



CITY OF  
ST. CATHARINES

## Culture Committee Meeting Minutes

May 1, 2012 5pm to 6:30pm  
City Hall - Committee Room #1, 3<sup>rd</sup> Floor

**Present:** Melenie Bural, Tracy Cotton, Councilor Mark Elliott, Elizabeth Fritshaw, Angela Harris, Brian Narhi, Rick Rochon, Laurie Sadowski, Kathy Summers, Peter Vietgen, Jennifer Wallace, Andrea Wilson

**Staff:** Jason Cadieux, Rebecca Cann, Kim Payne,

**Regrets:** Sue Morrison, Wynne Nicholson, Kathleen Powell, Lilita Stripnieks, Debbie Slade, Steve Solski

**Guests:** Jordanna Cardinale, Niagara Veg Fest

### 1. Welcome and Introductions

Tracy welcomed the committee and called the meeting to order.

### 2. Approval of Agenda

**Motion:** M. Elliott

**Seconded:** P. Vietgen

**Carried**

### 3. Approval of Minutes as amended for the meeting held April 3, 2012

**Motion:** M. Elliott

**Seconded:** R. Rochon

**Carried**

### 4. Business Arising

None

### 5. Correspondence

None

### 6. Niagara Veg Fest Presentation

Organizers of Niagara Veg Fest L. Sadowski & J. Cardinale gave a brief presentation on the upcoming festival on June 2 at Robertson Hall, highlighting vendors, speakers and articulating their desire to promote the benefits of a plant-based lifestyle to residents of St. Catharines. Some brief discussion followed on challenges of putting on a new event.

### 7. Tourism Festival Policy Review

K. Payne brought the committee up to speed on a community consultation session held on April 24<sup>th</sup>, 2012, then led the committee through a powerpoint presentation highlighting the parameters of the draft Festival & Events policy. The policy focuses on a subset of larger festivals that will have

significant economic impact on the City. As previously discussed the focus of this new policy will be to support festivals that generate significant economic impact, attract regional or wider audiences while providing unique programming in the City. K. Payne reviewed the categories and budget thresholds and noted that the policy will fund marketing as well as the cost of in-kind services from the City.

E. Fritshaw commended the comprehensiveness of the draft policy and noted that positioning this new stream of funding alongside the established SCCIP structure increases the transparency of City funding. M. Elliott noted that understanding the true value of in-kind services would be of significant importance to Council. R. Rochon asked for clarification on how funds will be allocated to cover in-kind services. R. Cann explained that funding will be provided for those costs and the recipient will be responsible for then managing payment to other city departments.

K. Payne reviewed program-specific eligibility and ineligibility requirements, and evaluation criteria and explained that applications will be assessed by a committee that is comprised of 2 City staff members (one from Recreation and one from Tourism), 1 SCCIP committee member and 1 representative from the tourism and/or business community. Successful applicants will need to document patron and visitor numbers and collect relevant audience data – K. Payne is still in the process of developing these types of reports and systems for data collecting.

Funding cycles and requirements of other agencies are an issue. R. Cann noted the predicament of the Niagara Artists Centre with regard to their grant application to Canadian Heritage, which requires confirmation of municipal funding in order for the applicant to qualify. K. Payne explained that one of the challenges of the new program is setting a deadline that works for both large and small festivals.

K. noted that there will only be \$7,700 available in the 2012 funding cycle if Strutt and Buskerfest are pre-approved. R. Cann noted this will leave the funding short in perpetuity. Some discussion followed regarding possible strategies for having a reasonable level of the funding over the long term. Tracy thanked K. Payne for all his work on this new program.

## **8. Review of SCCIP Policy/Program revisions**

R. Cann reviewed one addition to the Culture Builds Community program and a minor change to the Cultural Development Program. A report has been drafted on these programs and changes and has been sent to management.

**Motion:** To accept the proposed changes to the Culture Builds Community Program and the Cultural Development Program as presented by R. Cann.

**Made By:** E. Fritshaw  
**Carried**

**Second:** J. Wallace

## **9. State of Culture Report – Culture Plan Development –**

R. Cann suggested that State of Culture Report would be presented after J. Wallace's update (item 10 on the agenda).

## 10. Subcommittee Reports

Arts Awards Committee – A. Wilson reported that the committee has drafted a rough budget and work-plan for the Awards Event set to take place in June 2013. The committee has begun work on drafting definitions for award categories, application procedures as well as evaluation and eligibility criteria. A. Wilson and J. Cadieux will be attending the Hamilton Arts Awards on May 14<sup>th</sup> to look for ideas and to get inspired.

SCCIP Committee - R. Rochon reported that due to scheduling conflicts the SCCIP committee has not met since the last Culture Committee meeting in April. The committee will be meeting in May to discuss developments of new programs and review the work-plan.

CP 2020 Cross-sectoral Committee – J. Wallace reported that the Cross-sectoral Committee met April 5<sup>th</sup> to discuss the State of Culture report and review the definition of Culture to be included in the Culture Plan. The CP Café is a series of informal discussions facilitated by R. Cann & J. Cadieux to be held at various restaurants and cafes around downtown. The first Café was held on April 18<sup>th</sup> at Strega Café and the topic of discussion was SCCIP. Over 15 people attended from various areas of the community. We received some great feedback on the program and have passed along these insights to the consultants at Lord Cultural Services. Next Café to take place at Mahtay Café on May 9<sup>th</sup>, the topic of discussion: “how can the City of St. Catharines assist individual artists?”

