



CULTURAL ROUNDTABLE

Minutes of May 29, 2017

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The Cultural Roundtable held its regular meeting on Monday May 29, 2017 at the Town of Minto Office. Roundtable members in attendance were Chair Peggy Raftis, Councillor Jean Anderson, Caitlin Hall, Megan Raftis, Raïssa Rogers, Brooke McLean and John Cox. Members of staff present were Economic Development Manager Belinda Wick-Graham and Economic Development Assistant Taylor Keunen. Regrets were received from Councillor Mary Lou Colwell, Gordon Duff, Andrew Gowan and Mayor George Bridge.

Chair Peggy Raftis welcomed everyone and opened the meeting at 6:05 p.m.

The Committee reviewed the previous meeting minutes.

MOTION

Moved By: Brooke McLean Seconded By: Megan Raftis

THAT The Cultural Roundtable approve the minutes of the April 24, 2017 meeting.

CARRIED

The Committee reviewed the Minto Youth Action Council minutes from April 5, 2017 attached as Schedule "A". Megan informed the Committee that the MYAC Neon Dance on Friday May 6, 2017 was successful. She shared that on May 3, 2017 MYAC toured downtown Harriston and came up with ideas for the Amazing Race. Megan also noted that three MYAC members attended the Joint Economic Development meeting in Harriston on May 17, 2017 and heard speaker Doug Griffiths discuss his book, "13 Ways to Kill Your Community".

Keunen reported that the Northern Wellington Youth Connections Event (NWYCE), funded by the Workforce Planning Board of Waterloo Wellington Dufferin, was overall a success. She shared that Sunjay Nath, a motivational speaker, kicked off the event followed by a Wellington young professionals panel, lunch with leaders, and several sessions in the afternoon. Wick-Graham explained that during lunch, there was a list of questions that the Workforce Planning Board needed answered in order to give to the Ministry, as well as for the Youth Action Councils to use for their action planning; however, the results were less than ideal. She added that they would most likely be going into the schools and talking to students more one-on-one to receive more quality answers. Keunen added that a wrap up/debrief meeting would be taking place on Thursday June 1st, 2017.

MOTION

Moved By: Megan Raftis Seconded By: Raïssa Rogers

THAT The Cultural Roundtable approve the Minto Youth Action Council minutes from the May 3, 2017 meeting.

CARRIED

The Committee reviewed the Railway Heritage Museum Meeting minutes from April 5, 2017. These minutes are attached as Schedule "B". Wick-Graham reported that the landscape



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architect was unable to attend the previous meeting and that she would be attending the next meeting on June 14, 2017. She informed the Committee that the UV filters and shelving were installed and that on June 10, 2017 there would be a Volunteer Open House taking place with a plaque presentation to Drs Carol and Viola Homuth. Wick-Graham shared that the County was carrying on with the newspaper digitization process with the Mount Forest Confederate; however she said that volunteers would be appreciated to help with the Harriston and Palmerston newspapers. She announced that the Committee would be working on cross-promotion with the Komoka Railway museum. Wick-Graham added that Kathryn Franck was hired to be the indoor museum student and would also help with the Farmers' Market. She added that the outdoor student had found summer employment in her field and would no longer be taking the museum position. Wick-Graham highlighted that teams for the Handcar Races on June 24, 2017 were off to a slow start and she encouraged the Committee to consider putting in a team or spreading the word.

MOTION

Moved By: Councillor Jean Anderson

Seconded By: Megan Raftis

THAT The Cultural Roundtable approve the Railway Heritage Museum Committee minutes from the May 10, 2017 meeting.

CARRIED

Wick-Graham reported that there were no further Community Event Development Fund applications. She suggested donating some of the funds to the Street Party and contacting the Harriston Kinsmen to put in an application to once again sponsor live music for the Street Party. Wick-Graham reminded the Committee that the Crossroads Church and Palmerston Lions Club applications had been approved. Peggy suggested making a Facebook post about the available funding and to send out another email. Keunen said that she would schedule a post and contact community groups once more.

