

TOWNSHIP OF WELLINGTON NORTH

CULTURAL ROUNDTABLE COMMITTEE MINUTES

Thursday, February 19th, 2015 - 12:00 pm
Council Chamber, Kenilworth

- Members Present:** **Chair: To be appointed**
April Marshall, Tourism, Marketing & Promotion Manager
Dale Small, Business Economic Manager
James Taylor, EDC Member
Karen Armstrong, Arthur
Linda Hruska, Mount Forest
Bonny McDougall - Arthur
Gail Donald – Arthur Historical
Robert McDonald – Arthur Agricultural
Penny Renken, Mount Forest Archives
- Also Present:** **Moira Gibson; Tall Tale Media**
Lisa Needham; Public Health Nutritionist, Wellington-Dufferin-Guelph
Public Health
Michelle Stone, Administrative Support
- Absent:** **Dan Yake, Councillor**
Dee Dee Eurig, Mount Forest Community Animator/Chamber of
Commerce
Cliff Smith, Mount Forest
Ian Turner, Arthur Betterment Committee

CALLING THE MEETING TO ORDER

April Marshall, Township of Wellington North

ELECTION OF COMMITTEE CHAIR

RESOLUTION WNCR 2015-001

Moved By: Gail Donald

Seconded By: Bonny McDougall

BE IT RESOLVED that the Wellington North Cultural Roundtable elect for the term of the Committee, which shall be the same as the term of Council, a Chair for this Committee. (James Taylor)

CARRIED

PASSING AND ACCEPTANCE OF AGENDA

RESOLUTION WNCR 2015-002

Moved By: Linda Hruska

Seconded By: Karen Armstrong

THAT THE Agenda for the February 19, 2015 Wellington North Cultural Roundtable Committee Meeting be accepted and passed.

CARRIED

DECLARATION OF PECUNIARY INTEREST

None declared

DELEGATIONS

Moira Gibson; Tall Tale Media

Proposed Wellington North Video Campaign

Moira Gibson presented an outline of what Tall Tale Media does and how they can help businesses increase their visibility through photo/video/audio.

RESOLUTION WNCR 2015-003

Moved By: Gail Donald

Seconded By: Karen Armstrong

THAT THE Cultural Roundtable Committee endorses the Video Campaign Partnership offered through Tall Tale Media to engage cultural assets in Wellington North to advance photo-video/audio marketing initiatives contributing to a maximum of twenty participants up to a maximum of \$100.00 per participant to a max of \$2000.00;

AND FURTHER that the participants must indicate their commitment by March 31st, 2015.

CARRIED

Lisa Needham; Public Health Nutritionist, Wellington-Dufferin-Guelph Public

Lisa presented information on Picturing Health in Our Community: A Photovoice Project. Wellington-Dufferin-Guelph Public Health wants to know how our surrounding affect choices we make about health. They are seeking participants who are interested in taking photographs of people, places and things that affect their health and lifestyle choices, over 12 years old, from Wellington North. As a member of the study they will attend training sessions to learn about the project, take photographs and write captions, talk about their photographs in a focus group and send photos to researchers for analysis.

MINUTES OF PREVIOUS MEETING

- N/A

BUSINESS ARISING FROM MINUTES

- N/A

NEW BUSINESS

Doors Open Wellington North Update

This year it will be held on Saturday, September 26th, 2015 from 9 am to 5 pm. Wellington North has met the deadline with the first ten confirmed participating sites. The theme this year is “Ontario Sports Heritage” and April is hoping to have local sports groups join in. We are fortunate to have Quality Homes participating as a gold sponsor and participating site, among others.

Wellington North Economic Development Report

April Marshall
Dale Small

- Showcase – Marsh 30th and March 31st, 2015
- Culinary product development, Ontario Culinary Tourism Alliance (OCTA) coming to give tools to know what food tourist expects. Individual interviews will be conducted with an all day session for all participants on March 17th in Mount Forest.

- Renew Wellington North is a three year program with a goal of filling empty storefront in Arthur, Mount Forest and Kenilworth and providing an opportunity to help new businesses in their start-up.
- Age Friendly Planning grant application in conjunction with Minto and Mapleton has been submitted for consideration.
- Wellington North Farmers' Market Update
The 2nd season will commence on Friday, May 8th and run until Friday, October 9th with a small change in the times, now they will run from 3 pm to 6:30 pm. Last year they averaged ten vendors per week. This year they are adding "theme Fridays" on the second Friday of each month.
- Review of Cultural Plan
2015 Areas of Focus for the committee will be reviewed at the next meeting and will include prioritizing actions under the four overarching identified goals.

ROUNDTABLE

Jim Taylor commented on the structure and terms of reference for the Committee and reviewed the time commitment and meeting dates.

ANNOUNCEMENTS

Culinary Product Development Program

- Workshop Tuesday March 17th @ 10:00am – 2:00pm

Showcase Wellington North

- Networking Reception Monday March 30th @ 5:00pm – 8:00 pm
- Showcase open to Public Tuesday March 31st @ 1:00pm – 8:00 pm

NEXT COMMITTEE MEETING

The next meeting will held on March 19th, 2015 from 12:00pm – 2:00pm in Kenilworth.

ADJOURNMENT

RESOLUTION WNCR 2015-004

Moved By: Bonny McDougall

Seconded By: Karen Armstrong

THAT THE Wellington North Cultural Roundtable Committee meeting be adjourned at 1:58 pm.

CARRIED