

# Cultural Sustainability Committee

## Minutes

**Wednesday, August 10, 2016**

**Burgoyne Woods Room at 5pm**

### **Attendance:**

Councillor Carlos Garcia, Chair  
Councillor Joe Kushner  
Councillor Bruce Williamson  
David Warren (Chair, Canada 150 Task Force)  
Brenda Zadoroznij, (Co-Chair, Museum Advisory Committee)  
Robert DeWolfe (Co-Chair, Museum Advisory Committee)  
Robin McPherson (Co-Chair, Heritage Advisory Committee)  
David Webb (Chair, Heritage Permit Committee)  
Jennifer Wallace (Chair, Arts and Culture Committee)  
Jeanette Pillitteri (Director, Corporate Support Services)

### **Guests:**

Councillor Sal Sorrento  
Mayor Walter Sendzik  
Phil Cristi (Manager of Culture Services)  
David Waddington (Canada 150 Task Force)

### **Absent:**

Brian Narhi (Co-Chair, Museum Advisory Committee)  
Peter Vietgen (Chair, Public Art Advisory Committee)  
Nicole Auty (Director, Legal Services)  
Kevin Blozowski ~ (Staff Liaison - Heritage Advisory and Heritage Permit)

### **Staff Liaisons:**

Rebecca Cann ~ Public Art, Arts and Culture  
Carla Mackie ~ Canada 150 Task Force  
Julie Hughes ~ Pillar Committee, admin support

### **Absent:**

Kathleen Powell ~ Museum Advisory

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- 1. The Chair, Councillor Garcia, called the meeting to order at 5:00pm**

**2. Additions/delegations to the agenda**

- n/a

**3. Motion to approve the agenda**

*That the CSC adopt the agenda as presented*

Moved: D Webb

**Carried**

**4 Motion to adopt the minutes of the previous meeting**

*That the CSC minutes of July 27, 2016 be approved*

Moved: B Williamson

**Carried**

**5. Presentations**

- n/a

**6. Business arising from the minutes**

- n/a

**7. Business**

**7.1 Canada 150 Task Force ~ Carla Mackie and David Warren**

- Task force sent out an invitation to stakeholders in community to brainstorm on how the City can celebrate 150<sup>th</sup> anniversary in addition to providing input on any plans they may have

**Government funding ~ C Mackie**

- **2 Federal Programs**

- i) *Community Fund for Canada's 150* ~ For projects under \$15K, matching funds required, application due on Aug 29
- ii) *Fed Canada 150 Fund* ~ For projects and events up to \$50K, application process is 30 weeks, no deadline

**2 Provincial Programs** ~ City is limited in number of aps that can be submitted (we are not applying for any capital programs)

- i) *Ontario 150 Community Celebration Program*~ City can submit 2 applications, application due on Sept 2

- ii) *Ontario 150 Partnership Program* ~ preference to partnerships with focus on youth, diversity or environmental stewardship, application due on Sept 30

### **Projects**

**i) Parade ~ D Warren**

- Theme “History on Parade”
- Victoria Day Monday, 2017
- To feature prominent St. Catharines residents, floats, bands
- Requesting float submissions from community groups
- Lead co-ordinators are volunteers with parade experience
- Costs = \$13,850 for policing, road closures, showmobile
- Funding to be solicited from private sponsors

***CSC feedback:***

- The costs associated with staging a parade are very extensive
- The complexity of planning a parade may necessitate paying for staff
- A parade would not qualify for government funding
- The city hosts other parades throughout the year
- Committee suggests creating a Canada 150 Float that could be incorporated into one of the other city parades
- Connect with Wine Festival

**ii) Car free Sundays ~ D Waddington**

- Close Welland Canal Pkwy between Lock 1 and Museum for 17 weeks on Sundays (12pm to 4pm) to vehicular traffic as an environmental initiative
- Stage entertainment/vendors, promote recreational use of the road and promote tourism of the Welland Canal as well as the Museum
- Costs = \$127,450 for road closures, policing, performers and misc
- Funding not addressed

***CSC feedback:***

- Complications of closing the road to homeowners in the area and parking logistics identified
- The duration of the event is lengthy and may not be sustainable
- Expensive
- Without a more defined theme and stronger relationship to Canada 150, there could be challenges in accessing government funding
- Event may have more merit if the Welland Canal Trail is used instead of closing the road

**iii) Celebrating our History Booklet ~ D Warren**

- Publication that would celebrate 150 years of Canada's and St. Catharines' history
- Partner with schools and youth organizations for content
- Print and social media platform
- Volunteer editor has professional journalism background
- Costs = publishing
- Funding to be solicited from private sponsors

***CSC feedback:***

- How would this book be unique amongst others about St. Catharines?
- Could there be a compilation of D Gannon's photos and columns?
- Focus on more interactive activities ~ connect with Heritage Committee for ideas (apps, tours etc)
- Connect with Mayholme Foundation for resource materials

**iv) Getting to Know Me ~ S Sorrento**

- Work in progress
- Staged outdoors as a stand-alone event
- All day celebration which brings together community organizations to showcase local cultural, leisure and sports activities
- Focus on networking and celebration of our community
- Costs = \$3,000 for promotional materials, wayfinding signage, misc
- Funding not addressed

***CSC feedback***

- Need to further define the Canada 150 celebration theme

**v) Greening the Garden City ~ D Waddington**

- Promote greening, civic pride and patriotism to the residents of St. Catharines by encouraging indigenous plantings and trees, red and white planting schemes and Canadian flags (at their own expense)
- Costs = \$3,000 for promotion
- Funding not addressed

***Pillar committee feedback***

- Government funding could be accessed to purchase Canadian flags
- Incorporate a contest or create a Trillium Award category to stimulate participation by residents/businesses
- Connect with the Green Committee for ideas on plantings

**vi) Gala Event ~ SSorrento**

- Work in progress
- No date

- No partnerships identified

#### **CSC feedback**

- A lot of competition during the year for this type of event
- It may be wise to schedule events during a shorter timeframe in 2017 to create more impact, maximize participation and maintain interest from the community

#### **Motion**

*To direct the Canada 150 Task Force to review their list of projects, take into consideration the feedback of the CSC and report back to the CSC with a revised project list at a future date*

Moved: R DeWolfe

**Carried**

#### **8.1 Other business**

##### **Acknowledgement of Aboriginals ~ Reb Cann**

- The Truth and Reconciliation Commission has introduced recommendations to Canadian municipalities on how to acknowledge our aboriginal heritage
- The City of St. Catharines will be starting to review how to and who will incorporate these recommendations into our policies, processes and language
- More details to follow

*That the update on the Truth and Reconciliation Commission recommendations for the City of St. Catharines be accepted, as information*

Moved: R. DeWolfe

**Carried**

#### **9. Direction/Actions for Chair to take to council ~ n/a**

#### **10. Date of next meetings**

- An interim meeting may be called at the request of the Canada 150 Task Force

Wednesday, October 12, 2016

5pm to 6:00pm

Burgoyne Woods Room

#### **11. Motion to Adjourn**

*That the CSC be adjourned at 6:30pm*

Moved by: R McPherson

**Carried**