



## Cultural Round Table

*County Culture: It's more than you think!*

**Cultural Round Table**  
**Shire Hall, Picton**  
**January 14th– 4.30 pm – 6.00 pm**

### **Present:**

Jean Anne Carroll – County of Prince Edward, EDO, Judith Zelmanovits, Museum Advisory Committee, Jeff Keary – Art House Gallery (Rednersville Church), Wendy Lane - County of Prince Edward - Recreation, Parks and Culture, Dan Taylor, Economic Development Officer- County of Prince Edward, Sharon Jarvis, General Manager - Regent Theatre, Dawn MacNeal - Welcome Tours

### **Regrets:**

Monica Alyea, Councillor, County of Prince Edward, Peta Hall – Potter, Sarah Phillips – Festival Players, Cara Egan - PEC Arts Council, Ian Balsillie - Prince Edward Round Table on Environment and Economy

### **Minutes:**

1. **Museum update-** Judith Zelmanovits shared that museum staff will be dressed in period appropriate costumes in the upcoming season. The costumes are being made by volunteers and students. Any donation of materials or time to the project is welcome.
2. **Loyalist Landing activities** - 2009 is the 225th anniversary of the Loyalist Landing in Ontario. Judith Zelmanovits shared that each museum will have an exhibit specific to celebrating the anniversary. The museums would like to have a community project to link these activities. The TDA has put some time to trying to develop some promotional material round the anniversary. Plans are still in development and likely include some simple low cost executions with local media launching on the May long weekend. The Regent Theatre Walking tours will shift their focus from the Graveyard to Macaulay House and the Gallows. The Bay of Quinte Branch of the United Empire Loyalists is hosting a conference and many associated events in Adolphustown, Bath and Napanee - <http://www.uel.ca/Convention.html> . It was noted that “The Amazing Loyalist Adventure” annual event, driven by Honey King, had in the past provided a framework for individual historical buildings and locations, events and businesses to promote Loyalist related activities. This event is no longer run, but the infrastructure, materials and information re the event are available from Honey King should someone within the community wish to take it up again.
3. **[www.ontariotravel.net](http://www.ontariotravel.net) – Opportunities to advertise cost free on the Ontario Tourism website.** Dawn McNeal of Welcome Tours is offering free seminars regionally to communicate opportunities available to small businesses through the Ontario Tourism website. It was discussed how best to encourage small businesses to avail of this free opportunity. In our collective experience we have all seen that these opportunities fall down at the individual level – people simply do not “get to it” due to other priorities. If there were a

group or groups that were prepared to do the data entry on behalf of the businesses, this would be a good solution. Our group strongly recommended that Dawn approach the T.D.A re this project.

4. **Who's role to greet visitors to the County.** - Dawn McNeal of Welcome Tours hosted a tour for "the foodies" from Kraft Kitchens. She was unsure as to who should "officially" be greeting them – The Mayor, the DMO etc. Again, the group recommended that Dawn approach the TDA with this question.
5. **Met Opera - Live in HD at the Regent Theatre** – Sharon Jarvis, general manager, shared that they just hosted the first showing of opera from the Met on the big screen at the Regent, and that it was a huge success. Attendance exceeded expectations. They were predicting 50 and got 130. The offering of this type of programming represents a huge step up in profile for the theatre - approx 50% of attendees had never been to the Regent before. 5 more operas will be shown this season, and 12 next season. A similar Broadway opportunity is being explored.
6. **Case Study on Municipal Cultural Planning** – Dan Taylor shared with the group that the Ministry of Culture has approached him re doing a case study on our Municipal Cultural Planning. This is a good opportunity to review what we have achieved and what remains to be done. The case study should be completed by the end of May.
7. **County Quest** – Wendy Lane updated us on the next steps in the development of County Quest. After an evaluation of the project it was determined that some changes were required. The individual "quests" were too long, and the associated audio files too big to download easily from the website ([www.countyquest.ca](http://www.countyquest.ca)). Stories will be broken into smaller region focused groupings, additional regional resources will be featured along with the stories. Marketing will be done through cross promotion with businesses, and cost recovery will occur through rental or purchase.
8. **Recreation Ward Committees** – Wendy Lane let us know that the Rec committees are looking for people to participate. Contact Wendy for further information.
9. **Macaulay Museum** – The Museum needs substantial upgrades. Wendy Lane is working to explore options for funding the upgrades. Funds required are estimated from \$600,000 upwards.
10. **Review of Workplan** – The group reviewed and updated the work plan. Link to updated plan to follow.