



Walkerton 2020 Ad Hoc Committee Minutes February 10, 2020

Brockton Municipal Office at 2:30 p.m.

Members

Mayor Chris Peabody – Chairman	Present
Kym Hutcheon - Councillor	Absent
Alishia Oberle – Walkerton BIA Manager	Present
Corinne Louther – WCWC Representative	Present
Katherine Campbell – WCWC Representative	Present
Jonathan Zettel	Absent
Eric Coleman	Present
Phil Englishman	Present
Brian Nogler	Present

Staff

Sonya Watson – Chief Administrative Officer	Present
Paulette Peirol – Community Development Coordinator	Present
Sarah Johnson – Junior Deputy Clerk (Acting Secretary)	Present

1. Call to Order

Mayor Chris Peabody called the meeting to order at 2:31 p.m.

2. Acceptance of Agenda

Motion: Moved by Alishia Oberle Seconded by Brian Nogler

That the Walkerton 2020 Ad Hoc Committee accept the Agenda of February 10, 2020 as presented.

Carried.

3. Approval of Minutes from January 27, 2020

Motion: Moved by Phil Englishman Seconded by Alishia Oberle

That the Walkerton 2020 Ad Hoc Committee adopt the Minutes of January 27, 2020 as presented.

Carried.

4. Scope and Goals of Walkerton 2020 Event

Community Development Coordinator, Paulette Peirol inquired about the Committee's goals and objectives for the Walkerton 2020 Commemorative Event. Ms. Peirol asked the committee about their vision for the following:

- Key objectives that event attendees will take away? Return on investment
- How will the event support the audience and its interest?
- How will the event support the Municipality's vision?

The committee discussed the objective focus on the progression of Walkerton since the tragedy, and highlight the community's resilience, and positive accomplishments. The committee foresee the event recognizing Walkerton's forward movement of strategic goals, and involvement of the Walkerton Clean Water Centre (WCWC).

The committee suggested involving a personal aspect from members of the public including testimonials, and success stories of why Walkerton is a great place to live, work, and play. These testimonials/stories could be shared on social media, or presented as correspondence at the event.

The committee suggested utilizing visuals within the downtown, such as a display at the WCWC, parkette, or business storefronts to show the improvements of Walkerton, and how the community has grown. The Walkerton BIA could approach local businesses to display posters in their storefronts focusing on how businesses themselves have progressed since 2000.

The committee discussed their goals for event takeaways, and key messaging, including conversations about the ways in which Walkerton represents more than just a water crisis. The committee discussed showing improvements and rallying residents to increase their pride in Walkerton's accomplishments.

Ms. Peirol suggested that the event involves two audiences: local residents, and the media, and encouraged the committee to finalize their goals for the event in order to properly communicate about the purpose of the event.

The committee suggested contacting news reporter, Lisa LaFlamme to broadcast the news from Walkerton since she was involved in the original news reporting in 2000.

Action: The communications plan will outline the goals for the event. The event should highlight the community's resilience, and positive accomplishments to include the Walkerton Clean Water Centre (WCWC).

5. Legacy Fund Update – Community Foundation Grey Bruce

Sonya Watson, Chief Administrative Officer informed the committee that the Municipality met with Community Foundation Grey-Bruce regarding establishing a Legacy Fund. The fund would be announced at the Commemorative Event. The Municipality plans to create a scholarship fund, which would be a minimum of \$5,000, and can be built up over time. The Municipality would also invite public contributions towards the fund.

The scholarship would be given to a student approaching post-secondary education within the field of water quality, environment, or healthcare. The criteria still needs to be determined. The applicants would apply through Community Foundation Grey-Bruce for the scholarship.

The committee were enthused about the Legacy Fund announcement.

Action: Staff will work with Community Foundation Grey Bruce on the Legacy fund.

6. Commemorative Sculpture

Ms. Peirol informed the committee that expressions of interest from local artists in the region could be invited. The artists would be required to submit examples of their previous work, and a small committee could narrow down two to three favoured artists. The artist would be given an honorarium for creating a concrete design, and the committee would select the winning artist.

The committee discussed whether the sculpture fit the intent of the Commemorative Event, and the short timeline to create the sculpture. The committee suggested creating a mural instead of sculpture.

Ultimately, the committee decided that the artwork would not be finished in time for May 9, 2020, and decided to focus on the launch of the Legacy Fund.

Action: No further action required on a sculpture related to this event.

