



CITY OF  
ST. CATHARINES

Culture Committee  
Jan 7, 2014 – 5pm  
City Hall, 3<sup>rd</sup> Floor - Committee Room #1

**Present:** Tracy Cotton, Monica Dufault, Mark Elliott, Angie Harris, Sandy Middleton, Wynne Nicholson, Rick Rochon, Laurie Sadowski, Peter Vietgen, Jennifer Wallace  
**Regrets:** Rebecca Cann, Brian Narhi, Kim Payne, Josefina Perez, Kathy Powell, Lilita Stripnieks, Andrea Wilson  
**Staff:** Jason Cadieux

## 1. Welcome and Introductions

T. Cotton called the meeting to order and thanked everyone for attending in spite of the bitter cold.

## 2. Approval of Agenda

Motion to approve the Agenda

Made by P. Vietgen

seconded by J. Wallace

Carried

## 3. Review of Minutes from Nov 5, 2013

Motion to approve minutes from Nov 5, 2013

Made by R. Rochon

Seconded by W. Nicholson

Carried

## 4. Business Arising

None

## 5. Correspondence

None

## 6. Culture Plan 2020

The Committee noted that the dropbox link to download digital copy of the draft culture plan has expired. The Committee also agreed that draft was awkward to read digitally and requested hard copies.

**Action:** Jason to update and resend dropbox link, and circulate hard copies to those committee members who don't have one as yet.

*How do you see this plan changing St. Catharines?*

The Committee agreed that communicating the value of culture and increasing awareness of the many opportunities to experience local arts events continues to be a big challenge. M. Elliott noted that there are a lot of voices in the business community that are championing the role of arts and culture in the revitalization of downtown. All agreed that it was time for the Culture Committee to actively build its profile beyond the Arts Sector and to ramp up advocacy efforts – especially when it comes to City Council. The initiatives outlined in the draft Culture Plan provide a framework to do this. M. Elliott noted that budgetary pressures will soon come to bear on future cultural investment, especially with two brand new facilities coming online in the near future. Understanding this climate of



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fiscal conservatism is key to advocating effectively. L. Royce noted the Region's recent study on the economic impact of culture on the Region is great ammo in this regard. Overall outcomes of a successful culture plan could include:

- St. Catharines residents are more aware of and have a greater appreciation for local artists and their work
- more youth actively participating in cultural events – in the audience, behind the scenes and as creators
- City Council has a deeper understanding of the cultural sector which leads to increased support both financially and otherwise
- increased public profile of the Culture Committee.
- cNiagara goes viral, everyone uses it!

*How will this plan change the work of the Culture Committee?*

The Committee agreed that taking on initiatives under the first three priorities of the new Culture Plan would significantly increase the workload of the Committee, thus suggesting an increase in culture committee members. Creating a special CP-focused subcommittee, as previously suggested would also be necessary. The Committee structure should also be revisited, as suggested on page 44 of the Culture Plan.

*What's the first action out of this new plan you would have the committee tackle?*

The Committee was hard pressed to settle on a single most important task. As noted above, Priority 1 - *communicating the experiences and value of culture to all St. Catharines residents*, is top shelf for the Committee.

**Motion:** The Culture Committee supports the draft culture plan going forward for review and approval to City Council and the public as per staff recommendation.

Made by M. Dufault

Seconded by R. Rochon

Carried

*\*Note: L. Sadowski left at 6pm*

## 7. Subcommittee Reports

SCCIP subcommittee – R. Rochon reported that Next Company Theatre's funding applications to the OAC & Canada Council for their proposed production of **CUT** by David Fancy were unsuccessful. As a result Next Co. requested permission to use SCCIP funds to mount a 2-day workshop of CUT which will culminate in a public reading on Feb 28th. Committee recommended supporting this request, staff supported this recommendation and permission was officially given to Next to move forward with this change.

SCCIP subcommittee met with K. Payne and reviewed evaluation tools for the Festival & Events Grant program. Review committee will be comprised of three SCCIP subcommittee members, two



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industry reps and staff. Meeting is set to take place at the Kiwanis Aquatic Centre on Jan 22 from 12 to 4pm.

