



Making a difference...together

MINUTES OF A MEETING OF THE ARTS COMMITTEE

Held Wednesday, November 14, 2012, in Room 107, 625 Fisgard Street, Victoria, BC

PRESENT: **Councillors:** D. Screech (Chair), P. Madoff (Vice-Chair), A. Dobb, C. Green, L. Hundleby, M. Loveless, M. Milne and V. Sanders
Guests: P. Fleck (Chair), Arts Advisory Council; Peter Sandmark, ProArt Alliance
Staff: J. Lam and D. Vanmoerkerke (Recorder)

Chair Screech called the meeting to order at 4:07 p.m.

Chair Screech welcomed Peter Sandmark, ProArt Alliance's new executive director, to the meeting. Self-introductions followed.

1. AGENDA

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

CARRIED

2. MINUTES

Further to discussion at the last Arts Committee meeting, Mr. Lam clarified that by participating in the business case analysis for establishing a CRD Sustainability Centre, he hopes to involve the Arts Development service in the proposed centre. Mr. Lam will report back to the Arts Committee accordingly.

MOVED by Councillor Milne, **SECONDED** by Councillor Madoff, that the Minutes of the September 12, 2012 Arts Committee meeting be approved as circulated.

CARRIED

MOVED by Councillor Milne, **SECONDED** by Councillor Madoff, that the Minutes of the September 4, 2012 Arts Advisory Council meeting be received.

CARRIED

MOVED by Councillor Milne, **SECONDED** by Councillor Madoff, that the Minutes of the October 2, 2012 Arts Advisory Council meeting be received.

CARRIED

3. CHAIR'S REPORT – None.

4. ARTS ADVISORY COUNCIL CHAIR'S REPORT

Mr. Fleck and other Arts Advisory Council (AAC) members and Mr. Lam were invited to attend a roundtable discussion with representatives from ProArt Alliance and other arts organizations on November 10. There was a frank exchange regarding AAC's support of arts organizations and the impact of flat lining grant allocations. There were no concerns raised about the manner in which grants are recommended. Arts organizations recognize that AAC members do the best they can with the funding they have, and understand the funding structure of the Arts Service. They would like to find a means to impact non-participating municipalities to contribute and to encourage those that do not participate in group 1 to increase their contributions. Hopefully, the roundtable forum will be an ongoing avenue for communications between the AAC and arts community.

MOVED by Councillor Loveless, **SECONDED** by Councillor Milne, that the Arts Advisory Council Chair's report be received.

CARRIED

5. SECOND YEAR REVIEW OF IDEA GRANTS

After AAC's review of the IDEA grant program, it appears the program is fulfilling its goals. Following feedback after the first year the maximum grant was raised from \$1,000 to \$1,500 for the second year. An additional increase may provide incentive for more organizations to apply.

In response to questions raised, Mr. Lam advised:

- IDEA grants provide seed money to organizations not eligible under other Arts Service programs and the grants are part of larger budgets in most cases.
- Mapping geographical location of organizations receiving IDEA grants has not been done however applicants must be located within participating municipalities.
- The maximum allocation for the program is \$50,000 a year that comes from the reserve. There were 18 applicants in the pilot's second year.

MOVED by Councillor Milne, **SECONDED** by Councillor Loveless, that the maximum IDEA grant be raised to \$2,000 in the third year of the pilot.

CARRIED

6. ARTS DEVELOPMENT DIVISION PLAN

On November 14, a transmittal report was emailed to committee members that elaborated on the staff report attached to the Arts Development Division Plan that was distributed with the agenda. Mr. Lam provided a brief overview of the purpose and layout of the division plan. Committee members were encouraged to provide comments they may have to Mr. Lam. There was general agreement that the division plan should help to increase awareness of the Arts Development service.

The following comments were raised:

- The plan does not address the different levels of funding by contributing municipalities or the value that non-contributing municipalities could have if they participated.
- Under Section 2.5 – *Assumptions and Risks*, it may be clearer to state that the risk is not having the capacity to increase funding since contributing municipalities do not have a realistic option to lapse or reduce their investment.

