

Cultural & Arts Advisory Committee Meeting
AGENDA

Monday, March 20, 2017, 7:00 pm
Tecumseh Town Hall
www.tecumseh.ca

Pages

1. CALL TO ORDER
2. ROLL CALL
3. DISCLOSURE OF PECUNIARY INTEREST
4. DELEGATIONS
5. COMMUNICATIONS
 - a. Cultural and Arts Advisory Committee Minutes - February 13, 2017 2 - 3
 - b. Marian Drouillard, Chair, email dated March 13, 2017 4 - 6
Re: Annual Tecumseh Arts Festival
6. REPORTS
7. UNFINISHED BUSINESS
 - a. Soirée Coffee House 7 - 8
8. NEW BUSINESS
9. NEXT MEETING
10. ADJOURNMENT

MINUTES OF A MEETING OF THE CULTURAL & ARTS ADVISORY COMMITTEE FOR THE TOWN OF TECUMSEH

A meeting of the Cultural & Arts Advisory Committee for the Town of Tecumseh was scheduled to be held on Monday, February 13, 2017, in the Sandwich South Meeting Room at Town Hall, 917 Lesperance Road, Tecumseh at the hour of 7:00 pm.

(CAAC 2-1)

ORDER

The Vice-Chair calls the meeting to order at 7:13 pm.

(CAAC 2-2)

ROLL CALL

Present:	Member	- Ian Froese
	Member	- Dwayne Ellis
	Vice-Chair	- Rhonda Dupuis
	Councillor	- Brian Houston
	Member	- Jerome Baillargeon
	Councillor	- Rita Ossington
	Member	- Phil Kane

Also Present:	Deputy Clerk	- Christina Hebert
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Absent:	Chair	- Marian Drouillard
	Member	- Ashleigh Neal

(CAAC 2-3)

DISCLOSURE OF PECUNIARY INTEREST

None reported.

(CAAC 2-4)

DELEGATIONS

None.

(CAAC 2-5)

COMMUNICATIONS

Minutes

a) Cultural & Arts Advisory Committee Meetings held January 16, 2017.

Motion: (CAAC-06/17) Moved by Member Dwayne Ellis
Seconded by Member Jerome Baillargeon

THAT the Minutes of the Cultural & Arts Advisory Committee meeting held January 16, 2017, be approved.

Carried

(CAAC 2-6)

REPORTS

None.

(CAAC 2-7)

UNFINISHED BUSINESS

Tecumseh-l'Essor Arts Centre Auditorium Sign Unveiling Event Update

The Deputy Clerk informs the Members that Town and l'Essor Administration will be meeting with Kati-Jane Murray respecting the Paul Murray Performance Painting event. There are a number of details that go into planning and organizing an event of this magnitude and the current timelines for an April date may not be sufficient. The Committee will be kept apprised following the meeting with Kati-Jane Murray.

Discussion ensues regarding the 'Tecumseh-l'Essor Arts Centre' sign which was recently installed at l'Essor. The Members express their disappointment with the vinyl material used for the sign and voice their concerns on the longevity of the signage in the weather elements.

Administration is requested to investigate the cost of the sign and whether alternative material options were provided in the quote by Fast Signs.

Canada 150 Mosaic Project

The Deputy Clerk advises preliminary discussions are underway with the Canada Mosaic 150 team on the Mosaic Project. Dates for scheduling the two-day painting event are being coordinated, with looking at potentially mid-June prior to the end of school year to ensure school participation and so that Tecumseh's Mosaic may be unveiled as part of the Canada 150 Celebrations.

The Town needs to provide an 'overall' image to the Canada Mosaic 150 team and they will then assist with designing the mural according to the image. The Committee is welcome to provide suggestions for the overall mosaic image. Member Dwayne Ellis suggests using Peter Rindisbacher's 'Retreat Along the River' which is on display at Lakewood Park. The Committee will email Administration any further suggestions.

The Members view the completed Canada 150 Mosaic Murals on the Canada 150 website for ideas and styling.

