

# **Pembroke Heritage Murals@ *since 1989***

March 3rd, 2021, Lower-level meeting room, City Hall @ 3:45pm

**Present:** Pamela Dempsey, Jane Kielman, Lloyd Raglin, Dennis Corrigan

**Regrets:** Councillor Brian Abdallah

**Agenda:** Motion by Lloyd Approved

**Minutes:** February 3rd Motion by Dennis Approved

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

## **Financial Report:**

February Report: No activity this month.

Signed off on expense submission by Pam: 2021 membership to Mural Routes and ink cartridges: total \$219.05.

Motion by Jane Approved

## **Business Arising:**

### **ACFO-Champlain:**

On March 1<sup>st</sup>, Dennis, Lloyd & Pam met with Nathalie Belleau, Johanne Charbonneau & Alexi Brosseau at their office on James Street. Via zoom, Yves Charron a videographer & film maker in Orleans has been engaged to produce a video of the murals. ACFO-Champlain received a two part grant they acquired on our behalf to translate the Mural Descriptions into French, and to produce a video. Completion date for both is May 31<sup>st</sup>.

First, the translation is virtually complete. Pam asked Ms. Charbonneau when she will send the last ten translations to us as the first two batches have been sent and finalized in January. Pam also asked if the translation could be finalized and sent to PHM ahead of May 31<sup>st</sup>. This document will be uploaded alongside the English document on PHM's web 'page'.

At the beginning of the meeting, we were quite surprised that ACFO had met with Mr. Charron three or four times via zoom, and he came to Pembroke in January to take still images and a video for the demo. Since last July/August and several times since, we have asked to be included in the planning and offered our expertise and knowledge to assist ACFO. March 1<sup>st</sup> was the first time we met and to have all their plans described to us.

We viewed a demo produced by Mr., Charron of what the video will look like. He used a slow-moving scan of 'Marching Toward The Millennium' with a French description voice over: music accompanies the video. He has applied & received the licence to use the music. Dennis, Lloyd and Pam did like it. After asking questions that we planned ahead, we came to understand the type of production. Each mural will have its own mini video so people can choose which one to view. Each will have a brief French description and music in the background. The videos will be 1.5 to 2 minutes each with a total of 50 to 60 minutes in total.

Pam asked Ms. Belleau to send the link for the demo to PHM the next day so Jane & Brian could view it before the meeting.

After their first email February 9<sup>th</sup> stating why they did not reply to Nov. 26<sup>th</sup> and January 21<sup>st</sup> emails from Pam asking to be included and for information, we were finally given more details on February 12<sup>th</sup> that Mr. Charron will have his photographers in town the last weekend in February. On the 14<sup>th</sup>, Pam took photos of snowbanks in front of murals and emailed them to Ms. Belleau. The reply was he would be here end of March, then on Monday it had been changed to end of April. At this point weather permitting April 25<sup>th</sup> and 26<sup>th</sup>.

Lloyd spoke to their original April dates as Pembroke is a very busy place Thursdays through Saturdays and they should consider a Sunday and Monday.

ACFO and Mr. Charron told us what they expected of the City: to provide two small teams to support each photographer for two days setting up cones, sweeping mural sites, collecting garbage. The cones were expected to be set up on all sites for each day the day before. He wanted the two teams to work ahead so his photographers would not be standing around and could move quickly.

Pam spoke up very **clearly and firmly**: it is not a City responsibility, its Pembroke Heritage Murals. PHM committee understands what works when setting up barriers at mural sites and made it clear that we will provide a list of murals for him that must be photographed on Sunday. PHM will want a schedule from him well ahead of time for the two days.

None of us belaboured how much work will have to be done just from advising property owners and businesses of what will be happening and that permission must be given to place cones for a short period in front of the mural and their parking spaces. Pam will ask Brian Lewis re using smaller cones over large ones with rubber base borrowed previously: must decide how many to borrow. Lloyd: we will use caution tape as well.

Mr. Charron wants each mural site to be clear of cars, people, dirt, & garbage.

Jane: what happens if all the snowbanks have not melted especially at 'Artist Sketchbook east panel'?

