



CULTURAL ADVISORY COMMITTEE

MINUTES

WEDNESDAY, SEPTEMBER 8, 2010

OAKVILLE ROOM
OAKVILLE MUNICIPAL BUILDING
1225 TRAFALGAR ROAD

A meeting of the Cultural Advisory Committee was held on Wednesday, September 8, 2010, in Committee Room 2 of the Oakville Municipal Building, commencing at 7:05 p.m.

Present: Kimbalin Kelly, Chair
Mary Kirby, Vice-Chair
Councillor Mary Chapin
Anthony Falcone
Carlie Oreskovich
Veronica Tyrrell

Regrets: Councillor Roger Lapworth
Jim Clemens
Benjamin Custodio
Maureen Latocki
Stacey Sinclair
Louise Van Zellar

Staff: Nina de Vaal, Director, Recreation and Culture (Arrived at 8:12 p.m. – Meeting Conflict)
Bill Nesbitt, Museum Supervisor
Kirk Biggar, Senior Planner, Planning Services
Lyn Morgan, Committee Coordinator

****NO QUORUM MEETING****

(Clerk's Note: There being an insufficient number of members present to form a quorum, no motions were approved at this meeting.)

The items in these minutes are not necessarily in the order discussed.

1. **Call to Order**

Chair Kimbalin Kelly called the meeting to order at 7:05 p.m.

2. **Regrets**

As noted above.

3. **Confirmation of Minutes of Previous Meeting(s)**

Meeting of August 11, 2010

As there was no quorum, confirmation of the minutes was deferred to the January 12, 2011 meeting.

4. **Business Arising from the Minutes**

a. **Update – “Doors Open” Event**

Bill Nesbitt, Museum Supervisor, provided an update and distributed a mock-up of the brochure regarding the Doors Open Oakville event to be held on September 25 – 26, 2010. As discussed at the last Committee meeting, he reiterated that this year, in conjunction with heritage, a cultural component had been created for the event which included visual and performing arts.

Mr. Nesbitt reported that at the final count 30 sites were participating, 12 of which were cultural sites, designated in the brochure by the orange culture logo. In addition, he indicated that four regional cultural hubs were created throughout Oakville and included: Sheridan College studios, Joshua Creek Heritage Centre, Oakville Gallery at Gairloch, and Sovereign House in Bronte. Mr. Nesbitt expected that the cultural program for the event would be finalized by September 15.

Mr. Nesbitt further advised that the Oakville Beaver had agreed to publish a full-colour centre page spread on September 24, which would include a map and description of the locations and events, including performance times and names of artists/performers. He indicated that 30,000 brochures would be printed with 25,000 to be distributed to households as an insert in the Oakville Beaver, and 5,000 to be distributed through the participating venues, as well as recreation centres, libraries, churches, etc.

Mr. Nesbitt advised that the Oakville Beaver had agreed to provide editorial coverage of the event as well, and that the event would also be promoted through COGECO, Oakville Arts Council, and on the federal government's 'culture days' website, and the Doors Open Ontario website.

Mr. Nesbitt reported that the response from sponsors was excellent with more cash being provided this year, as well as in-kind services. He noted that the sponsors were listed on the back of the brochure.

Mr. Nesbitt invited the Committee members to a number of events, including a VIP bus tour to the various sites on Saturday, September 25, a 'wrap party' on Sunday, September 26, and a volunteer appreciation reception on Sunday, October 3.

Responding to a question, Mr. Nesbit advised that although the Williams Mill Visual Arts Centre, one of the cultural venues, was beyond the boundaries of Oakville, the majority of artists exhibiting there were Oakville artists.

5. Discussion Item(s)

a. Presentation - Downtown Oakville Strategic Action Plan

Kirk Biggar, Senior Planner, Planning Services, provided a PowerPoint presentation advising that the Downtown Oakville Strategic Action Plan was endorsed by Council on August 9, 2010. He reported that the original project, called the Downtown Oakville Strategic Review, was an outcome of Livable Oakville, the Town's Official Plan. Mr. Biggar advised that the three main goals of the review were to confirm the vision in Livable Oakville for downtown Oakville, to develop a twenty year strategic plan for the success of downtown Oakville, and to engage key stakeholders in the study process.

