



Join The Journey...

The Halton Hills Cultural Plan

Cultural Roundtable Minutes *~ July 14th 2009 ~*

Next Meeting Date: Thursday, August 20th, 12:00 – 2:00 p.m.

Present: Tom Bentley, Jane Fogal, Ken Hall, Chris Macewan, Kay Matthews, Dianne Penrice, Alice Rice, Beatrice Sharkey, Jamie Smith, Laurent Thibault (chair)

1. Minutes Review & Agenda Approval

Laurent reviewed the minutes from our June meeting, which were approved, and the group approved today's agenda. Beatrice thanked members for identifying potential Acton Roundtable members; she is following up on these leads.

2. Financial Update

Our bank balance as of June 10th, 2009 is \$2761.40. Lauren confirmed that the OTF grant has been approved in full and that the Roundtable will be receiving \$19,300 every six months for the next 18 months. The position will be recruited within the next few weeks; the posting has already gone out. Laurent reviewed the group's financial details, including the grant category amounts. Laurent and Beatrice will bring a more in-depth financial overview to our August meeting.

3. Partnerships & Communications

- Culture Page negotiation update – Beatrice reviewed the progress made on the Culture Page development including the meeting with the IFP, the potential elements that are to be included, and the September launch. Ken and Beatrice will work together on the design and circulate it to the members for approval before the launch. It was noted that three local internet and website/radio-based stations are currently either operational or soon to be so. Roscoe will be asked to provide us with an update on this activity when he returns.
- Dickens Festival – Chris informed the group of a new festival that is being launched in Glen Williams on September 25/26 for which the organizers are looking for support. The group agreed that we will pass on this information to our network and provide the event with a profile in our September Culture Page. Beatrice will follow up. It was also suggested that as we are often being asked to pass on event/group information as well as help for promotion it may be useful to develop a simple how-to tool for promoting your group/event especially if it is new. This tool could be placed on our website.
- Mexican Workers Event – Beatrice gave an update on the August 23rd event including the organizer's requests for a local band to play and promotional ideas. It was agreed that the Saturday market, local papers, Georgetown ON.com site and our network would be good places to promote the event's welcome to local residents.

- Tourism Committee – Members of the recently-formed Tourism Committee reported in on its progress including the local event ambassador profiles and surveys. Members suggested the use of a sticker or insert page for evaluation of the recently released 2009 Tourism Guide. Beatrice & Laurent will approach the committee chair & staff person to offer their support for a more comprehensive assessment and tourism plan development.
- Sustainability Link – Beatrice and Chris heard Tom's presentation regarding local growth options at the Rotary meeting on July 10th and think that the content may be useful as an information item for the Roundtable. This item will be included on our September agenda.

4. Branding Proposal Next Steps

- Laurent reviewed the progress of our Branding initiative including the potential links to the research and assessment portion of the BIA's marketing project, and the generally favourable response he has received from all audiences. Beatrice reported having a brief discussion after the Tourism committee the prior week and that several members agreed that key factors for our Branding initiative's early buy-in and eventual success will be credible consultants, adequate funding, and ensuring that a wide range of residents have the opportunity for input.
- Members suggested a contest be held to assist with the work/promotion of the exercise, that concrete links to the BIA's marketing project be made, and that a similar template to the BIA's research phase could be used for the broader exercise by volunteers in order to minimize costs. Once the funding and other resources are in place these ideas will be followed up on.
- It was decided that in order to move this project forward a solicitation for funds will be sought from local businesses. Beatrice/Laurent will plan and carry out this by end of September.

5. Working Group Updates

- Website/Box Office – This group is not meeting in July.
- Festival Working Group – This group met last night and set guiding principles and early theme suggestions. A key is to identify other festivals in our area. More to follow!

6. Incorporation Next Steps

- Dianne and Laurent took the group through the basic process of incorporation. The next network email will ask for a volunteer to lead this with Dianne and Laurent's assistance.

Action Items for the Next Month

- Convey Dickens event information to HHCR network (Beatrice)
- Help with Mexican workers promotion incl. markets, local papers, GeorgetownOn.com site, potential bands, face painters and HHCR network email (Beatrice)
- Suggest an evaluation insert for Tourism Guide and more comprehensive assessment and tourism plan development for next year (Laurent & Beatrice)
- Sustainability presentation to HHCR at August meeting (Tom)
- Move Branding Proposal forward by linking to BIA project (Laurent & Kay) and soliciting project funds from local businesses (Laurent & Beatrice)
- Culture Page formatting designed & first article developed (Beatrice, Ken & Roscoe)
- OTF agreement signing and hiring of staff (Laurent, Chris & Alice)

Future Meeting Dates: Thursdays, Aug. 20th, Sept. 17th, Oct. 15th, Nov. 19th, & Dec. 17th, noon – 2 pm