



**THE CORPORATION OF THE TOWNSHIP OF WELLINGTON NORTH
 CULTURAL ROUNDTABLE MEETING MINUTES
 THURSDAY, JANUARY 16 @ 12:00 PM
 WELLINGTON COUNTY LIBRARY, ARTHUR**

Committee Members Present:

- Doris Cassan, Member
- Linda Hruska, Member
- Trina Reid, Member (joined virtually at 12:06 p.m.)
- Penny Renken, Councillor
- Faye Craig, Member
- Tim McIntosh, Member (arrived at 12:06 p.m.)
- Carol Vair, Member (arrived at 12:07 p.m.)

Regrets:

- Bonny McDougall, Chair

Staff Members Present:

- Robyn Mulder, Economic Development Officer
- Mike Wilson, Community Development Coordinator
- Tasha Grafos, Executive Assistant to the CAO
- Mandy Jones, Manager of Recreation, Community & Economic Development (arrived at 12:58 p.m.)

Calling to Order
CDC Wilson called the meeting to order at 12:02 p.m.
Adoption of Agenda
Moved by Member Cassan Seconded by Councillor Renken THAT the agenda for the January 16, 2025, Wellington North Cultural Roundtable Committee meeting be accepted and passed. CARRIED
Disclosure of Pecuniary Interest
None

Minutes of Previous Meeting – November 14, 2024
(approved by Council on December 2, 2024)

Moved by Member Craig
Seconded by Member Hruska

THAT the Wellington North Cultural Roundtable Committee receive for information the minutes of the November 14, 2024 Committee Meeting.

CARRIED

Deputation

None

Business Arising

None

Update on Workplan Items

Workplan Item 1: Wellington North Farmers' Market

Plans for the Farmers' Market are moving ahead with the new location at 393 Parkside Dr., Mount Forest.

The Township will be employing a student to manage the Wellington North Farmers' Market and also help with the Community Gardens in Mount Forest.

The Louise Marshall Auxiliary booth is looking for 8-10 chairs that can be easily accessed for their sitting area.

Workplan Item 2: Cultural Grants and Donations

Grants and Donations:

- Mount Forest Diwali Celebration (verbal update)

CDC Wilson met with Axy Leighl, who is spearheading the Mount Forest Diwali celebrations for 2025. CDC Wilson reported that plans are taking shape, and that Leighl's group is looking for funding opportunities to help with the cost of entertainment for the event. The event would take place in late October. CDC Wilson is looking into possible grant opportunities for the Diwali group to apply to. CDC Wilson said Leighl expressed gratitude to the Cultural Roundtable for its expression of support for the event. Looking for funds for entertainment. Grant applications and eligibility.

The Cultural Roundtable also discussed the possibility of highlighting the Mount Forest Diwali celebration for a future Cultural Moment. CDC Wilson said he would connect with Leighl to get information.

Workplan Item 3: Cultural Moments

CDC Wilson provided an overview of the Cultural Moments presented to Council since the last Cultural Roundtable meeting in November 2024:

- November 18 – Duke of Wellington

- December 2 – 1985 Tornado
- December 16 – Harold “Toad” Reeves
- January 13 – Dr. Helen Reynolds

CDC Wilson reported that the January 27 Cultural Moment will highlight H. Gordon Green of Arthur, and the February 10 Cultural Moment will highlight “Saucy” Sylvia Cadesky from Mount Forest.

A discussion was held to brainstorm topics for future Cultural Moments:

- Sarah Smith
- Mennonite Culture
- Biz Bull
- Arthur Historical Society

CDC Wilson shared 2024 Cultural Moment video statics with the Committee. The videos have been very well received, accumulating more than 16,700 views across all social media platforms last year. A total of 20 videos were produced, averaging 836 views per video. The most viewed video of the year was the Lynes Blacksmith Shop – Raise the Roof Campaign (1,659 views) with the History of Indigenous Peoples in Wellington North a close second (1,389 views). CDC Wilson also highlighted the Harold “Toad” Reeves video as being very popular, accumulating 925 views in two weeks. The Committee was very happy with these numbers, and pleased that the videos are resonating with residents.

