



Making a difference...together

MINUTES OF A MEETING OF THE ARTS COMMITTEE

Held Wednesday, January 9, 2013 in Meeting Room 107, 625 Fisgard Street, Victoria, BC

PRESENT: **Councillors:** D. Screech (Chair), M. Brame, A. Dobb, C. Green, M. Loveless, P. Madoff, M. Milne, V. Sanders and A. Bryson (Board Chair)
 Guests: P. Fleck (Chair), R. Nicholson (Funding Chair) Arts Advisory Council and P. Sandmark (ProArt Alliance)
 Staff: J. Lam and G. Andrews (Recorder)

Chair Screech called the meeting to order at 4:00 p.m.

1. AGENDA

One item, "North Saanich" was added under New Business.

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

CARRIED

2. MINUTES

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

CARRIED

Mr. Lam noted that minutes of the November 2012 Arts Advisory Committee will be circulated with the February agenda.

3. CHAIR'S REPORT

Chair Screech welcomed Alastair Bryson, newly elected CRD Board Chair, to the meeting.

The Chair recalled that the Committee elected a Vice-Chair in previous years. Mr. Lam clarified that this appointment originated after the appointment of Committee Co-Chairs, evolving to member election of a vice-chair.

Board Chair Bryson advised that the bylaw does not provide for Committee vice-chairs and in instances of a Chair's absence, a vice-chair is normally elected amongst the members for that particular meeting.

It was agreed that D. Screech, J. Lam and A. Bryson will discuss this issue and report back to the Committee.

4. ARTS ADVISORY COUNCIL CHAIR'S REPORT

Mr. Fleck reported that at the AAC's January meeting, the incumbents were re-elected for the year 2013, as follows:

Chair – Patrick Fleck
Vice-Chair – Jerri Carson
Funding Chair – Randy Nicholson

Congratulations were extended to those re-elected.

Mr. Fleck then noted that three vacancies will exist on the AAC, including that left by former Chair Louise MacDonald, who will complete her full service as of February. Advertisements were placed in local newspapers, on the CRD website and on Facebook. When the posting closes, a joint meeting will be held with the Chairs of the Arts Committee and AAC, and Mr. Lam, to review the applications and make recommendations for new appointments. The recommendations with resumes will come to the March 2013 Arts Committee meeting.

5. PRESENTATION ON AUDIENCE STATISTICS – PROART ALLIANCE OF GREATER VICTORIA

Mr. Peter Sandmark, Executive Director of ProArt Alliance was introduced. Mr. Sandmark distributed copies of a presentation brief and statistical page in reference to an evaluation of audience participation by the citizens from various CRD municipalities, based on 2011 data.

He reported that not all organizations could provide attendance statistics; the Royal Theatre, McPherson Playhouse, the Belfy and the Art Gallery of Greater Victoria were amongst those that could, although in some instances these could not be combined as the statistics were based on different definitions.

It was concluded that, while contribution formulas to the CRD are not calculated on the basis of audience participation, the data demonstrated that citizens from all CRD municipalities do benefit from the funding that supports the arts organizations presenting at the venues, and further, supports the case that all CRD municipalities should contribute to the CRD Arts Development office programs.

Following discussion, the statistical page was returned to Mr. Sandmark, who was then requested to update the material with actual municipal breakdowns vs. geography, breaking out individual west shore municipalities and Sooke, and utilizing the most recent data.

6. 2013 OPERATING GRANT RECOMMENDATIONS

Mr. Lam spoke to his staff report, providing the principles and elements of the adjudication process. He noted that of the 33 applications received, 32 returning organizations are recommended within a funding total of \$2,031,000; this amount has not increased since 2009. While 7 organizations are recommended to have their funding increased in 2013, some grants must be decreased in order to balance the budget. One new applicant, while not being recommended for operating funding, will be encouraged to seek continued support via the Project Grant program.

For 2013, a “Blue Sky” scenario was used to demonstrate the gap between the actual requirements and the amounts deliverable through current available funding. Hypothetically, this demonstrates that today’s provision falls short by around \$135,700, of what is perceived to be the actual requirement.

Following discussion, the considerable amount of work by Arts Development staff and the AAC was acknowledged with thanks, by the Committee. It was then:

MOVED by Councillor Milne, **SECONDED** by Councillor Sanders, that the 2013 Operating Grants be approved, for a total amount of \$2,031,000, to be distributed as presented.

CARRIED

7. CORRESPONDENCE

None.

8. NEW BUSINESS

8.1 North Saanich

Councillor Loveless reported that North Saanich will soon consider participating in the Regional Arts function. Mr. Lam explained that when North Saanich Council agrees to participate they are required to send a letter to Arts Development indicating their level of participation. If their participation is not approved in time to be included in the requisition in the CRD's approved budget, the municipality would provide a cheque for the amount of the contribution. The CRD Arts bylaw will be subsequently amended to include them. It was further noted that there is ongoing discussion about what constitutes the 1 and 2 participation levels.

It was also reported that the Town of Sidney will be voting on a motion to increase their participation amount.

9. ADJOURNMENT

MOVED by Councillor Loveless, **SECONDED** by Councillor Sanders, that the meeting be adjourned at 4:40 p.m.

CARRIED

The next regular meeting is scheduled for 4:00 p.m., Wednesday, February 13, 2013.

Chair