

Cultural & Arts Advisory Committee Meeting
AGENDA

Monday, October 17, 2016, 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 & Arts Advisory Committee Minutes - September 12, 2016 2 - 3
6. **REPORTS**
 - a. Storyboard Plaque Policy No. 88 4 - 9
7. **UNFINISHED BUSINESS**
 - a. 2017 Budget 10 - 11
 - b. Community Event Boards
 - c. Tecumseh-L'Essor Arts Centre Auditorium Sign Unveiling Event Update
8. **NEW BUSINESS**
 - a. 2017 Coffee House 12 - 13
9. **NEXT MEETING**

Monday, November 21, 2016, at 7:00 pm.
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 held on Monday, September 12, 2016, in the Sandwich South Meeting Room at Town Hall, 917 Lesperance Road, Tecumseh at the hour of 7:00 pm.

(CAA 11-1)

ORDER

The Chair calls the meeting to order at 7:00 pm.

(CAA 11-2)

ROLL CALL

Present:	Chair	- Jerome Baillargeon
	Vice-Chair	- Ian Froese
	Member	- Rhonda Dupuis
	Councillor	- Rita Ossington

Also Present:	Deputy Clerk	- Tatiana Dafoe
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Absent:	Councillor	- Andrew Dowie
	Member	- Dwayne Ellis

(CAA 11-3)

DISCLOSURE OF PECUNIARY INTEREST

None.

(CAA 11-4)

DELEGATIONS

None.

(CAA 11-5)

COMMUNICATIONS

Minutes

- a) Cultural & Arts Advisory Committee Meeting held June 20, 2016.
- b) Cultural & Arts Advisory Committee Meeting held July 18, 2016.
- c) Cultural & Arts Advisory Committee Meeting held August 30, 2016.

Motion: (CAA-27/16) Moved by Member Rhonda Dupuis
Seconded by Vice-Chair Ian Froese

THAT the Minutes of the Cultural & Arts Advisory Committee meeting held June 20, July 18, and August 30, 2016, be approved.

Carried

Communication for Information

- d) Maureen Adamson, Deputy Minister of Tourism, Culture and Sport, email dated July 21, 2016.

Motion: (CAA-28/16) Moved by Councillor Rita Ossington
Seconded by Vice-Chair Ian Froese

THAT the correspondence from Maureen Adamson, Deputy Minister of Tourism, dated July 21, 2016, regarding Ontario's First Culture Strategy be received.

Carried

Administration is asked to circulate Ontario's First Culture Strategy on the Town's website.

(CAA 11-6)

REPORTS

None.

(CAA 11-7)

UNFINISHED BUSINESS**2016 Culture Days**

Members of the Committee will attend the Tecumseh Area Historical Society's (TAHS) meeting to be held on Wednesday, September 13, 2016, to discuss Culture Days. The event is to be held during Culture Days (September 30 to October 2, 2016) at the TAHS. The event will feature an open house of the TAHS along with storytelling activities.

Committee members are to provide Administration with details of the event, such as speakers, no later than Thursday, September 15, 2016.

Community Event Boards

The Committee discusses their concept for a community event board. The board is suggested to be located at Lakewood Park and resemble the community event board situated in Windsor's downtown core. The board would be a cement structure where residents and community groups in the Town could affix advertisements of their events. It is suggested that the board be cleared monthly.

The Deputy Clerk advises she will bring the Committee's concept to Administration for review.

Administration is requested to add the Town's Storyboard Plaque Policy to the next Committee meeting agenda.

(CAA 11-8)

NEW BUSINESS**2017 Budget**

The Deputy Clerk advises the Committee that 2017 Budget preparation is underway. She asks the Committee to consider what projects/initiatives they would like to undertake in 2017 and to submit these ideas to her for inclusion on the next meeting agenda.

