



Making a difference...together

Minutes of a Meeting of the Arts Committee

Held Wednesday, January 11, 2012 in Meeting Room 107, 625 Fisgard Street, Victoria, BC

Present: Councillors A. Dobb, C. Green, L. Hundleby, P. Madoff, M. Milne, V. Sanders,
and D. Screech
Also Present: P. Fleck (Chair), Arts Advisory Council
Staff: J. Lam and G. Andrews (Recorder)
Regrets: Councillor M. Loveless

1. Call To Order

Mr. Lam called the meeting to order at **4:00 p.m.** and asked for a volunteer Acting Chair for the day's meeting.

Councillor Dobb volunteered as Acting Chair; no others came forward and Councillor Dobb assumed the Chair.

2. Election Of Chair and Vice-Chair

Councillor Dobb called for nominations for the position of Chair of the CRD Arts Committee for 2012.

Councillor Green nominated Councillor Sanders.
Councillor Milne nominated Councillor Screech.

Councillor Dobb called for nominations a second and third time and hearing none declared nominations closed. Both nominees accepted their nominations and spoke to their nominations. Ballots were distributed, collected and counted by Ms. Andrews. Following the counting of ballots, it was reported that the majority of votes were in favour of Councillor Screech.

Councillor Dobb called for nominations for the position of Vice-Chair of the Committee for 2012.

Councillor Screech nominated Councillor Sanders.
Councillor Milne nominated Councillor Madoff.

Councillor Dobb called for nominations a second and third time and hearing none declared nominations closed. Both nominees accepted their nominations. Ballots were distributed, collected and counted by Ms. Andrews. Following the counting of ballots, it was reported that the majority of votes were in favour of Councillor Madoff. Councillor Dobb stated that the voting results would be reported to the CRD Board Chair, who would officially appoint the 2012 Chair and Vice-Chair, in time for the February meeting.

MOVED by Councillor Green, **SECONDED** by Councillor Hundleby, that the ballots be destroyed.

CARRIED

3. Agenda

MOVED by Councillor Screech, **SECONDED** by Councillor Madoff, that the agenda be approved as circulated.

CARRIED

4. Minutes

It was noted that the regular meeting scheduled for October 12, 2011 was cancelled. In response to a question, Mr. Lam clarified that the cost of increasing the Administrative Secretary position from .6 to .8 is within the budget increase guidelines for 2012. The minutes also noted that the discussion of contribution levels, as established in the Arts and Culture Support Service Establishment Bylaw, be tabled to this meeting; it was subsequently agreed that, as the matter is significant, it should come forward to a later meeting once new committee members become familiar with the issues.

MOVED by Councillor Milne, **SECONDED** by Councillor Madoff, that the Minutes of the September 14, 2011 Arts Committee meeting be approved as circulated.

CARRIED

MOVED by Councillor Screech, **SECONDED** by Councillor Madoff, that the Minutes of the October 4, 2011 Arts Advisory Council meeting be received.

CARRIED

5. Chair's Report - None.

6. Arts Advisory Council Chair's Report

Mr. Fleck reported that at the January meeting, he was elected as Chair for 2012. Randy Nicholson was elected as Funding Chair, and Jerri Carson as Vice-Chair. He emphasized the AAC's commitment to raising municipal participation and securing increased funding for Arts Development programming and offered the Council's assistance in meeting those objectives.

7. IDEA Grants – One-Year Review and Recommendations

Speaking to his staff report, Mr. Lam stated that the IDEA Grant program was established as a three-year pilot project, its main purpose being to encourage arts-related activity within organizations whose primary purpose is not the arts. He reported that the Arts Advisory Council review noted the difficulty in identifying trends after only two intakes but that the program appears initially to be meeting its stated objectives. Feedback from final reports also indicated that the maximum grant amount of \$1000 was seen to be low.

During discussion, it was clarified that legislation only permits the CRD to grant funding to not-for-profit organizations; individuals are not eligible. Some schools may be eligible to apply for IDEA Grants providing they meet other criteria. IDEA grants are funded from the budget reserve account, which has been specifically purposed for funding new initiatives. \$50,000 per year for three years (maximum of \$150,000) has been approved for this program.

The review was seen to be notable in assessing the initial effectiveness of the program and in responding to feedback at an early stage in the program. It was then,

MOVED by Councillor Madoff **SECONDED** by Councillor Screech, that the maximum individual IDEA GRANT awards be increased from \$1000 to \$1500 for the second program year and that the program be reviewed again following completion of a second year of deadlines.

