



Theatre Committee Meeting

October 30, 2025, at 12:00pm, at 136 Yonge St., Young at Heart Senior Centre

Present: Chair Councillor Sean Cotton, Mayor Chris Hope, Wanda Hill, Jillian Peever, Colin Love (zoom), Justin O'Brian, Recording Secretary

Regrets: Carrie Schiffler

1. Call to Order: The meeting was called to order at 12:052pm by Chair Councillor S. Cotton

2. Disclosure of Interest: None

3. Adoption of Previous Meeting Minutes: NONE

4. Old Business:

a) Theatre Name

The Committee discussed potential names for the theatre, noting the importance of finalizing a name as marketing plans for 2026 begin. After considering several options, members agreed that the name should reflect the site's historic connection to the *Bluebird*. Discussion also addressed the use of "Theatre" versus "Cinema," with the Committee ultimately choosing to move forward with "The Bluebird Theatre." The Committee will recommend this name to Council for approval.

Moved by W. Hill – Seconded by C. Hope. Carried

b) Ontario Street Business- Shared Contact List- Update

The Recording Secretary provided an update on the Ontario Street Business Contact List. The Committee discussed expanding the list to include additional businesses beyond Ontario Street; while members agreed this would be beneficial, it was noted that such an expansion falls outside the current project's scope and could be considered in the future. The Committee identified who would deliver the final letters to businesses that had not yet received them, and the Recording Secretary will follow up with those who have not responded.

c) Theatre Report- Revitalization Strategy - 2026

The Committee reviewed the Theatre Revitalization Strategy report to make final adjustments prior to submission to Council. Several updates were made and will be highlighted in the amended version. The finalized report, including the Committee's recommendations, will be submitted to Council for consideration.

Moved by C. Hope – Seconded by J. Peever. Carried.

5. New Business:

a) Non- Profit Cost

The Committee deferred this item to the next meeting for discussion.

b) Theatre Website

Chair C. Cotton presented the idea of creating a dedicated webpage for the Theatre. He recommended using Bandzoogle, a platform he currently uses for his own business and has found reliable. The annual cost would be approximately \$300, plus \$17 per year for the domain. The Committee agreed to include this proposal in the Theatre Revitalization Strategy – 2026 report.

Moved by C. Hope – Seconded by J. O'Brian. Carried.

c) 2026 Plan of Events

The Committee deferred this item to the next meeting for discussion.

d) 2026 Budget

The Committee reviewed a brief overview of the 2026 Draft Budget for the Theatre. The Draft Budget will be attached to the minutes for information purposes only.

6. Recommendations to Council

THEREFORE BE IT RESOLVED THAT The Village of Burk's Falls Theatre Committee recommend to Council

- The new name for the theatre be "The Bluebird Theatre";
- Acceptance of the amended report Theatre 2025-02 with recommendations as follows:
 - Launch a film sponsorship program with \$250 per film contributions.
 - Allocate a marketing budget for newspaper, regional outreach, and separate theatre webpage.
 - Fund visibility improvements (sandwich board signage, permanent poster frames, weekly posters).
 - Direct staff to elevate the Theatre website section to the main page with expanded subpages.
 - Recording Secretary to create a communication policy including a transparent communication strategy highlighting challenges and the need for community support.
 - Approve lobby upgrades (flooring, painting, curtains, and social media tag wall) to improve visitor experience.

Attachments

- Council Report- Theatre 2025-02: Revitalization Strategy – 2026 - Amended
- 2026 DRAFT Theatre Budget

7. Date of Next Meeting: To be determined.

8. Meeting Adjourned: 2:08pm Moved by J. Peever – Seconded by W. Hill. Carried.



Chair Signature