The Committee advises they would like to plan a second Coffee House for 2017 and asks Administration to prepare a list of costs associated with the event. The Deputy Clerk reminds the Committee of the l'Essor Auditorium Sign Unveiling Event to be tentatively held in February 2017, which will require funds to be allocated in the Committee's 2017 Budget.

(CAA 11-9)

NEXT MEETING

The next meeting of the Cultural & Arts Advisory Committee will be held on Monday, October 17, 2016, at 7:00 pm, in the Sandwich South Room, Tecumseh Town Hall.

(CAA 11-10)

ADJOURNMENT

Motion: (CAA-29/16) Moved by Member Rhonda Dupuis
Seconded by Vice-Chair Ian Froese

THAT there being no further business, the September 12, 2016, meeting of the Cultural & Arts Advisory Committee be adjourned at 8:12 pm.

Carried

Jerome Baillargeon, Chair

Ian Froese, Vice-Chair



The Corporation of the Town of Tecumseh

POLICY MANUAL

POLICY NUMBER: 88	EFFECTIVE DATE: November 30, 2015
SUPERCEDES:	APPROVAL: PPC-06/15 November 30, 2015
SUBJECT: Storyboard Plaque Policy	

INTRODUCTION

This policy outlines the process and procedures for the Town of Tecumseh, hereafter referred to as the “Town,” and related committees to follow when the Town receives requests for a Storyboard Plaque to commemorate a significant historical event, person, date, or a physical and natural feature.

The Town is committed to protecting its Public Open Spaces, while providing an opportunity for the placement of Storyboard Plaques in honour of noteworthy historical events, persons, dates or physical and natural features.

The purpose of this policy is to provide a streamlined process and guideline for the approval and placement of Storyboard Plaques, while preventing haphazard placement or inappropriately displayed content in Public Open Spaces. Furthermore, the policy will ensure future requests for Storyboard Plaques will be reviewed using a method that is fair and consistent, and without predisposition.

The policy covers only Storyboard Plaques on land or property which is owned by the Town, or of which it has control. As such, Storyboard Plaques will be required to conform to this policy.

This policy does not cover memorial benches, tree replacements, donations, memorials, banners or public artworks.

PURPOSE:

- 1.1 The Storyboard Plaque Policy shall provide a consistent and timely process when a request to formally identify, recognize and commemorate significant persons, events, physical or natural features is received. In addition, the Policy provides a fair and

consistent method for the approval of future Plaques, while avoiding the perception of bias or predisposition.

DEFINITIONS:

- 2.1 **Public Open Space** for the purposes of this policy, “Public Open Space” refers to all publically owned or managed land that is primarily used for leisure, recreation or nature conservation purposes. This includes:
- a) Municipally owned public open space including parks and sports fields,
 - b) Public space that is managed by a municipal body but owned by another organization or body,
 - c) Municipal buildings within an area owned by the Town, or
 - d) Park furniture or infrastructure within an area owned by the Town.
- 2.2 **Storyboard Plaque** for the purposes of this policy, a Storyboard Plaque, hereafter referred to as Plaque(s), is a flat tablet, of metal or appropriate material that is mounted into the ground, which includes text and/or images honouring significant natural or physical features, landscapes, historical events and persons of local, provincial or national significance. A Plaque is considered a permanent fixture in public space with the purpose to provide information and learning experience to residents and visitors. It is also an interpretative method to communicate the area’s rich cultural and natural history. A Plaque is not to be confused with a sign, works of art, or sign dedicating historical sites or buildings. A Plaque is not a ‘sign’ under the Town’s *Sign By-law* (By-law No. 2004-66).

SCOPE:

- 3.1 This policy will not replace or duplicate the Bench Request Program or the *Tree Replacement, Donation and Memorial Policy No. 33/09*.
- 3.2 This policy only covers Plaques placed in Public Open Spaces such as Town parks, sports fields or municipally owned property.
- 3.3 This policy replaces any previous policy, guideline or approval process in regard to the installation of Plaques in Public Open Space.
- 3.4 Any existing Plaques cannot be taken as precedent for future approvals.