Mr. Biggar indicated that as part of the engagement and communications process around the review, a background facts report was developed providing an assessment of the current status of the downtown, strategic planning workshops were held along with a special youth consultation, property owner and BIA surveys were undertaken, an academic paper on downtowns was produced by graduate students, a public open house was held, and the Town website and local newspapers were used for further communication with the public. He advised that upon completion of the review, the Downtown Oakville Strategic Action Plan was developed.

Mr. Biggar reviewed the highlights of the 12 main points of the Downtown Oakville Strategic Action Plan which included:

- review of the Centennial Square facilities (Centennial Pool, Central Library, Oakville Centre for the Performing Arts);
- downtown culture and retail strategy (economic and business side as well as downtown as a venue for culture);
- heritage in downtown Oakville and urban design guidelines;

- transportation, access and mobility (commercial parking study already underway);
- Towne Square (review of how space could be used);
- Post Office (could possibly be used for other purposes);
- 197 Church Street (connects with Towne Square—consider priorities);
- accessibility and safety (ensure provincial guidelines implemented in public spaces and assist private sector with accessibility issues);
- youth initiatives (engage and provide a voice—places and spaces, both indoor and outdoor);
- communications and coordination (review of regulations and best practices);
- tools and initiatives (to leverage resources, funding, finances);
- implementation and status (prioritizing--some initiatives already undertaken, collaboration between Town departments, BIAs, resident associations, and annual reporting to Council).

Mr. Biggar responded to a number of questions from the members including: the special youth consultation; tourism and the upcoming report to Council on tourism initiatives already underway; the public consultation process which engaged people and allowed them to hear from each other; the environmental constraints with respect to lands around the Centennial Square facilities site; prioritizing initiatives; the possibility of including public/private partnership to facilitate funding for some of the initiatives included in the downtown strategic plan; and options with respect to how the Town might obtain the Post Office building from the federal government.

b. Museum Business

(i) Old Post Office

Bill Nesbitt, Museum Supervisor, advised that the Old Post Office, located in Lakeside Park, was under renovation and that a proper foundation had been poured under the building. He indicated that the next steps would include applying a stone veneer on the foundation, replacing the roof and repairing the porch, installing an access ramp; and following that, the wooden shingles and trim on the building would be repaired and painted.

Mr. Nesbitt stated that the space could be used to provide the early history of the Oakville Historical Society, as well as the history of the Museum and the Old Post Office building.

(ii) Admission Fee Experiment – July/August 2010

Mr. Nesbitt reported that he had conducted an 'admission fee experiment' at the Museum during July and August of 2010; i.e., free general admission to the Museum. He provided statistics tracking the attendance and revenues between 2009 (paid admission) and 2010 (free general admission). Mr. Nesbitt noted that there was an increase in the percentage of visitors who entered the Museum and took the tour from 47 percent in 2009 to 87 percent in 2010, and that revenues for 2010 had actually increased due to an increase in donations and sales in the gift shop.

Mr. Nesbitt indicated that he would continue the free general admission policy and also planned to improve site signage; promote the new policy; create a larger, more attractive donation box; enhance the gift shop--new reception desk, new display furniture, more merchandise; and possibly provide a giveaway or souvenir with the donation.

c. Extension of Advisory Committee Appointments

Lyn Morgan, Committee Coordinator, advised that on August 30, 2010, Oakville Town Council approved the extension of the current advisory committee appointments into the new year. She indicated that the Town Clerk would be sending each member a letter within the next week providing more details with respect to the extension and application for reappointment.

The Committee Coordinator indicated that advertisements would be placed on the Town website September 13, 2010, and in the local newspapers beginning September 15, 2010, and that members could apply on line or in person at the Clerk's Department.

6. Information Item(s)

- a. Donation of Thomas Chatfield's Painting "Maple Red" (circa 1972, oil on canvas) *(Following the meeting, members had the opportunity to view the painting, which would eventually be installed in the new Queen Elizabeth Park Community Centre.)*

7. Items to be Discussed at Next/Future Meetings

(Clerk's Note: As quorum was not achieved during the meeting as had been expected, items listed on the September agenda will be included on the January agenda for the appropriate disposition.)

- Cultural Advisory Committee Annual Report to Council

8. Date and Time of Next Meeting

Wednesday, January 12, 2011
Oakville Municipal Building
Room to be Determined - 7:00 p.m.

9. Adjournment

Moved by Carlie Oreskovich

That this meeting now adjourn.

CARRIED

The meeting adjourned at 8:35 p.m.