



Making a difference...together

Minutes of a Meeting of the Arts Committee

Held Wednesday, **June 13, 2012** in CRD Meeting Room 107, 625 Fisgard Street, Victoria, BC

Present: Councillors D. Screech (Chair), A. Dobb (4:10 p.m.), C. Green, L. Hundleby, M. Loveless, M. Milne (4:15 p.m.) and V. Sanders
Also Present: P. Fleck (Chair), Arts Advisory Council, R. Nicholson (Chair), AAC Funding Committee
Staff: J. Lam and D. Vanmoerkerke (Recorder)
Regrets: P. Madoff

Chair Screech called the meeting to order at 4:02 p.m.

1. Agenda

The followings items were added to the agenda under Item 9, *New Business*:

- (a) Correspondence
- (b) Sculpture Walk

MOVED by Councillor Loveless, **SECONDED** by Councillor Hundleby, that the agenda be approved as amended.

CARRIED

2. Minutes

MOVED by Councillor Green, **SECONDED** by Councillor Sanders, that the Minutes of the May 9, 2012 Arts Committee meeting be approved as circulated.

CARRIED

MOVED by Councillor Green, **SECONDED** by Councillor Sanders, that the Minutes of the May 1, 2012 Arts Advisory Council meeting be received.

CARRIED

Mr. Lam clarified that: a) Arts Advisory Council (AAC) meetings are open to the public and members of the public are only recorded in the minutes as being present if they make a presentation; and b) during the plenary session all AAC members jointly discuss the grant recommendations that go forward to the Arts Committee. The Plenary is preceded by interviews where AAC members are paired in teams to interview representatives of each applicant organization.

3. Chair's Report

Chair Screech welcomed Diana Vanmoerkerke, filling in for Georgia Andrews.

At its June 13, 2012 meeting, the CRD Board: a) received the CRD Arts Service 2012-2014 Strategic Plan for information, and b) adopted the Arts Development Mission and Vision statements. Councillor Sanders was commended for her response to questions raised at the Board table around funding issues and grant provisions. Following the Board meeting, Directors from non-participating municipalities expressed interest in learning more about the CRD Arts Service function.

4. Arts Advisory Council Chair's Report

Mr. Fleck reported on key points of a letter sent by the AAC in response to a presentation by the ProArt Alliance represented by Stephen White, Executive Producer of Dance Victoria. A copy of the ProArt presentation was previously circulated. A copy of the AAC's response will be distributed to the Arts Committee.

5. May 2012 Project Grant Recommendations

Mr. Lam spoke to his staff report and Mr. Nicholson spoke to the May 2012 project grant recommendations. Ten applications were received by the deadline for requests totaling \$55,788. \$44,400 remained in the 2012 allocation following January project grants, however a \$12,000 project grant was returned, making \$56,400 available. The AAC recommends grants totaling \$43,100 and that the balance of \$13,300 be carried forward to 2013 project grants.

Following a discussion it was

MOVED by Councillor Green, **SECONDED** by Councillor Milne, that:

1. The May 2012 Project Grant recommendations be approved for a total expenditure of \$43,100; and
2. \$13,300 be carried forward to the 2013 Project Grant budget.

CARRIED

6. May 2012 IDEA Grant Recommendations

Mr. Lam spoke to his staff report and Mr. Nicholson spoke to the May 2012 IDEA grant recommendations. The primary purpose of IDEA grants is to encourage arts activity by organizations that would not normally do arts programming as part of their mandate. Of the 12 applications received by the deadline, nine grants are being recommended for a total of \$12,846. In addition to the approved March 2012 IDEA grants, if May 2012 IDEA grant recommendations are approved, a total of \$19,626 will be disbursed in the second year of the pilot program. The IDEA grant pilot program is funded from the Arts Development reserve.

Twice as many applications were received compared to the first deadline of March 2012. There was a diverse mix of projects submitted. Staff will continue to explore ways to raise awareness of the next IDEA grant deadline in March 2013.

Following a discussion it was

MOVED by Councillor Milne, **SECONDED** by Councillor Sanders, that:

1. The May 2012 IDEA grant recommendations be approved for a total expenditure of \$12,846; and
2. The Arts Advisory Council review the first two years of the program and make recommendations for improvements in time for the third year.

CARRIED

Copies of an *Arts Development Update* dated June 2012 featuring the results of the first year of IDEA grants were distributed. A digital copy will be circulated to AC members and will be posted/linked to the Arts Development website and social media sites. Councillor Loveless requested digital files of all *Arts Development Updates* to date.

7. 2012-2014 Strategic Plan – DRAFT Work Plan

Mr. Lam referred to his report and to the draft work plan for the 2012-2014 strategic plan.

Regarding the first priority *Develop a public art policy*, Mr. Lam noted that a significant issue may be the creation of a funding model that can be applied to the various partnerships that support CRD capital projects (which may or may not include municipalities that contribute to the Arts Service).

To support the fourth priority *Maintain the collection and communications of economic indicators of the arts*, staff proposed to re-commission the Economic Activity Study of the Arts that was first done in 2010-11. This will establish a two-year interval for refreshment of the data.

The 2010-11 study was featured in the Victoria Foundation's Vital Signs report in the fall of 2011. In May 2012, Mr. Lam was invited to present the Study's findings at the BCreative conference at Simon Fraser University. The conference recognized the uniqueness of the Study's focus on the capital region.

Approval of funds to do the second Economic Activity Study is required prior to adoption of the complete work plan in order to allow data gathering to commence in fall 2012. It was noted the Arts Service reserve provides an appropriate source of funds for the study which has two components: component 1 is the gathering of general data and reporting on economic activity of the arts in the capital region (\$8500); component 2 gathers data on pre and post event spending linked to attending arts and cultural events (\$3000). Mr. Lam has received confirmation that the Victoria Foundation will fund component 2.

There was general agreement that there were merits to undertake a second Economic Activity Study, which should be more than just a repeat of data already collected. There is an opportunity to refine the data gathering to help promote CRD objectives, and to engage a wider range of organizations that are impacted by the arts economy in the capital region.

Following a discussion on various ways in which data could be used it was

MOVED by Councillor Dobb, **SECONDED** by Councillor Loveless, that funding be approved from the Arts Development reserve fund for component 1 of the Economic Activity Study of the Arts.

CARRIED

Mr. Lam was requested to invite Dr. Brock Smith, who did the first Economic Activity Study of the Arts, to meet with the Arts Committee.

Arts Committee members were asked to consider the draft work plan and review areas where action or accountability is needed, and to provide input for further consideration and approval. Arts Committee members were requested to forward their comments to Mr. Lam via email and copy all members. The draft work plan and how to move the strategic objectives forward will be discussed at a future meeting. Aspects of the work plan may be referred to the AAC for input.

8. Discussion – July/August Meetings

A meeting may be held in July or August at the call of the Chair.

9. New Business

(a) Correspondence

MOVED by Councillor Hundleby, **SECONDED** by Councillor Sanders, that the correspondence from Music for Youth Works Society and Frances Litman, on behalf of Creatively United for the Planet, be received.

CARRIED

(b) Sculpture Walk

Councillor Loveless provided information on the Town of Sidney's *Sculpture Walk* – an outdoor commissioned art gallery along the waterfront.

10. Adjournment

On motion, the meeting adjourned at 5:30 p.m.

Chair