Keunen said that planning had commenced for another SPARC Regional Hub meeting and another meeting was set for Saturday June 17, 2017 with Michael and Chris to attend. She shared that the RSVP deadline would be on June 9, 2017. Keunen shared that there had only been two RSVPs thus far and that if they were unable to gauge more interest in a Hub, they likely would not keep it going since they do not need another sole Minto Committee for this. Peggy Raftis suggested pressuring the RTO to receive more assistance.

Wick-Graham recapped Gord's report from the Culture Days information session in Waterloo that took place on May 3, 2017 attached as Schedule "C".

She reminded the Committee that the May 11th Community Groups event had been cancelled due to lack of response, and she proposed doing the presentation to all of the groups at the next Volunteer Appreciation Dinner in Minto. The Committee agreed that this would be a good idea and good opportunity to reach out to the groups. Peggy Raftis pointed out that although this would help make the community calendar and presentation easier to



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deliver to groups, this would mean that they would not be able to connect with groups about Culture Days this year. Anderson noted that she and Duff had been in contact about planning another astronomy night at her property, and she suggested picking apples, make-your-own-pie and having a cider press available during the day. Hall suggested having a bonfire with stories, along with musical entertainment and tying in the Native American culture and community. Wick-Graham explained the blanket game that she learned about at the Culture Grows Here Summit and suggested having that take place as one of the events. She also suggested using some of their Culture Days funds towards a larger event and bringing in artists and musicians for the day. Peggy Raftis pointed out that there could be insurance or liability issue with having it out at the Anderson's property and that it would be a good idea to explore this further. Wick-Graham said that she would discuss it with Duff and report back to the Committee at the next meeting.

Wick-Graham reminded the Committee that Savour in the Street would be taking place on August 12, 2017 at the Harriston Street party from 5:00 pm until 8:00 pm. She shared that Somer had found it difficult to book chefs for the event because of it taking place on a Saturday, so she came up with the idea of having a pig roast and having farmers and chefs prepare various side dishes. Wick-Graham asked Hall if the Syrians would still be interested in being a part of Savour in the Street. Hall said that the Committee should leave the Syrian's involvement for another event in a different format. Wick-Graham asked if Hall could give some of the Syrians a personal invitation to their upcoming events on behalf of the Cultural Roundtable. Peggy Raftis added that the Committee should ask the Syrian families what they would like to see in the community and asked Hall if she would invite them to a meeting in the future.

Wick-Graham recapped that she, Taylor, Gord, Peggy and Megan attended the Culture Grows Here Summit in Midland on Wednesday May 24 and Thursday May 25, 2017. She shared that the first day consisted solely of Public Art and that she connected with a Streets Alive in Orillia contact about potentially having a traveling exhibit – meaning that their past art pieces could be displayed in Minto for the summer season then returned if the Committee was interested. Wick-Graham pointed out that this could be helpful in the Ice Cream Cone and Train public art ideas for Harriston and Palmerston for next summer. She added that there was a Métis band performance, as well as a tour of Saint-Marie Among the Hurons and a speaker. Wick-Graham highlighted that on the Thursday there was a presentation from Museum Hack with the speaker travelling from New York City talking about how to interest and engage “millennial-minded individuals” with museums. She shared that the speaker came up with a fun activity to engage the audience in art. Wick-Graham added that the Cultural Coordinator from Kingston had revamped the city through various marketing and tourism strategies. She also highlighted that a duo from a company called Sans Façon presented on various public art projects around the world. Peggy Raftis added that the conference was very informative and worthwhile.



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Wick-Graham recapped that Doug Griffiths spoke at the Joint Economic Development meeting on May 17, 2017 to over 100 people. She informed the Committee that he had generously donated one of his books for each library in Minto. Raissa added that he had a lot of great points.

Wick-Graham shared that Paul Judge presented on May 9, 2017 at the Evangelical Church about tips and tricks for gardening and that it was very informative. She added that the co-op donated seeds to all in attendance. Hall asked where she could donate excess seedlings. Wick-Graham suggested the “share the harvest table” in the community gardens or messaging the plot renters.