R. Cann led the committee through a short powerpoint presentation highlighting SCCIP review and analysis, cultural participation analysis, artists’ survey results, aspects of cultural asset mapping, and summarized next steps for the culture plan process. Rebecca also shared a spreadsheet, created as part of the comparative analysis study being conducted by University of Waterloo comparing St. Catharines with other similar sized municipalities. This spreadsheet showed a breakdown of SCCIP investment by category from 2004 to 2011. Looking at the data it’s clear that SCCIP funds are primarily invested in arts and not heritage or ethnocultural organizations.

**Action:** R. Cann will share the spreadsheet with the committee.

## 11. Subcommittee Reports

Public Art Advisory Committee – R. Cann reported that the RED exhibit opened April 26<sup>th</sup> – a great turn out and the exhibit is beautifully installed in the lobby of City Hall – please visit! Site options are currently being considered for First Canadians sculpture project – PAAC has made their recommendations. The history of the PAAC is being reviewed as part of a process to revise the committee’s terms of reference. A call for artists for Emblemata has been released, a poster project for Centennial Gardens.

User Group Committee – M. Elliott reported that the UGC will be meeting this month to review construction drawings and review fundraising activity. Time table will also be reviewed as well as how will this committee stay engaged in the process now that building is underway.

Heritage Committee – B. Narhi reported the committee is preparing a plaque commemorating a veteran of the War of 1812 for installation at the Hofstetter Cemetery in late June or early July 2012.

Report from Cultural Services – R. Cann reported that the inaugural issue of Culture Ink was emailed on April 17<sup>th</sup> - all feedback is welcome. Look for an Ink-Blot June 1<sup>st</sup> with our second full issue of Culture Ink tentatively set for Sept 1<sup>st</sup>. R. Cann recently completed gathering and collating data as part of a comparative study being conducted by the University of Waterloo. She will be interviewing students for a summer intern position – grant funding still pending. Cultural services staff will be attending the launch of the City of Mississauga's culture asset map program. For more information of the map or to explore the program visit <http://www.cultureonthemap.ca/mapcms/com/index.html>

J. Cadieux is currently working with E. Fritshaw and the Downtown Association on development of the Niagara Nights of Art event, scheduled to take place Sept 15<sup>th</sup>. Staff is working with NAC on locations for the *Niagara Here* public art project signs, a Cultural Capitals of Canada project. Sustainable St. Catharines avatar "Catharine" (R. Cann & J. Cadieux) attended the **In the Soil** festival this past weekend and shared her thoughts and observations via Tiffany Mayer in the City's Communications office.

Report from Museum – R. Cann provided an update in K. Powell's absence: The Museum has just opened two new exhibits Fakes and Forgeries and At the Core, an exhibit exploring the history of the GM Foundry in St Catharines.

## **12. Other Business**

M. Elliott noted that reports are going to Council regarding Food Trucks and NAC's application for Fee for Service Funding to support Strutt.

## **13. Roundtable**

E. Fritshaw reported that the Downtown Association won the Marketing and Communications award from the Ontario Business Improvement Areas Association for the famous faces of St. Catharines Banners - look for new banners this summer. Niagara Nights of Art continues to move forward.

J. Wallace invited the committee to ECT's annual Wine & Reading event taking place May 5 at 13<sup>th</sup> Street Winery featuring new works by local playwrights. Visit [www.ectheatre.ca](http://www.ectheatre.ca) for more details.

B. Narhi – be on the look-out for 1812 themed items such as 1812 Ice Cream with cannon ball jelly filler! Niagara historical society will present a special lecture on May 4, 2012: `Ramses I – A Canadian Pharaoh.... and other Wonders of Ancient Egypt`` by ROM Egyptologist Gayle Gibson Mummy talks to be given from the Niagara Historical Museum.

M. Bural – Folk Arts Festival Ambassador ball to be held at Club Roma May 4<sup>th</sup>. Celebrations in Montebello Park set for weekend of the 12<sup>th</sup>. Open Houses set to take place from May 14<sup>th</sup> to 18<sup>th</sup> Visit <http://folk-arts.ca/Festival2009/> for details.

A. Wilson – Get ready for a new installation at Balls Falls: From Crystals to Gems opens this weekend at Balls Falls Conservation area. Niagara Geological society will also present jewelry making workshops this weekend. Forrest for the Trees: Art & Nature program upcoming May to August. Visit <http://ballsfalls.ca/whats-on/events-activities/> for details.

P. Vietgen and K. Powell attended a Culture Days information session at the MacBain YMCA. The event is a nationwide campaign to encourage participation in the arts. The event is on the same weekend as the Niagara Wine Festival which poses a challenge. R. Cann suggested that this initiative be put on the agenda for further discussion at the next meeting.

**14. Next Meeting: Tuesday June 5' 2012 – 5pm to 6:30pm  
Committee Room 1 – 3<sup>rd</sup> Floor City Hall.**

Meeting terminated at 6:40pm.