



# THE MAIN EVENT

COME JOIN THE  
CELEBRATIONS



**Saturday, July 6--7am-4pm**  
**DOWNTOWN MILTON**  
**MAIN STREET**  
**GRAND RE-OPENING &**  
**STREET PARTY**

**Come see our newly paved street, new  
sidewalks, lighting, trees & landscaping!**

*The Main Street Farmer's  
Market returns 7am*

*Huge Sidewalk & In-Store  
Sales & Promotions*

*Official Opening 11am*

*With Mayor Krantz & representatives  
from Town, Region, DBIA & Chamber*

*Music, Music, Music*

*(Jazz by the Sharp-5; Reggae/Caribbean  
by Fred Crossley; Rhythm & Blues by  
Motown Memories & more)*

*Magic & Entertainment*

*(Doug Barr Children's Show; Barney the  
Magician; Daddy Longlegs the strolling  
stiltwalker & more)*

*Fantastic Restaurant Passport*

*(Sample two food choices at any five of  
the seven participating restaurants  
for \$25/couple)*

## Arts Milton AGM highlights new cultural centre

By DEBORAH QUAILE

At the Arts Milton 2002 Annual General Meeting during June, the evening was a blend of reports, election for the new fiscal year, and a guest speaker.

President Laura Jeffrey encouraged participation of members and continuous promotion of the group. With the prospect of a new cultural centre for Milton looming in the near future, it's essential that all members and individuals in the community take an active interest in the type of centre that the growing town needs. Planning is essential for a vibrant centre that will be a draw for many thousands of people to enjoy various art forms.

Hazel Carlin reported on Marketing and Advertising, noting the recent participation in Showcase Milton. The group received exposure to approximately 3,800 people during the weekend. June Hollenbeck reported a significant increase in membership over the last year, with many corporate, group, individual and family memberships, reaching over 1,000 people.

The Arts Festival has not proceeded this year for two reasons: one, that spearhead Chris Fischer moved and had to leave the committee, and Milton's Main Street has suffered from construction delays. Arts Milton is trying to get an extension on their \$5,000 festival grant from the Milton Community Fund, or to reapply again if necessary.

There were six positions to be replaced/renewed on the Board this year, but unfortunately only four individuals were available at the time. Two people are still needed. Laura Jeffrey has left as dedicated and long-standing President. Hazel Carlin became President. The positions of Campbellville resident Harvey Shoemaker, Bill Smelser, and Howard Willson will be decided at the first meeting of the new board.

After a break, guest speaker Ken Coulter, Theatre Manager for Oakville Centre of the Performing Arts, told attendants that the new centre must be located in the downtown core. Local arts members must involve themselves in "demystifying" an arts centre, working with the community and helping it appreciate the role the centre would play in their lives.

The centre should not be just a rehearsal hall, but a "spectator arena", Mr. Coulter noted, with seating capacity for thousands for

trade shows, etc., but especially "an audience chamber, providing for intimate interaction between an artist and the audience."

The focus of a centre is to improve Milton by bringing in numerous events.

"A theatre can be a vehicle of economic development policy - it keeps the downtown strong and vital for restaurateurs and shop owners... it's part of the entertainment district, and it keeps the money in the local economy."

"Milton is a great central location from other art centres, right off the highway, and you have a huge opportunity to create an arts centre that will be a destination."

Although Milton's current population is about 35,000, projections for 2010 are 85,000, and the centre must be built for future potential.

"If you only build for today, you'll shortchange tomorrow," Mr. Coulter added.

The "three most important things are programming, programming, programming," and a mix must be carefully adjusted to provide a blend to the patrons.

Other suggestions Mr. Coulter offered were a rehearsal space for user groups, allowing fundraising for non-profit groups in the lobby (selling CDs, posters, etc.), Pick 'n' Choose memberships to allow arts patrons to choose half a dozen out of many shows for year's tickets, or an award to a best group involved at the centre.

As of June, the Arts & Cultural Centre consultants EDA Collaborative (hired by the Town of Milton) are looking at planning for a "hybrid" option.

This proposal would see the development of the Town Hall expansion and the theatre component of the Arts & Cultural Centre developed on the existing Town Hall site (including the Annex and the Halton Women's Place properties). The balance of the facilities (gallery, meeting and program space) would be developed in conjunction with the Library on the Milton Hydro site.

A traffic and parking analysis is being conducted for the Town Hall and downtown core.

An architectural assessment of the Milton Hydro facility is also being undertaken to determine the potential for reuse of the spot as Library and Arts & Cultural Centre.

Studies were to be received by the end of June.



- Auto Upholstery • Sunroofs • Windshields
- Truck Caps & Lids • Tonneau Covers
- Boxliners • Step Bars - Black, Chrome & Stainless
- Grill Inserts - Stainless

**781 Main Street, Units 1 & 2, Milton**  
**905-876-4785**