In response to a query, the Deputy Clerk confirms the Canada Mosaic 150 team provides the participants with the painting kit and will be on hand to assist with completing the individual 4x4 tiles at the two-day workshops.

(CAAC 2-8)

NEW BUSINESS

None.

(CAAC 2-9)

NEXT MEETING

The next meeting of the Cultural & Arts Advisory Committee will be held on Monday, March 20, 2017, at 7:00 pm, in the Sandwich South Room, Tecumseh Town Hall.

(CAAC 2-10)

ADJOURNMENT

Motion: (CAAC-07/17) Moved by Member Jerome Baillargeon
Seconded by Councillor Brian Houston

THAT there being no further business, the February 13, 2017, meeting of the Cultural & Arts Advisory Committee be adjourned at 7:57 pm.

Carried

Rhonda Dupuis, Vice-Chair

Christina Hebert, Deputy Clerk

Agenda Topic for discussion at CAAC meeting, March 20, 2017

Annual Tecumseh Arts Festival

Prepared by Marian Drouillard and submitted Monday March 13, 2017

Introduction:

A Summer Arts Festival, held outdoors in Lakewood Park South in Tecumseh could help to raise the Town's Culture and Arts profile locally, as well as encourage visitors to the area. A festival with a flavour similar to the highly successful Art by the River in the Town of Amherstburg will be discussed below.

First started in 1967, Art by the River is Essex County's original Arts & Crafts Show, now attracting 150 artists and artisans from across Ontario. Held annually the weekend before Labour Day at Fort Malden National Historic Site of Canada, the event charges a \$5 admission fee (children under 12 free if accompanied by an adult), and the exhibitors are processed and juried by date received on an ongoing and 1st come, 1st served basis. The two day show runs between 10:00 AM - 5:00 PM, and animals are not allowed onsite.

The strict rules that limit exhibitors to present only unique arts and crafts, (if found to be not unique, exhibitors are not permitted to display their wares and receive their deposit back), as well as restricting displays to daylight hours only, allow the annual event to showcase high quality work, and ensure the best experience for visitors and artists alike.

Concept:

A similar exhibit held annually at Lakewood Park South, in the area just east of the new meandering drain parallel to Manning Road, with entry points at the pedestrian bridges between Riverside Drive east, southerly to near Little River Road, is suggested as the optimum location. (*map to be provided at meeting*)

In fact, the proposed name for an annual festival could be "**Bridge to Bridge - Tecumseh Uncommon Arts Festival**". The word uncommon is used to suggest unique and unusual in nature – not run of the mill.

The "festival" would feature high quality unique works of art and crafts, and would add performance art to the mix, making it a true Arts Festival. Local artists as well as "traveling" artists would be invited to join the festival, where an application form, an exhibitor fee, and admission fee, would serve as a guarantee that this festival is not a flea market.

(*Samples of the type of "art" to be showcased will be provided at the meeting.*)

Discussion:

Ideally the **Bridge to Bridge - Tecumseh Uncommon Arts Festival** would start the summer of 2018 and see the following types of art:

Unique works:

- Fine Art, Photography, Print Making, Sculpture, Fibre Art, Glass,
- Jewellery, Garden Décor, Leather, Wood, Metal,
- Pottery/Ceramics, Home Décor, Clothing/Accessories...

Performance:

- Musical instruments – various genres; solo, ensemble, or group
- Vocals – solo, group
- Dance – various styles; solo or group
- Theatre, Storytelling, Poetry Reading,
- Buskers – family oriented and professional

Location:

The “art” exhibitors would set up on the east side of the north/south paved path between the entry points between of the pedestrian bridges. Only the east side of the path would be permitted, as the west side may not be safe or wide enough where it slopes to the drain.

The “performance art” would take place in the flatter green space east of the art exhibits, where access to electricity is available, and stages could be set up. This area is just south of the parking lots and easily accessible by performers and visitors alike.

Challenges:

Because the event is outdoors, and should be considered “rain or shine”, proper drainage of the grassy areas could be an issue. A discussion with the Parks and Public Works departments should take place to help resolve this potential problem.

