



Minutes of Cultural Plan Task Force

February 25, 2021, 2:00 p.m.

Chair and Secretary Participating Remotely
The Corporation of the Town of Orangeville

Members Present: Councillor L. Post,
A. Scheel
D. Nairn
P. Ross

Members Absent: D. Henderson
R. Montgomery

Staff Present: R. Phillips, Manager Economic Development & Culture
B. Lusk, Administrative Assistant
K. Lemire, Co-ordinator Business Tourism & Culture

1. Call to Order

The meeting was called to order at 2 p.m.

2. Disclosures of (Direct or Indirect) Pecuniary Interest

None.

3. Adoption of Minutes of Previous Meeting

Recommendation:

Moved by D. Nairn

That the minutes of the following meeting are approved:

2020-12-08 CPTF Minutes

Carried

4. Presentation

4.1 Presentation by Ruth Phillips - Tourism Strategy Update

R. Phillips provided a summary of the Tourism Strategy and Action Plan (2021-2026) adopted by Council on January 11, 2021. Members had received the plan by email prior to the meeting.

R. Phillips said that approximately 70 detailed actions across four priority areas were identified in the plan. She advised that any remaining incomplete recommendations of the Cultural Plan (2014) had been carried forward to the Tourism Strategy and outlined those actions as the development of itineraries, enhanced online promotion of cultural assets and activities, and a feasibility study for a cultural centre. As a result, she indicated that no further updates to the Cultural Plan would be provided

(Note: a detailed summary of Cultural Plan achievements was provided to CPTF members by email).

R. Phillips elaborated on the five-year vision of the plan. She reviewed in detail the four strategic priorities with comments on the actions and goals that will help Orangeville develop into a burgeoning tourism destination.

R. Phillips said due to the pandemic, the plan includes a foundational building period of 12 - 24 months. She said that this time frame would be a rebounding period and initially, provide an opportunity to enhance the Town's tourism appeal.

R. Phillips said that one of the recommendations of the plan called for hiring a full-time Tourism & Culture Officer position to oversee implementation of the actions and that Council had approved this position within the 2021 budget.

R. Phillips identified other priority actions for implementation in 2021. She advised that these actions included enhanced tourism-focused communications, engagement with local tourism partners, and visitor data collection for target marketing. She advised that a Tourism Branding exercise to establish a brand identity for Orangeville would also be carried out in 2021 as a capital budget project.

R. Phillips said funding for a Tourism Branding Project to establish a brand identity for Orangeville was approved by Council in the 2021 capital budget.

R. Phillips said that Council had also approved funding for an updated Community Improvement Plan, and that an RFP had been released for this major project.

She said that updates to existing way-finding signage and tasks related to the potential re-development of 82-90 Broadway were also 2021 priority actions to be fulfilled.

5. Items for Discussion

5.1 Call for Artists

K. Lemire provided an overview of the proposed 2021 public art "Call for Artists". She said that this was the largest call for artists to date, with up to twelve pieces being added based on qualifying submissions.

K. Lemire said there were six utility box locations selected, including two themed and sponsored locations. She said that a large hydro box in Alexandra Park will be sponsored by Orangeville Hydro and the utility box at Alder/Riddell Street will be sponsored by Northmen Lacrosse. The Alder/Riddell location will be a commissioned piece by M. Grice and not included in the call for artists, but will require approval by CPTF.

K. Lemire said the Call for Artists also includes up to six mural submissions for the Alder Recreation Centre walking track. She said that one of the murals will be selected based on a theme - a tribute to essential workers. The other murals will depict community attractions and features that also promote tourism to Orangeville.

K. Lemire reported that Dufferin Child and Family Services (DCAFS), in collaboration with a local LGBTQ2 Youth Group, have approached the office to install a mural downtown to display the Crystal Queer Project. K. Lemire showed the piece of artwork to the committee and the selected

location was discussed. Staff will also look into placing the Crystal Queer mural on an existing utility box on Mill Street that is due for replacement.

D. Nairn asked R. Phillips to contact the local Indigenous group about possible sensitivity to a representation featured in the artwork.

6. Correspondence

None.

7. New Business

D. Nairn and A. Scheel announced that the Better Together Task Force is planning to install two new interactive murals to install on Broadway. D. Nairn said that the mural on the west side of 106 Broadway will have a dragonfly theme and the mural on the east side of 114 Broadway will celebrate the performing arts.

P. Ross said that the Blues & Jazz Festival struggles with COVID uncertainties and the financial strains of generating revenue for its event planning. He asked R. Phillips if the B&J Festival members could be consulted as part of the initial Alexandra Park design work being carried out by the Parks & Rec division. R. Phillips provided basic information about the Alexandra Park project and advised that she would ensure that Blues and Jazz contact information was provided to Parks and Rec staff for inclusion in public outreach for this project.

A. Scheel said she has not heard back from OMCI regarding summer student street performers and asked that Blues and Jazz assist the BIA to find outdoor summer performers as warranted by the pandemic.

Councillor L. Post said that the 2021 Celebrate Your Awesome is scheduled as a virtual event to occur on June 26. She said that the Mill Street Crystal Queer utility box and the new rainbow crosswalk should be installed prior to the event if possible.

R. Phillips said that she had submitted a report to Council with recommendations for amendments to the outdoor display of merchandise and boulevard café bylaws. She said that amendments recommended included the expansion of the patio season from April 1st to November 30th and that outdoor dining be restricted to sidewalk locations until May 1st, and then expanded to include up to two parking spaces in front of restaurant locations.

D. Nairn said Theatre Orangeville had offered nine virtual productions thus far during COVID. He said that in-person rehearsals were now permitted and would begin very soon. He said that the Theatre will plan for outdoor performances in the community throughout the summer and that all fall performances would be live-streamed as well as having patrons in the theatre when permitted. D. Nairn reported that he has been sent several compliments on the virtual performances from audiences worldwide and that this was helping to put Orangeville on the map.

8. Date of Next Meeting

The next meeting will be held at the call of the Chair.

9. Adjournment

That the meeting be adjourned at 3:10 p.m.