

Schedule A

2025 Cultural Plan Priorities and Budget Allocations

ORGANIZATIONAL CAPACITY				
Action	Budget Allocation	Committee Members	Timeline for Completion	Status
			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 Lynn Jamieson	Q2 In conjunction with E6	Welcomed Lynn Jamieson. Sub-committee will meet to begin planning. Considering a late 2025/early 2026 date instead.
B6 - Develop targeted campaigns for volunteers, offering short-term and flexible opportunities. Recognize that volunteers in art, culture and heritage respond to different	\$450	Staff	Q1 pair with C1 and C2	Engage youth in the community via surveys. Offer prizes. Staff are connecting with high school students through Northern Wellington Works on March 27 th .

<p>motivations and may require creative and unique approaches to develop and grow volunteerism.</p>				<p>Committee brainstormed survey questions and Staff will create a survey.</p> <p>Megan Raftis offered to connect with youth during Summer Youth Theatre.</p> <p>Staff will connect with the NDSS Arts classrooms to send survey.</p> <p>Engage volunteer groups in how to work with Youth volunteers, including potential remote volunteer positions.</p> <p>Reach out to groups who successfully work with high school students for testimonials from youth about volunteering in arts & culture. Also ask advice on what works and doesn't from these groups.</p>
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COMMUNITY EXPECTATIONS & INVESTMENT

Action	Budget Allocation	Committee Members	Timeline for Completion	Status
<p>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, hosting 'cool' events and sharing youth</p>	<p>\$200</p>	<p>Mary Jean Hartwig Megan Raftis</p>	<p>Q1 + Q2 Pair with B6 and C2</p>	<p>See B6 Notes</p>

testimonials should be considered in all outreach activities.				
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).	\$400	Mary Jean Hartwig	Q1 + Q2 Pair with B6 and C1	See B6 Notes
C5A - Host a “Program Summit” to assess priorities for new program delivery and recruit key volunteer leaders to mobilize “try-it” programs with incentives	\$600	Mary Jean Hartwig	Q2	Reach out to other communities hosting similar activities for advice. Work with the Minto Farmers’ Market who is hosting workshops in collaboration with local artisans at their events this summer.

<p>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 over the longer term</p>				
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A WELCOMING COMMUNITY

Action	Budget Allocation	Committee Members	Timeline for Completion	Status
<p>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</p>	<p>\$450</p>	<p>Staff - Erin</p>	<p>Q1</p>	<p>Create a Cultural Guide/Brochure with Minto’s specific assets to distribute.</p> <p>The Saugeen Culture Days Guide 25,000 copies will be distributed (20,000 through Daytripping magazine, 5,000 to be split with Minto, Mapleton and Wellington North)</p> <p>Meet Your Neighbour – New Resident Picnic hosted with the DEI Committee on July 3rd from 6-8pm at the Harriston Pavilion. Hope to be work with the Kinsmen to offer a BBQ,</p>

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.				vegan options, yard games, and popcorn. Businesses and volunteer groups will be invited. Downtown groups are working with businesses to incorporate “Tourist Info Centres” in Palmerston & Clifford (similar to Magic Ice Cream Shoppe in Harriston).
REGIONAL SHARING & ORGANIZATIONAL NETWORKING				
Action	Budget Allocation	Committee Members	Timeline for Completion	Status
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	Working informally with Hanover & Wellington North on things like the Saugeen Culture Guide, Driftscape, Joint Meetings, and Symposiums.
E6 - Formalize the current approach to information sharing with cultural contributors and host an annual Minto Cultural	\$1000	Megan Raftis Peggy Raftis	Q2 In conjunction with B5	See B5 Notes.

Symposium. Include artists, organizations, heritage and historical groups, creative occupations, and volunteers. Share best practices and lessons learned. Showcase and celebrate successes. Provide resources for volunteers, discuss calendars for upcoming events, identify opportunities to share resources, and build on existing programs and events.		Mary Jean Hartwig		
MINTO: A CULTURAL DESTINATION				
Action	Budget Allocation	Committee Members	Timeline for Completion	Status
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	1,000	Peggy Raftis	Ongoing	Work with downtown revitalization committees.

art, landscape features, creative pop-ups, cultural gathering points, banners). Engage local artists with contributions to public art, and street furnishings.		Megan Raftis Deputy Mayor Jean Anderson		
F4 - Encourage the integration of artisan markets and farm-to-table initiatives into existing festivals and events. Highlighting existing farmers 'markets, and promoting locally grown produce and homemade goods responds to growing farm-to-table movement	\$500	Staff - Erin	Ongoing	Reach out to ongoing activities to be involved in sponsoring. Some suggestions included helping the Palmerston Agricultural Society collaborate with the new Box Car at the Palmerston Heritage Museum. Note – Clifford Farmers' Market will likely be an artisan market only.
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	\$400	Raissa Rogers	Q1	Continue to work with businesses to promote and get them signed up as a Bike Friendly Business.

destinations. Link cultural resources throughout the cycling network using QR codes and other incentives to promote visitation.				Reached out to Ontario By Bike to host an information session in Minto. Now collaborating with the County of Wellington & potentially Guelph to host an online webinar. Minto could have snacks and live watch party in Minto.
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