti Osher

Seconded by: Steve Bjorkman

**(ACT19-11-021)** That the Tune Up the Parks Music Series shall be in the Colchester and Essex parks in 2020 and that the Manager of Communications be asked to attend the next meeting to speak to promotional items done by the Town. **"Carried"**

### 6. New Business

- None

## **7. Next Scheduled Meeting**

- Next scheduled meeting is set for Wednesday, December 11, 2019 at 5:30 PM in the large community room at the Essex Municipal Office.

## **8. Adjournment**

Moved by: Patti

Seconded by: Tracy Armstrong

**(ACT19-11-022)** That this meeting adjourns at 6:09 PM. **"Carried"**

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Anthony Paniccia, Chair

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Janice Aloisio, Recording Secretary