



**THE CORPORATION OF THE TOWNSHIP OF WELLINGTON NORTH
CULTURAL ROUNDTABLE MEETING MINUTES
THURSDAY, AUGUST 15 @ 12:00 PM
COUNCIL CHAMBERS, KENILWORTH**

Committee Members Present:

- Bonny McDougall, Chair
- Doris Cassan, Member
- Linda Hruska, Member
- Faye Craig, Member
- Tim McIntosh, Member (1:00PM)
- Penny Renken, Councillor

Regrets:

- Trina Reid, Member

Staff Members Present:

- Mandy Jones, Manager of Community and Economic Development (12:15PM)
- Mike Wilson, Community Development Coordinator
- Robyn Mulder, Economic Development Officer
- Tasha Grafos, Executive Assistant to CAO
- Rhiannon Blair, Community Cultivator

Guests:

- None

Calling to Order

Chair McDougall called the meeting to order at 12:05 p.m.

Adoption of Agenda

Moved by Member Craig
Seconded by Member Cassan

THAT the agenda for the August 15, 2024, Wellington North Cultural Roundtable Committee meeting be accepted and passed.

CARRIED

Disclosure of Pecuniary Interest

Member Hruska declared a pecuniary interest related to C&ED 2024-032 Cultural Events Funding and Sponsorship Application as she was an applicant who applied for the Four Corners Quilters Guild funding. She did not leave the room and did not participate in discussions.

**Minutes of Previous Meeting – March 21, 2024
(approved by Council on April 8, 2024)**

Moved by Member Cassan
Seconded by Member Renken

THAT the Wellington North Cultural Roundtable Committee receive for information the minutes of the March 21, 2024 Committee Meeting.

CARRIED

Resignation of Members

Chair McDougall shared that Council accepted the resignations of June Turner, Sue Doherty and Gerald Townsend from the Committee at the July 22, 2024 Council meeting.

Historical/Heritage Recognition Discussion

Discussion moved to next meeting.

Deputation

None

Business Arising

Terms of Reference Review

Moved by Member Cassan
Seconded by Member Renken

THAT the Cultural Roundtable Committee establish a subgroup called the Heritage and Historic Interest Ad Hoc committee of the Cultural Roundtable to define the criteria for designation of a Heritage and Historic Interest site or building in Wellington North;

AND THAT the Heritage and Historic Interest Ad Hoc Committee explore appropriate actions to be associated with Heritage of Historic designation and make recommendations to the Cultural Roundtable after which they will be forwarded to Council for adoption.

CARRIED

Committee discussed adding the functions of a Heritage Committee to the Terms of Reference of the Cultural Roundtable.

Committee requested the Community Development Coordinator circulate the Historically significant building document of Arthur, Kenilworth and Mount Forest via Google Drive. In addition, staff were directed to add a new column for comments.

C&ED 2024-035 Amalgamation Art Contest

Moved by Member Craig

Seconded by Member Hruska

THAT the Wellington North Cultural Roundtable recommend the Council of the Corporation of the Township of Wellington North approve the selection of the following entries from Attachment A as winners of the 25th Anniversary of Amalgamation Art Contest:

- Entry No. 13
- Entry No. 14
- Entry No. 19

AND FURTHER THAT the Council of the Corporation of the Township of Wellington North direct staff to move forward with the reproduction of these entries to be displayed in a suitable location at a Township-owned building.

CARRIED

See Attachment A for Art Contest submissions.

The Committee discussed the various art contest submissions and applauded all entrants. The Executive Assistant to the CAO explained that voting was completed by members of this committee and staff. A draft email was read aloud to the committee; this email will be sent to all entrants informing them of next steps. Once the decision is made by Council, staff will work with the Recreation Services Department to secure appropriate locations and with a local print/graphic design firm to ensure the art size and medium is suitable. Staff will provide the committee with an update on the progress of their development and installation.

Update on Workplan Items

Workplan Item 1: Wellington North Farmers' Market

The Community Cultivator presented a PowerPoint that highlighted the ongoing success of the Farmers' Market this season. So far, they've welcomed 16 vendors, including several who have been with the Market for multiple years. Staff are actively reaching out to potential new vendors to continue growing the market. Market Updates:

Market Boxes: A total of 42 Market Boxes have been sold through the TasteReal Program at \$59.00 each. Each vendor contributes goods valued at \$6.00 to complete the box. The Wellington North Box was scheduled for July 30, 2024.

Kids Day: Kids Day was a great success, held on July 20. Activities included face painting, street chalk art, and Spanky's BBQ trailer. The event was very well attended.

Market Bucks: To date, the Wellington North Farmers' Market has received \$850 in Market Bucks. This program ensures fresh produce, and goods are accessible to individuals across Guelph and Wellington County.

Family Day: Scheduled for August 24, Family Day will feature activities such as an appearance by the Wellington North Fire Department – Mount Forest Station, street chalk art, face painting, and food vendors.

Workplan Item 2: Cultural Grants and Donations

C&ED 2024-032 Cultural Events Funding and Sponsorship Application

Moved by Member Cassan
Seconded by Member Craig

THAT the Wellington North Cultural Roundtable recommend to the Council of the Corporation of the Township of Wellington North approve the Cultural Events Funding and Sponsorship funding request from the Four Corners Quilters' Guild in the amount of \$133.06.

