



Making a difference...together

Minutes of a Meeting of the Arts Committee

Held Wednesday, September 14, 2011 in Meeting Room 107, 625 Fisgard Street, Victoria, BC

Present: Councilors V. Sanders (*Chair*), D. Screech (*Vice-Chair*), A. Dobb, M. Loveless, B. McIlldoon and M. Milne
Also Present: P. Fleck (Funding Chair), Arts Advisory Council
Staff: J. Lam, R. Sharma and G. Andrews (Recorder)
Regrets: P. Copley and P. Madoff

Chair Sanders called the meeting to order at 4:05 p.m.

1. Agenda

MOVED by Councilor Milne, **SECONDED** by Councilor Loveless, that the agenda be approved as circulated.

CARRIED

2. Minutes

MOVED by Councilor Dobb, **SECONDED** by Councilor McIlldoon, that the Minutes of the July 13, 2011 Arts Committee meeting be approved as circulated.

CARRIED

3. Chair's Report

Chair Sanders reported that she recently attended a BC Gaming grant session at which ProArt representatives made an excellent presentation on funding and the impact of the arts in local communities. She also reported on the September 10th opening of the multi-purpose Arts Centre at Cedar Hill, noting the excellence of the facility and its environmental features. She reported that the Greater Victoria Community Arts Council now has its office there and is providing programming for the gallery spaces.

4. Arts Advisory Council Chair's Report

No report.

5. 2012 Budget Allocations

Mr. Lam spoke to his report outlining budget guidelines for 2012. He spoke to the Arts Service administrative deficit that has developed as a result of growth in operating and project grant programs since 2002, and the impact of the new IDEA grant program, social media and communications initiatives, leading to the recommendation of raising the administrative support position from .6 to .8 fte. Alternatives and financial implications for covering the increasing workload, and implications of increasing operating grants up to 2% based on the 2011 requisition, were provided.

Discussion followed. In response to a question regarding the impact and importance of social media, it was reported that regardless of slow growth in Facebook "likes", the necessity of an enhanced web presence is a foregone conclusion. It was noted that for certain demographics,

web-based social media and social networking can be the only means through which information is acquired. Additionally, statistics gathering functions built into Facebook provide information on links that are generating interest at no additional cost to the Service. An Arts staff member is registered for upcoming training focusing on how to maximize social networking.

Various implications in the event of budget increases were discussed. Mr. Sharma reported that the CRD Corporate Leadership Team (CLT) reviewed the business plan for all CRD budgets and will meet the first week of October for initial discussion of budgets. The CLT has requested that increases for 2012 be less than 2% and those in excess of 2% be accompanied by a detailed rationale. It was pointed out that budget increases will only impact the Group 1 participants, as Group 2's provide a fixed dollar amount. Mr. Lam stated that while there was no increase in the 2011 Operating grant allocation the CRD remains the most significant funder for the majority of funded organizations. He noted that actual requisition amounts are not known until later in the budget process and estimated that the additional \$13,310 for .2 fte Administrative Secretarial time would amount to approximately .6% over the 2011 requisition. It was agreed that with the ongoing stresses on municipal budgets the existing commitment for Operating grants was still extremely strong.

Following discussion, it was:

MOVED by Councilor Loveless, **SECONDED** by Councilor Screech, that:

1. the Administrative Secretary position be increased from .6 to .8 FTE
2. the allocation for operating grants be approved at the 2011 amount.

CARRIED

6. Tabled Items from July 13, 2011

a. Policy Review of Criteria for Eligibility

Mr. Fleck noted the discussion at the July meeting and the recommendations in the staff report relating to establishing clear Statements of Purpose for each of the three grant programs. While there is an existing SOP for Operating grants, both Program and IDEA grant documents require some realignment of wording in order to achieve the same format. Mr. Fleck also stated that in future and for housekeeping purposes, all of the grant program documents will be aligned in such a way as to eliminate redundant language.

Mr. Lam distributed a handout outlining proposed and existing Statement of Purpose documents. Committee members wished to acknowledge the Arts Advisory Council for the work in developing a very clear evaluation system for adjudication which establishes sound principles for managing public funds.

MOVED by Milne, **SECONDED** by Councilor Dobb, that:

- i. the Statement of Purpose for Project Grants (replaces the introductory paragraph in the current Project Grant Guidelines) be adopted as follows:

CRD project funding provides support for emerging or established arts organizations that produce or present on a project-to-project basis i.e. are not seeking support for ongoing annual operating and/or programming expenses. Project Grants support recurring, one time, or developmental projects and are not available to organizations receiving annual CRD operating assistance.

Project assistance acknowledges that, in order for the arts to remain accessible to the region's audiences and participants, they require an investment of public sector funds. Through an investment in our arts organizations and institutions, the CRD is contributing to the development of a healthy, diverse and vibrant community.

- ii. Adopt the initial paragraph of the current IDEA Grant Guidelines as the Statement of Purpose for IDEA Grants, as follows:

IDEA Grants (Innovate, Develop, Experiment, Access) is a pilot program of the CRD Arts Development Service. It is a flexible, small-awards program designed to respond to one-time opportunities and to encourage new, innovative or developmental arts projects and events. IDEA Grants are intended to widen arts participation by organizations that are not served by other CRD Arts Development programs.

- iii. If and when the objectives of the programs change revise the Operating Grant and Project Grant Guidelines to eliminate redundant language.

CARRIED

b. Correspondence from Group 2 Funders on Contribution Levels

Mr. Lam recalled the letter to Group 2 participants requesting feedback in regards to raising the level of arts support from the municipalities. The responses, re-circulated with the agenda, were to provide input for the Committee's decision on how to proceed.

During discussion the following points were raised:

- The intent of amending the bylaw was to increase both the levels of funding and the commitment of participants particularly non-group 2.
- All members should be present for discussion of this topic.
- The upcoming election timing should be noted.
- As long as the committee agrees by 2/3 and that translates to a majority vote at the Board, then the establishment bylaw can be amended without a service review.
- The objection to the revised bylaw, referred back to Committee by the Board, was because the drafted amendment bylaw did not include a withdrawal clause.
- Changes to the bylaw occurred without full consultation with the partner municipalities.
- The group 2 participants have still not agreed to become full funders, even over a ten-year period.

MOVED by Councilor Screech, **SECONDED** by Councilor McIlldoon, that review of amendments to the Arts and Culture Support Service Establishment Bylaw be tabled to the January 2012 meeting.

CARRIED

7. Correspondence

MOVED by Councilor Loveless, **SECONDED** by Councilor Screech, that the correspondence be received.

CARRIED

8. New Business

Members were reminded of the Access to Cultural Events bylaw which covers receipt of arts organization event passes for Committee members. It was agreed that an annual letter of thanks should be sent to each of the contributing organizations.

9. Adjournment

The meeting was declared adjourned at 5:10 p.m.

The next regular meeting is to be held 4:00 p.m., Wednesday, October 12, 2011.

Chair