Roundtable:

Jean Anderson highlighted that the annual Garden Festival would be taking place on Saturday June 3, 2017 and that it was looking to be a great event. She reminded the Committee to nominate people whose gardens were worthy of being recognized and several nominations were made.

Caitlin Hall shared that the Rural Romp on Saturday May 27, 2017 was a great success with over 120 people in attendance at reroot. She added that there would be a Local Food Fest taking place in Guelph at the Ignatius Jesuit Centre in the near future.

Megan Raftis announced that the Youth Theatre production script was almost completed and was called “The Snowman War”, and youth play auditions would begin on Thursday June 1, 2017. She also highlighted that MYAC was working on their Amazing Race at the Street Party and working on choosing a date for the Outdoor Movie in the Park in Clifford.

John Cox announced that the Chamber of Commerce Annual BBQ would once again be held at his cabin in August and that more details would be coming.

Brooke McLean announced that all Library branches in Wellington would be participating in a joint project with Safe Communities with a theme of active transportation, along with summer reading clubs and that they were pushing for registrants for an ice cream social. She also shared that there would be a teen readings club along with an adult summer reading club.

Raïssa Rogers announced that there was a private movie screening that took place at the Crown Theatre with 83 people in attendance. She added that One Red Lipstick, a WOWSA film, would be taking place on June 15, 2017.

Wick-Graham distributed the new Butter Tarts and Buggies brochure for 2017/2018 and highlighted that Mapleton had joined the initiative this year, along with new themed groups and an included passport in the brochure.



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Peggy Raftis recapped that the Mudmen's performance at the theatre took place on Friday May 27, 2017 with 140 people in attendance and a lot of merchandise sold. She added that the theatre was actively looking for a casting director for the Fall production of Sleeping Beauty.

Adjournment at 7:05 pm

Next Meeting:
June 26, 2017
6:00 p.m.
Minto Council Chambers

Taylor Keunen
Economic Development Assistant



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Schedule "A"

Minto Youth Action Council
May 3rd, 2017
5-6:30pm at LaunchIt Minto
Meeting Minutes



Members present: Lola, Charlotte, Sammy, Sabrina, Katarina, Ian, and Tyler
 Adult Allies: Megan, Grace and Gabby

Agenda Item	Discussion	Roles and Responsibilities
Welcome and Introductions	<ul style="list-style-type: none"> Tonight, we welcomed a new member, Katarina We all blew up beach balls that will be used at tomorrow's NWYC Event Everyone received their NWYC t-shirt; those attending empowerment day agreed to wear it there 	
Neon Dance	<ul style="list-style-type: none"> Together, we reviewed everything that needed to be ready for the dance on Friday night! Caitlyn, Sammy and Charlotte bought decorations and will bring on Friday night We will set up a schedule where we rotate responsibilities the night of (ex. welcoming guests, concession booth) Announcements have been made regularly at Minto-Clifford PS and Palmerston Public Everyone agreed to tell friends and post on social media 	<ul style="list-style-type: none"> Caitlyn: bring decorations to dance Megan: put together a schedule of responsibilities Everyone: PROMOTE!
Amazing Race	<ul style="list-style-type: none"> At our last meeting, we decided we would all walk downtown Harriston to get ideas for the Amazing Race The following are the ideas we came up with: <ul style="list-style-type: none"> Acheson's: dress up a 	<ul style="list-style-type: none"> Gabby: bring notes from Ms Douglas to next meeting



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	<p>mannequin</p> <ul style="list-style-type: none"> ○ Harry Stones: set a table; take someone's order ○ Foodland: decorate a cookie ○ Harriston Bakery: decorate a baked good ○ Old Post: count all the steps ○ Davie's Antiques: find a specific object ○ Theatre: make a costume ○ Library: put books in order ○ Ford: find a key that starts a specific car ○ Elora St: make a bouquet of flowers ○ New Orleans: brand a pizza (logo, slogan) ○ Fire Dept: get dressed in their gear ○ Legion: something to do with the plaques ○ Find a specific mural ○ Car show: find a car with a specific license plate <ul style="list-style-type: none"> • When we came back to LaunchIt, we decided that we would reach out to all of the businesses and see who was interested in participating 	
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Next meeting: May 17th, 2017

