

Minutes
Wednesday, October 02, 2019
Burgoyne Woods Room, 3rd floor City Hall
from 5:30 – 7:00pm

Present

Mo Al Jumaily, Justus Duntsch, Liz Fritshaw, Emily Kovacs, Victoria MacDonald, Wynne Nicholson.

Regrets

Nafee Faigou, Stephanie Nobles, Laurie Sadowski.

Staff

Ashley Judd-Rifkin, Michelle Nicholls

1. Welcome.

2. Introduction of Committee Members.

- Committee members provided a brief introduction and areas of expertise they bring to the committee.

3. Review of agenda.

Approved

4. Review of minutes from January 30, 2019.

Approved

5. Review of Past Events.

- Staff presented an overview of previous events to be reviewed by subcommittee members. It will be discussed at the next meeting.

6. Committee Focus, Areas of support needed. Contribution from Mayors' Office.

- Staff presented the committee priorities document, including ways that the subcommittee can support staff's work. Subcommittee members can help with:
 - Nominations
 - Marketing/Promotion
 - Ad Sales and Sponsorship
 - Event Prep (Lead-Up)
 - Volunteering on Event Day (TBD closer to event)

- Michelle noted the responsibilities of the Subcommittee Chair
- Michelle noted the Mayor's Office is involved with decisions related to the Mayor's Arts Fund Reception
- Michelle gave a short description of the 3 aspects of the Awards:
 - The Nomination process
 - The Mayor's Arts Fund Reception
 - The Stage Show, with nominees as performers

7. 2020 Event Plans

a. Date and venue

- i. Friday, May 1, 2020. Reserved with the PAC, To be confirmed with Mayor's Office and Production team.
- ii. FirstOntario Performing Arts Centre, Stage Show in Recital Hall.
- iii. Pre-Show VIP Mayor's Arts Fund Reception in Robertson Theatre.

b. Award Categories

Staff presented the current award categories and descriptions to the subcommittee. Some discussion took place around strengthening the language around how the nominee has impacted the arts in St. Catharines. Also discussion around clarifying that choosing emerging artist recipients from two different disciplines only needs to happen "when possible".

Discussion took place around how many strong contenders have been nominated for the Making a Difference Award and how it might perhaps be prudent to have two recipients (like the Emerging Artist Award.) Also discussion around changing the Patron of the Arts Award – should there be a Patron Award? Should final numbers of recipients per categories be decided *after* nominations come in? Should there be a minimum scoring level for nominations that go forward? A two-step process? Does the jury need to shortlist nominees?

Committee would like to keep current award categories as-is.

c. Nomination Forms

- i. Available online November 1, deadline to nominate – Friday December 13, 4 pm (Previously Sunday at midnight – difficult as no staff to assist).

ACTION: Michelle to circulate sample nomination package to subcommittee via email for review.

- ii. Promotion and outreach - Staff to coordinate drop-in day for those with questions regarding the nominations, in the Culture Services office at the St. Catharines Museum.
- iii. Make it known that past nominees can be nominated again, that nominees are not required to be St. Catharines residents, and alternative medias.

d. Budget

- i. Michelle noted that staff has requested the same budget as 2019, pending Council approval. \$18,912 event + \$4,000 promotion & publicity. Total: \$22,912

e. Sponsor Advertiser Outreach

Staff noted that subcommittee assistance with securing sponsorships and AD sales would be appreciated. It will be discussed at the November meeting and the subcommittee was requested to bring contacts and suggestions to next meeting.

ACTION: Michelle will provide sponsor and advertiser info packages at next meeting.

Idea of an “equity AD” where arts & culture groups/individuals who self-identify as equity-seeking get entered into a lottery for an ad. It could be a whole package, the AD and the AD design.

f. Arts Community Engagement

In previous years, the chair has produced a Letter to Arts Organizations and Arts Awards Alumni to encourage both nominations and to encourage ticket sales. Staff will work with the Chair to produce and distribute these items.

