

## Minutes

**Wednesday, November 06, 2019**

**Atrium Room, 3<sup>rd</sup> floor City Hall**

**from 6:30 – 8:00pm**

### Members

Mo Al Jumaily, Nafee Faigou, Liz Fritshaw, Chad MacDonald, Victoria MacDonald

### Regrets

Justus Duntsch (chair), Emily Kovacs, Wynne Nicholson, Laurie Sadowski

### Absent

Stephanie Nobles

### Staff

Michelle Nicholls

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#### 1. Welcome

#### 2. Review of agenda

Motion to approve: Mo Al Jumaily                      Carried

#### 3. Review of minutes from October 2, 2019

Motion to approve: Mo Al Jumaily                      Carried

#### 4. 2020 Event Updates

##### a. Nomination Forms.

- i. Available online now, Deadline to nominate – Friday December 13, 4 pm
- ii. Nomination Criteria –

Updated suggestions to the eligibility wording. Due to time restrictions, the suggested update to the Arts Awards General Eligibility criteria has not yet been changed. To change officially Arts Awards Committee must vote to change and pass on to ACAC for approval vote. This change cannot happen until Nov 26 at the earliest, so will not be in place in time for the 2020 awards, but will be implemented for the 2021 criteria.

**Motion:** Suggested change from: All nominees must be St. Catharines residents or have been active in the arts in St. Catharines consistently over an extended period of time.

Updated to: All nominees must be St. Catharines residents, **or** have made a consistent, significant and recent contribution to the arts in St. Catharines, **or** a significant portion of their practice is based in St. Catharines.

And add: to Eligibility Criteria: Posthumous/In Memoriam award nominations will be considered.

Moved by: Liz Fritshaw                      Carried

**Action:** Staff and committee Chair bring to ACAC December meeting to approve eligibility wording changes (note to be introduced for 2021 awards, not current)

### iii. **Jury Scoring**

The eligibility criteria remains unchanged for 2020 as the recommendations could not be approved at ACAC in time for release. Staff suggested updates to the Jury scoring panel – with more points awarded in accordance with the changes sought by updating the eligibility criteria. These changes to Jury scoring criteria to better reflect the nominees' connection and commitment to the arts in St. Catharines. See attached scoring for updates. Staff provided suggested changes as per best practices, and circulated proposed changes for committee consideration and discussion. Committee discussed Emerging Artist Award and the reduction in number of nominees in recent years. Change to awarding “up to two” awards, should that be necessary. After discussion in 2018 4 nominees awarded 2 awards – any less nominees should be reduced to 1 award.

**Motion:** to send to ACAC for approval with the edits advised by committee, updated by staff.

Moved by: Mo Al Jumaily      Carried

During discussions, committee member brought forward the addition to judging scoring that a minimum score is required for any nomination to move forward, if there are no eligible nominations within a category, the category will be eliminated that year. Minimum score of 60% must be achieved.

**Motion:** That proposed nominees must receive a minimum average jury score of 60% to move forward in the nomination process to be considered as a recipient.

Moved by: Nafee Faigou      Carried

**Action:** Staff to update based on committee edits and committee Chair Bring to ACAC December meeting to approve Jury scoring changes (these changes to be used for upcoming scoring for 2020 awards).

After ACAC Approval – Staff to post scoring criteria online.

**iv. Criteria for Lifetime Achievement Award –**

Staff suggested the committee develop, Lifetime Achievement Award eligibility criteria to be on-hand in the case of a nomination.

Staff and committee members discussed the evaluation criteria and scoring for the award. Committee suggested additions and evaluation criteria. The committee is recommending to open the category at the beginning of council term and remain ongoing for the 4-year term with recognition in the final year as determined based on eligible nominations over the term. Discussion will continue via email with absent committee members for final draft for ACAC to be brought forth at December meeting.

**Motion:** The lifetime achievement award accept nominations each year within the nomination period and be awarded in the final year of the council term.

Due to the nature of this award, nominations will be considered from the Jury directly from the nominee pool, as well recommendations in advance of the Jury deliberation from: ACAC, Senior Staff, Council or Mayor's Office.

Motion by: Chad MacDonald                      Carried

**Action:** Staff to combine and update suggestions into criteria and provide to arts awards committee for comment in advance of ACAC committee December 9 for approval.

**b. Sponsors/Advertising**

Staff provided advertising packages to the committee and request committee advise staff in advance of contacting potential advertisers / sponsors. Committee will send forward potential contacts to staff to ensure that overlapping isn't happening.

**Action:** Staff to provide digital advertising package by email ASAP.

**c. Marketing Update**

Marketing launched November 1 along with "Nominate Now" going live. Social and digital campaigns on Facebook, twitter, City digital boards and City website. Print

posters & rack cards ready and committee members took to spread the word. Staff will post downtown at NAC, MIWSFPA, Rodman, Downtown Kiosks, Mahtay etc. New this year, budget is available for print advertising, staff are looking into the Sound STC, and Niagara This Week.

**d. Arts Community Engagement.**

Staff to send email to past nominees, nominators, recipients, ACAC, PAAC, Culture Pillar Committees.

**Action:** Staff to work with chair to create letter(s). Staff to provide past template.

**5. Other**

- i. **Action:** Staff will Host Nomination Info Open Office Hours  
Tues., Nov 26, 2 to 4 pm and 5 to 8 pm, in the Culture Office at the Museum
- ii. **Action:** Staff will contact Foster Festival in regards to production of 2020 awards night under their right first refusal from last year's contract.
- iii. **Action:** Staff will update photography requirements based on last year's feedback and contact Flashbox Photography for interest for 2020 sponsorship and will reach out again in the new year to Yellow Pear for catering sponsorship.

**6. Date of Next Meeting**

Committee determined that a December meeting is not necessary. Next meeting early January – Wednesday evening 6:30 – 8 pm is still good for members.

January meeting topics discuss nominees, advertising, updates on production sponsor, photography, update on Jury scoring approval, update on Lifetime Achievement Category, Jurying date.

**Meeting closed 8:22pm**