**** We will be attending the Joint Economic Development meeting on "13 Ways to Kill Your Community" from 6-8:30 pm at the Harriston Arena**



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Schedule “B”

Minutes of May 10, 2017
Palmerston Railway Heritage Museum
Railway Museum 1:00 pm

Present: Mayor/Chair George Bridge, Councillor Judy Dirksen, Bob McEachern, Wayne Martin, Hailey Johnston and Susan Welsh. Members of staff present were Manager of Economic Development Belinda Wick-Graham, Facilities Manager Al Carr, and Public Works Dan McMullen. Regrets were received from Chad Martin, Andrew Gowan and Delanie Toner.

Mayor Bridge opened the meeting at 1:20 pm and apologized for the late start.

Those in attendance reviewed the previous meeting minutes.

MOTION

Moved by: Wayne Martin and Seconded by: Councillor Judy Dirksen

THAT the Palmerston Railway Heritage Museum Committee approves the minutes of the April 5, 2017 meeting.

CARRIED

Wick-Graham advised that the Landscape Architect would not be attending today's meeting but would instead be attending the next meeting on June 14th.

Carr reported that the Research Room painting has been completed, the shelving and UV filter is expected to arrive after the May long weekend. Carol Homuth's dedication plaque will go above the shelving and the dedication will be held on June 10th. McEachern will forward Wick-Graham the details for the plaque.

McEachern reported that the digitization of the Mount Forest Confederate is complete. The Harriston Review and Palmerston Observer still need to be completed but require more volunteers (3 – 4 people). Bridge suggested that the digitization equipment could be stored at the Library. McEachern requested that it stay at the Museum so that the student could work on the equipment for research purposes but that when the students are gone at the end of the summer the equipment could be moved. The idea of gutting the kitchen for more space was brought up but concerns were raised in doing this because the kitchen would allow us to host value added events i.e. teas etc. The Committee will try and figure out where in the building the equipment could go so that it doesn't interfere with the rest of the space.

Mayor Bridge reported that Wayne Martin, Chad Martin, Bob McEachern and himself travelled to Komoka to visit the Railway Museum and several of their Committee members.



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The existing bench in the Palmerston Museum is being sent to Komoka in exchange for the original bench and a half bench from the 1880s. Komoka offered us to purchase “buffers” and other equipment if we wanted. The two groups are willing to work together to promote each other and share resources. We have invited them to the Handcar Races on June 24th. One of the ideas that Komoka had that could be replicated here was a baggage car had been dry walled and is being used for storage and archives.

Carr reported that Kathryn Francks and Kailla Forrester have been hired as the inside and outside students. Prioritization of the students’ time includes – tours, running train and handcars, education of kids. Inside student will be responsible for inventorying the 900 books in the library, social media, web updates, creation of power points. The Outside student will be responsible for painting and inventorying items (descriptions and photos) that are in the shed. The Committee will utilize Dan McMullen’s expertise to assist students in inventorying the out buildings. Cross-training of students will be required. Students will be asked to do an online journal (Google Docs) weekly and at end of season to keep track of # of visitors, rides given, tasks completed. An operations manual will be created.

McMullen will notify Carr when he is available to visit the Museum and provide insight on the inventory. The clean –up will need to be coordinated with the inventory schedule. Martin highlighted that the out-building includes three areas: lunch room, workshop and storage of the jiggers.

McEachern and Johnston offered to discuss options for hanging images in the research room following the meeting

Wick-Graham reminded the Committee about the Volunteer Showcase on June 10th from 9:00 am – 12:00 pm. Coffee, tea, juice and muffins will be supplied by Market Vendors. Packages with the volunteer information will be created to handout that will include application forms, handbook and volunteer descriptions. Committee volunteers will need to attend so they can speak to the volunteer opportunities. The Dedication to Dr. Homuth will take place at 11:00 am. It was suggested that a Volunteer Orientation be held possibly on June 27th at 7:00 pm. Wick-Graham will speak to Chad Martin about a template for an orientation.