GENERAL PROVISIONS

- 4.1 All applications and civic requests are required to be submitted in writing to the Director Corporate Services & Clerk. Submissions should be provided as early as possible to ensure that a thorough review is completed prior to the proposed display or unveiling date.
- 4.2 Requests may come from organizations, individuals, committee members, non-governmental organizations or Council Members.
- 4.3 To ensure that the content of the Plaque is not controversial, political or offensive to

any group of people in the community, each submission should include a reason that the event, person, date, or physical and natural feature should be commemorated through a Plaque.

RESPONSIBILITY

5.1 Responsibilities of the Town

- 5.1.1 The Director Corporate Services & Clerk shall be responsible for considering public and committee requests for Plaques and related operations such as researching, identifying and making recommendations to Council.
- 5.1.2 The Director Corporate Services & Clerk will work with other departments within the Town and committees as partners to design, fabricate, acquire and install approved Plaques.

5.2 Responsibilities of the Applicant

- 5.2.1 Applicants must submit a written request to the Director Corporate Services & Clerk for review.
- 5.2.2 The request should outline the purpose and reason for commemoration, and details on size, material, design and instructions on mounting the Plaque.
- 5.2.3 Relevant specifications should be attached with photographs, drawings and any related information to the request submission.
- 5.2.4 Requests should indicate the desired and proposed location of the Plaque in Public Open Space.
- 5.2.5 The applicant will work with the Director Corporate Services & Clerk to refine the design and placement of the proposed Plaque as needed.
- 5.2.6 Applicants must show that they are able to allocate funding to cover the cost of the research, design and placement of the Plaque including future maintenance and costs.

GOVERNING RULES AND REGULATIONS

6.1 Meeting the Criteria

- 6.1.1 Plaques should enhance the vision of the community and be mindful of future generations. The appropriateness of the subject of the Plaque at the time of the request should be considered to ensure that the Town's culture and history are accurately represented.

- 6.1.2 Plaques should represent the values of the Town and present information in a way that engages and brings together the broader community. They should be in the interest of the residents of the Town.
- 6.1.3 A Plaque will not be approved if it is considered offensive to the community or any groups of people, or if the intended purpose is to promote a religious or political cause, issue or event.

6.2 Conditions on the Content

- 6.2.1 The subject may commemorate a person, group of people, an event, significant date, or natural or physical feature. The information provided should be accurate, appropriate, and well-founded to represent the vision and values of the Town.
- 6.2.2 The subject matter of the Plaque should be capturing and engaging.
- 6.2.3 The subject matter of the Plaque should be rare and unique, so as to bring new awareness to the community.
- 6.2.4 In accordance with Section 3.2.3, the subject of the Plaque should not be already commemorated through a memorial, monument, or Plaque that is readily available for public awareness nearby.
- 6.2.5 Individuals or groups of people who are to be recognized in the Plaque shall have made significant contributions to the Town, or the surrounding area, to warrant such an honour. Examples of subjects that merit commemoration include, but are not limited to:
 - a) An individual whom the Town has recognized for their contribution or act(s),
 - b) An individual distinguished through public service or profession,
 - c) A physical or natural feature of the community, or
 - d) Historical events that set the stage for development of the Town and Canada as a nation.
- 6.2.6 Events covered by the subject of the Plaque normally should have occurred at least 30 years ago.

6.3 Design Guidelines

Not all technical details are included in this policy. As a general guideline, the display should be consistent and presented in a professional manner, taking into account the interests and values of the community and the current vision of the Town. When necessary, design of the Plaque should follow the *Tecumseh Accessible Customer Service Policy* and the Town's *2015 Brand Identity Standards Guide*.

- 6.3.1 Plaques shall use simple and plain language. All information on the Plaque should be in both official languages.

