



Join The Journey...

The Halton Hills Cultural Plan

Cultural Roundtable Meeting Minutes

May 25th 200, B.I.A. Meeting Room

Present: Kay Mathews, Tom Bentley, Ken Hall, Roscoe Petkovic, Jane Fogal, Dave Kentner, Laurent Thibault, Beatrice Sharkey

1. Welcome & Agenda Approval

- Laurent greeted the group especially the new members not previously part of ACHAP.

2. Election of Officers

- As several members were not able to attend this meeting it was agreed that only the Chair's position would be filled at this point. Laurent agreed to continue as Chair. The positions of vice-chair and treasurer will be filled at the June meeting.
- A Roundtable members list was distributed (This material is attached).

3. Roundtable Start-Up

- Laurent gave an overview of the ACHAP group's work and achievements over the past two years.
- Laurent then led a discussion about how the Roundtable will operate & referred to the Basic Principles outlined on page 2 of the Founding Document. He also tabled a one-pager "Values to Guide Us" (attached) and after some discussion the group agreed to these principles.
- It was agreed that as all Roundtable members are very busy that agendas and decision points will be sent out well in advance of the meetings so that those who are unable to attend will be able to give their input in advance. Between meeting email updates will also keep members informed and active in the workings of the group. Clarification of the one- and two-year terms of officers is needed when the terms of reference is created.
- Beatrice reviewed an updated version of the HHCR Action Plan which now includes the "organizational development" activity from the Quarterly Meeting's *Foundation Document*. (This material is attached.)
- It was agreed that significant documents will continue to be posted on the website as well as minutes being attached to network update emails.
- A discussion of the optimal name/acronym for the group ensued. It was agreed that HHCR would be googled to check for duplication and members (esp. Tom) would send possible acronyms to Beatrice for the next meeting. (e.g. REACHHH)
- For the potential Branding exercise key partners within the community need to be included e.g. the Heritage Committee, the sports groups for possible future use of the results of the exercise e.g. team colours etc.

- Jane F., Roscoe, Laurent, Beatrice and Ken will draft a branding proposal to move this goal forward including costs, partners, outcomes, timelines, and benefits. Early brainstorming on this approach would also benefit from community members such as Miles Lawlor/Eric Doubt.

4. Partnership Updates

- Beatrice reviewed our May 12th presentation to the Town of Halton Hills Council; thanks to Chris and Rasa for their work on this. (This material is attached.) We are pleased to report that the Town staff report endorsed our overall plan and this recommendation was approved by Council. The endorsement included the following key content:
 - The Town's support for the Summary Report and Action Plan's priorities
 - The Town's wish for ongoing communication between the Roundtable and THH staff including identifying and exploring partnership opportunities
 - The Town's support for the development of a community information website as long as its design ensure efficiency, effectiveness and minimal duplication
 - The Town's openness to work with the Roundtable to develop a Cultural Policy and Cultural Master Plan.
- The group agreed to report to Council only when there are significant news and achievements rather than on a three-month schedule to maximize impact.
- Kay reviewed the activities of the fledgling THH Tourism Committee including the plan to have Tourism ambassadors at the major summer events within our community. We need to ensure that if members from our network are to be involved that the necessary information and materials are provided to these volunteers. Beatrice will follow up with John Duncan about the details of the ambassador plan and how our network can assist. It was noted that opportunities such as the new screens at McDonalds could be a great spot for 30-second tourism spots. There may still be areas in the visitors' guide that need inclusion/augmenting in the future including the conservation areas.

5. Communications/Marketing Update

- Roscoe reviewed the plans to date regarding the development of a monthly Culture Page in the Independent. Ideas include:
 - A monthly article highlighting various interesting a/c/h individuals, groups, businesses and events and attractions designed to encourage residents to "Play Local" by focusing information into one central page per month.
 - The article would be accompanied by a monthly a/c/h/ events calendar and supported by the a/c/h businesses and groups as well as business ads.
 - Ideas for content, which the HHCR would solicit and review prior to submission to the paper, included: GLT founding member profile, new-to-our-community profiles, local a/c/h geo-caching, movies made here, service clubs and what they do, fascinating facts, home of the Little NHL. The first article needs to be especially attention-grabbing and where possible opportunities to promote globally should be made.
 - The articles will also be archived on our website for future use.
- Roscoe, Beatrice and Laurent will move this item forward this month.
- The group agreed to move ahead with submitting the article about the Roundtable's creation without waiting for the opportunity of an all-group photo to go along with it.

6. Financial Update

- Beatrice gave an overview of the feedback from our CSIF application which unfortunately was not approved. Our group was strong in the areas of partnerships, sustainability, appropriate planning for roll-out and funding amount request, organizational viability and proven community need. The one area where we didn't score well, which caused us to be edged out of the running, was the area of innovation. Apparently CSIF had such a substantial number of applications that they ended up choosing those that showed innovative ideas that could be used in the future by other communities as best practices. While our application was certainly viable it did not represent a new way of developing a community website. We are encouraged to apply again in the Fall 2009 round if we can find a way to include this factor.
- Beatrice gave an overview of our current financial status including current assets and the potential components of the OTF grant should we be successful. (This material is attached.)

7. Website Working Group Update

- The Website working group continues to research and negotiate the structure, components, ownership and launch plans of this project. At this point a project plan is being developed for the next meeting from which a joint agreement will be written. Best practice gleanings and finding the right design for our community will be crucial factors for our success.

8. Focuses for Next Month

- Confirmation of Roundtable officers (LT)
- Tourism ambassador planning (BS)
- Roundtable acronym brainstorming (All)
- Drafting of branding proposal (LT, JF, KH, RP, BS)
- Volunteer recruitment for festival and collaboration project start-ups (BS)
- Independent article on Roundtable (BS)
- Library resource binder compilation (TBD)
- Negotiation of Culture Page (RP, LT, BS)
- OTF decision and hiring of staff (LT)
- Research of other possible grant dates and plans (BS)
- Website Working Group project plan (BS)
- Tourism planning research for Tourism Committee (BS)
- Respond to request for representation on Community Volunteer Appreciation Event (TBD)

It was agreed by the group that 2009 meetings will be held on the third Thursdays of each month at the B.I.A. office from noon – 2 p.m. unless otherwise communicated. Planned dates include: Thursday, June 11th (N.B. second Thursday), July 16th, August 20th, September 17th, October 15th, November 19th, and December 17th.