



# *Join The Journey...*

## *The Halton Hills Cultural Plan*

### *Cultural Roundtable Meeting Minutes* *June 11<sup>th</sup> 2009, B.I.A. Meeting Room*

Present: Tom Bentley, Jane Fogal, Ken Hall, Carolyn Martin, Kay Mathews, Roscoe Petkovic, Alice Rice, Beatrice Sharkey, Jamie Smith, Laurent Thibault

*NOTE: Next Meeting Dates are Tuesday, July 14<sup>th</sup>, and Thursdays, August 20<sup>th</sup>, September 17<sup>th</sup>, October 15<sup>th</sup>, November 19<sup>th</sup>, and December 17<sup>th</sup>, noon – 2 pm.*

#### 1. Agenda & May 2009 Minutes Approval

- The agenda for this meeting was approved. The minutes of the May 25<sup>th</sup> 2009 meeting were approved. Laurent highlighted a Globe & Mail article that pointed to the importance of a/c/h in economic development and anticipates an increased interest in a/c/h as the entertainment of choice as the large baby boomer cohort reaches its golden years.
- Jane Diamanti has resigned from the Roundtable due to the additional work load resulting from the recently approved Acton Library expansion project. The group's thanks Jane for her time and efforts on past initiatives. A revised membership list is attached.

#### 2. Confirmation of Officers

- Laurent confirmed that Alice Rice has agreed to fill the position of Treasurer for the Roundtable. (She will be supported by Carol Hadskis, Treasurer of the Georgetown Choral Society, who is currently looking after financial transactions for the Roundtable). Chris Macewan has agreed to be the Vice-Chairperson. The Roundtable approved these appointments.

#### 3. Partnership Updates

- A request has been made for the Roundtable to provide support to an August 2009 Mexican Worker event at Andrews Scenic Acres both in terms of promotion to the Halton Hills community about the event as well as outreach to those attending about community events and resources. The Roundtable is generally supportive of this endeavour and had ideas such as poster distribution, information circulation to our network, Farmer's Market performance, Mexican Flag available (Alice) and connecting

the organizers to the Tourism Committee and Diversity Walk. Beatrice will follow-up with the organizers for more details.

- The Tourism Committee is full steam ahead with the Tourism Ambassador Events commitment. The Roundtable is responsible for covering off the Highland Games and Classics against Cancer events. Beatrice is designing a tourist survey and it is hoped that responses to this survey will give the Committee a clearer idea of who is coming to the events and what other tourism information would be useful to both tourists and residents. Kay provided a Downtown Georgetown handout for distribution. The Roundtable's support details are **attached**. It is recommended that tourism information be made available to the event organizers ahead of time as part of participant packages (e.g. Highland Games).
- The Roundtable has been invited to participate in the planning of Halton Hills 2010 Community Volunteer Appreciation Event. Laurent will attend the first meeting later today and report back on the group's direction and how the Roundtable will participate.

#### 4. Communications/Marketing Update

- Roscoe reported on our progress in defining the design and roles for the potential Culture Page insert in the Independent (proposal **attached**). A meeting with the IFP is set for June 22<sup>nd</sup>. Roscoe, Laurent and Beatrice will attend and report back afterwards. The last network email included a call for both writers and article ideas.
- Beatrice has drafted a Roundtable announcement article which will be reviewed and edited for submission to the papers as soon as possible.

#### 5. Financial Update (Beatrice)

- Beatrice reviewed a preliminary list of possible grants the Roundtable could apply for as well as an overview of the components of the OTF grant (**attached**). The "Celebrate Ontario" grant for festivals is another option to be considered. Once news of the OTF grant has been received after June 25<sup>th</sup> decisions about whether or not to apply elsewhere will need to be made.
- The Roundtable's bank balance as of June 11<sup>th</sup>, 2009 is approximately \$7265.

#### 6. Branding Proposal Draft

- Laurent reviewed the draft Branding project proposal details (**attached**) including objectives, deliverables, timelines, costs, and anticipated financial and human resource requirements.
- The Roundtable noted that: 1) it will be necessary within the exercise to address the reoccurring issue that people do not generally recognize what is "Halton Hills", and tend to relate better to the long established smaller communities; 2) there is a potential to include signage in the phase two segment; and 3) the timeline may be too aggressive to get partner buy-in. Once finalized, the proposal should go first to the THH Economic Development Committee and could potentially be financially supported

by business interests such as local builders. A community survey using software such as "Surveymonkey.com" could also be used for early input.

## 7. Website Working Group Update

- Jamie gave an overview of the Website Working Group's progress including the Action Plan document (**attached**). The group has now completed the background best practices research and is moving into the details of how the site will be managed, funded and developed. Roundtable members recommended that the site be designed to be both inclusive and open-ended in terms of capacity for future add-ons.

## 8. Festival Working Group Start-Up

- The last network email solicited volunteers for the planning and execution of a 2010 a/c/h festival, and the first meeting will be held in early July. Members recommended that the Festival planners decide on a date well in advance because potential partners (e.g. those in the performing and visual arts) can take this into account in their own planning. Suggestions for additional working group members and/or partnerships include Richard Marcella, Peter Zavitz, Bruce Madole, youth from MYAC/ high school arts programs/Globe/GLT, Josie Bonnette (youth art in Acton stores), and a summer arts camp questionnaire.

## 9. Other Business

- Tom gave an overview of a recent Heritage Conference he attended in Peterborough which focused on the expectation that future increases in oil prices will likely require communities to have higher density in terms of both workplaces and homes. He will send the Roundtable further information on this topic that he is addressing at a July 16<sup>th</sup> Rotary meeting which Roundtable members are welcome to attend.

## 10. Focus for Next Month

- Festival working group first meeting (KH, DP, JS, BS)
- Branding Proposal partnership solicitation (LT, JF, KH, RP, BS)
- Library resource binder compilation (looking for a volunteer)
- Culture Page negotiation (RP, LT, BS)
- OTF decision and follow-ups (ALL)
- Website Working Group (JS, LT, BS) and Tourism Committee (KM, LT, BS) continue
- Community Volunteer Appreciation Event planning meeting (LT)