

## Minutes

**Monday, October 19, 2015**

**Burgoyne Woods Room, City Hall at 4 – 5:30pm**

### **Members in Attendance:**

John Crawley, Councillor Mark Elliott, Vickie Fagan, Councillor Carlos Garcia, Councillor David Haywood, Councillor Bill Phillips, Jennifer Wallace, Peter Wing

**Regrets:** Jeff Burch

### **Staff Liaison:**

Rebecca Cann, Ashley Judd-Rifkin

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#### **1. Call meeting to order (R. Cann)**

Meeting called to order at 4:05 p.m.

#### **2. Additions/Deletions to the Agenda**

Addition of Introductions.

#### **3. Motion to approve the agenda for October 19, 2015.**

**Moved: Councillor D. Haywood.**

**Carried**

#### **4. Introductions**

Roundtable introductions took place.

#### **5. Approval of Chair**

**Motion to approve Councillor Bill Phillips as Chair of the Cultural Funding Task Force.**

**Made by: Councillor M. Elliott**

Vote delayed until Coun. Phillips arrival.

#### **6. Business**

##### **1.1. Task Force Terms of Reference**

No questions

##### **1.2. Recommended Process**

Staff provided a Review Outline which recommends a very aggressive schedule for the Cultural Funding Task Force to ensure a full investigation prior to presenting recommendations to Council for **December 14**. Weekly meetings are suggested, if not more. The process will include a comparison of cultural funding practices to the municipalities approved by Council for comparison purposes; an evaluation of St. Catharines' two cultural funding related policies, the programs within these policies and how they work; the impact of funding programs, and a community consultation process. There are a variety of perspectives at the table, which is important given the broad mandate of this Task Force.

There are two planned community consultation meetings:

- 1) Week of November 16: to seek insight from the cultural community.
- 2) Week of November 30: to seek input on any policy or program revisions.

**Motion to approve the process as recommended:**

**Made by: P. Wing                      Carried.**

### **1.3. An Overview of Cultural Funding in the City of St. Catharines – R. Cann**

#### **5.1.1. Cultural Spending in the City of St. Catharines**

R. Cann presented a 4-year breakdown of cultural spending in the City of St. Catharines, from 2007 – 2010, excerpted from the Culture Plan. Municipalities in Canada do not have an apples to apples analysis of cultural spending between municipalities, as it can include costs such as libraries, capital investment in heritage buildings, farmers markets etc. Over the four year period presented, the City's primary investment was in heritage (70%) although total cultural spending represented less than 2% of the City's total costs, not including revenue. SCCIP investment is at \$1.14 per capita.

The Task Force requested per capita investment information on grants as part of the municipal comparison, cultural spending from 2011 – 2014, and a more detailed breakdown of heritage expenditures. The Performing Arts Centre (PAC) is not yet a part of the numbers in the Culture Plan as the research for the plan was done in 2012, when the most current City financial actuals were from 2010. There is interest in economic impact data for both the cultural sector in St. Catharines as a whole and projections for the PAC, which will be presented at another meeting. Staff will update the Cultural Funding data to include 2011 & 2012 actual figures, 2013 & 2014 budget figures and 2015 projected budget figures.

Some discussion took place about the issue of user fees for the PAC, as this was one of the reasons why this Task Force has been established. There is concern in the arts community as to how those user fees will affect the ability to use the PAC. Councillor Elliott noted that the City of St. Catharines' investment in the PAC is an opportunity to diversify assets and have significant economic impact in downtown.

Councillor Phillips arrived. Vote on Motion took place and was carried.

**Motion to approve Councillor Mark Elliott as Co-Chair of the Cultural Funding Task Force.**

**Made by: Councillor B. Phillips**

**Carried**

The City's investment in the cultural sector happens in several ways: through grant programs (including SCCIP and F&E), through fee-for-service contracts (ongoing and one-time only), as budget line items (such as for celebrations like Canada Day and Labour Day) and for special partnerships or initiatives such as the creation of the Generator at one and the Culture Days Assistance Program.

There was discussion around how both *new* initiatives and *significant* initiatives are an important area to explore through this Cultural Funding Task Force process. For example, should the City of St. Catharines introduce more fee-for-service contracts with cultural organizations (arts, heritage and community) instead of collecting and assessing grant applications? And, if so, what are the implications for this? These are some of the questions for the Cultural Funding Task Force to explore.