- 6.3.2 Where possible, the language of the Plaque shall be engaging and inviting to the reader, i.e. using active verbs or identifying the reader in first person to draw the reader into the narrative.
- 6.3.3 Plaques shall include the Town's logo and the logo or name of the sponsor, if applicable.
- 6.3.4 Background design of the Plaque shall have eggshell, matte or other glare-free finishes. Characters and pictures should contrast with their background, i.e. dark characters and symbols on a light background or light characters on a dark background.
- 6.3.5 Plaques may include photographs, drawings, illustrations, graphs, maps or other graphic materials that can effectively help the reader visualize the subject.
- 6.3.6 Graphics shall include clear labels and unambiguously reference the subject text. If applicable, all graphics shall be appropriately cited and authors or owners shall be acknowledged.
- 6.3.7 Plaques shall be a simple shape with rounded corners. They should be made of appropriate and durable material.
- 6.3.8 Plaques shall be mounted in an appropriate and consistent manner.
- 6.3.9 Maintenance and upkeep of the Plaque is important for continued enjoyment of the display and to ensure that it can stand up to the wear and tear of natural elements. In addition, provisions should be clear in anticipating future maintenance costs.

LOCATION

- 7.1 Plaques shall respect the intended purpose of the Town's Public Open Space environment and, therefore, should be appropriate for their location.
- 7.2 Plaques shall be appropriate in size for the location.
- 7.3 It is important to consider the location or site for the proposed Plaque. Public Open Space in parks can help enhance the vision of the Town and bring residents and visitors together. As public space is often limited, location of Plaques should be reviewed to ensure that the Plaques enhance the experience of the park users, improve the landscape and add value to the space, while protecting Public Open Spaces.
- 7.4 In accordance with the goals of protecting Public Open Space, it is important to consider the risk of over-saturation of the area. A particular location that is historically and cultural significant is likely the proposed location for many plaques, monuments and memorials. Therefore, it is important to consider whether the location has reached

its maximum saturation point. If the location is deemed to have reached its point of saturation with memorials, monuments and plaques, then a moratorium or a limitation should be considered for future requests.

APPROVAL PROCESS

Applications and requests for Storyboard Plaques not initiated by the Town shall be submitted in accordance with the following procedure:

- 8.1 Applicants must submit a written submission outlining the purpose and detailed description of the content, design and location of the Plaque to the Director Corporate Services & Clerk. The submission must also include evidence of background research relevant to the subject of the Plaque.
- 8.2 The Director Corporate Services & Clerk will work together with other departments and related committees to review the submission.
- 8.3 Following consultation, the Director Corporate Services & Clerk will make recommendations for consideration which will formulate a report to Council for final approval.
- 8.4 Unless the requesting party wishes to sponsor the full cost of the Plaque, the approved Plaques should be included in the annual budget estimates.
- 8.5 If the request is approved, the Director Corporate Services & Clerk shall move forward with the recommendation of the final design, location and fabrication of the Plaque.
- 8.6 Donor Plaques can be accepted provided that it complies with the criteria set out in this Policy. If a request is not approved, the Director Corporate Services & Clerk shall make a recommendation or refer the applicant to an appropriate body to recognize the subject.
- 8.7 Once installed, the Plaque becomes Town property. The Town shall be responsible for future maintenance of the Plaque unless otherwise specified.
- 8.8 The Town does not guarantee to retain Storyboard Plaque in perpetuity.
- 8.9 If the Plaque is removed due to acts of vandalism, site redevelopment, or changes in the purpose of the area, all efforts will be made to identify, contact and advise relevant persons associated with the Plaque. The Town cannot guarantee replacement of the Plaque.

PLAQUES OF PROVINCIAL, NATIONAL OR INTERNATIONAL SIGNIFICANCE

The Town shall reserve the right to recommend plaques to the Ontario Heritage Foundation when the subject is deemed to be of provincial, national, or international significance.

