



The Corporation of The Town of Penetanguishene Council

COMMITTEE: Council

COMMITTEE CHAIR: Mayor Doug Leroux

SUBJECT: Appointments to the Main Street Art Ad Hoc Committee

REPORT: PL-2019-05

REPORT HIGHLIGHTS

- On December 12, 2018 Council approved the establishment of the Main Street Art Project Ad Hoc Committee;
- Notice of the Committee and a call for volunteers was issued in the Midland Mirror on December 27, 2018 and January 17, 2019 and promoted on the Town's website and social media platforms;
- The Town has received eleven (11) volunteer offers from residents representing various areas of interest;
- The Town also received interest from Quest Art School and Gallery indicating their interest in supporting the Committee in a resource capacity;
- The purpose of this report is to recommend appointments to the Main Street Art Project Ad Hoc Committee.

RECOMMENDATION

THAT the following residents be appointed to the Main Street Art Project Ad Hoc Committee:

- Deputy Mayor Anita Dubeau – Council Representative and Chair;
- Kathleen Buchan;
- Andrea Cole;
- Judith Davies;
- Blanche Fox;
- Jenny Leroux;
- Karen Lacroix Mealing;
- Jean Miller;
- Michael Odesse;
- Anthony Orsatti;
- Nathanha Woods;
- _____ (to be provided February 13);

AND THAT Virginia Eichhorn of Quest Art School and Gallery be invited to participate in the Main Street Art Project Ad Hoc Committee as a resource and non-voting member.

BACKGROUND

Council approved the establishment of an Ad Hoc Committee to assist and guide the Main Street Art Project at their Regular Council meeting on December 12, 2018. Staff



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recruited volunteers to participate on the Ad Hoc Committee using the Midland Mirror and the Town's social media in December 2018 and January 2019. By January 31, 2019 eleven (11) residents of the Town have put their names forward representing a variety of stakeholder and interest groups including the arts community, downtown businesses, indigenous community, francophone community and interested residents. Additionally, Quest Art School and Gallery has indicated their interest in assisting the Town in the project and in discussion with staff have indicated that they could participate as a resource to the Ad Hoc Committee.

Staff are recommending that Council accept and endorse all those who have put their names forward to participate on this Committee and as such have made that recommendation. There is a significant level of interest in the Project and each of the residents have provided some information with respect to their history and interest, which are included in this report as Attachment #1.

ANALYSIS

The original Staff Report ([PD-18-64](#)) that was considered by Council in December of 2018 recommended an Ad Hoc Committee consisting of a total of seven (7) members including a member of Council, representing various stakeholder groups and industry sectors. The proposed stakeholder groups included: Advisory Committee members, Arts Community, Downtown Businesses, Indigenous Community and the Francophone community.

The Town has received interest from several residents, more than anticipated, to fill the recommended positions. There has been interest from six (6) residents who have put their name forward from the arts sector and two (2) residents with no specific affiliations who have an interest in assisting the Town on this project. The remaining stakeholder groups all have representation from residents. Given the level of interest from residents in this project, it is recommended by staff that all those submitting their names be appointed to the Ad Hoc Committee. The inclusion of four (4) additional residents to the Ad Hoc Committee does not have any negative impacts and may result in additional engagement by the Town's residents. It should be noted that staff were anticipating a volunteer from the Indigenous Community after a meeting on February 6, 2019, which unfortunately was cancelled due to inclement weather. Our understanding is that the meeting has been rescheduled and that the volunteers name will be forthcoming prior to February 13, 2019. Staff suggest that the name be added to the Motion as a friendly amendment to the Motion.

Additionally, Virginia Eichhorn Executive Director and Curator of the Quest Art School and Gallery has indicated her interest in assisting the Ad Hoc Committee and noted her involvement with similar projects in the City of Kitchener and the Town of Owen Sound.

Options for Consideration

Option #1 (staff recommendation)



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- Deputy Mayor Anita Dubeau – Council Representative and Chair;
- Kathleen Buchan;
- Andrea Cole;
- Judith Davies;
- Blanche Fox;
- Jenny Leroux;
- Karen Lacroix Mealing;
- Jean Miller;
- Michael Odesse;
- Anthony Orsatti;
- Nathanha Woods;
- _____ (to be provided February 13);

AND THAT Virginia Eichhorn of Quest Art School and Gallery be invited to participate in the Main Street Art Project Ad Hoc Committee as a resource and non-voting member.

In this Option, Council would endorse all those who have put their names forward to participate on the Ad Hoc Committee. The Main Street Art Ad Hoc Committee could begin their work on the Project as soon as possible.

Option #2

THAT the following residents be appointed to the Main Street Art Project Ad Hoc Committee:

- Deputy Mayor Anita Dubeau – Council Representative and Chair;
- _____;
- _____;
- _____;
- _____;
- _____;
- _____;

AND THAT Virginia Eichhorn of Quest Art School and Gallery be invited to participate in the Main Street Art Project Ad Hoc Committee as a resource and non-voting member.

In this Option, Council would select the residents who have offered to volunteer on the Ad Hoc Committee, in keeping with the direction of Council from the December 12, 2018 meeting.

FINANCIAL IMPLICATIONS

Council has allocated \$20,000 of the Main Street Revitalization Grant from OMAFRA for the project. Staff and the Ad Hoc Committee will continue to pursue additional funding streams.



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All other costs associated with the establishment of the Ad Hoc Committee can be found within the Planning and Community Development operating budget (Advertising, Printing and Supplies, etc.).

RISK MANAGEMENT

The Town's Corporate Insurance provider will be notified of the increased number of Volunteers that would need to be covered under the Town's liability insurance policy, as well as AD&D coverage.

COMMUNICATION & MARKETING

All those who have contacted the municipality to volunteer will be contacted following a decision by Council on the status of their appointments.

RELEVANT BACKGROUND REPORT(S)

[Main Street Revitalization Initiative Report – June 13, 2018 Committee of the Whole Staff Report PD-2018-64 Ad Hoc Committee of Council Main Street Art Project December 13, 2018](#)

SUSTAINABILITY

CN4: Recognize and protection cultural identification and local arts and heritage.

STRATEGIC GOALS & OBJECTIVES

It is a strategic goal of the Town of Penetanguishene to participate in funding programs when funds are allocated and to assist our local businesses.

Prepared by: A. Betty, MCIP RPP, Director of Planning and
Community Development
Reviewed by: Carrie Robillard, CPA, CGA, Director of Finance/Treasurer
Jeff Lees, CPA, CGA, Chief Administrative Officer
COW Meeting Date: n/a
Council Meeting Date: February 13, 2019

ATTACHMENTS

Attachment #1 – Volunteer Submissions of Interest in the Main Street Art Project Ad Hoc Committee

Electronic File Location: S:\All Access Folders\Forms and
Templates\Templates\Report Templates\COW Staff Report Template (all sections).docx