



200th ANNIVERSARY WORKING GROUP MINUTES

Friday, August 14th, 2015

9:00 a.m.

Tay Valley Municipal Office – 217 Harper Road, Perth, Ontario
Council Chambers

ATTENDANCE:

Members Present: Chair, Councillor Jennifer Dickson
Annie Dalton
Bill Avery
David Taylor
Graeme Gordon
Kay Rogers
Bruce Rigby
Michael Glover
Karen Prytula
Susan Code McDougall

Staff Present: Noelle Reeve, Planner
Kristine Swaren, Recording Secretary
Selena Barre, Summer Project Assistant

Members/Staff Absent: Susan Freeman
Dawn Burnham
Brenda Kennett

Others Present: Barrie Crampton

1. CALL TO ORDER

The meeting was called to order at 9:04 a.m.
A quorum was present.

2. AMENDMENTS/APPROVAL OF AGENDA

- i) Addition under Business: Lanark County Harvest Festival
- ii) Addition under Business: Canadian Heritage Grant

The agenda was adopted as amended.

3. DISCLOSURE OF PECUNIARY INTEREST & GENERAL NATURE THEREOF

None at this time.

4. APPROVAL OF MINUTES

i) Minutes – July 10th, 2015.

The minutes of the 200th Anniversary Working Group Meeting held on July 10th, 2015 were approved as corrected.

5. DELEGATIONS & PRESENTATIONS

None.

6. BUSINESS

i) Lanark County Harvest Festival.

The festival is September 13, 2015 at the Beckwith Recreation Park. Tay Valley Township is the featured municipality; events coordinator Amber Hall is organizing representative farm producers, artisans and organizations. She is arranging signage – including one for Barrie Crampton's computer mapping display.

ii) Canadian Heritage Grant.

David Taylor reported that he has negotiated with Canadian Heritage to reorganize the line items of the approved grant to allow more reporting flexibility. All municipalities have reviewed the contribution agreement. The next task is developing a cash flow forecast for each municipality.

7. UPDATES

i) Anniversary Book.

The final proof copy will be available within a week. Susan Freeman will review it. Unit cost for the book will be \$16 each. The printed book will be available by September 13 for the Harvest Festival.

ii) Anniversary Calendar – *see attached, page 7.*

Calendars are being sold at 20 local stores and at various festivals and events. Sales so far have almost covered costs. There are still 300 available for business imprint – please encourage local businesses to participate. A media release about the calendar has been published in several local papers.

iii) **Archives and Display** – *no update, deferred to a future meeting.*

iv) **Book Launch.**

Bruce Rigby is looking for volunteers for the September 19 book launch, 2-4 p.m. A press kit is being prepared as awareness for media editors. Advertising is being planned. The invitation list and invitations are ready. Logistics are all planned.

v) **Betwixt and Between Dinner-Dance** – *see attached, page 8.*

Susan Freeman submitted the attached outline for information.

vi) **Events & Community & Volunteer Liaison** – *no update, deferred to a future meeting.*

vii) **Councillor Update.**

Councillor Jennifer Dickson will be promoting the 200th Anniversary at the AMO Conference (August 16-18). She emphasized that websites (county and townships) need to be kept current, and social media should be used. Barrie Crampton and David Taylor will approach the County Clerk with a resolution from the next Joint 200th Committee meeting.

viii) **Funding and Expenses.**

Donations have been received and pledged from local businesses for both Joint and Township events. There is revenue coming in now from t-shirt sales. Event leads are asked to detail their budgets for 2016 so we can assess whether fund-raising is needed.

ix) **Historical Mapping Project.**

Barrie Crampton noted the accomplishments of Selena Barre and Ann McPhail in researching and entering data, as well as participation of the summer students of the other municipalities. The public county-level online map will be launched in January 2016 after the technical details are worked out.

x) **Lanark Greening Apple.**

Graeme Gordon reported that the apple gene bank has Lanark Greening apples this year and will send some for comparison to local apples. Ideas were discussed for promotions before and after the tasting event. David, Barrie, Annie and Graeme will be on the tasting committee and will invite a descendant of Robert Anderson, the developer of the Lanark Greening Apple.

