

PEMBROKE HERITAGE MURALS ©

MINUTES OF MEETING

February 7th 2018 @ 4:15 pm

PRESENT: Pamela Dempsey, Dennis Corrigan, Jane Kielman,

REGRETS: Councillor John McCann

AGENDA: MOTION by Dennis, APPROVED

MINUTES: January 10th MOTION by Jane, APPROVED

CORRESPONDENCE: *circulated in advance, read only if necessary

FINANCIAL REPORT:

Pam reviewed the Reserve Fund: after transferring \$1,500.00 from the General Account year end 2017 there is \$15,456.02 in the account. Interest for year end 2017 will follow.

We reviewed the 2018 Budget: MOTION by Jane, APPROVED. John approved via email.

Pam recommended that PHM increase the Artist hourly rate by \$5.00 due to increase in gas costs etc. As of this year we AGREED to pay \$30.00 per hour to our Artist[s].

BUSINESS ARISING:

'The Timber Raft' - John away, report to follow on installing LED bulbs. It will be after spring thaw now.

New Email Address – The new email address was put in place by Rory Toop, City IT, last week of January. Pam sent every PHM Contact the new address: phmurals@pembroke.ca Email traffic has slowed on the old address. Pam phoned her provider and asked that phmurals@webhart.net be terminated February 28th. Rory has made the change on the City web pages; same with RCMN and OVTA. Jane, Dennis and Pam will meet with Rory Tuesday February 13th @ 10:30 am [City Hall] to ask a few questions about the new email site.

QR Code – Pam has been working on the 34 mural descriptions document for the QR Code. Heather Sutherland will probably make suggestions, Rory too, as we get closer to having this uploaded for the public to access. Jane, Dennis and Pam will meet with Heather Monday February 12th @ 10 am [City Hall]. She will help us with downloading a Code and suggest an APP to download to our iphones & tablets. Speed Pro Signs will print QR Codes for us to install on storyboards etc. at several murals.

Inspection of Murals – Dennis, Jane and Pam inspected the murals on January 15th. Pam updated the Maintenance and Repair Report and circulated it to the Committee. The only addition to the report is Pam recommending we replace the History Board on Giant Tiger's building next to "A Celebration of Rural Living" mural on Alexander Street. Committee AGREED. The QR Code will be incorporated into the new History Board, "The Ice House" Storyboard and Poem that Speed Pro Signs will print and install for us.

Travel Our Backyard magazine: Committee discussed the half page ad we will take out for the 2018 Summer Edition: deadline is April 27th to submit the ad information. They go to print May 18th. We agreed that there will be one image, not two as previously discussed; it will be of the “Grand Trunk Union Station” mural. We will have a couple of mock ups to look at next meeting. Committee determined the other information that must be incorporated into this advertisement.

NEW BUSINESS:

Pam will participate in the City’s Tourism Strategy discussion on March 22nd, 9am to 12 noon.

Pam suggested we look at advertising costs with The Wedge, the online newspaper for Eastern Ontario, and with the local newspapers and their online advertising. The Wedge covered PHMurals late summer 2017 and recently with the owners of Custom Drapery. We need to get the new QR Code out into the public domain in the spring to early summer as much as possible.

ADJOURNED: 5:15 pm

*Next meeting March 7th 2018