The festival would/should charge admission, and this would require securing the perimeter of the site by way of temporary fencing, while still allowing access to park visitors to use the path. Exhibitors would want to have a restricted and secure kiosk/tent space available, and managing this over a two day period would require a combination of paid and volunteer staff to be on hand.

The jurying of exhibits in advance and monitoring for unique art requires a committee dedicated to accepting applications, reviewing them, and managing the requirements of the application form.

An application form would need to be created; see this link for the Amherstburg application form http://www.gibsonartgallery.com/Application_2017.pdf.

An exhibitor map would have to be created; see link to Amherstburg’s site map example: http://www.gibsonartgallery.com/ABTR_exhibitor_2015.jpg

Seeking local and travelling artists requires reaching out to the communities in Tecumseh, Essex County and beyond. It would be advantageous to visit as many summer arts festivals as possible this year (2017), to seek out talent and talk to exhibitors about participation in the 2018 Tecumseh Uncommon Arts Festival.

Money collected from entry applications and admission fees require administration. Perhaps a fund/account can be set up for this purpose, as these monies would be used to cover costs of running the festival (staff, park management, advertising...).

Many more challenges are likely, and discussion will bring these to the surface. However, consideration for a unique summer quality arts annual arts festival would greatly elevate Tecumseh's culture and arts profile. This event is very well suited to Lakewood Park South, and if successful, could prove to be a sought out event by artists of every type, and its many fans.

Conclusion:

The Culture and Arts Advisory Committee's exploration of this concept, and if adopted, further stewardship of the festival, is a wise investment for Tecumseh's residents. Careful and thoughtful research, as well as timely planning over 2017 can indeed make for a successful annual event.

Soirée Coffee House – May 12, 2017				
ACTION	DETAILS	STAFF RESPONSIBLE	CONTACT NAME/PHONE	COMMENT
Registration Form				
<ul style="list-style-type: none"> Draft Registration Form <ul style="list-style-type: none"> l’Eссор to provide logo 		Christina		l’Eссор provided logo ✓ Sent to CAAC/l’Eссор for review ✓ Reg Form Finalized ✓
<ul style="list-style-type: none"> French translation of Registration Form 		l’Eссор		l’Eссор provided ✓
Media				
<ul style="list-style-type: none"> All advertising/promotion to be bilingual 		Christina/l’Eссор		
<ul style="list-style-type: none"> Post Registration Form to Social Media <ul style="list-style-type: none"> Town Website Facebook Twitter Shoreline Weekly Essex Free Press 				Reg Form Posted to Social Media ✓ Advertised in Shoreline ✓ Advertised in Essex FP ✓
<ul style="list-style-type: none"> Post French Registration Form 		IT		Posted ✓
<ul style="list-style-type: none"> Event Poster 		Dwayne		Drafted ✓ l’Eссор to provide translation
<ul style="list-style-type: none"> Media Releases 		Christina/l’Eссор		Reg Form ✓ Event Details
Program				
<ul style="list-style-type: none"> Prepare Program 				
<ul style="list-style-type: none"> Itinerary for evening 				
<ul style="list-style-type: none"> Emcee 				
Performers				
<ul style="list-style-type: none"> Listing of Registration Forms received 		Christina		Ongoing as reg forms rec’v
<ul style="list-style-type: none"> Select Performers <ul style="list-style-type: none"> Ltr to successful Performers Performance Playlist List to be provided 		CAAC/ Christina		
<ul style="list-style-type: none"> Schedule rehearsal <ul style="list-style-type: none"> Start Time 	May 12, 2017			

• Arrange for Lighting/Sound Technician		l'Essor		
•				
Event				
• Prepare list of Town/l'Essor Special Guest invitees <ul style="list-style-type: none"> ○ Record RSVP's ○ Send Outlook Calendar invite 		Christina/l'Essor		
• Certificate of Insurance		Town		
Refreshments/Set Up				
• Refreshments				
• Clean up <ul style="list-style-type: none"> ○ l'Essor Janitors 		l'Essor		
• Town Camera or Photographer				
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