



# TOWN OF MINTO CULTURAL PLAN UPDATE 2024

## Council Presentation

**Date: October 15, 2024**

Council Chambers





## AGENDA

- Project Objectives
- MGA Process
- Engagement
- Six Pillars (Themes)
- Recommendations
- Summary
- Wrap Up & Questions





## PROJECT OBJECTIVES

### Minto RFP 2023-08

- “The Cultural Plan (in conjunction with the Cultural Roundtable) will endeavour to develop a strong and consistent cultural theme for the Town.”

#### **This will be accomplished through:**

- Assessment of existing conditions
- Analysis of public opinion and demand for cultural events and attractions
- Confirm the previously created vision and values are still relevant
- Recommend a 5-year strategy and associated timeline to maximize cultural development



## MGA PROCESS

The Cultural Plan has been developed incrementally and included the following components:

- Setting the context
- Community and Stakeholder engagement
- Development of Strategic Pillars (Themes)  
(shared with Cultural Roundtable)
- Draft Recommendations and review with Cultural Roundtable
- Final Recommendations and recommended timeline



## ENGAGEMENT

1. **Community Engagement sessions** April 23 and 24, 2024  
(Palmerston, Harriston and Clifford)
2. **Staff engagement workshop** – April 24, 2024
3. **Stakeholder engagement** – Virtual – April 29 and 30, 2024
4. **Stakeholder Survey** (sent directly to over 40 sport, recreation and culture organizations).
5. **Cultural ‘ambassador’ Interviews** – June / July 2024
6. **Public Survey** – May 15, 2024, till May 31, 2024  
(on Town’s engagement platform)





## THEMES

### SIX PILLARS (THEMES)

- A. Cultural Investment
- B. Organizational Capacity
- C. Community Expectations and Investment
- D. A Welcoming Community
- E. Regional Sharing and Organizational Networking
- F. Minto: A Cultural Destination





## RECOMMENDATIONS

- Recommendations grouped under each Theme
- Alignment with Strategic Plan identified
- Alignment with Cultural Trends identified
- Action Plan and Timeframe – Short, Medium and Long term





## SUMMARY

- Town of Minto continues to be a leader – a progressive, rural, welcoming community
- The Cultural Plan aligned with the Strategic Plan, Economic and Community Development and Recreation Plan sets Council and staff up for success
- Ongoing monitoring of outcomes, trends, funding opportunities and organizational change will allow adjustments as required.





# WRAP UP - QUESTIONS

