



TOWN OF MINTO

DATE: July 13, 2016

REPORT TO: Mayor and Council

FROM: Bill White, C.A.O. Clerk, Gordon Duff Treasurer

SUBJECT: Town of Minto, Wellington County Commemorative IPM Cards, Wesley Bates

STRATEGIC PLAN:

8.4 Facilitate private business or non-profit groups bringing small, medium and large sized events to Town facilities and spaces that attract visitors, develop local talent and culture, fundraise for local groups and enhance local business

BACKGROUND

Council is well aware of the benefits of IPM 2016, the Ontario Plowman's Association signature event with over 100 years of history in the Province. At the June 7 Council meeting the following resolution was passed:

MOTION: COW 2016-146

THAT Council receives the staff report dated May 20, 2016 regarding 2016 International Plowing Match and Rural Expo and supports the declaring the International Plowing Match and Rural Expo as a provincially significant event for the purposes of obtaining any and all licensing through the A.G.C.O, and that Council supports the "in-kind" services for IPM 2016 as outlined in the report.

The "in-kind" services outlined in the report included crews and equipment as available to help with site preparation, volunteer firefighters and trucks, traffic control barriers, permit and inspection fees, marketing and expertise. Council is also aware that \$30,000 is budgeted for IPM expenses and associated services on the basis that the overall economic benefit of the event are projected at over \$20 million.

The C.A.O. Clerk, his wife and the Treasurer as Executive Members for IPM propose a commemorative card set featuring the following art of Wesley Bates.



COMMENTS:

This cash and "in-kind" support for the caliber an event is consistent with the Town's facilitative role for events as outlined in the Strategic Plan. Events are also seen as an opportunity to "develop local talent and culture" and "enhance local business".

One element that can be enhanced for IPM is an opportunity for a local artist to participate in the event. IPM 2016 has chosen to go with many local musicians which help these local artists. Often local painters participate in an IPM poster contest but in 2016 the Executive chose a marketing poster consistent with its branding. At this point so close to the event there is not time for a contest. Since Wesley Bates has imagery appropriate for IPM his artwork is recommended.

Wesley is a member of the Minto Arts Council, past member of the Cultural Roundtable and host of the Clifford Community Garden. He has been experiencing some health issues but agreed to have his work included as part of IPM 2016.

In addition to the cards set it is proposed to have these images included in the various municipal displays for IPM and as signage in Minto along County Road 109.



It is proposed the commemorative cards be sold from the Town office, Palmerston Rail Museum, LaunchIt and any other outlets in Minto. The cards would include the Town logo, County logo and acknowledgement as host of the IPM.

FINANCIAL CONSIDERATIONS:

The cost of 500 boxes of six greeting cards (2 of each piece) is about \$1,500 including the box. The cost of the signs is \$155 each. It is proposed that up to \$3,000 be seeded on this initiative. Cards would retail for \$15 per box of six of which the artist will receive a percentage. The County has agreed to purchase surplus Town inventory so that the original printing cost and artist fee is covered. If all boxes were sold upwards of \$4,000 could be made to help offset some Town expenses for the match.

RECOMMENDATION:

That Council receives the C.A.O. Clerk and Treasurer's July 13, 2016 report regarding Town of Minto, Wellington County Commemorative IPM Cards, Wesley Bates and approves up to \$3,000 to be spent on the commemorative cards and signage.

Bill White, C.A.O. Clerk

Gordon Duff, Treasurer