



*Preserving, promoting, and developing
Wellington North's unique cultural
resources to build a vibrant community
and a prosperous economy.*

**WELLINGTON NORTH CULTURAL ROUNDTABLE COMMITTEE MINUTES
THURSDAY JUNE 16TH AT 12:00 PM
Arthur Community Centre Lower Hall**

MEMBERS PRESENT:

Chair Jim Taylor Bonny McDougall
Doris Cassan Gail Donald
Councillor Lisa Hern Faye Craig
Penny Renken Linda Hruska

Staff Present:

Tasha Grafos, Administrative Support

Staff Absent:

Dale Small, Economic Development Officer (EDO)

MEMBERS ABSENT:

Sue Doherty Jess Pfisterer
Gerald Townsend Harry Engel

Guests Present:

Crystal Seifried

CALLING TO ORDER

Chair Jim called meeting to order at 12:03 PM

INTRODUCTIONS FOR NEW MEMBERS

New and existing members gave a brief introduction of themselves and why they are interested in being a part of the Cultural Roundtable Committee.

ADOPTION OF THE AGENDA

RESOLUTION: **CRT2022-010**

Moved: Member Bonny

Seconded: Member Faye

THAT the agenda for the June 16th, 2022, Cultural Roundtable Committee meeting be accepted and passed.

CARRIED

DISCLOSURE OF PECUNIARY INTEREST

None

MINUTES OF PREVIOUS MEETING – May 19, 2022,

Accepted by Council on June 6, 2022,

ITEMS FOR DISCUSSION

1. Cultural Moment

June 6th – Arthur Barn Quilt Trail Project (Member Doris) Copy provided with agenda

June 27th – Poppy Project with pictures (Member Bonny)

July 11th – Fireworks Festival – Member Gail will send previous cultural moment on this topic, and someone can update and compare current festival.

August – Culture Days (Dale S)

Next meeting of this group in August, the group will decide topics for September – December

Crystal suggested the group publish the cultural moments through press releases.

Press Releases to be prepared by EDO Dale.

2. **Wellington North Culture Days** Start planning and initial discussion on additional/potential events

- | | | |
|--|---------------------------|-------------|
| a. Volunteer Celebration | (Friday Sept 23rd @ M.F.) | Dale |
| b. WN Farmers Market Culture Days Celebration | (Saturday Sept 24th) | Harry |
| c. Metz Annual Pumpkinfest | (Saturday Sept 24th) | Bonny |
| d. MF Cemetery Tours by Morgan | (Sat Sept 24/Oct 1 & 8) | Dale/Morgan |
| e. Lynes Blacksmith Shop | (TBD) | Kate Rowley |
| <ul style="list-style-type: none">Member Doris was trying to arrange a tour of the shop, due to construction, they will not be open for tours until the fall. | | |
| f. Arthur Barn Quilt Trail | (TBD) | Doris |
| <ul style="list-style-type: none">The brochure with map will be ready for Arthur's 150th. Currently there are sixty-two barn quilts in the Arthur Area. | | |
| g. Agri-tourism activity?? | (TBD) | Jess |
| h. Four Corners Quilters Guild?? | (TBD) | Linda |
| <ul style="list-style-type: none">New executive elected this week and active recruitment is happening for the guild. Culture Days will be used to try and recruit new members. | | |
| i. Arthur Historical Society | (TBD) | Gail |
| <ul style="list-style-type: none">There will be an open house at the Arthur Historical Society. It is also the 80th anniversary of the Most Patriotic Village coming up in November, when the front page The Toronto Star article came out proclaiming Arthur as the most Patriotic Village. | | |
| j. Others!!! | | |
| <ul style="list-style-type: none">Member Linda wondered if Commercial businesses, such as local distilleries could take place in Culture Days. Chair Jim suggested looking into the Provincial outline of Culture Days.The group discussed the Silver Fox Distillery and their contributions and participation in cultural/local activities and events. They use locally sourced ingredients, use the Arthur Logo on products, and offer tours.Potential role of commercial / cultural companies of participating, looking to EDO Dale to get more clarification for next meeting. | | |

3. **Cultural Plan Goals & Actions**

- Discussion & Identification of Areas of Interest
- Goals & Objectives/Small Group Brainstorming
- Small group updates/next steps

Chair Jim discussed the Goals & Actions and how the group could tackle the development of ideas.

The Simply Explore Culture website is outdated. This site should have dedicated admins who keep the site current. Look at this from a visitor or newcomer to the area point of view, what would you like to see? Is there an opportunity for local businesses/events to enter their event/information into a business directory for approval by the site admin. Look for funding to update and get this site up to date. Suggestion to keep the businesses in the directory on the site in the culture area only. This shouldn't be a business directory for things like grocery stores.

