



Cultural Round Table

County Culture: It's more than you think!

**Cultural Round Table
Shire Hall, Picton
March 11th– 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), Dan Taylor, Economic Development Officer- County of Prince Edward, Sharon Jarvis, General Manager - Regent Theatre, Dawn MacNeal - Welcome Tours, Ian Balsillie - Prince Edward Round Table on Environment and Economy, Sharon Proulx – Ministry of Culture, Pat Dye, Monica Alyea, Councillor, County of Prince Edward

Minutes:

1. **Regent Theatre:** Sharon Jarvis updated the group on activity at the Regent. The “Live from the Met” series continues to be popular. It is an older demographic – 45 – 65. There were 206 in the house for Madam Butterfly. It was noted that the “Live form the Met” programming includes more than just the performance of the opera.. it also shows behind the scenes and how the performance is put together. The Regent is also gearing up for it’s Theatre for Young People and they are looking for sponsorship for the buses to bring the kids from the schools to the theatre. A good relationship has now been established with PECl for both programming and co-op student placements. 2 co-op students are currently working with theatre staff. Brain Barlow and the Jazz Festival are conducting a “High School Jazz Orchestra Program” that will have a show at the Regent on April 3rd and feature students from regional High Schools.
2. **Jeff and Tracey:** Jeff and Tracey are looking to up their profile. Are interested in getting in touch with the Ameliasburg Recreation Committee.
3. **Library:** A program of activities has been put in place for March break at the Libraries. Brown Bag Lunch series are continuing. Co-operative advertising is now being run with regional libraries, which is a great move forward.
4. **Museums:** Judith reminded everyone of the Show and Tells at the Museums on 28th March and April 4th. All details of the Museum activities get sent out in their monthly e-newsletter – the County Muse. Contact Jennifer Lyons to get put on the mailing list. The Mariner’s Gala Dinner at the Waring House is on April 18th @ 5.30.
5. **OTMP Seminars:** Dawn has been finishing up her seminars. Sharon Jarvis noted that the Regent found it very useful and their co-op student has been entering Regent Theatre activities into the site.
6. **Sugar Plum CD Launch:** Local singer song writer Emily Fennell and her band Sugarplum are launching their CD on March 21st in Bloomfield. This raised the question as to whether the Regent plays local music before their shows. Sharon said that they do, and that if local musicians provide a CD it will be included in the rotation. Unfortunately CDs cannot be sold

through the box office as it have proved to be too much of a challenge in the past from an admin perspective. Advertising opportunities are available in the Regent's "Silver Screen" Program that is displayed before cinema shows. Judith commented that where it is appropriate to play music in the Museums that local music is included.

7. **New Wellington Arena/Recreation:** Monica noted that the Wellington Arena needs \$1.5 million dollars to be raised by the community. Monica sees an opportunity for the arts and culture community to participate in this. Imagine a cultural group buying the naming rights to the dressing rooms. The play "Hockey Mom, Hockey Dad" would be great – if a real hockey Mom and Dad played the roles there would be a great opportunity to bring in both communities. The Arena is being built as a large capacity space that will be able to accommodate bands and concerts – a multipurpose site. Seating will be theatre style with backs and arms v's benches. Could be really fun to come out and support this. Could be accomplished if each arts group kicked something in..
8. **4-H:** 4-H is looking to purchase a new trailer for their milkshake fundraisers.
9. **Recycling:** Recreation Parks and Culture is looking at a proposal for recycling order to improve performance in this area particularly for events. You are encouraged when booking halls and events to specify that you need recycling. Ian Basillie mentioned that the Trash Bash got an award from the Governor General for its contribution to keeping Prince Edward County clean.
10. **Municipal Budget:** Many groups came forward to Council requesting monies to support their activity in the community. Many have an arts and culture component. These will be discussed and determined on March 19th at 10am. You are encouraged to speak to your Councilor if you have an expectation that this sector will be supported.
11. **Cultural Plan:** There was discussion around to access the Cultural Plan. Jean Anne will print copies off at the office for pick up, and print off the executive summary so that we can review at the next meeting.
12. **Loyalist Mural:** No takers yet. It can't really stand alone – it needs to go against a brick wall.
13. **New Roundabout:** Ian Basillie mentioned that there will be an instructional video of how to drive around the new roundabout being built at Waring Corners.
14. **Library:** A program of activities has been put in place for March break at the Libraries. Brown Bag Lunch series are continuing.
15. **Cultural Case Study:** Minister of Culture hearing much re positive cultural activity in Prince Edward County. A case study is being done to help determine how this activity is related to the Municipal Cultural Plan. It is hoped that the case study will capture what can be learned from the experience in this community and shared/repeated in others and help understanding of what is the link between Culture and economic development. The consultant will need to talk to stakeholders who participated at all points along the timeline. This will help us determine how to get back on track. We had a great event in the Cultural Rally, and then the follow up plans for a cultural event the following year did not come to fruition. There were plans to educate internal staff on the Cultural Plan and Policy – but this has not moved forward. We used to work to a work plan, and have moved away from this focused execution. Sharon Jarvis commented that in her experience in Niagara culture was always compared to sports. What can be learned from the Sports model – sports can always find funding. There should be a way to leverage the perceived worth of culture. Ian Basillie commented that it has been shown that if you close a library in a village then often the village dies. He can state based on anecdotal evidence that he knows that one reason that many older people have moved to Wellington is because of the library.
16. **Prince Edward County in Second Life:** Dan Taylor shared that a virtual version of Prince Edward County has been created in an online 3D software program called "Second Life". You can make an avatar and experience this virtual world. The Prince Edward County "island" that has been built is representational v's an actual geographically accurate version of PEC, and was built by students at Loyalist College. This island offers a platform where

virtual events and performances can be held. For example a real life live performance can be mic'ed and the sound streamed into Second Life – where people can “watch” the performance virtually. A demo will be arranged in the next meeting or two.