



## Theatre Committee Meeting

September 30, 2025, at 9:00am, at 172 Ontario St.

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

**Regrets:** None

1. **Call to Order:** The meeting was called to order at 9:08am by Chair Councillor S. Cotton
2. **Disclosure of Interest:** None
3. **Adoption of Previous Meeting Minutes:** September 9, 2025. Moved by W. Hill - Seconded J. Peever  
**THEREFORE BE IT RESOLVED THAT** The Village of Burk's Falls Theatre Committee approves the minutes of September 9, 2025. Carried.
4. **Old Business:**
  - a) **Update on Recommendations**

The Committee reviewed the Council Resolution regarding the recommendations submitted from the September 9, 2025 meeting. The Committee welcomed new members Justin O'Brian and Carrie Schiffler. No concerns were raised.
  - b) **Halloween Event**

The Recording Secretary reported that the results of the community survey identified The Lost Boys and Coraline as the winning movies. The Lost Boys will be shown on October 24th at 7:00 p.m., and Coraline will be shown on October 25th at 2:00 p.m.

The Committee reviewed the event posters and suggested minimal changes. The Recording Secretary will make the revisions and distribute the updated versions.

The Highland Players will provide a haunted alley experience and collect donations during the Friday event. On Saturday, S. Cotton will provide themed music and assist with donation collection. Donations will be accepted by cash or debit.

The Committee also discussed where unspent donations should be allocated at the end of the year. A recommendation to Council will be made that all donations be placed into reserve for future revitalization and infrastructure upgrades to the theatre. Moved by J. Peever – Seconded by C. Hope. Carried.

The Committee further discussed including a short welcome speech prior to each screening. The speech would highlight the Committees mission and vision statements (noted in the submitted draft report), encourage donations, and invite attendees to join the theatre's contact list. A recommendation to Council will be made requesting approval to proceed with these speeches. Moved by J. O'Brian – Seconded by W. Hill. Carried.

**c) Ontario Street Businesses – Shared Contact List**

The Recording Secretary shared a copy of the letter that will be distributed to all businesses on Ontario Street inviting them to be part of a shared Ontario Street Contact List, a way to stay connected, support one another, and work together. No concerns were raised by the Committee. J. Peever will complete the first round of deliveries and report back to the Recording Secretary on which businesses have received the letter.

**C. Hope and C. Love have left the meeting.**

**d) Theatre Report – Revitalization Strategy- 2026**

The Committee did not have sufficient time to fully review Report: Revitalization Strategy – 2026. It will be reviewed and discussed at the next meeting. The report will be submitted to Council as a draft for information, as a recommendation for consideration of a line item in the 2026 budget for the Theatre Committee will be made. Moved by C. Schiffler – Seconded by J. Peever. Carried.

**e) Partnerships/ Clubs – Follow Up**

The Committee discussed the possibility of forming partnerships with non-profit organizations to increase the use of the theatre, while not placing the full responsibility of operations on the municipality. The Committee's primary concern is how non-profits would be able to afford the space for free events. Additional information is pending from the Friends of the Library regarding a potential collaboration with the National Film Board.

**New Business:**

**a) Theatre Name**

The Committee discussed the importance of deciding on a permanent name for the theatre at this time. Currently, the theatre is referred to by different names in different contexts, and in some cases, community members are unaware it has a name at all. With plans to prepare new permanent marketing materials for the 2026 season, the Committee emphasized the need to establish a name in order to create a logo and supporting branding, as these tasks require significant lead time.

Several ideas were considered, with "Bluebird" consistently resurfacing. The possibility of incorporating "Highlands" or "Almaguin" into the name was also discussed. The Committee expressed strong interest in selecting a name accompanied by a tagline.

It was decided that all Committee members should have input on this decision. The item has been deferred to the next meeting as the first agenda item. The Committee intends to finalize, vote on, and recommend the theatre name to Council at that time.

**b) Portable Stage - Information**

Chair C. Cotton and Recording Secretary shared information regarding a portable stage option that could be used at the theatre as well as at multiple venues. No full discussion took place, as the item was presented for information purposes only.

**5. Recommendations to Council**

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

- That all donations at end of each year be placed into reserves to be used for future revitalization and infrastructure upgrades;

- A welcome speech before each movie at the Halloween on the Big Screen event to include the Committees mission and vision statements, encourage donations, and invite attendees to join the theatre's contact list;
- Accepts report Revitalization Strategy- 2026 as a draft for information and consideration of a line item in the 2026 budget for the Theatre Committee

**Attachments**

- DRAFT Report- Revitalization Strategy- 2026

6. **Date of Next Meeting:** To be determined.

7. **Meeting Adjourned:** 11:42am Moved by W. Hill – Seconded by J. Peever. Carried.



---

Chair Signature