



Making a difference...together

Minutes of a Meeting of the Arts Committee

Held Wednesday, April 13, 2011 in Meeting Room 107, 625 Fisgard Street, Victoria, BC

Present: Councilors V. Sanders (*Chair*), D. Screech (*Vice-Chair*), P. Copley, A. Dobb, M. Loveless, P. Madoff, B. McIlldoon and M. Milne

Also Present: P. Fleck (Funding Chair), Arts Advisory Council

Staff: J. Lam, R. Sharma and G. Andrews (Recorder)

Chair Sanders called the meeting to order at 4:05 p.m.

1. Agenda

MOVED by Councilor Loveless, **SECONDED** by Councilor Copley, that the agenda be approved as circulated.

CARRIED

2. Minutes

MOVED by Councilor Milne, **SECONDED** by Councilor Copley, that the Minutes of the March 9, 2011 Arts Committee meeting be amended by striking paragraph 3 on page 2, and adopted as amended.

CARRIED

MOVED by Councilor Loveless, **SECONDED** by Councilor Milne, that the Minutes of the March 1, 2011 Arts Advisory Council meeting be received.

CARRIED

3. Communications

Mr. Lam reported there is a distribution plan in place for the completed Arts brochure. The Facebook site is ready to go live and will be linked to the Sustainable U website. Distribution includes all CRD municipalities, libraries, recreation centres, funded organizations email distribution, etc. The committee agreed that copies should go to all CRD municipalities, not just the participants. Committee members can request extra copies of the brochure for distribution from Mr. Lam.

4. Chair's Report

Chair Sanders reported that the Arts Establishment Amendment Bylaw went to the CRD Board earlier in the day and was referred back to Committee for follow-up. A number of comments were made at the Board, including:

- A desire for a withdrawal clause
- A guarantee that funds will come back to the participating communities
- A perception amongst members representing core funding municipalities that all participants were to become full funders in order to reach a nationally accepted standard of support for the arts
- A desire to see more money distributed around the region
- Concern expressed that voting at the Committee table was not weighted
- Arts support should be modeled on other regional services, such as Parks

The chair also noted that a number of municipalities host sub-regional arts events within their geographic districts, and are not prepared to jeopardize this support. The Chair asked that non-group one funders articulate what they want from the Arts service.

Mr. Sharma advised it would be pertinent to await the minutes and formal request from the Board before embarking on the bylaw follow-up. Staff will then prepare a report to guide the committee's discussion. Mr. Sharma also agreed to clarify which municipalities can vote on the bylaw at the Board table; whether all participate or whether the vote is limited to Arts service contributors.

5. Arts Advisory Council Report

Mr. Fleck, reporting on behalf of the AAC, provided an update on actions undertaken relating to the Strategic Priorities adopted by the Arts Committee in May 2010. In realizing the need to review a number of the Strategic Priority initiatives, the AAC struck a working group, planning to report back to the Committee by May 2011. Due to the depth of this work and the initiation of IDEA grants, this reporting will be delayed until June.

The working group's main efforts, stemming from Priority #3 to "*Conduct a Policy Review, Specifically of the Criteria for Eligibility*", are focused on formalizing the measurables used to evaluate grant applications. Particular attention is being given to issues related to the assessment of qualitative as compared to quantitative criteria. A score sheet, using a Likert scale, has been developed and used in the two most recent grant intakes and this tool has been extremely useful. It is hoped that the process of future evaluations will be transformed as a result of this exercise.

Mr. Fleck commented that evaluation of criteria is secondary to the larger issue of overall goals and objectives of the programs which are the responsibility of the Arts Committee. In short, the AAC's working group is tasked to assess current funding programs eligibility criteria and whether or not they meet the goals and objectives of the various Arts Service programs, and to undertake a similar review of the IDEA grant program after the first year of the pilot project is completed.

The working group intends to bring forward a report to the full AAC then to the Arts Committee, and this is expected for the June meeting. The Committee's thanks were conveyed to the AAC for this work, seen as a tremendous undertaking.

6. Bylaw Amendment Update

Discussed under Item 4.

7. IDEA Grant Recommendations

Speaking to his report, Mr. Lam noted that the first, March 4th intake received 10 applications, on the low side of expectations. In reviewing the applications, the adjudication committee needed to judge where applications did and did not meet the published guidelines, and funding criteria included a determination of whether public sector funding was needed. The IDEA grant evaluation and application process is designed to be much simpler as compared to project or operating grants. Proposals for all of the nine recommended organizations did, to varying degrees, meet the criteria however the innovative, developmental or experimental aspects in the majority of applications was lower than anticipated. In general, applicants were established organizations providing an arts addendum to their existing programs. \$7250 of the annual \$50,000 budget is being recommended with grants for 9 of the 10 applicant organizations.

