

Schedule A

2025 Cultural Plan Priorities and Budget Allocations

ORGANIZATIONAL CAPACITY			
Action	Budget Allocation	Committee Members	Timeline for Completion
			Q1 (Jan-March) Q2 (April – June) Q3 (July- Sept) Q4 (Oct. – Dec.)
B5 - Share the outcomes of the recently completed work related to volunteer retention (Volunteer Recruitment and Retention project) with all community organizations and town-wide volunteers – arts, culture, heritage, agriculture, tourism, horticulture, sport, recreation, and service clubs.	\$200	Mary Jean Hartwig Megan Raftis Peggy Raftis	Q2 In conjunction with E6
B6 - Develop targeted campaigns for volunteers, offering short-term and flexible opportunities. Recognize that volunteers in art, culture and heritage respond to different motivations and may require creative and unique approaches to develop and grow volunteerism.	\$450	Staff	Q1 pair with C1 and C2
COMMUNITY EXPECTATIONS & INVESTMENT			
Action	Budget Allocation	Committee Members	
C1 - Engage local youth (the Grove, High School) to identify barriers to participation in the arts, culture, and heritage. Assess options to create new programs and opportunities to build participation based on youth areas of interest. Use of modern social media tools,	\$200	Mary Jean Hartwig Megan Raftis	Q1 + Q2 Pair with B6 and C2

<p>hosting 'cool' events and sharing youth testimonials should be considered in all outreach activities.</p>			
<p>C2 -Continue to engage youth at the High School in obtaining their Community Service Hours while exposing participants to the arts. This can include learning to curate at the Museum, volunteering at cultural outreach events, learning to support 'back of house' in the theatre, etc. Engaging with drama and art teachers at the school can assist to expand knowledge of options and identify opportunities for students. Working with local creative entrepreneurs to establish knowledge sharing and mentorship should be part of the program (new creative/digital arts, paper press, other).</p>	<p>\$400</p>	<p>Mary Jean Hartwig</p>	<p>Q1 + Q2 Pair with B6 and C1</p>
<p>C5A - Host a "Program Summit" to assess priorities for new program delivery and recruit key volunteer leaders to mobilize "try-it" programs with incentives provided by the Town of Minto. Incentives could take the form of free-of-charge facility space, promotional and marketing support, or a new grant program modeled after the Community Event Development/Enhancement Fund. A "Community Program Development / Enhancement Fund" to provide small grants for interested citizens or groups to pilot programs with an art, culture, and heritage focus. Work with successful program pilots to provide new options</p>	<p>\$600</p>	<p>Mary Jean Hartwig</p>	<p>Q2</p>

over the longer term			
A WELCOMING COMMUNITY			
Action	Budget Allocation	Committee Members	
D6 - Expand materials made available to local real estate agencies and social media influencers that include a full list of cultural assets, amenities, and supports available within their promotional materials. Continue with 'welcome bags 'and other enticing materials that showcase opportunities for new residents to engage in art, culture, and heritage programs, events, and services. Update regularly and consider four-season promotional opportunities.	\$450	Staff - Erin	Q1
REGIONAL SHARING & ORGANIZATIONAL NETWORKING			
E2 - Explore other networking and educational options (i.e., Cultural Alliance model in Midland and surrounding communities) to share in hosting events, developing shared programs, learning from others, and maximizing the best use of resources. Pursue options to share in annual financial investments that provide a greater return for all partners.		Staff - Belinda	Ongoing
E6 - Formalize the current approach to information sharing with cultural contributors and host an annual Minto Cultural Symposium. Include artists, organizations, heritage and historical groups, creative occupations, and volunteers. Share best practices and lessons learned. Showcase and celebrate successes. Provide	\$1000	Megan Raftis Peggy Raftis Mary Jean Hartwig	Q2

resources for volunteers, discuss calendars for upcoming events, identify opportunities to share resources, and build on existing programs and events.			
MINTO: A CULTURAL DESTINATION			
F1 -The Town of Minto should develop annual work plans that demonstrate its commitment to being a cultural destination to support day trips and the visiting public in a proactive and intentional manner.		Staff	2026
F3 - Maintain a fresh approach to all 'Quality of Place' initiatives with local downtown groups (public art, landscape features, creative pop-ups, cultural gathering points, banners). Engage local artists with contributions to public art, and street furnishings.	1,000	Peggy Raftis Megan Raftis Deputy Mayor Jean Anderson	Ongoing
F4 - Encourage the integration of artisan markets and farm-totable initiatives into existing festivals and events. Highlighting existing farmers 'markets, and promoting locally grown produce and homemade goods responds to growing farm-totable movement	\$500	Staff - Erin	Ongoing
F6 - Continue to work with the local agriculture industry to promote specific farm-to-table events such as Yorkshire Valley Farms. Develop a 'passport' program to entice repeat participation and showcase the variety of local fare.			2026
F7 - Proactively promote the Town of Minto as a cycling-friendly destination that can leverage attendance at cultural events and destinations. Link	\$400	Raissa Rogers	Q1

cultural resources throughout the cycling network using QR codes and other incentives to promote visitation.			
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