

TOWNSHIP OF WELLINGTON NORTH

CULTURAL ROUNDTABLE COMMITTEE MINUTES

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

Members Present: **Chair: James Taylor**
April Marshall, Tourism, Marketing & Promotion Manager
Karen Armstrong, Arthur
Linda Hruska, Mount Forest
Bonny McDougall - Arthur
Gail Donald – Arthur Historical
Robert Macdonald – Arthur Agricultural
Penny Renken, Mount Forest Archives
Dee Dee Eurig, Mount Forest Community Animator/Chamber of
Commerce

Also Present: **Michelle Stone, Administrative Support**

Absent: **Dale Small, Business Economic Manager**
Dan Yake, Councillor
Cliff Smith, Mount Forest
Ian Turner, Arthur Betterment Committee

CALLING THE MEETING TO ORDER

Chair James Taylor called the meeting to order at 12:00 pm.

PASSING AND ACCEPTANCE OF AGENDA

RESOLUTION WNCR 2015-00

Moved By: Bonny McDougall

Seconded By: Penny Renken

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

CARRIED

DECLARATION OF PECUNIARY INTEREST

None declared

DELEGATIONS

Sherry Leibold, Design Cel

- Sherry presented some Branding/Logo concepts for the Wellington North Cultural Roundtable identity. The Committee looked and added their ideas and color preferences. Sherry will come back to the committee with some draft logos.

MINUTES OF PREVIOUS MEETING

- That the minutes of the February 19th, 2015 Cultural Roundtable meeting be accepted and passed as amended.

RESOLUTION WNCR 2015-00

Moved By: Karen Armstrong

Seconded By: Gail Donald

THAT THE Cultural Roundtable Committee accept and pass the minutes of the February 19th, 2015 Cultural Roundtable meeting. (Amend Macdonald spelling)

CARRIED

BUSINESS ARISING FROM MINUTES

- N/A

NEW BUSINESS

- a. Doors Open Wellington North Update
 - Quality Homes a participating site and event sponsor. We have our minimum 10 registered sites and still have the ability to add more.
 - Ontario Sports Heritage is the theme – would like to have sports organizations participate as well and develop promotions around the theme. Incorporating horse organizations or displays was also discussed.
- b. Wellington North Economic Development Report

April Marshall gave an overview from the Economic Development Department initiatives and reminded the Committee of upcoming events, including:

Wellington North Farmers' Market Update Friday's 3 – 6:30 starts Friday May 8th
All is in order and this year the Market will be adding “theme days”. If any members wish to add their ideas, please let April know.
- c. Tall Tale Media Update - Moira has reached out to community and has received very positive feedback. April will send the packages to committee members and she will be attending the Mount Forest Lions Club meeting to promote as well.
- d. Review of Cultural Plan
 - 2015 Areas of Focus Exercise - members were asked to review the plan
 - Jim Taylor gave a brief overview of where they were in the process and prioritizing next steps.

Goal 1 – Broaden Municipal Roles & Partnerships

Action Item	Progress	New Action Items to be Considered
Promote Plan	Ongoing – included in branding and website	BizBull or Rural Routes Column Develop printed promotional piece
Hold Workshop	Minto hosted Cultural event in 2013	Look for partnership opportunities
Establish Roundtable	Complete	
Convene Cultural Rally	N/A	Partner with upcoming Volunteer Fair to incorporate
Establish Heritage Committee	Investigate for future	
Coordinated Trails Committee	Support trails networks to identify opportunities	

Link Cultural and Rec Opportunities	Doors Open 2015 “Ontario Sports Heritage”	Establish Amazing Race type event
Cultural Map	Site established – ongoing updating Enhancing map with video programming support	Add oral components
Explore Funding	On-going – no opportunities to report	Identified opportunities: Active Transportation, Ontario by Bike, Cultural Development Fund, Trillium (for oral)

Goal 2 – Leverage Cultural Resources to Grow the Economy

Action Item	Progress	New Action Items to be Considered
Establish Creative Minds Event		Partner with existing events
Zoning	Economic Development Department Reviewing	
Support Tourism Development	Support given to current initiatives: Farmers’ Market, Doors Open	Develop printed promotional ‘story’ piece Bus tours Barn Quilt Tours IPM 2016 and Renew * promote IPM in empty storefronts
Promote Unique Attributions	Cultural Mapping	Printed promotional piece Use empty storefronts for displays
Farmers’ Market	Entering second season Supporting programming themes	Fundraise at the market by selling seeds Include market on The Butter Tart Trail Expand market to Arthur Add Farm comes to Town element

Goal 3 – Build Shared Identity and Increase Collaboration

Action Item	Progress	New Action Items to be Considered
Promotion & Marketing	Ongoing Economic Development Department initiatives	Add brochure swap to Community Showcase event Enhance branding Develop printed promotional piece Do more storytelling
Oral History / Storytelling		Develop printed promotional piece Videos related to history Develop oral focused events Collaborate with historical societies and archives Utilize Homer publications Incorporate to cultural mapping
Doors Open / Culture Days	Ongoing – second year	

Engage Youth through student volunteer	Invite Youth Resiliency Coordinator to next meeting	
Networking Events		Create Ag Awareness Day – Farm comes to town Tie into Community Showcase Schedule regular events
Build Artisan Networks		Tie into Renew program to utilize empty storefronts Develop printed promotional piece Develop event or experiences
Strengthen Volunteers	Ongoing through Community Animator position	
Strengthen Festivals & Events		Aid in enhancements Add new?

Goal 4 – Increase Vibrancy & Downtown Appeal

Being covered through Economic Development Department Initiatives: Renew program and CIP (Community Improvement Program).

Consider adding Concerts in the Parks type events or other initiatives to animate downtowns

The committee will further review new action items and bring back further ideas for 2015 goals I.e.: Celebrate the Harvest Event, Youth Resiliency, other networking events, developing stronger networks of artists and artisans (i.e. studio tours). Look at the new breed of “tourist”. They are looking for an experience to incorporate the five senses.

If any members have an interest in a certain area, please let April know at next meeting.

Jim Taylor asked that April send the members out “Goal” packages prior to the next meeting for them to review.

ROUNDTABLE

Karen Armstrong inquired if we could capture and incorporate the fact that we are an “Age Friendly Community”?

Can Dee Dee Eurig incorporate Volunteerism into this area? She will bring information to the next meeting.

ANNOUNCEMENTS

Culinary Product Development Program (OCTA)

- Workshop Monday, March 23rd, 2015 from 10 am to 2 pm at the Mount Forest Sports Complex

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 April 16th, 2015 from 12:00pm – 2:00pm in Kenilworth.

ADJOURNMENT

RESOLUTION WNCR 2015-00

Moved By: Bonny McDougall

Seconded By: Karen Armstrong

THAT THE Wellington North Cultural Roundtable Committee meeting be adjourned at 1:56 pm.

CARRIED