AND FURTHER THAT the Wellington North Cultural Roundtable recommend to the Council of the Corporation of the Township of Wellington North approve the Cultural Events Funding and Sponsorship funding a further \$116.94 to provide a contingency for other necessary materials needed.

CARRIED

Workplan Item 3: Cultural Moments

- April 8, Jesse James
- April 22, 25th Anniversary of Amalgamation
- May 6, Arthur Lions Duck Race
- May 21, Farm to Table Sales and the Farmers' Market
- June 3, York Soaring Association
- June 24, History of Indigenous Peoples in Wellington North
- July 8, Village of Kenilworth
- July 22, Charles McKellar
- August 12, Lynes Blacksmith Shop

The Committee was pleased with the increased recognition the Cultural Moments are receiving at Council and on social media. Chair McDougall suggested that it might be a good opportunity to create a moment on the Cultural Roundtable itself. Additional discussions were had on new topics for Cultural Moments, which included:

Wellington North Cultural Roundtable – Chair McDougall
Presbyterian Church 150th - Member McIntosh
Sir Wilfred Laurier - Member McIntosh
Frederick Campbell – Councillor Renken

The committee discussed having a Cultural Roundtable booth at the upcoming Volunteer Celebration and Newcomer Welcome event on September 12, 2024.

Workplan Item 4: Simply Explore Culture website

Moved by Member Hruska
Seconded by Member Craig

THAT the Wellington North Cultural Roundtable recommend the Council of the Township of Wellington North dissolve the Simply Explore Culture website and transfer over any worthwhile material to the current Simply Explore or Township of Wellington North website;

AND FURTHER THAT the Wellington North Cultural Roundtable pay any outstanding invoices that are still pending.

CARRIED

The Community Development Coordinator provided a presentation on the website statistics, noting that the majority of the traffic is coming from search platforms. The average length of stay on the website is approximately 22 seconds for direct traffic (those typing www.simplyexploreculture.ca into their web browser) and 27 seconds for those who find the website via a search engine. The Committee discussed the value of the website in previous years, and recognized that without regular ongoing maintenance it is not of significant value. With the success of the Tourism Growth Grant application, the committee recognized that the new Driftscape app will provide better value.

Workplan Item 5: Wellington North Culture Days

Culture Days Rack Card Draft: The Community Cultivator shared the draft design of the brochure for Culture Days. This version will be circulated to the Committee for review and feedback.

Artisan Showcase: Members of the Committee expressed constraints related to the ability to chair the artisan showcase. Chair McDougall is going to reach out to June Turner to see if she is interested in running it again. If no one is available, then the show will not happen this year.

Chair McDougall left the meeting at 2:02PM

Workplan Item 6: Minto, Hanover, WN Cultural Roundtable partnership

The Economic Development Officer provided an overview of four key initiatives included in the successful Tourism Growth Grant, which awarded \$35,000 to the Town of Minto, Town of Hanover, and Township of Wellington North to support these projects.

Culture Days/Culture Bus: Create a Culture Bus Tour that will transport visitors and tourists to various events across our communities during Ontario Culture Days, from September 20 to October 13, 2024.

Driftscape App: This award-winning mobile and web app will allow our small rural communities to share their sites and stories with visitors in an engaging and interactive manner.

Culture Guide: Collaborate with Ontario Culture to create a guide that showcases the rich stories and diverse experiences our communities offer. This initiative will enhance the promotion of the Saugeen region as a cultural tourism destination, with the added benefit of increasing visitor traffic to neighboring communities.

Cultural Symposium: Host a Cultural Symposium in the spring to continue our joint cultural roundtable discussions. This event will bring together council members and committee members from the three communities to explore tourism opportunities, provide DEI training, and support initiatives like SPARRC (Supporting Arts in Rural and Remote Communities). This symposium aims to strengthen our neighboring municipalities by fostering cultural development in rural communities and expanding our collaborative efforts.

Other Items

Your Town Rising: The Economic Development Officer provided a brief update on this initiative. The walkabout in the downtowns was successful in each community. Staff will circulate the slides from the evening presentations to the committee, received from Your Town Rising.

Barn Quilt: Member Cassan wanted to ensure committee members continue looking for the definition and description of the quilt that was provided when the barn quilt was installed at the Arthur and Area Community Centre.

Mount Forest Cemetery: Staff provided an update on the cemetery gate installation.

New Meeting Time: Committee decided to wait until the fall when there are more members added. This will ensure the meeting time is reflective of the wants of all committee members. Member McIntosh also noted that the ability for the meetings to be hybrid was appreciated, making them accessible to more individuals.

Items for Consideration

Wellington Advertiser Cultural Ads
Committee reviewed the April, May, June and July Cultural ads.

Upcoming Events

Fall Cultural Roundtable Symposium Meeting is scheduled for September 26, 2024, 5:30pm – 8:00pm at the Wellington County Library - Mount Forest Branch. A calendar invite has been circulated by the Economic Development Officer.

Roundtable

none

Adjournment

Moved by Member Craig
Seconded by Member Cassan

THAT the Wellington North Cultural Roundtable Committee meeting of August 15, 2024, be adjourned at 2:12 p.m.

CARRIED

Committee discussed the date and time for the next meeting, noting that there are many events and activities taking place in September. The next meeting will be called at the direction of the Chair.