



Theatre Advisory Committee Meeting

March 3, 2025, at 1:30 pm, at Young at Heart Seniors Centre

Present: Mayor Chris Hope, Councillor Sean Cotton, Wanda Hill, Colin Love, Jillian Peever

Recording Secretary

Guests: Nieves Guijarro

Regrets: Debbie Hope

Delegations: None

1. The meeting was called to order at 1:37 pm by S. Cotton
2. Disclosure of Interest: None
3. Adoption of Previous Meeting Minutes:
Moved by W. Hill - Seconded by J. Peever
THEREFORE, BE IT RESOLVED THAT the Theatre Advisory Committee approves the minutes of the meetings held on January 27, 2025.
Carried

4. Old Business:

a. Updates on Recommendations to Council from Meeting January 27, 2025

Council approved the Halloween Theatre event to occur in 2025, partnering with the Recreation Committee.

Council approved the Committee partnering with the Library for National Canadian Film Day occurring on April 16, 2025.

b. First Step Improvements to Theatre

The Committee discussed this item below.

c. Immediate Initiatives vs Major Renovation

The Village issued a Request for Proposals and with grant funds, will be updating the theatre/municipal washrooms for greater accessibility. Renovations are to be completed by season opening.

There is no budget for the theatre committee. The committee wishes to see some minor aesthetic upgrades to the concession/lobby area including new drapes, paint, and lighting to create ambiance. The committee would like to put an ask out to local businesses and to the community for donations to begin minor improvements, enhancing the vintage theatre aesthetic.

d. Theatre Volunteers

As the committee wishes to create more events throughout the year, the formation of a volunteer pool for these events is desirable. Volunteers could be tasked with various duties such starting a film, running concession, or decorating to name a few. The vision is that these volunteers are for the ongoing initiatives of the committee and that they do not replace summer seasonal staff and student volunteers.

5. New business:

a. Library Event

Nieves joined the committee for the discussion. National Canadian Film Day is April 16, 2025, and this year the event will be held at the Towne Theatre. The movie selected is The Grizzlies and the show will start at 7:00 pm. S. Cotton and friend will perform as people arrive beginning at 6:30 pm, featuring Canadian music to complement the movie. Most of the committee will volunteer for the event to run the movie and concession. Nieves and her team will also be in attendance volunteering.

The movie will arrive one week prior and will be in DVD form. Nieves created a poster which she will update and send out the following day.

The committee discussed setting up a donation jar however in further discussion felt it may be more important to focus on the event being what it is, in celebration of Canadian film, and in the future revisit the donation initiative.

Other:

The committee would like to receive training on the projector so that they may assist with playing films for specialty events.

Committee discussed having individual businesses sponsor movies which is in line with the discussions around a sponsorship and advertising policy.

It was suggested the committee reaches out to Almaguin communities and ask if they had anything to highlight and feature. C. Hope to share video he received as an example.

The committee discussed creating a video that could be shared to social media to promote the theatre and the committee's initiatives.

It was suggested the work completed by C. Hope and the committee with ACED should be reviewed and further defined. This will be done at an upcoming meeting.

C. Love will explore the portable stage for sale and bring information to the next meeting.

The committee discussed the need for more members.

6. Recommendations to Council:

The Theatre Advisory Committee recommends to Council:

- a) Staff prepare a report further breaking down the expenses and revenues for 2024
- b) Staff draft a preshow advertising policy
- c) Approve the creation of a team of volunteers that would assist with speciality community theatre events (non regular season).
- d) Approve the committee to research and facilitate in kind donations or work for minor aesthetic improvements to the lobby.

7. Date of Next Meeting: March 31st, 2025, time to be determined.

8. Meeting adjourned at 3:05 pm. Moved by W. Hill

A handwritten signature in black ink, appearing to be 'SC', is written over a horizontal line.

Signature of Chair- Sean Cotton