The Committee also discussed the staff report to Council outlining the Niagara Integrated Film Festival's request for a grant of \$25,000 to establish the inaugural event in Niagara for 2014. M. Elliott confirmed that this matter was referred to the budget committee. Budget Committee has since approved (in theory) the \$9,900 in carry-over funds from 2013 F&E budget for this festival with the remainder to be made up out of 2014 budget. Culture Committee agreed that ideally ALL requests for funding for cultural events should go through either the SCCIP or Festival & Events application process. It was noted that \$25,000 is a significant grant amount in comparison to other organizations that currently receive funding through SCCIP. M. Elliott reminded that committee that even SCCIP funding is ultimately decided by Council. If the Committee feels strongly about future funding for arts and culture projects, they might consider making a presentation to Council.

**Action:** R. Rochon to coordinate M. Dufault and T. Cotton and Cultural Services staff to further discuss the possibility of a brief presentation to Council.

Arts Awards subcommittee – W. Nicholson reported that 2014 Arts Awards nomination forms are online. The bulk of last two meetings were spent discussing questions put forward by the Arts Awards Design Task Force. P. Vietgen noted that the task force has met twice to review Arts Awards subcommittee feedback and share research of various awards and award makers. Staff is currently working on a draft call for draft design from artists.

## 8. Reports

Cultural Services Office – In R. Cann's absence J. Cadieux reported that things were relatively quiet over the Holidays. Staff released an invitation for Expressions of Interest from artists and creative design teams for the Welland Canal Fallen Workers Memorial project, deadline is Jan 15. Summer Leisure Guide text is in draft form - going for a much leaner section with more dynamic images in 2014. City Guide 2014 Copy and community listings have been submitted - look for fresh guides in February. Carina Magezinni, a Niagara College event management student will be joining Cultural Services office for a three month co-op placement and will be actively working on 2014 Arts Awards. Staff is currently working on an application to host the Creative City Network of Canada Summit in 2017 or 2018. The application deadline is Jan 16. J. Cadieux is coordinating with representatives from Indoor Shoes & Music Ontario on a funding information session with FACTOR, Tues Jan 14 5pm at Niagara Artists Centre - please spread the word. A Call to Artists for the Summer Band Concert Series is now online. The Deadline for submissions is Jan 17. Call for Artists for the City's next juried art exhibit at City Hall is online: Fabri/cation - exploring the world of fiber arts, Deadline is March 7. Visit the City's website for details.

Performing Arts Centre – M. Elliott reported that this committee has yet to meet in 2014. Last update was that the concrete pad for the Theatre Dance venue was 60% poured. No doubt that the extreme weather will cause some delays in overall construction. This time will just have to be made up in future.



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## 9. Other business

The Committee discussed revising meeting schedule for 2014 to the following months:  
Jan/Feb/April/June/July/Sept/Nov. R. Rochon clarified that if pressing matters arise, a meeting could be called in the off months.

**Motion:** to accept amended Culture Committee meeting schedule  
Made by R. Rochon                      Seconded M. Elliott                      Carried.

## 10. Round table

- R. Rochon noted that his new band Empty Lenze continues to gig in the New Year, Feb 1<sup>st</sup> come the Duck on Ontario Street and check us out!
- S. Middleton will be exhibiting in Toronto as part of The Artists Project – Contemporary Fair Feb 20-23 visit <http://www.theartistproject.com/> for details
- P. Vietgen noted upcoming lectures at Rodman Hall including Derek Knight's lecture on Contemporary Art & Global Ambition. Visit <https://www.brocku.ca/rodman-hall/events> for full list of Hot Talks
- M. Dufault announced that she is the new Artistic Director of Essential Collective Theatre!

**Motion:** to terminate meeting  
Made by J. Wallace  
Meeting Terminated at 6:38pm

Next Meeting: Feb 4, 2014 5:00pm to 6:30pm Committee Room 1 – 3<sup>rd</sup> Floor – City Hall

Meeting terminated @ 6:30pm