Another request was to provide a ladder tall enough at the 'CPR Water Tower' so the mural was accessible for the photographer. Dennis & Lloyd spoke up quickly to say no, it is 30 or 40 feet off the ground. We did offer to provide several photos that Dennis took while in a Pembroke Hydro bucket. Two are amazing aerials photos. There was a suggestion that we would provide a lift unit: Pam said no. It is a safety matter as the person would have to know how to operate the unit otherwise charges could be laid. They agreed we would provide photos to be considered.

Pam: we will message Mr. Charron that the 'CPR' photos are for his professional use only and for this one project. He will not share them with any other organization or business. He must agree to this before any are sent. Committee Agreed. Dennis is to have recognition for his photos in the video.

The committee discussed the need for extra help. High school students seeking community service will not work as they would have to have an adult with them at all times. Pam suggested we hire 18-year-olds and up and pay them the current minimum wage of \$14.25. After discussing this, it was agreed we needed older and more responsible help.

Pam had produced a list of murals that must be photographed on Sunday and others that have special circumstances. We went through the list: Pam will set it up again for review in next few days by the committee.

Pam produced rough documents that we send ACFO, RC Community Futures & Mr. Charron to set parameters. After going through them, they are:

A Statement from PHM, [briefly].... was planned as an interactive heritage art project.....they involve the community on a physical, emotional and intellectual level and are part of the city-scape of Pembroke.....not a sterile project...not a studio set up.

Photographers in Pembroke: [briefly] Will video the murals we list for Sunday on Sunday to minimize the impact on business that have been shut down.... Each photographer will have their own vehicle and come self contained. PHM will not be responsible for transporting them or their equipment around. PHM will be provided with a daily plan for each photographer ahead of arriving, with approximate time spent on each mural, the day, the time of day, their start time, lunch/break time, the end time.

PHM Committee: [briefly] Will not handle any of their equipment. Will borrow an appropriate number of cones or similar from the City: we will transport these cones in our own vehicles. Will tidy mural sites the best we can ahead of time. Will position cones the day of and remove them as soon as possible with those who assist us, keeping in mind special circumstance may be required from property/business owners.

Committee discussed in length the above: agreed documents will need to be tweaked again before sending out. This must happen very quickly.

Many other aspects were discussed; Advertising & promotion; will this be a YouTube video/ ask Rory for advice; starting a Face Book site; general logistics of what is expected of us without any prior discussion or input. Lloyd: continue to keep Terry Lapierre informed, especially now.

### **New Business:**

Idea: Pam suggested an idea to sell our postcards for 10 cents each with blocks of same image, like fifty, with a minimum of \$10 purchase to organizations and businesses. Discussion ensued with Dennis saying we could give them away for promotional purposes: we have done this many times before. Pam will contact Elijah McKeown for ideas and input. Pam also reminded committee we do have T-shirts to provide for prizes: we gave three to Community Living and two to Horticultural society last year after lockdown lifted.

Travel Our Backyard: Pam contacted Jennifer Layman regarding this year's edition. She said TOB would be the same as last year, an insert into Health Matters. We have a half box left from last year: Jane has a supply left over. We agreed, will not purchase a half page ad this year and use last years. Jane & Pam will apply a label to each magazine with 2020-2021 on it.

Artist Assistant: Pam contacted Jana Jaros and asked her if she could keep in mind, we need an assistant who has some knowledge of painting and willing to work under direction. Hopefully, she will be able to recommend someone. Lloyd asked about the person who contacted us last fall: he will be in contact with us again as he is interested in this position. Committee discussed and agreed that the position will pay \$15 per hour.

This person, or persons, will not be in a tow boom but work from a ladder: 'The Great Fire' and 'Pembroke Street Lights' is reachable from a ladder and a tow boom for higher areas. Pam said that when we get to 'The Pioneers of Pembroke' at the museum, we will use a flat bed lift unit. It will probably be cheaper to buy another harness and lanyard than pay \$65 a day to rent one. We currently own one. Only the artist would drive the unit.

Adjourned: 5:30 pm

**Next meeting:** April 7th @ lower-level meeting room, City Hall. May 5<sup>th</sup> booked.

Touring murals is a safe activity.