Make tickets (if available) to interested community groups through lottery process.

8. Other

- i. The Subcommittee elected Justus as the Subcommittee Chair.

9. Date of Next Meetings

Some discussion around when committee members are available. Mo prefers Wednesdays at 6. Emily prefers after 5. Justus prefers Wednesdays.

ACTION: Michelle to circulate doodle poll via email.

Next two meetings will likely be in November and January.

Links, Attachments and Documents distributed at the meeting:

1 – Previous Events Recap Document

2 – Arts Awards Committee Priorities

3 – 2020 Arts Awards Nomination Categories

2020 ARTS AWARDS - CATEGORIES

The **ARTS IN EDUCATION AWARD** celebrates an individual, collective or organization that has demonstrated an outstanding commitment to engaging St. Catharines residents through arts education activities.

Receive \$500 cheque and glass award.

2019 Sponsor: St. Catharines Downtown Association

The **EMERGING ARTIST AWARD** is presented to **two** emerging St. Catharines artists working in any discipline to celebrate current accomplishments and future potential. Emerging Artists are establishing careers in their field and are working to become recognized professional artists. The Jury will consider nominees who are 18 years or older, who are based and active in St. Catharines. **Recipients will be selected from two different disciplines.**

Receive \$500 cheque and certificate (each).

2019 Sponsor: Marilyn I Walker School of Fine and Performing Arts

The **ESTABLISHED ARTIST AWARD** is presented to a professional St. Catharines artist in any discipline who has received critical recognition for excellence in their art practice in St. Catharines and beyond. The jury will consider nominees who have been actively practicing their art form for at least 10 years and whose work has made an impact on the St. Catharines' community.

Receive \$500 cheque and glass award.

2019 Sponsor: Meridian Credit Union (Also main event sponsor)

The **MAKING A DIFFERENCE AWARD** celebrates a St. Catharines arts entrepreneur, arts administrator, arts organization, arts animator or volunteer in the arts whose leadership and innovation have significantly contributed to the growth and development of arts and culture in St. Catharines.

Receive \$500 cheque and glass award.

2019 Sponsor: The Pen Centre

The **PATRON OF THE ARTS AWARD** celebrates an individual or business that has made a meaningful contribution to the arts in St. Catharines through innovative, transformative, and entrepreneurial partnerships or philanthropic investments.

Receive glass award.

2019 Sponsor: Henry of Pelham Family Estate Winery

TBD at Jurying | The **JURY'S PICK AWARD** | Also dependent on sponsorship

We've given our Jury an opportunity to select one nominee for this year's list of nominees – from any category – to recognize. The individual, collective or organization will have demonstrated an exceptional commitment to the arts in St. Catharines.

Receive \$500 cheque and glass award.

2019 Sponsor: Anonymous



PREVIOUS EVENTS RECAP

Year	Venue	Comp	Paid	Total Attending
2019	PAC, Recital Hall + Robertson Theatre *Switched to Catering sponsor this year – no longer in-house required *Photography Sponsor: Flashbox	217	87	304 *capacity
2018	PAC, Recital Hall + Robertson Theatre *Photography sponsor: Form&Affect	134	75	209
2017	PAC, Recital Hall + Lobby *Photography sponsor: Form&Affect	132	111	243
2016	PAC, Recital Hall + Robertson Theatre *Also introduced the glass awards this year *Photography sponsor: Form&Affect	120	119	239
2015 – Centre for the Arts, Brock University *Photography sponsor: Brain Farm 2014 – Rodman Hall Art Centre *Photography sponsor: Brain Farm 2013 – St. Catharines Museum & Welland Canals Centre 2012 – Previous Trillium Awards *note the comp tickets in 2019 accommodated 3 larger groups: Willow Arts, Chorus Niagara Children's Choir and PK Hummingbird Steel Drum Orchestra, youth performers and parent/guardians.				