Member McIntosh commented that the “25 Fun Facts and Folklore of Wellington North” social media campaign was also very well received by the public. CDC Wilson reported that the Mount Forest Museum and Archives have included those social media posts in a booklet and those moments are now included in their collection.

Workplan Item 5: Wellington North Culture Days

No update

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

Tourism Grown Program

- Driftscape

Implementation will begin in the first half of 2025. A meeting has been set up with Driftscape creators to begin the process of uploading material onto the app.

- May 30 Symposium

See the events section for more details

Other Items

Strathcona Long Term Care and local art exhibit

Member Vair brought forward an idea for a pilot project at minimal to no cost. During the winter months when the residents are in long term care, local artists could donate their work on a rotation basis to be hung throughout the complex. The alternate common rooms, focal points. This would enlighten the day for the aged and bring back memories. The art would be on loan and be updated on a rotating basis through the seasons to keep things interesting. Member Vair will reach out to Cheryl McTavish at Strathcona and Kate Rowley from the Mount Forest Museum and Archives to discuss further.

Items for Consideration

Wellington Advertiser Cultural Ads

The committee reviewed the November and December Cultural advertisements in the Wellington Advertiser.

Upcoming Events

Staff reported that the Cultural Roundtable Symposium will take place on Friday, May 30th in Harriston. The keynote speaker will be Cate Proctor.

Cate is Founder and Principal of an evidence-based consulting practice, Proctor Shift Consulting. She has held senior management roles at non-profit organizations in the arts and cultural sector. She has also held communications, events development, and production roles at the Canadian Broadcasting Corporation and the City of Charlottetown. With more than 20 years working in arts administration and creative industries roles, Cate has successfully managed festival and theatre operations through strategic planning, public relations, marketing, fundraising and partnership initiatives.

Cate's presentation will focus on embracing cultural assets through partnership. The presentation will address how the arts and cultural sectors, including its creators, are fundamental to projecting a community's vibrancy, authenticity, and acting as a primary attraction that serves both business and community interests. The workshop will take attendees through the process of identifying at least one project and /or partnership that they can generate within their community.

Roundtable

EDO Mulder:

Community Improvement Program (CIP) – Applications are now open for the calendar year. There is \$35,000 available in grant money for approved businesses. Applications will be accepted up until September 30 for projects completed and receipts submitted by Dec 1st, 2025. Must be new projects, grants are not retroactive.

- Working on Design Guidelines for downtown Arthur and Mount Forest

Saugeen Connects – Partnership programs

Workforce Development Programs

- North Wellington Works, March 27th, 2025, 9am – 3pm at Norwell, Palmerston

Advancement of Women (AWE) initiatives

- Begins with international Women’s Day in March
- Webinars start in April

Women of Wellington Saugeen Area (WOWSA) monthly programs

- Leadership - Jan 21, 2025, 6-8pm Mildmay (Guest Speaker – Melanie Needham)

Business Retention and Expansion

Reestablish the Mayors Breakfast series

- Q1 meeting to be held at the end of March/ early April

Member Hruska: Four Corners Quilters Guild donated 28 dropped off to Guelph. Donate 10 for kids with cancer at the Lions meeting 16 Jan.

Bizbull – overlapping stories for cultural moments. Shady Lawn, Farewell. Maybe the cultural moment could be in the Bizbull.

Member Craig: St Andrews Presbyterian Church in Arthur will have a guest music teacher over Easter 2025.

Staff Member Grafos:

Member McIntosh and Member Reid are invited to look at the website and see what needs updates. EA Grafos and CDC Wilson will be looking at website content and where things are put and the logic behind the naming of departments. Proposal for changing the titles of the names on the website and relocating them to where they make more sense.
e.g. Welcome to Wellington North – info logistics, hydro, blue bin etc

EA Grafos has tips on fireworks celebrations and safety concerns. Information to educate the public will be circulated about how celebrations use fireworks.

Date of next meeting and adjournment

Next Meeting: Thursday, February 20, (virtual)

Moved by Member McIntosh
Seconded by Member Craig

THAT the Wellington North Cultural Roundtable Committee meeting of January 16, 2025, be adjourned at 1:00 p.m.

CARRIED