

Minutes

Tuesday, February 06, 2018

Burgoyne Woods Room, 3rd floor, City Hall at 5:00 p.m.

Present:

Rhiannon Barry, Justus Duntsch, Suzanne Melville, Sandy Middleton, Robert Speck, Jennifer Wallace, Coun. Carlos Garcia,

Regrets: David DeRocco, Monica Dufault, Rosemary Hale, Jennifer Hay, Wynne Nicholson, Coun. Joe Kushner, Coun. Bruce Williamson

Staff Liaison:

Olivia Hope, Ashley Judd-Rifkin, Lori Mambella, Kathleen Powell

1. Call meeting to order (J. Wallace)

5:05 p.m.

2. Introductions

K. Powell was introduced to the Committee.

3. Additions/Deletions to the Agenda

None

4. Motion to approve the Agenda for February 6, 2018

Moved: S. Middleton

Carried

5. Motion to adopt the Minutes of January 9, 2018

Moved: R. Speck

Carried

6. Business arising from the minutes

None

7. Correspondence

None

8. Business

8.1 Arts Awards Subcommittee Report

Subcommittee met on January 23 and:

- Discussed sponsorships – there are 3 returning award sponsors. One award sponsor from 2017 declined to return, so subcommittee is looking for another sponsor. Established Artist was discussed with the Mayor's Office staff, who will approach Meridian Credit Union again for both Event and Award sponsorships.
- Reviewed event program advertising rate card. Staff revised it and sent it to the committee so they could solicit ads from businesses.
- Reviewed the budget for the 2018 event – almost the same as 2017.
- Decided to go with the City's graphics department and base the look and feel of the marketing materials on the nomination bookmarks.

Other recent developments include:

- Cogeco is back as Broadcast Media sponsor and will create a 30 second spot using footage from 2017, to air on Cogeco in the lead-up to the event. Cogeco has rebranded as YourTV.
- Form & Affect are putting together proposal for Photography Sponsor.
- Mayor's Arts Fund Reception will hopefully be in the Algoma Lobby of the PAC like last year, but can't confirm until 60 days prior to the event. Backup location – Robertson Theatre – is booked.
- Two complete Arts Awards nominations have already been received!

Discussion followed around sponsorship with Committee members suggesting ideas for businesses that staff and the Arts Awards Subcommittee could reach out to. Committee members can contact staff with possible sponsor ideas.

ACTION: Staff will send program ad rate card to ACAC for them to forward to businesses who may be interested in advertising in the Arts Awards program.

Discussion also followed around getting past recipients and nominees out to the event and it was suggested the Chair of the Subcommittee send them a letter like last year, encouraging them to attend.

Motion to accept report: J. Duntsch

Carried

8.2 SCCIP Subcommittee Report

Subcommittee met Jan.22 and reviewed the Culture Days Activity Program (CDAP) Evaluation Criteria.

8.2.1 Approval of SCCIP CDAP Evaluation Criteria

This is the last time to make revisions/changes to criteria for 2018 Culture Days Activity Program application intake. Criteria can be further revised next year for 2019 applications if and as required. The Subcommittee will meet later this month to discuss any

revisions to evaluation criteria for programs released for the May SCCIP deadline.

Motion: to approve the SCCIP CDAP Evaluation Criteria
Made By: S. Middleton **Carried**

The 2018 SCCIP Budget has been confirmed by Council at \$337,488. This is an increase from 2017. Staff informed the Committee of the 2018 SCCIP deadlines: March 23 for the Culture Days Activity Program; May 25 for the Sustaining-Core, Sustaining-Midsized, Arts Development and Culture Builds Community Programs; October 26 for the Sustaining-Festival, Arts Development and Culture Builds Community Programs.

Motion to accept report: S. Melville **Carried**

8.3 Culture Plan Subcommittee Report

- Subcommittee met on January 26 and:
 - Reviewed and finalized the 2017 Implementation Plan.
 - Wrapped up their municipal comparator research. J. Wallace presented a research summary table and wrap-up report/analysis of information collected to date by subcommittee members. This research will now be referred to the SCCIP subcommittee for further exploration/discussion.
 - Reviewed the draft 2018 Implementation Plan, discussing and updating as required. The subcommittee agreed to fill more in during upcoming meetings. Subcommittee members will begin to undertake next steps in the coming months.

J. Wallace proposed a future ACAC meeting be held at Rodman Hall so that committee members could tour the space.

Motion to accept report: S. Middleton **Carried**

8.4 Cultural Sustainability Committee Report – No Report

8.5 Report from Cultural Services Office

- SCCIP recommendations went to Council on Jan. 29 and were approved. Official notification letters and cheques should go out soon and a Cultural Funding newsletter was released last week to communicate the decision.
- Niagara College Arts Awards Assistant is on placement with the CSO until April and has been helping staff with organizing the Arts Awards.
- Arts Awards Nominations still open – nominations have been trickling in. Deadline for nominations is February 11.

- Staff participated in a Funders Roundtable on Jan.29, organized by the Niagara Funders Alliance. Staff discussed SCCIP programs with many potential new clients, including reps from organizations and artists.
- Staff are organizing a Culture Days Activity Program roundtable for Mar. 3. The goal is to bring together artists, venue operators and organizations to discuss Culture Days 2018 and share ideas about what worked and what didn't work, as well as discuss the CDAP application process.
- Call to Artists for the City of St. Catharines 14th Annual juried exhibit "Motion" is out. Deadline June 25th, 2018. The exhibit will be on from September 17th, 2018 to March 15th, 2019 on the 3rd floor of City Hall.
- Two candidates applied for the ACAC vacancy and were interviewed. One will be formally approved at tomorrow's Cultural Sustainability Pillar meeting and should join ACAC by the March meeting.
- Culture Ink was sent out earlier today.

There was an update on the plan for Cultural Services Office from L. Mambella. The City is undertaking a comprehensive review of the Culture portfolio and Cultural Services Supervisor position. During the review process, K. Powell will assume interim Supervisory responsibilities for Culture portfolio and one additional Culture Coordinator will be hired on a 12-18 month contract.

Motion: to request council fund an independent consultant to fully review the organizational structure of the Culture portfolio, with an upper limit of \$50,000.00.

Moved: J. Wallace

Carried

Motion to accept report: S. Middleton

Carried

Other Business

None

9. Date of next meeting

Tuesday, March 6, 2018

5:00 – 6:30 p.m.

Location: Burgoyne Woods Room

10. Motion to Adjourn

Moved by: J. Duntsch

Carried

Attachments/Links/Distributed:

1. SCCIP CDAP Evaluation Criteria
2. 2017 Culture Plan Implementation Chart