CARRIED

8. 2012 Operating Grant Recommendations

Mr. Lam spoke to his report which outlined the extensive adjudication process for Operating Grants, CRD Arts' primary program, allocating over \$2,000,000 annually. Thirty-three applications were received for 2012, including one new application; thirty-two were recommended for funding. The requests for funding exceeded the allocated amount by approximately \$350,000. With no increase in the operating grant allocation for the year, selected smaller, developing organizations will receive increases as a result of reductions to organizations assessed as having greater resources and capacity to generate revenues through operations and fund-raising.

Responding to a question concerning accountability, Mr. Lam explained that the AAC assesses the applications against 3 criteria: fulfillment of artistic mandate, administrative competence and community impact. Financial statements of varying levels of detail are required relative to budget levels, as well as detailed information on management and artistic practices, past, current and projected programming, expenses and revenues, performance numbers, etc. Project & IDEA grants do require a final reporting upon completion whereas, for Operating Grants, the subsequent year's application package serves that purpose. Mr. Fleck added that the guidelines and terms of reference also list restrictions on usage of the funds.

Questions were raised pertinent to a number of decisions and the following clarifications were made:

- Within the adjudication process, an organization's uniqueness, history and product are taken into consideration.
- The Arts Development Service does not currently have the capacity to provide program-based administrative support to organizations.
- A balanced approach was taken in order to benefit arts organizations across the board.
- One application was rejected as the organization was assessed as not having the level of administrative capacity necessary for an investment of operating support. The organization has previously received Project Grant funding and was encouraged to continue applying to that program.
- The summary attached to the report provided grant percentage increase and decrease details. It was reiterated that within a fixed budget, organizations with fewer resources and requiring the benefit of increased assistance have been provided additional support from reallocation of funding. That funding has come from reductions to organizations assessed as having more resources and greater capacity to generate revenues through operations and fundraising.
- In the venue description in the background notes for Theatre Inconnu, the words "previously unused heritage building" should be stated as "Victoria city-owned heritage building".
- Without an expansion of the funding base there is little opportunity to support the growth of existing or emerging organizations. Continued reallocation of existing funding will ultimately jeopardize the former and restrict the latter. It was agreed that work needs to be ongoing in regards to the consideration of these issues.
- No appeals were received, the grounds for which are published and have limited parameters.

Committee members conveyed thanks to the AAC for the significant amount of work undertaken in the grant process and for the detail provided in the report.

MOVED by Councillor Madoff, **SECONDED** by Councillor Screech, that the 2012 Operating Grants be approved as recommended by the Arts Advisory Council.

CARRIED

9. Golden Jubilee Arts Fund Recommendation

Mr. Lam spoke to his report providing a brief history of the Queen Elizabeth Golden Jubilee Arts fund. The recommendation forwarded by the Saanich Legacy Foundation board was for the project most closely meeting the criteria for providing arts opportunities for youth, ages K-12.

MOVED by Councillor Screech, **SECONDED** by Councillor Sanders, that the Arbutus Singers Music Education Society "Choir Kids" project be awarded a Golden Jubilee Arts Fund grant of \$1,550.00, as recommended.

CARRIED

10. Correspondence

MOVED by Councillor Madoff, **SECONDED** by Councillor Milne, that the correspondence from Oak Bay Community Arts Society, Mosaic the City Community Unity Project Society, Victoria Summer Music Festival Society and CapriCCio Vocal Ensemble, be received.

CARRIED

11. New Business

A. Local Arts Funding Concerns

Reference was made to recent media coverage of a unified group of local arts organizations spearheaded by Ian Case, of the issues that small performing arts groups are currently facing and the impact of the loss of BC Gaming grants. It was noted that the province was about to release results from its recent review of these grants and may reinstate the eligibility of these organizations for these monies. Following discussion, it was:

MOVED by Councillor Madoff, **SECONDED** by Councillor Milne, that Mr. Lam investigate how the Arts the Committee might reach out to the unified arts group, represented by Mr. Case.

CARRIED

B. New Arts Centre – Cedar Hill

Councillor Sanders agreed to investigate arranging a facility tour of the Arts Centre at Cedar Hill, for the Arts Committee members.

12. Adjournment

On motion, the meeting adjourned at **5:05 p.m.**

The next regular meeting is to be held 4:00 p.m., Wednesday, February 8, 2012.

Chair