Expanding the trail system and the hand made market. Art in the Park – at Fireworks Fest in 2023
Member Jess is involved in Taste Real and Rural Romp – may want to get more into this

Downtown revitalization needs to be revisited to develop a program. Making things more bike friendly.

Goal 1, Action 3: Chair Jim & Member Penny: *Investigate the creation of a Wellington North Municipal Heritage Committee*

1. *Quick overview of your understanding of the current state:* The Cultural Roundtable in recent years has initiated compiling a list of “Historic Buildings and Places” for both Arthur and Mt. Forest. We have been using the same template as Central Wellington’s Municipal Heritage Committee. We understand that the Municipality has already passed a By-Law supporting the establishment of a Heritage Committee. Penny and Jim attended a workshop on the Heritage Act and on establishing a Municipal Heritage Committee.
2. *Brief outline of your thoughts, suggested ideas, and possible next steps for moving this Action along:* We believe we have a well-established start to this Action. We see the following next steps-
 - 2.a. Continue developing the lists of Historic Buildings and Places with the possible help of a qualified student in the summers. Also, utilize the resources of the Mount Forest Museum Archives and the Arthur Historical Society.
 - 2.b. Take this proposal to the Cultural Roundtable for approval/disapproval.
 - 2.c. If approved, further develop the structure and budget for a Municipal Heritage Committee and take to Council for approval/disapproval.

Goal 4, Action 1: Chair Jim & Member Doris: *As per the County of Wellington Official Plan, ensure that the downtown areas are a strong focus for business, administrative and cultural activities and remain the primary gathering place combining commerce and social functions.*

1. *Quick overview of your understanding of the current state:* We need to gain a better understanding of relevant plans and policies, studies and reports done. Current downtowns (Arthur and Mt. Forest) require focus. Has a vision for the downtowns been described and what is it? If not, can we do that? What plans are in play by other groups e.g., Chamber of Commerce, Business Improvement Association which may have already address some of this goal’s aims e.g., Chamber is considering installation of bike racks?
2. *Brief outline of your thoughts, suggested ideas, possible next steps for moving this Action along:*
 - 2.a. Review existing plans and policies (talk to Dale and others). Also, review the “Downtown Study” done by a consultant a few years ago.
 - 2.b. Determine deficiencies in current infrastructure, features, etc. (Strengths, Weaknesses, Opportunities, Threats / SWOT analysis) Use consultant study from a few years ago to get some ideas.
 - 2.c. Identify specific program(s) to advance and to present to the Roundtable for discussion

Goal 4, Action 6: Chair Jim & Member Doris: *Increase the Vibrancy and Aesthetic Appeal of Downtowns*

<i>Install banners and plaques that illustrate and highlight Wellington North’s rich heritage and stories in key locations, including the entrance to the downtowns.</i>
ASSESSMENT
Review the Wayfinding Plan (2015) for possible guidance (establish current status) Identify banners/historical plaques/signs/murals currently in <i>place (and who was responsible for banner development)</i> Assess the physical state of the current installations Speak with historical societies and other key stakeholders in both communities about the local history and culture. Collect key stories of the culture and history of each community
IDENTIFY NEEDS
Define repair/replacement needs of existing banners/historical plaques/signs/murals Identify opportunities to enhance the story of culture in the communities. Identify a coordinated style/format/palette for plaques/signs/banners/murals. Brainstorm with stakeholder via Zoom/email/in person sessions. Define scope of project
PLANNING
Speak with BIAs, Chambers of Commerce and Service groups in each community about any plans they may have to address gaps in banners/plaques/historical signage in each community. Prioritize enhancement opportunities. In conjunction with staff of Township of Wellington North: <ul style="list-style-type: none"> - Develop a staged multiyear plan for the project - Develop a multi-year budget for the project - Develop a timeline for installation of each stage of the project - Outline maintenance needs for the installations and identify responsibility for same.
IMPLEMENTATION
In consultation with the Cultural Roundtable committee and Wellington North staff, agree on a final plan for project. Proceed with installations as per plan. Celebrate installations. Publicize the new installations. Maintain a record of installations, old and new, in a common place
EVALUATION: Success will be demonstrated by:
Number of visits to the township Number of positive comments on Simply Explore Culture/social media

Next meeting to discuss further. All Groups should have the Goals ready for discussion.

ROUNDTABLE ANNOUNCEMENTS

Nothing further. No meeting in July. Next meeting will be August 18th at 12 PM, location TBD.

ADJOURNMENT

Resolution: **CRT2022-011**

Moved: Member Bonny

Seconded: Member Gail

THAT the Cultural Roundtable Committee meeting be adjourned at 1:28 PM **CARRIED**