



**THE CORPORATION OF THE TOWNSHIP OF WELLINGTON NORTH
CULTURAL ROUNDTABLE MEETING MINUTES
THURSDAY, JULY 10 @ 12:00 PM
MEETING ROOM, MOUNT FOREST AND DISTRICT SPORTS COMPLEX**

Committee Members Present:

- Bonny McDougall, Chair
- Doris Cassan, Member
- Penny Renken, Member, Councillor
- Faye Craig, Member
- Trina Reid, Member
- Linda Hruska, Member (virtual – left at 1:03pm)
- Tim McIntosh, Member (virtual – left at 1:00pm)

Regrets:

- Carol Vair, Member

Staff Members Present:

- Mandy Jones, Manager of Recreation, Community & Economic Development (left at 1:20 p.m.)
- Robyn Mulder, Economic Development Officer
- Mike Wilson, Community Development Coordinator
- Casey Taylor, Farmers' Market Lead and Community Gardens
- Janice Benson, Project Lead – Seniors Programs (left at 12:08 p.m.)

Calling to Order
Chair McDougall called the meeting to order at 12:01 p.m.
Adoption of Agenda
Moved by Member Reid Seconded by Member Craig THAT the agenda for the July 10, 2025, Wellington North Cultural Roundtable Committee meeting be accepted and passed. CARRIED
Disclosure of Pecuniary Interest
None
Minutes of Previous Meeting – May 15, 2025

The Committee reviewed the minutes of the previous meeting, held on May 15, 2025, approved at the June 2, 2025, Wellington North meeting of Council.

Moved by Member Cassan
Seconded by Member Craig

THAT the Wellington North Cultural Roundtable Committee receive for information the minutes of the May 15, 2025, Committee Meeting.

CARRIED

Deputation

None

Business Arising

Pride Recognition – Community

Staff have been approached by community members regarding the absence of pride initiatives, the community members expressed interest in possibly forming a Wellington North Pride Committee. To make places and spaces feel more inclusive, consideration is being given to window decals, flags, and other various ideas.

Next steps would be to connect the two individuals and identify town facilities as being open space for all.

Seniors Community Grant – Tech and Trek: Adventures, Connections and Learning Initiative

The Township was recently notified of its successful application to the Province of Ontario's Seniors Community Grant. Through this funding, the Township will receive up to \$25,000 to deliver the Tech and Trek program. Staff introduced Janice Benson, who has been hired under contract as Project Lead – Seniors Programs, and will be responsible for the planning and delivery of the program.

Project Lead Benson provided the Cultural Roundtable with a brief overview of the program, which will include drop-in technology lessons for seniors, bus trips to local events and cultural assets, and intergenerational activities that will bring youth and seniors together.

Update on Workplan Items

Workplan Item 1: Wellington North Farmers' Market

Project Lead Casey Taylor provided the Cultural Roundtable with an overview of the Market.

There has been an increase in traffic at the market recently, and the social media engagement is also growing.

Upcoming events include Kids Day on July 12th where there will be live harp music, free snow cones, and a spotlight on freeze-dried candy; plenty of fun for families and children.

The Wellington North Farmers' Market will be taking part at the Fireworks Festival on July 19th on King St, downtown Mount Forest.

Wellington Dufferin Guelph Public Health will be attending the July 19 Market to provide an inspection and ensure that proper regulations and requirements are being followed, including the 50%+ Rule.

The “50% or more” vendor rule is being met more consistently. Shady Lawn is now officially considered a farmer producer and Dave from Farm Bees may be joining the market soon also. We currently have six farmers attending regularly.

Hot Breakfast Plans

Staff are exploring the idea of offering a hot breakfast at the market and are looking for sponsors or vendors who could help make this happen. Potential partners include:

- Scott's Pizza Burger
- The Spot Restaurant
- Spanky's BBQ
- Five for Snacking
- Coffee Culture

Influencer Marketing

Jessica Turnblom, a local influencer, attended the Plant Day event through the County of Wellington Taste Real program. She plans to post about her experience at our market in approximately two weeks. Jessica had a very positive experience at the market.

Workplan Item 2: Cultural Grants and Donations

Recommendation:

Moved by Member Hruska

Seconded by Member Cassan

THAT the Wellington North Cultural Roundtable receive the Cultural Events and Sponsorship Funding application from McLean Crest Farms and Orchards;

AND THAT the Wellington North Cultural Roundtable approves the application, with direction on the dollar amount approved.

DEFEATED

Staff presented Report C&ED 2025-026 - McLean Crest Farms and Orchards to the committee for consideration. McLean Crest Farms applied for a Cultural Events and Sponsorship Funding grant in the amount of \$1,200 to assist with the costs of hiring local musicians to perform at its Orchard Days event in September 2025.

According to the application, McLean Crest Farms opens up the orchard to the public for apple picking, as well as an agri-tourism experience complete with wagon rides, antique tractor plowing, corn maze, visiting with farm animals including Clydesdale horses, and a walk to the pumpkin patch. Local vendors are invited, free of charge, to share their artisan and local products.

