



Township of Wellington North

P.O. Box 125 • 7490 Sideroad 7 W • Kenilworth • ON • N0G 2E0

Wellington North Cultural Roundtable

Thursday, November 19, 2015: 12:00 p.m. – 2:00 p.m.

Arthur Historical Society Room, Arthur

AGENDA

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AGENDA ITEM	PAGE NO.
<p><u>CALLING THE MEETING TO ORDER</u></p> <ul style="list-style-type: none">• Jim Taylor, Chair <p><u>PASSING AND ACCEPTANCE OF AGENDA</u></p> <p><u>DECLARATION OF PECUNIARY INTEREST</u></p> <p><u>DELEGATIONS:</u></p> <p>N/A</p> <p><u>MINUTES OF PREVIOUS MEETING</u></p> <ul style="list-style-type: none">• October 15th, 2015 <p><u>BUSINESS ARISING FROM MINUTES</u></p>	

AGENDA ITEM	PAGE NO.
<p><u>NEW BUSINESS</u></p> <p>1) From the Chair: Jim Taylor</p> <p>2) Doors Open Wellington North Report</p> <p>3) Volunteer Fair – Interest from students to participate in Roundtable</p> <p>4) Breakout Sessions</p>	3-4
<p><u>MOTIONS FOR COMMITTEE APPROVAL</u></p>	
<p><u>ANNOUNCEMENTS</u></p> <ul style="list-style-type: none"> • Lions Club Annual Craft Show November 22, 2015, Arthur Community Centre • Agriculture Incubator w/ Minto, Mapleton, Centre Wellington Tuesday, November 24th 7:00pm – 9:00pm at LaunchIt Minto • Arthur Opti-Mrs Santa Claus Parade November 28th, 2015 7pm, Arthur • Wellington North Christmas Party Saturday, November 28th • Mount Forest Santa Claus Parade Friday, December 4th, 2015 7pm, Mount Forest 	
<p><u>ROUNDTABLE</u></p>	
<p><u>NEXT COMMITTEE MEETING</u></p> <ul style="list-style-type: none"> • Thursday, January 21st, 2015 	
<p><u>ADJOURNMENT</u></p>	



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TO: WELLINGTON NORTH CULTURAL ROUNDTABLE November 19, 2015

SUBJECT: EDO 2015-41 DOORS OPEN WELLINGTON NORTH

**FROM: APRIL MARSHALL
TOURISM, MARKETING & PROMOTION MANAGER**

THAT the Township of Wellington North Cultural Roundtable receive for information report EDO 2015-41 Doors Open Wellington North

AND FURTHER THAT the Township of Wellington North Cultural Roundtable support moving forward with registering September 17th, 2016 with the Ontario Heritage Trust for Doors Open Wellington North

PREVIOUS REPORTS PERTINENT TO THIS MATTER

N/A

BACKGROUND

Successful Doors Open events have charmed crowds since the first Doors Open Day (La journée portes ouvertes) took place in France in 1984. The idea soon spread to neighbouring European countries and all 48 signatory states of the European Cultural Convention now participate in European Heritage Days.

The City of Toronto launched the first Doors Open program in North America in 2000. The success of Doors Open Toronto motivated the Ontario Heritage Trust to launch a provincewide initiative – the first of its kind in Canada- in 2002. In the 13-year history of the program, community participation has increased dramatically. In total, heritage enthusiasts have made nearly six million visits to 582 different Doors Open Ontario events! The program has inspired the development of similar provincewide programs across Canada.

Entering its 14th year, Doors Open Ontario continues to be a cultural phenomenon. It has helped communities to redefine and celebrate their heritage, strengthen and encourage local partnerships, bolster local volunteer bases and stimulate tourism and local economies. Doors Open Ontario has matured into a vibrant, significant program that continues to support communities and build civic pride.

Doors Open Wellington North 1st Year Highlights

- Theme 'Remembering the First World War: Ontario in Transition'
- 19 sites participated throughout Wellington North
- 598 total site visits
- Visitors came from as far away as Moncton, NB; Sudbury; Toronto; Guelph and Stratford+ plus many local tourists
- 79 volunteers acted on the organizing committees, committing 578 combined hours!
- Wellington North was ranked #6 in the Culture Days Rural Top 10 Cities 2014
- Feedback from the event was very positive! Participating sites, visitors and media thoroughly enjoyed the experience and look forward the 2nd Annual Doors Open Wellington North event.

Doors Open Wellington North 2nd Year Highlights

- Theme 'Ontario's Sports Heritage'
- 16 sites participated throughout Wellington North
- 8 were new (first-time) sites and 8 were returning
- There were 657 total site visits
- 89 Volunteers on organizing committees contributed 423 combined hours!

Ideas to implement next year include:

- Incorporate Passport Promotion again / Organize sites to create a journey / Simplify brochure and route
- Highly encourage interactive activities at all sites or a look at something totally unique, not normally available to the public (as individual site attendance shows that is what the visitors were drawn to)
- Arrange advance press tour and/or advance editorial in local publications
- Shorten hours back to 10am-4pm
- Get more businesses involved
- Post event signage at entrances to towns / increase advertising

2016 Doors Open Ontario interpretive theme is *Science and Innovation*.

FINANCIAL IMPLICATIONS

To register our community with Ontario Heritage Trust's Doors Open Program, the cost is around \$1500.00.

Other event enhancements are on top, as well as, marketing and promotional materials which have typically added \$2000.00 to the overall cost.

STRATEGIC PLAN

This report relates directly to the implementation of the Township of Wellington North Strategic Plan, in particular building Strategic Partnerships and contributing to our brand and identity as a place that takes pride in and showcases our local culture and our assets.

Do the report's recommendations advance the Strategy's implementation?

- Yes No N/A

Which pillars does this report support?

- Community Growth Plan Community Service Review
 Human Resource Plan Corporate Communication Plan
- Brand and Identity Positive Healthy Work Environment
- Strategic Partnerships

PREPARED BY:	RECOMMENDED BY:
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April Marshall

April Marshall

APRIL MARSHALL TOURISM, MARKETING & PROMOTIONS MANAGER	APRIL MARSHALL TOURISM, MARKETING & PROMOTIONS MANAGER
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