



Making a difference...together

Minutes of a Meeting of the Arts Committee

Held Wednesday, July 13, 2011 in Meeting Room 488, 625 Fisgard Street, Victoria, BC

Present: Councilors V. Sanders (*Chair*), D. Screech (*Vice-Chair*), P. Copley, A. Dobb, P. Madoff and B. McIlldoon
Also Present: L. MacDonald (*Chair*) and P. Fleck (*Funding Chair*), Arts Advisory Council
Staff: J. Lam and G. Andrews (*Recorder*)
Regrets: M. Loveless and M. Milne

Chair Sanders called the meeting to order at 4:03 p.m.

1. Agenda

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

CARRIED

2. Minutes

MOVED by Councilor Screech, **SECONDED** by Councilor Copley, that the Minutes of the May 11, 2011 Arts Committee meeting be approved as circulated.

CARRIED

MOVED by Councilor Dobb, **SECONDED** by Councilor Madoff, that the draft Minutes of the June 21, 2011 Arts Advisory Council meeting be received.

CARRIED

3. Chair's Report

Chair Sanders briefly noted a variety of arts events occurring throughout the summer months.

4. Arts Advisory Council Chair's Report

No report.

5. May Project Grant Recommendations

Mr. Fleck spoke to the staff report describing the Project grant process leading to recommendations. He noted that eleven applications were received, four of which were from first-time applicants. All eleven proposals were recommended for approval with a total disbursement of \$42,000 from the \$47,770 available for this intake. It was further recommended that the remaining \$5,270 be carried forward and added to the 2012 Project grant funds.

During discussion, members expressed gratitude to the Funding Committee for their thoroughness throughout the evaluation. Members were pleased to see funding going to four new applicant organizations and, as well, that some projects contained a multi-cultural flavor. It was then:

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

- 1) the Arts Advisory Council recommendations for May 2011 Project Grants be approved; and
- 2) the remaining \$5270 be carried forward and added to the allocation for 2012 Project Grants.

CARRIED

6. June IDEA Grant Recommendations

Mr. Fleck provided an overview of the IDEA grant pilot program, referring to the in-depth review provided in the agenda report. The review panel was pleased with the clarity of the six applications received at this intake, noting that they are more to the level and type of activity envisioned. Mr. Fleck then referred to the report summary and commented that all six organizations are recommended to receive maximum grants of \$1000 each, for a total distribution of \$6,000. In response to a question, it was clarified that the IDEA grants were modeled after the Seattle SMart project, which contains a limit of \$1000 per grant. Mr. Fleck reiterated that for the IDEA grant pilot period, \$50,000 yearly was allocated from the reserve fund; the first intake awarded \$7250 plus the \$6000 for this intake, total only \$13,250 of the entire annual amount. It was stated that the Committee should consider changes to the IDEA program prior to the second year of the program.

Following discussion, it was:

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

- 1) the IDEA Grant recommendations for a total of \$6,000 be approved as recommended by the Arts Advisory Council;
- 2) that the Arts Advisory Council review the IDEA grant process and provide recommendations, to the Committee no later than January 2012.

CARRIED

7. Strategic Priority – AAC Criteria Review

Mr. Fleck provided background to the AAC working group's review of eligibility criteria for Arts grants; the request originated with the Strategic Priority Action Plan and, namely, the action entitled "Conduct a policy review, specifically of the criteria for eligibility". Mr. Fleck then outlined the group's purpose, which was to ensure that, in the adjudication process, applicants are evaluated for characteristics that both fulfill and support the stated objectives of each program, and ten steps undertaken by the working group. To this end the group proposed Statements of Purpose for the Project and IDEA grant programs. A statement currently exists for Operating grants. Taken as a whole, the Statements serve two purposes: 1) indicate the goals and objectives of each program and its role within the program structure and, 2) to assist in identifying future gaps in programming. Standardized evaluation forms were developed and utilized in both the Project and IDEA grant intakes, and were determined as successful in aiding and ensuring accountability of the adjudication process. It was noted that the AAC intends to use a similar evaluation form for Operating grant applications this fall.

It was pointed out that the existing descriptive statement for Project Grants has been reworded and should be renamed "Statement of Purpose". Further, the existing descriptive statement for Idea grants should similarly be titled "Statement of Purpose" for consistency.

During discussion, the committee remarked on the considerable commitment of time, effort and energy of the working group and asked that thanks be conveyed to the members. It was deemed important that all Committee members have sufficient time to review the agenda report prior to any recommendations being approved, and it was then:

MOVED by Councilor Screech, **SECONDED** by Councilor Copley, that the report be deferred until the next meeting.

CARRIED

8. Correspondence – Responses from Group 2 Funders on Contribution Levels

As background to this item, it was noted that the CRD Board referred the revised Arts and Culture bylaw back to the Committee in order to address concerns of some of the participating members. A subsequent letter to the three group 2 members was circulated in order to solicit their views in regards to working towards full participation. It was agreed that, as two of the three group 2 representatives were absent from the meeting, discussion only would take place with voting deferred until all members were present.

Responses from the three group 2 member municipalities were reviewed. During discussion, the following remarks were made:

- Highlands proposes to raise their contribution to a maximum of 50% of group one level.
- Highlands requests discussion at the staff level.
- The three group 2 municipalities agree that two-tier funding should be maintained, perhaps based on rural vs. core basis.
- There was a desire of some members to achieve regional status for Arts participation, equal to other services such as library, parks and housing.
- The decision to change the bylaw rests with the Committee, which in turn puts forward a revised bylaw recommendation to the board.
- There will always be inequities in municipalities receiving grants either greater or lesser than their input.
- The previously circulated report from the mayor of Sidney was re-circulated as staff were informed that there would be no other specific response to the letter.

MOVED by Councilor Madoff, **SECONDED** by Councilor Copley, that:

- (1) decision on the Arts and Culture bylaw amendment be tabled to a meeting where all members are in attendance;
- (2) staff provide a detailed report on the financial and other implications of different, potential participation options to be provided by the Committee.

CARRIED

9. Other Business – Communications

Mr. Lam reported that the Arts Development Facebook page “Feed the Arts” is live. Regular postings are made with links to a Twitter feed in order to build followers.

10. Adjournment

On motion, the meeting adjourned at 5:25 p.m.

The next regular meeting is proposed to be held 4:00 p.m., Wednesday, September 7, 2011; to be confirmed by a poll of members.

Chair