Mr. Lam will consult with Ms. Lokken about the comments raised and to find out if all CRD Board Directors receive a copy of the Arts Development Division Plan.

MOVED by Councillor Loveless, **SECONDED** by Councillor Green, that the Arts Service Division Plan be received.

CARRIED

7. ECONOMIC ACTIVITY STUDY OF THE ARTS 2012-2013

After speaking to the staff report, Mr. Lam asked if there were additional data points to incorporate into the survey. Original data points will be kept for comparative purposes.

During discussion, the following points were raised:

- Single point surveys, a component of the study, include in-person surveys and the use of exit cards at a representative selection of arts events to determine pre- and post-event spending

related to attending arts events. Pre- and post-surveys will be conducted in the spring and fall to collect more data thereby improving the reliability of the data. It was suggested that the exit cards could collect more location information than just postal codes and, for next year, geo-spatial representation of the arts sector could help in terms of policy development.

- In response to concerns raised about the information collected being invasive and valid, Mr. Sandmark advised that the arts community did not find the questions to be problematic. It was acknowledged that the time it takes to answer the questions could be onerous for organizations not already maintaining that information.
- The survey will be sent through email distribution lists of participating organizations (i.e., CRD Arts Service, ProArt Alliance, Victoria Foundation, Greater Victoria Development Agency and Tourism Victoria), as was done with the initial survey. It was pointed out that it would be interesting to know which participating organization each respondent received the survey from.
- It may also be helpful to find out what people would be required to pay if all arts organizations were self-funded.

Mr. Lam will discuss the suggestions raised with Dr. Smith.

MOVED by Councillor Sanders, **SECONDED** by Councillor Green, that the Economic Activity Study of the Arts 2012-2013 staff report be received.

CARRIED

8. ARTS SERVICE FUNDING STRUCTURE

Chair Screech stressed the need for the committee to build consensus on the group 1/non-group 1 funding structure before reporting back to the CRD Board. The CRD Board has asked the Arts Committee to further consider its proposed bylaw that would require new non-group 1 participants to reach full group 1 funding levels within five years of joining the Arts Service, and that existing non-group 1 participants would reach full group 1 funding levels within 10 years.

Committee members discussed funding structure issues and potential options to make the funding structure more equitable. It was recognized that some municipalities may never become full group 1 participants even though they may be willing to increase their contributions. There was consensus that the Arts Service should be maintained at the regional level.

It was suggested that the initiative come from the municipalities as to how much they contribute rather than being prescriptive. It is possible that some current members may not sit on the Arts Committee next year therefore it is important to document and continue the discussion throughout the year.

Staff was asked to find out what the regional affordable housing and parks levies are in comparison to the Arts Service levy, and to explore the idea of having a maximum funding cap as is the case with most other funding models. When discussing different funding formulas, it was suggested staff look at an alternative bylaw model for different levels of funding.

There was agreement that a solution to the funding formula was needed before new participants join the service. Committee members were encouraged to talk to their councils for direction. Chair Screech and Mr. Lam will consult with members and report back to the committee.

MOVED by Councillor Green, **SECONDED** by Councillor Milne, that the Arts Service Funding Structure staff report be received.

CARRIED

9. CORRESPONDENCE

MOVED by Councillor Hundleby, **SECONDED** by Councillor Milne, that the correspondence from Pacifica Housing and MediaNet be received.

CARRIED

10. NEW BUSINESS

Councillor Green advised that Oak Bay council has passed the required bylaws to move forward with its new community theatre.

11. ADJOURNMENT

MOVED by Councillor Green, **SECONDED** by Councillor Milne, that the meeting be adjourned at 5:17 p.m.

CARRIED

The next regular meeting is scheduled for 4:00 p.m., Wednesday, December 12, 2012.

Chair