**Town of Tecumseh
2016 Approved Budget
Cultural Committee 7700**

	2014 Year End Actuals	2015 Year End Forecast	2015 Restated Budget	2016 Approved Budget	\$ Change	% Change	2017 Forecast	2018 Forecast
11 General Operating								
REVENUES								
Grants								
4-2100 Ontario Specific Grants	27,844	12,382	12,189		-12,189	-100.00%		
Total Grants	27,844	12,382	12,189		-12,189	-100.00%		
User Charges								
4-3710 Registration/Entry Fee								
Total User Charges								
Revenues Before Transfers	27,844	12,382	12,189		-12,189	-100.00%		
Transfers from Reserves								
4-9580 Transfer from: Reserves			3,000	1,000	-2,000	-66.67%	1,000	1,000
4-9581 Transfer from Lifecycle Reserve	2,494	2,896	1,300		-1,300	-100.00%		
Total Transfers from Reserves	2,494	2,896	4,300	1,000	-3,300	-76.74%	1,000	1,000
TOTAL REVENUES	30,338	15,278	16,489	1,000	-15,489	-93.94%	1,000	1,000
EXPENDITURES								
Wages								
5-1000 Salary Payroll	24,099	11,720	9,369		-9,369	-100.00%		
Total Wages	24,099	11,720	9,369		-9,369	-100.00%		
Benefits								
5-1300 Canada Pension Plan	1,050	525	421		-421	-100.00%		
5-1320 Employment Insurance	619	308	492		-492	-100.00%		
5-1340 Employer Health Tax	458	229	183		-183	-100.00%		
5-1360 Workers Safety & Ins Bd	527	338	270		-270	-100.00%		
Total Benefits	2,654	1,400	1,366		-1,366	-100.00%		
Total Wages & Benefits	26,753	13,120	10,735		-10,735	-100.00%		
Office Supplies & Equip Mtnc								
5-5010 Office Supplies	270	1,074	1,000		-1,000	-100.00%		
5-5050 Computer Support/Software	7	116						
Total Office Supplies & Equip Mtnc	277	1,190	1,000		-1,000	-100.00%		
Memberships								
5-5300 Memberships			100		-100	-100.00%		
Total Memberships			100		-100	-100.00%		
Maintenance Materials & Supplies								
5-2400 Materials & supplies	703	150	1,000	1,000			1,000	1,000
5-2830 Equipment Purchases	2,923		2,000		-2,000	-100.00%		
5-5830 Miscellaneous	264	248	3,000	1,000	-2,000	-66.67%	1,000	1,000
Total Maintenance Materials & Supplies	3,890	398	6,000	2,000	-4,000	-66.67%	2,000	2,000
Professional Services								
5-4040 Professional Fee - Other			5,000	5,000			5,000	5,000
Total Professional Services			5,000	5,000			5,000	5,000
Utilities								
5-3550 Communications - Cellular Phon	177	80						
Total Utilities	177	80						
Other								
5-2250 Miscellaneous Service	712		700	700			700	700
5-5610 Advertising	276	489	300	300			300	300
5-5800 Travel & Mileage	1,134	694						
Total Other	2,122	1,183	1,000	1,000			1,000	1,000
Expenditures Before Transfers	33,219	15,971	23,835	8,000	-15,835	-66.44%	8,000	8,000
TOTAL EXPENDITURES	33,219	15,971	23,835	8,000	-15,835	-66.44%	8,000	8,000
NET EXPENDITURES	2,881	693	7,346	7,000	-346	-4.71%	7,000	7,000