The Committee asked several questions, including if an admission fee was charged for the event. Staff reviewed the event website and reported that an admission fee is charged. After a lengthy discussion, the Committee noted that as the event is not a not-for-profit, it would be ineligible for the Cultural Events and Sponsorship funding program, as reflected in the program guidelines.

The Committee recognizes that this is a cultural event that supports the agri-tourism sector. It brings many individuals to the area, and provides local artisans an outlet to sell their wares. As such, the Committee requested that support for the event be provided in other ways, such as assistance with marketing through inclusion on the Culture Days rack card that is distributed, social media and on the electronic sign.

Staff also provided a verbal update on the Mount Forest Diwali Celebration. The organizers met with staff on July 9 and expressed that there was no further update. Staff will follow-up in a few weeks to find out the status of the event for 2025.

There is currently \$900 remaining in the 2025 Cultural Events and Sponsorship Fund budget.

Workplan Item 3: Cultural Moments

Staff provided a verbal report to the committee about the Cultural Moment videos presented at Council meetings and shared on social media. These videos continue to be well received by Council and the public, with videos in 2025 averaging 600 views per video and total post average reach of 1,500.

The following Moments were recently presented at Council:

- June 2 – Trees of Wellington North
- June 23 – Swamp Sisters

Future Cultural Moments include:

- Mike Murphy (July 14)
- Ted Arnott (July 28)
- Dr. Treumner's Dentist Chair

Workplan Item 5: Wellington North Culture Days

Staff provided a verbal report to the Committee on Culture Days activities, including the Saugeen Bus Tour scheduled for October 4. This bus tour is in partnership with the Town of Minto and the Town of Hanover, with some funding provided by the Seniors Community Grant.

Tickets go on sale in August, \$35 per person with over a \$50 value.

The Wellington North Artisan Showcase will be held on September 27 and will include the Wellington North Farmers' Market in the parking lot at the Mount Forest and District Sports Complex. Member Reid is working on confirming artists and musicians.

ACTION: Staff to draft the Culture Days brochure and bring to the committee at the August 14 meeting.

Workplan Item 6: Minto, Hanover, WN Cultural Roundtable partnership

Tourism Growth Program

Driftscape: Staff provided a verbal update to the committee providing images of the online app. The App is now live and the township has made a soft launch.

Historical Society/Museum and Archives Reports

Recommendation:

THAT the Wellington North Cultural Roundtable Committee receives for information the activity reports from the Arthur and Area Historical Society and the Mount Forest Museum and Archives.

Moved by Member Craig

Seconded by Member Hruska

CARRIED

These reports are included in the minutes at Attachment A.

Cultural Roundtable Terms of Reference

Staff provided a verbal outline of the updated Committee Terms of Reference, included as Attachment B.

Recommendation:

THAT the Wellington North Cultural Roundtable Committee accepts the revised 2022-2026 Terms of Reference as presented;

AND THAT the Wellington North Cultural Roundtable Committee recommend to the Council of the Township of Wellington North rescind by-law 136-2022, and amending by-laws 026-2023, 044-2024, and 066-2024;

AND FURTHER THAT Council appoints the following members to the Wellington North Cultural Roundtable through a new appointment by-law: Bonny McDougall, Chair; Doris Cassan, Member; Penny Renken, Member, Councillor; Faye Craig, Member; Trina Reid, Member; Tim McIntosh, Member; Carol Vair, Member.

Moved by Member Hruska

Seconded by Member Cassan

CARRIED

Other Items

Arthur Arena Display Cases

Member Cassan gave the committee an update on artist display cases in community spaces. A discussion was held regarding the possibility of installing one in the Mount Forest and Arthur arenas. Staff explained that they need a better understanding of facility use of space before making any decision in regard to display cases in township facilities.

Heritage District Discussion

Member Renken provided a report on a downtown building renovation that has lost historical features due to private investment. No application was made to the Township for a Community Improvement grant, giving Council no opportunity to comment. Discussion was made in regard to enacting a by-law.

Next steps: Member Renken will reach out to Karren Wallace, Director of Legislative Services, about how she may put forward a notice of motion at Council.

Items for Consideration

Wellington Advertiser Cultural Ads

The Committee reviewed the May and June 2025 cultural advertisement pages in the Wellington Advertiser.

Upcoming Events

Mount Forest Fireworks Festival

July 17 - 20, 2025

Various locations in Mount Forest

Complete schedule and tickets: <https://www.mountforestfireworks.ca/>

Volunteer Celebration and Newcomer Welcome

Thursday, September 18, 2025

Mount Forest and District Sports Complex

11:00 a.m. – 2:00 p.m.

Register on Eventbrite: <https://WNNewcomerEvent2025.eventbrite.com>

Mayor's Charity Bonspiel

Friday, November 7, 2025

Arthur and Area Curling Club

Wellington North Farmers' Market

June 14 – September 27

393 Parkside Drive, Mount Forest

Roundtable (verbal)

Member Craig – Pig Roast Arthur, Wednesday October 15, Downtown Arthur

Date of next meeting and adjournment

Next Meeting: Thursday, August 14, 2025 (location TBD)

Moved by Member Craig

THAT the Wellington North Cultural Roundtable Committee meeting of July 10, 2025, be adjourned at 1:32 p.m.

CARRIED