xi) **Legacy Farms.**

Less than half the applicant farms have paid for their signs; the deadline will be extended to August 31. Selena will call the farms.

xii) **Legacy Trees** – *no update, deferred to a future meeting.*

xiii) **Promotions and Marketing.**

Bruce Rigby reviewed the two target populations for marketing efforts: (1) newspaper readers, and (2) online media. The first has less reach and effectiveness. He gave several examples of targeted banner ads on other websites that would link to Township/County websites – so the latter would need to be informative and frequently updated. Plans for promotions and volunteer use need to make strategic use of scarce funding and people resources. He recommended asking the members of the Joint 200th Anniversary Committee for commitment to providing volunteers for specific events.

xiv) **Settlers Heritage Days.**

David Taylor and the event team met recently with the County Plowing Association to work out details for this event.

xv) **Settlers Trail.**

Linda Myers (Drummond/North Elmsley) is working on the design of a sign to be placed at the Rideau Ferry dock site and smaller ribbon signs to add to the Township entrance signs.

xvi) **Souvenirs.**

Amber Hall will finalize the design and purchase of souvenir mugs. Items are being sold at upcoming events: Rideau Ferry Regatta, Maberly Fair, Perth Fall Fair, Sundance, Harvest Festival, Perth Fall Studio Tour, and others. Richard Kidd will have a staff person in historic costume handing out bookmarks at a soccer tournament in Beckwith.

xvii) **Story Collection** – *no update, deferred to a future meeting.*

xviii) **Website Content.**

Susan Code McDougall asked for additions anytime. The Township landing page will be changing soon to an anniversary theme with a direct link to the Anniversary information pages.

xvix) **Winter Carnival** – *no update, deferred to a future meeting.*

8. NEXT MEETING DATE AND PROPOSED AGENDA ITEMS

Next Meetings: September 11, 2015
 October 9, 2015
 November 13, 2015
 December 11, 2015

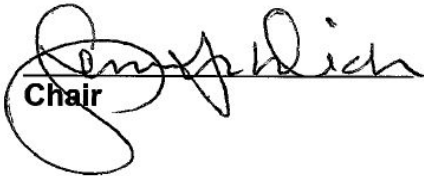
Proposed Agenda Items: None at this time.

9. DEFERRED ITEMS

- *None.*

10. ADJOURNMENT

The meeting adjourned at 10:31 a.m.


Chair


Secretary

BUSINESS

Anniversary calendar sale locations

Anniversary calendars are available for sale at municipal offices & the Lanark County office, plus the following 20 stores in Tay Valley & DNE (none has requested commission)

- ✓ Apropos
- ✓ Balderson Cheese
- ✓ Best Western
- ✓ Blackwood
- ✓ Blair & Son Furniture
- ✓ Burns Jewellers
- ✓ Coutts Coffee at Codes Mill
- ✓ Coutts Country Flavours
- ✓ Fall River Restaurant gift shop
- ✓ Foodsmiths
- ✓ Ground Waves
- ✓ Gallery on Gore
- ✓ Murphy's Point Park Store
- ✓ Perth & District Library
- ✓ Perth Museum
- ✓ Perth Picture Framing
- ✓ Riverguild
- ✓ Running Goat
- ✓ Tay River Reflections: the spa, the pool & the gym
- ✓ Village Green

Betwixt and Between

December 28th 2016

BVM Hall, Stanleyville

Noon - 5pm

Country Potluck Dinner, Music and Dance

This will be a step into 1800's for our community to come together, for families, friends and neighbours to share some time between Christmas and New Year. Music harkening back to those days, food from the best kitchens in Tay Valley and a little healthy competition!

Prizes for Best Turkey Casserole and Best Turkey Soup!

Hall Capacity 200

Hall Rental \$250.00 (including liquor licence and bar)

Music costs to be determined

Entrance fee to be determined