



Making a difference...together

## Minutes of a Meeting of the Arts Committee

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

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**Present:** P. Madoff (Acting Chair), A. Dobb, L. Hundleby, M. Loveless, M. Milne and V. Sanders

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

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

**Regrets:** Councillors D. Screech and C. Green

*Acting Chair Madoff called the meeting to order at 4:03 p.m.*

### 1. Agenda

**MOVED** by Councillor Hundleby, **SECONDED** by Councillor Sanders, that the agenda be approved as circulated.

**CARRIED**

### 2. Minutes

**MOVED** by Councillor Milne, **SECONDED** by Councillor Hundleby, that the Minutes of the March 14, 2012 Arts Committee meeting be approved as circulated.

**CARRIED**

**MOVED** by Councillor Milne, **SECONDED** by Councillor Hundleby, that the Minutes of the March 6, 2012 Arts Advisory Council meeting be received.

**CARRIED**

### 3. Chair's Report

Acting Chair Madoff noted that Chair Screech was absent because of business.

### 4. Arts Advisory Council Chair's Report

Mr. Fleck reported that at the AAC's April meeting, Mr. Stephen White, Producer of Dance Victoria and Mary Desprez, former GM of Belfry Theatre, made a presentation on behalf of ProArt Alliance. They expressed their concern that the operating grant allocation had not increased since 2010 and that instances of reallocating funds from organizations assessed as having greater capacity, to those assessed as requiring increased support, penalized companies for being successful. The presentation provided their view that accumulated reductions of 1-2% a year over several years threatens the larger organizations ability to play a key role in supporting the development of smaller organizations. Mr. Fleck further reported that ProArt offered their assistance in developing strategies to address funding issues and that the AAC agreed to consider the concerns presented and provide a written response.

During discussion, it was noted that the rationale for the distribution of grants from the limited funding envelope was communicated to the organizations and, of those acknowledging their grant, a number expressed their understanding of the financial situation. Limits to the means of increasing the funding envelope due to the current economic environment and funding issues related to the existing contribution formula were raised.

In response to a question Mr. Lam described the various revenue sources available to funded organizations and noted that CRD operational funding relative to overall budget for a given organization varies. The AAC will report back to the Committee following its discussion of the ProArt presentation. Mr. Lam will circulate the presentation document to Arts Committee members for information.

## 5. IDEA Grant Recommendations – March 1, 2012 Deadline

Mr. Lam spoke to his staff report outlining the first adjudication of the second year of the IDEA Grant program. He reviewed the purpose of the IDEA grant program, which is to encourage non-arts organizations to develop arts capacity within their programming. He noted that following a review of the first year of the program, the maximum grant amount was raised from \$1000 to \$1500. A total of \$6780 for five of the six applicant organizations is recommended by the AAC for this intake. This amount is well below capacity for the program.

Mr. Nicholson outlined the simplicity of the application process as compared to Operating and Project grants but noted that due diligence in the adjudication process is comparable to that of Project Grants. He commented that the unsuccessful proposal was largely complete at the time of adjudication and therefore ineligible for funding support according to the program guidelines which prohibits retroactive funding. He noted that this organization was an umbrella organization with a constituency of member organizations that could be encouraged to access the IDEA Grant program on an individual basis.

Discussion took place in regards to applicant eligibility. Mr. Lam pointed out that organizations must be based in, and have a project that takes place in, a participating municipality. Concern was raised regarding the low number of applications and suggestions came forward for broader circulation of the advertising. It was also agreed to send the advertisement directly to Arts Service participating municipalities for circulation within their local networks.

**MOVED** by Councillor Loveless, **SECONDED** by Councillor Milne, that the IDEA grant recommendations for a total expenditure of \$6780 be approved.

**CARRIED**

## 6. Correspondence

**MOVED** by Councillor Loveless, **SECONDED** by Councillor Milne, that the correspondence from Fifty Fifty Arts Collective be received.

**CARRIED**

## 7. New Business

Councillor Sanders circulated an invitation to hold the next meeting at the Cedar Hill Arts Centre (tour included). Following a brief discussion, it was:

**MOVED** by Councillor Milne, **SECONDED** by Councillor Hundleby, that the May 2012 meeting of the Arts Committee be held at The Arts Centre at Cedar Hill followed by a tour of the facility.

**CARRIED**

## 8. Adjournment

On motion, the meeting adjourned at 4:40 p.m.

***The next regular meeting is scheduled for 4:00 p.m., Wednesday, May 8, 2012 at The Arts Centre at Cedar Hill, 3220 Cedar Hill Road.***