Mr. Fleck then spoke to the ten applications outlined in the report, providing a description and purpose of each organization, description of each project and comments resulting from adjudication. He noted that IDEA grants were unique in having a maximum cap of \$1000 (subject to a review of the pilot). In some cases amounts smaller than \$1000 were recommended. One organization was declined as its project was seen as part of normal operation and there was no demonstration of financial need.

One project, that of the Uminari/Taiko/Victoria Nikkei Cultural Society, involves bringing together drumming traditions of both Japanese and Aboriginal cultures and was seen as the most innovative and developmental, bringing together two distinct traditions. It was proposed that the 2nd annual First Peoples festival taking place in Centennial Square be suggested to the organization as a potential venue.

It is expected that time and spinoff publicity from the first round of awards will result in increased application numbers at the second deadline in June. Completion of the 2nd intake will constitute a year of activities for the IDEA grant program, after which the AAC will forward a report of the IDEA grant pilot project experiences and recommendations for the future. It was then:

MOVED by Councilor Milne, **SECONDED** by Councilor Screech, that the IDEA grants be approved as recommended by the adjudication committee for a total commitment of \$7250.00.

CARRIED

8. Arts Advisory Council Appointments

MOVED by Councilor Screech, **SECONDED** by Councilor Loveless that:

- 1) Susan Stevenson be appointed for an initial one year term ending April 2012
- 2) Louise MacDonald and Tanya Sterling be reappointed for two year terms ending April 2013; and
- 3) Thomas Kouk and Warren Maidens be reappointed for three year terms ending April 2014.

CARRIED

9. Strategic Priorities Action Plan Review

Mr. Lam spoke briefly to his report and noted the attached table listing the Strategic Priorities Action Plan adopted May 12, 2010, as a result of the Strategic Planning exercise in October 2009, and containing a summary of the progress to-date. Discussion followed with the following items highlighted:

1) Priority: Pursue Full Participation in the Arts Service from All Municipalities

This item will be further pursued when the Board's request resulting from consideration of the Arts Establishment Amendment Bylaw has been received and discussed by the Committee.

2) Priority: Raise Awareness of the Arts Service and the Benefits of the Arts

It was noted that the number of invitations for events has increased; therefore the status of the top item could be re-coloured blue (complete). Discussion ensued as to how to proceed in regards to Hosting Receptions and it was suggested this would be more appropriate in the form of "information opportunities", coinciding with arts trade shows or other events such as street fairs, community fairs, etc. There is a need to identify opportunities where it would be appropriate to have an Arts presence and to create display materials for these opportunities. Another suggestion included having static displays in libraries and that these displays provide links to the Arts websites. Mr. Lam agreed to research these suggestions and to modify the Action item in the table.

3) Priority: Conduct a Policy Review, Specifically of the Criteria for Eligibility

Mr. Fleck restated the AAC's work on these items and request for input on the goals from the Arts Committee. The working group will prepare draft statements of purpose for each grant programs (already adopted for Operating grants) and from these it will be seen how the programs mesh together, share in goals and objectives and identify what is not being funded.

Councilor Copley left the meeting at 5:15 p.m.

4) Priority: Increase Funding for Projects (pending policy review)

Status of top item "2011 project grant" to be re-coloured blue (complete).

5) Priority: Articulate a Clearly Defined, Proactive Role for the Arts Committee

It was noted that a more proactive role has been taken in numerous ways such as the pending bylaw amendment, creation of the new IDEA grant program, communication activities, etc. and that this work is ongoing. It was noted that an orientation session will be key in early 2012 following elections and possible changes to Committee membership. Members were asked to review their Arts Committee binder documents in regards to clarity of Arts Committee roles.

It was noted that the proactive role called for in the priority was in effect defined by the strategic action plan itself. The Chair commented that work is still pending on Priority #1 beginning with revisiting the bylaw revisions at the next meeting. A number of opportunities need to be pursued and program goals re-worked in 2011. Mr. Lam suggested that it would be appropriate to review the Strategic Priorities in early 2012 following completion of outstanding work in the current set of priorities and potential new committee members.

10. New Business

None.

11. Correspondence

It was noted that Ballet Victoria has now relocated to St. Andrews Presbyterian Church; the City of Victoria subsequently received a Civic Trust grant for repair of the ceiling of that venue.

MOVED by Councilor Screech, **SECONDED** by Councilor Madoff, that the correspondence from *Ballet Victoria* be received.

CARRIED

12. Adjournment

On motion, the meeting adjourned at 5:28 p.m.

The next regular meeting is to be held 4:00 p.m., Wednesday, May 11, 2011.

Chair