



Arts, Culture and Tourism Meeting Minutes

March 9, 2022 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 or 519-776-7336 extension 1100 or 1101.

Present: Grant Maguire, Chair
Anthony Paniccia, Vice Chair
Deputy Mayor Steve Bjorkman
Diane Quinn-Ouellette

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

Regrets: Tracy Armstrong
Patti Oshar

1. Call to Order

The Chair called the meeting to order at 4:43 PM.

2. Declarations of Conflict of Interest

None declared.

3. Adoption of Published Agenda

3.1 Meeting Agenda for March 9, 2022

ACT22-03 -001

Moved by Tony Paniccia, Vice Chair

Seconded by Deputy Mayor Steve Bjorkman

That the published agenda for the March 9, 2022 Arts, Culture and Tourism Committee Meeting be adopted as presented.

[Carried]

4. Adoption of Minutes

4.1 Arts, Culture and Tourism Meeting Minutes for February 9, 2022

ACT22-03 -002

Moved by Deputy Mayor Steve Bjorkman
Seconded by Tony Paniccia, Vice Chair

That the minutes of the Arts, Culture and Tourism Meeting held February 9, 2022 be adopted as circulated.

[Carried]

5. Unfinished Business

5.1 Art Installation Funding

Trevor Martin shared slides of ideas from other municipalities and outlined the discussion the Committee had last year on potential projects for art installation funding.

Councillor Steve Bjorkman shared a project he had seen in Port Stanley that involved mural painting on fire station bay doors.

After discussion, the Committee agreed that the priority for new art installations would be:

1. Colchester
2. McGregor
3. Harrow
4. Essex Centre

Cynthia Cakebread reminded the Committee that the annual budget is \$10 000 for capital projects.

After discussion, the Committee agreed that the location of the next art installation will be Colchester and that it should be a photo-friendly installation that will promote sharing and promoting the Town and its various tourist sites on social media. The Committee also agreed to consider funding murals at fire stations if any additional funding is available.

The Committee agreed to do further research and sharing of ideas prior to the next Regular Meeting and requested that Cynthia Cakebread begin to look into potential costs of some of the ideas discussed.

6. New Business

6.1 Essex Fun Fest

Deputy Mayor Bjorkman shared that he was very excited that the Essex Fun Fest is back this year and highlighted it as a great opportunity for Committees of the Town to promote the work they do.

He encouraged the Committee members make themselves available on a rotating schedule to be present in the Town tent throughout the event to promote the work of the Committee.

The Committee discussed and agreed it would be a worthwhile opportunity to work with other Committees or the Town to share a tent and promote the work of the Committee.

Cynthia Cakebread stated that there is a marketing budget that could potentially be used to purchase swag and marketing materials. After discussion the Committee agreed to move ahead with designing a postcard/marketing materials that could be shared at the Essex Fun Fest.

7. Adjournment

ACT22-03 -003

Moved by Tony Paniccia, Vice Chair

Seconded by Deputy Mayor Steve Bjorkman

That the meeting be adjourned at 5:22 PM.

[Carried]

Chair

Recording Secretary