7. Heritage Water Garden Plaque

Ms. Peirol provided the committee a picture of the current plaque displayed at the Heritage Water Garden, which is dated, and could be refreshed for the Commemorative Event. Ms. Peirol informed the committee that WCWC CEO, Carl Khunke had offered to pay for the new plaque.

The committee discussed adjusting the messaging displayed on the plaque, and involving a better graphic.

Mayor Chris Peabody suggested that the Heritage Water Garden be cleaned prior the event, since the inscripted rocks in the fountain need to be pressure washed.

Action: The Committee supported a new revised plaque that honoured the history and recognised the resilience with improved graphics. Ms. Peirol will bring back samples for the new plaque. And notify the Parks Department regarding the work required in the park prior to the event.

7.1 Name

Sonya Watson, Chief Administrative Officer and Paulette Peirol, Community Development Coordinator informed the committee that the Municipality's consultants have provided a name for consideration for the Walkerton 2020 Commemorative Event: "Walkerton 2020 – Honouring our Legacy and Leadership".

The committee discussed their opinions on the name. The committee favoured the beginning of the name "Honouring our Legacy", but felt that the word "leadership" could have dual meanings, and seemed to focus more on political leadership of the WCWC or Council.

The committee directed Municipal staff to approach the consultants to re-work the title based on their comments to involve an increased focus on the community.

Mayor Peabody suggested that the committee correspond via email to decide on the new title of the Walkerton 2020 Commemorative Event.

Action: Municipal staff to contact their consultants to obtain a new/reworded title for the Walkerton 2020 Commemorative event, and email the new suggestions to the committee to vote via email.

7.2 Speakers

Ms. Watson and Ms. Peirol informed the committee of the current speakers for the event: Mayor Chris Peabody, WCWC CEO, Carl Khunke, and Justice O'Connor.

The committee suggested inviting local MPP's Lisa Thompson, Ben Lobb, and Bill Murdoch for brief remarks.

The committee discussed their preference of involving a member of the public, or individual who was affected by the 2000 tragedy to speak on behalf of the community of Walkerton. The committee suggested approaching local resident and business owner, Aleasha Reich, to see if she would be interesting in speaking at the event.

Action: Paulette Peirol to contact Aleasha Reich and develop an agenda for the event to ensure timing.

The committee discussed involving a religious aspect to say a prayer at the event. The committee suggested approaching Reverend Megan Penfold to speak at the event.

The committee decided to invite Sing! Show Chorus to sing at the event.

Action: Paulette Peirol to contact Sing! Show Chorus

7.3 Preliminary Costs

Ms. Peirol and Ms. Watson informed the committee that the tent would cost approximately \$1,000 depending on the number of attendees. The committee discussed other associated costs for the event including washroom facilities, A/V equipment, staging, seating, refreshments, and St. John's Ambulance.

Action: Staff will be monitoring costs. There is a \$5,000 budget for this event.

7.4 BBQ/Service Clubs Update

Brian Nogler informed the committee that he approached the Walkerton Kinsmen Club, Walkerton Kinette Club, Walkerton and District Optimist Club, who were supportive of the event, but wanted to confirm details regarding the budget for the BBQ.

The committee discussed details of the BBQ including electricity availability at the Heritage Water Garden, and additional expenses such as propane, condiments, and equipment.

The committee agreed that the lunch would be served at 12:00 Noon, and estimated that approximately 300 people would attend.

The committee suggested utilizing the BBQ as a fundraiser, and agreed that the BBQ be by donation, and that the proceeds be donated towards the Legacy Fund.

The committee suggested obtaining a sponsor for the BBQ.

Ms. Peirol and Ms. Watson suggested that the Municipality may cover the cost of the BBQ to be included in the \$5,000 budget for this event, and that local service groups could run the BBQ.

Mr. Nogler agreed to approach the service clubs to suggest that they sponsor the BBQ.

Action: Brian Nogler to contact local service clubs to sponsor the Walkerton 2020 Commemorative Event BBQ.

7.5 Communications

Ms. Watson informed the committee that the Municipality's consultants will have a Communication Plan for the event completed by the end of February. The committee will need to decide on the event's name first, and then a plan will be established to properly communicate about the event.

Ms. Peirol advised the committee that the Legacy Fund and plaque unveiling were not public knowledge, and would be announced at the Commemorative Event.

Action: Noted.

8. Next Meeting

The committee decided to meet again on March 2, 2020 at 3:00 p.m. at the Brockton Municipal Office Meeting Room.

9. Adjournment

Motion: Moved by Brian Nogler Seconded by Corrine Louther

That the Walkerton 2020 Ad Hoc Committee adjourn at 3:38 p.m.

Carried.