**Town of Tecumseh
Year-to-Date Variance
Cultural Committee 7700**

	2016 Approved Budget	September YTD Actuals	2016 Year-to-Date Variance	2016 Year-to-Date % Committed
REVENUES				
Transfers from Reserves				
4-9580 Transfer from Reserves	1,000		-1,000	
Total Transfers from Reserves	1,000		-1,000	
TOTAL REVENUES	1,000		-1,000	
EXPENDITURES				
Maintenance Materials & Supplies				
5-2400 Materials & supplies	1,000		-1,000	
5-5830 Miscellaneous	1,000		-1,000	
Total Maintenance Materials & Supplies	2,000		-2,000	
Professional Services				
5-4040 Professional Fee - Other	5,000	305	-4,695	6
Total Professional Services	5,000	305	-4,695	6
Other				
5-2250 Miscellaneous Service	700		-700	
5-5610 Advertising	300	591	291	197
Total Other	1,000	591	-409	59
Expenditures Before Transfers	8,000	896	-7,104	11
TOTAL EXPENDITURES	8,000	896	-7,104	11
NET EXPENDITURES	7,000	896	-6,104	13

Tecumseh's Got Talent – Coffee House				
ACTION	DETAILS	MEMBER RESPONSIBLE	CONTACT NAME/PHONE	COMMENT
Venue				
<ul style="list-style-type: none"> l'Essor Auditorium <ul style="list-style-type: none"> Need to receive Agreement once date determined Certificate of Insurance 		Clerks Dept	Tanya Basic, Principal	
<ul style="list-style-type: none"> Determine Date of Event 		Clerks Dept		
<ul style="list-style-type: none"> Determine Time of Event 		CAAC Members		
<ul style="list-style-type: none"> Send Outlook Calendar invite to Cttee Members, Members of Council, Directors & Managers <ul style="list-style-type: none"> Any additional Invitations 		Clerks Dept		
Entertainment				
<ul style="list-style-type: none"> Talent selected by: Application or Audition <ul style="list-style-type: none"> Deadline Date 		CAAC Members & Clerks Dept		
<ul style="list-style-type: none"> Determine Rules and Regulations ie. age limit, performance length, number of performances, type of performance, etc. 		CAAC Members		
<ul style="list-style-type: none"> Contact Local Schools to participate 		Clerks Dept/ CAAC Members		
<ul style="list-style-type: none"> Personal Information Waivers for Talent 		Clerks Dept		
Program				
<ul style="list-style-type: none"> Prepare Program 		CAAC Members	Dwayne Ellis	Printing – Town in-kind contribution for 2016 event
<ul style="list-style-type: none"> Master of Ceremonies 		CAAC Members		
Reception				
<ul style="list-style-type: none"> Determine if refreshments will be available <ul style="list-style-type: none"> Type of refreshments 		CAAC Members		
Set Up				

<ul style="list-style-type: none"> • 'Coffee House' style set up <ul style="list-style-type: none"> ○ Chairs/Tables 	Long, rectangle style folding tables from l'Essor available	Clerks		Confirmation via e-mail.
<ul style="list-style-type: none"> • Sound System <ul style="list-style-type: none"> ○ Any additional equipment needed 		CAAC Members	Ambulance Electronics Myran Rivard	
<ul style="list-style-type: none"> • Video Recording 		CAAC Members		
Advertising				
<ul style="list-style-type: none"> • Create promotional material 		CAAC Members	Member Dwayne Ellis	
<ul style="list-style-type: none"> • Media Release 		Clerks Dept		
<ul style="list-style-type: none"> • Publication in Shoreline Week 		Clerks Dept		
<ul style="list-style-type: none"> • Town's Website/ Tecumseh App/Twitter/Facebook Pages 		Clerks Dept		
Budget				
<ul style="list-style-type: none"> • Event Expenses <ul style="list-style-type: none"> ○ Refreshments ○ Sound Technician ○ Video Recorder ○ Janitor Fees ○ Misc. Fees 				2017 Budget subject to deliberations Advertising cost for 2016 event was approx. \$591 Technician Approx. cost in 2015 \$339 Video Recorder cost TBD Janitor Fees vary depending on day of week/time
Revenue/Sponsorship				
<ul style="list-style-type: none"> • Determine if Admission cost to event <ul style="list-style-type: none"> ○ If so, prepare tickets 		CAAC Members		
<ul style="list-style-type: none"> • Determine if obtaining sponsorship 				