**5.1.2. St. Catharines Cultural Investment Program – SCCIP**

R. Cann presented SCCIP's purpose and goals and a summary of the program's 12-year history through numbers. There are three program streams within SCCIP – Sustaining (ongoing, core funding), Cultural Development (project funding) and Culture Builds Community (open to individual artists and non-cultural organizations undertaking cultural initiatives at the local community level.) There have been a total of 89 SCCIP clients over 12 years, receiving a total of 235 investments. A question was raised about why organizations need funding if they've been funded for ten years already. Discussion included the following:

- SCCIP has fostered growth in organizations that serve the community in a variety of ways, with services and opportunities not available through a City department (which does not have resources or expertise to provide).
- Diverse programming and experiential opportunities for citizens of St. Catharines are made available this way, unlike many recreational activities which the City provides directly.
- A few organizations are developers of the cultural sector and these receive the majority of funds within the Sustaining Program.
- Revenues in the not for profit arts are earned, come from fundraising and sponsorship (private sector) and are from the public sector – all three sources are essential to their financial health.
- The degree to which an organization requires more or less of one kind of revenue depends on multiple factors, including what art discipline is in

question (ie music, theatre, dance and visual arts all have very different business models)

- investing in arts organizations keeps ticket prices low and makes events more accessible to audiences, just as investing in recreation facilities keeps ice rental prices low and more widely accessible.
- A local professional arts community explores and showcases local perspectives, stories and self-expression (the local cultural “voice”) – this offers local citizens a direct experience of local culture.

A diagram was created to explain the relationship between recreational, amateur, student, professional not-for-profit and professional for-profit artists and arts organizations to help illustrate this and provide context for these discussions. The same model holds true for heritage workers and sector, although there are differences.

P. Wing and V. Fagan gave short testimonials as professional, for-profit artists (graphic designer and filmmaker, respectively). Both attested to the need for investments in the form of grants from all levels of government – municipal, provincial and federal – in order to grow both their art form and their businesses in the early days of their careers. Not-for-profit arts organizations played a key role in their development.

A question was asked about how cultural spending affects built heritage and how preservation can be fostered – should this be a consideration for SCCIP, since it is supposed to serve arts, heritage and ethnoculture? SCCIP was designed to serve the not-for-profit sector, and primarily organizations. There are very few independent heritage organizations incorporated in St. Catharines (3 were counted). R. Cann noted that two former heritage applicants to SCCIP no longer exist. Most organizations that apply for SCCIP funding are arts organizations, despite efforts in the past to expand the program’s reach.

Does built heritage fit in to the Task Force’s mandate for examination of cultural funding, especially in light of the fact that the heritage grant program has been eliminated? St. Catharines has 794 properties built before 1896 – and there are no grants for property owners to address the need for improvements to these properties. When the program did exist it was a tedious process, too.

This discussion led to the idea that an examination of the business model of the arts and the economics of culture should perhaps happen sooner than scheduled (currently, during the week 5 meeting). Questions that need to be asked include: what is the economic model of a successful arts community? What is the economic model of a successful heritage community?

It was noted that St. Catharines has a very unique arts community.

### **5.1.3. Festival & Events Program F&E**

Deferred

### **5.1.4. Other**

Deferred

## **1.4. Program vs Policy**

Deferred

## **6. Date of next meeting**

Friday, October 23, 2015

Burgoyne Woods Room, 12:00pm – 1:30pm

## **7. Motion to Adjourn**

**Made by: J. Crawley                      Carried**

### **Materials distributed prior to or at the meeting:**

1. [Task Force Terms of Reference](#)
2. SCCIP Sustaining Program Application Materials
  - a. [Program Guidelines](#)
  - b. [Program Application Form](#)
  - c. [Financial Information Form](#)
  - d. [Statistical Information Form](#)
  - e. Final/Interim Report
3. SCCIP Cultural Development Program Application Materials
  - a. [Program Guidelines](#)
  - b. [Program Application Form](#)
  - c. [Financial Information Form](#)
  - d. [Statistical Information Form](#)
  - e. Final Report Form
4. SCCIP Culture Builds Community Program Application Materials
  - a. [Program Guidelines](#)
  - b. [Program Application Form](#)
  - c. [Financial Information Form](#)
  - d. [Statistical Information Form](#)
  - e. Final Report Form

5. Festivals & Events
  - a. [Program Guidelines](#)
  - b. Program Application Form
  - c. Financial Information Form
  - d. Statistical Information Form
  - e. Final Report Form
6. SCCIP Policy
7. Festival & Events Policy