

PEMBROKE HERITAGE MURALS ©

MINUTES OF MEETING

April 4th 2018 @ 4:00 pm

PRESENT: Pamela Dempsey, Dennis Corrigan, Jane Kielman,

REGRETS: Councillor John McCann

AGENDA: MOTION by Dennis, APPROVED

MINUTES: March 7th MOTION by Jane, APPROVED

CORRESPONDENCE: *circulated in advance, read only if necessary

FINANCIAL REPORT:

PHM received the \$10,000.00 grant from the City. Overall we deposited \$10,500.00 into the General Account. During the month, we paid our \$50.00 2018 membership to RCMN.

Pam submitted petty cash receipts: one for ink cartridges \$115.07; \$95.00 for our banner ad on The Wedge for May & June, an online Eastern Ontario 'newspaper'.

MOTION by Jane, APPROVED

BUSINESS ARISING:

'The Timber Raft' – Pam reported that John had noticed on April 2nd, that the cover for the power outlet had been torn off the post exposing the wires. He contacted Ron Conroy, City Parks & Rec Manager who had a City electrician repair it with a new, heavy duty outlet box. It was a safety issue.

PHM knew the box had to be replaced, but didn't expect more damage from those wanting to use the power. We will be looking to turn the power off at the source asap.

John has receipts to submit: we are assuming they are for new LED bulbs that will replace the halogen bulbs.

QR Code – Pam set up a one page display notice that includes our QR Code: printed and laminated for distribution. So far: one is on the mural meter inside Giant Tiger, four others will be located at City Hall, Purvis Gallery & Framing, Champlain Trail Museum & the UOV Genealogy Group. We have started a list for more: Best Western Holiday Inn Express, Clarion, Comfort Inn. It can be circulated digitally too.

Advertising: Our plans for getting the new Code into the public domain are almost complete: it's a matter of timing now.

'Travel Our Backyard' magazine, summer 2018 issue has received our layout and specs for a half page ad.

'The Daily Observer' & the 'Ad News' layout was approved for a 3" x 5" ad for June, it includes an online ad.

'The Wedge' has received our online banner/ad and hyperlink to PHM's main web page; it's for May & June.

www.thewedge.LIVE *note, Editor has set us up for the rest of April too.

Speed Pro Signs will receive our order end of April to print 2 inch QR Codes that can be glued to existing storyboards, and where possible, on murals. Pam is suggesting 30 be printed. They will also receive an order to replace 'The Ice House' storyboard, 'The Great Wall of Pembroke' poem by Gary Howard, and an updated history board of PHM – all will have the QR Code incorporated into the signs. The poem and history are located on Giant Tiger property.

Other – Pam reported that the Curator at Champlain Trail Museum has checked with maintenance and they do not have any roof problems. PHM will ask Walsh Bros Construction to take a look at the existing cap etc in May or June. The Museum has been advised we will repair the mural this summer.

NEW BUSINESS:

Other:

Mayor LeMay appreciated the Report Jane & Pam prepared for their meeting with the Ottawa Valley Creative Arts Open Studio Chair and Director in March. His Executive Committee will review the Report.

Tourism Strategy Session: Pam attended the City's session with other representatives from the community ie Silver Stick, hotels, Museum, City Staff, Mayor and some Councillors. It was a very interesting morning as we explored what we have in place now, what we can do now to improve Pembroke's exposure & tourism, and what we would like to have in the future.

It was agreed that Pembroke's assets are: Algonquin Trail, The Waterfront, Pansy Patch Park, Riverside Park and PHM Murals.

We agreed to purchase a large galvanized steel mailbox from Lowe's online. The Committee has been searching for a large metal mailbox for several months: this is the only one to be found. It is needed at the 'Millennium' mural to hold Travel Our Backyard magazines, the City's Z cards & our 'Millennium' mural brochures. We go through quite a lot of print information material from May to October, and need a larger mailbox to house it.

ADJOURNED: 5:00 pm

*Next meeting May 2nd 2018