

# **PEMBROKE HERITAGE MURALS ©**

## **MINUTES OF MEETING**

March 7th 2018 @ 4:15 pm

**PRESENT:** Pamela Dempsey, Dennis Corrigan, Jane Kielman,

**REGRETS:** Councillor John McCann

**AGENDA:** MOTION by Dennis, APPROVED

**MINUTES:** February 7<sup>th</sup> MOTION by Jane, APPROVED

**CORRESPONDENCE:** \*circulated in advance, read only if necessary

### **FINANCIAL REPORT:**

We received \$500.00 donation from PBI A this week.

2017 Interest on our Reserve Fund is \$195.86, bringing the total to \$ 15,741.88.

PHMurals signed a Strategic Partnership Agreement with the City recently: it's good for three years, 2018-2020. PHM's responsibility is to maintain and repair all the murals: the City will provide a \$ 10,000.00 grant each year.

MOTION by Jane, APPROVED

### **BUSINESS ARISING:**

**'The Timber Raft'** - John away, but dropped off the adaptors to Dennis.

**QR Code** – The complete print version of the mural descriptions is with Rory, City IT. Pam was unable to change the Word doc to PDF doc and keep the reduced size. Rory will do it and then upload it.

We agreed that having Speed Pro print us 24 QR Codes in 2 inch x 2 inch size will give us enough codes to install on storyboards with a few left over. A 2 inch square Code will be included in the two storyboards and one poem that need replacing. These three need to be measured before submitting order to Speed Pro.

New email site is difficult to use on occasion ie. printing and/or saving a message. Our new password takes affect this evening.

**Travel Our Backyard magazine:** Pam produced a mock up of our half page ad after discussion with Dennis & Jane. We approved it: Pam will send it on to OV Business/Travel Our.....

**Other** – discussed the "Pioneers of Pembroke" mural and agreed to ask Museum Curator if they are having problems with the roof. Paint is flaking in the same areas: it was repaired two years ago. It's possible the mural will need an additional cap.

## **NEW BUSINESS:**

Advertising/Promotions – discussed other options to get the ‘word’ out regarding the QR Code & Heritage Murals. Pam has information from The Daily Observer and The Wedge.

The Daily Observer: 1/8 page in the News and Daily Observer once a week for four weeks, plus an online ad for four weeks. Cost: \$299.00 + HST. APPROVED. We will plan on June.

The Wedge: 4<sup>th</sup> position down on the right side of their eastern Ontario online newspaper for two months. Cost: \$95.00. APPROVED. We will plan on May & June. The Wedge covered PHM & Pembroke’s Waterfront last year: the coverage was very well done and extremely positive.

Ottawa Valley Creative Arts Open Studio – an organization based in Killaloe was interested in discussing a new mural. Mayor Lemay referred them to us. Jane & Pam met with Anya Gansterer, Chair, and Megan Spencer on March 5<sup>th</sup> and prepared a Report for PHM. This organization would like to have young people paint a mosaic mural in Pembroke. We were shown a couple of images of an indoor mural painted last year inside Salvation Army building.

They did not have a plan for the proposed project and they had little idea of the responsibility of developing an outdoor mural and installing it on private/public property. We asked if the mosaic tile, the glue, the support etc would be weather proof and who would own it for repairs. They didn’t know, and then there was the weight of mosaic tiles that had not been considered.

Ms. Gansterer did say they will hire Red Dress Productions based in Toronto who specialize in mosaic murals to plan the mural and oversee the work of the young people in Pembroke. From Red Dress’ web site, the works produced are abstract in style.

Jane & Pam gave them quite a lot of information on how to proceed and the responsibilities of working on a Public Art Project that will be in the public domain. Also, they would have to make a presentation to Council and Council would have to approve the project.

OVCAOS asked PHMurals to be a Partner in a youth mural project and for a letter of support that would accompany their Ontario Arts Council grant due March 15<sup>th</sup>. After discussion, we agreed we couldn’t support a grant application that will not have a specific outdoor mural project outlined, and whatever the project will be, it will not be heritage in subject matter. Heritage Murals is our mandate and focus.

PHM will provide advice and information to OVCAOS if asked.

Our report will be passed on to Mayor Lemay with a cover letter.

**ADJOURNED:** 5:45 pm

\*Next meeting April 4<sup>th</sup> 2018