Wick-Graham will provide the Action Plan at the next meeting for the Committee to review.

Next meeting: June 14, 2017 at 1:00 pm at the Railway Museum.

Belinda Wick-Graham
Business & Economic Development Manager



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Schedule "C" CULTURE DAYS INFORMATION SESSION

WATERLOO – MAY 3, 2017

-hosted by Katie Wilde, Cultural Program Coordinator, City of Waterloo

-seminar leader, Catherine McLeod, Network and Outreach Manager,

Ontario Culture Days

-2017 is the 8th year for Culture Days, which is held annually on the last Friday of September and the related Saturday and Sunday;

-it is the largest event in Canada; in 2016 2 million people attended 8,000 activities in 765 communities;

-Anyone can host a Culture Days event;

-there are **4 Requirements:**

1.) the event must be free (artists may sell their works, donations may be solicited without using suggested amounts).

2.) events must take place on Culture Days weekend.

3.) Activities must be interactive or participatory.

4.) Events must be registered on the Culture Days web-site.

- it is in the event organizers' best interest to register as there is valuable advertising and promotion available on a national and provincial level – Registrations opened May 3, 2017;

-although July 31st date for registration is mentioned, early registration is encouraged;

-events may be posted on the web-site and edited later if details change;

-existing events which take place on Culture Days weekend may be registered if they qualify under the four criteria, ex. Doors Open, Studio Tours (Mary-Allen Studio Tour is the same weekend in 2017), etc.;

-organizers should think about what they want out of Culture Days in designing their activities, ex. New Board members; more customers; people to sign up for classes, improve Downtown Revitalization, advance the Municipal Cultural Plan, etc.;



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- Culture Days expends many resources, utilizing The Strategic Counsel, analyzing the events and getting information to make the weekend better in future years;
- in 2016, 1,709 events were registered in Ontario but at least 2,189 Cultural activities were promoted – this means that 480 events missed out on promotional enhancements from the provincial office;
- also in 2016, 16% of activities were in libraries and 25% were presented by a business or BIA;
- if you have an event like a studio tour, be sure to register each location separately;
- many tip sheets on the Culture Days web-site to give organizers and participants ideas and promotional material;
- Culture Days is encouraging the development of “hubs” where several activities take place concurrently or consecutively as a good way to boost attendance;
- businesses could consider hosting artists “in-house” for part of the weekend or having living artist windows;
- on June 13th from 1:00 – 2 pm Culture Days will hold a Webinar for Libraries;
- if organizers wish to have pre-registration of attendees for events it is the responsibility of the local group – they could use Eventbrite, etc.;
- be sure to cross-promote events with other groups;
- data has shown that over the life of Culture Days, organizers are more interested in the response of participants and increased exposure vs. just the number of people attending;

Registration Procedures

- register each activity separately – you can Duplicate one event to another location or date or Import events from previous years;
- be careful to ensure that the “Pin” on Google Maps is in the correct location – if not, check No and move the pin;
- there is a new bio field for 2017;
- I can register events using my Culture Days account;
- in Draft form the event is not visible to the public – choose Live to publish it;



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- note if the event has a legitimate Canada 150 connection;
- note contingency plans for rain;
- the Activity Description field is the marketing tool – tell a story, use creative language to make your event interesting to potential attendees;
- put a Link on the site for more information;
- when posting images, use Landscape format and crop the image;
- one main image is allowed with up to four more secondary images;
- there are many Search options on the site, so be sure to use common search terms in your descriptions;
- there is an “Add to My Itinerary” option for attendees and social media links for organizers;
- the web-site is also mobile-friendly and using the Geo-Locator it is easy for attendees to find events close to them;
- look under Resources for marketing materials, many of which are customizable to your event/location;
- there is a limited Youth Art Ambassadors Program open to artists under 30 – they are eligible for funding to create a Culture Days project;
- check out www.on.culturedays.ca for more Ontario information and www.culturedays.ca for national information.