

**MEETING NOTES**  
**SPECIAL GRANT INTERVIEW MEETING OF THE CULTURAL COMMITTEE**  
**HELD IN THE BOWEN PARK COMPLEX CONFERENCE ROOM**  
**TUESDAY, 2011-NOV-29, COMMENCING AT 3:00 P.M.**

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PRESENT: Eveline O'Rourke, Chair

Members: Commissioner Diana Johnstone @ 3:12 p.m.  
Commissioner Fred Pattje  
Commissioner Lynda Avis @ 3:59 p.m.  
Commissioner Shirley Lance @ 3:30 p.m.  
Ms. Julie Bevan  
Ms. Gerda Hofman @ 3:15 p.m.  
Ms. Joanne Husband  
Ms. George McGladrey  
Ms. Kamal Parmar

Staff: B. Kuhn R. Tweed, recording

1. CALL THE OPEN MEETING TO ORDER:

The Special Grant Interview meeting of the Cultural Committee was called to order at 3:04 p.m.

2. INTRODUCTION OF LATE ITEMS: (None.)

3. ADOPTION OF AGENDA:

It was moved and seconded that the Agenda be adopted. The motion carried unanimously.

4. ADOPTION OF MEETING NOTES:

(a) Notes of the Special Grant Review Meeting of the Cultural Committee held on Thursday, 2011-NOV-10, commencing at 3:07 p.m., in the Bowen Park Complex Conference Room.

(b) Notes of the Special Grant Interview Meeting of the Cultural Committee held on Thursday, 2011-NOV-17, commencing at 3:34 p.m., in the Bowen Park Complex Conference Room.

It was moved and seconded that the meeting notes of 2011-NOV-10 and 2011-NOV-17 be adopted as circulated. The motion carried unanimously.

5. GRANT INTERVIEWS:

(a) 3:00 Vancouver Island Symphony (combined operating & event grants)

Margot Holmes, Executive Director.

- Provided a handout “Symphony Starter Pack” to the Committee members.
- Requested less this year for Festival grants than over the past three years.
- Did not have a “Concert in the Park” this past summer as it would have put their season at risk financially. Ticket sales for the first time were down. First two concerts for next year are sold out. Are doing some community days and community outreach.
- How did the program for families go? It went well – there were 200+ children in attendance. There were between 450 and 550 in the audience. It was held on Election Day so they were pleased with outcome.
- Requesting \$85,000 next year which is \$24,700 more than last year. Why is this? For many years have asked to be a line item on the budget and would like parity with other arts groups. They receive \$85k from BC Gaming; however, have not yet heard the outcome for this next year. They don’t know if they will be approved.
- VIS has requested their funding be as a budget line item and different options are being considered – possibly \$25,000 as a line item with the other \$60,000 coming out of the Cultural Operating Grants fund, or to provide the entire \$85,000 from the Cultural funds.
- Commission has recommended that Council approve VIS as a budget line item request for \$85,000; however, it may be some time before budget discussions commence.
- Could you elaborate on the Seniors Outreach program? The majority of the audience is seniors-based with a range in age from 50-90. There are “rush” seats that they can participate in for \$20, volunteer opportunities, an ambassador program, and also community days – there are two events per year are free to the public.
- What if they don’t get the \$85K? They will have to cut the free community programs.

(b) 3:15 Nanaimo Conservatory of Music (combined operating & event grants)

Kathleen Darby, Executive Director & Gordon Bidman, Treasurer.

- Festival grants – asking for \$1500 for the first time, why? It is a new festival and they feel that \$1500 will help to market the event, and believe that it could grow to be a tourism draw. Last year they asked for special consideration in order to make application to the Department of Canadian Heritage and have been approved for \$3400, have also made application to the BC Arts Council.
- At their meeting held on 2011-MAR-23, the Parks, Recreation and Culture Commission approved the allocation of \$500 from the 2012 Arts, Cultural, and Festival Events Grants Funds to the Nanaimo Conservatory of Music in order that they could make application to the Department of Canadian Heritage under the “Building Communities Through Arts and Heritage” Program, for the 2<sup>nd</sup> Vancouver Island Chamber Music Festival.

- Planning to undertake advertising on mall posters at Woodgrove Mall with support from Pattison Outdoor as a sponsor. They will pay for the production of the advertising, but will only pay about 10% of the regular costs of posting.
- New magazine directed to parents about the Conservatory. They also provide a bursary for students that are unable to cover their own costs. They charge very low group program fees. Would like to work with the community more and also with the aboriginal community more for children who are interested and/or exceptional. They would like to be able to provide music lessons to as many children as possible.
- You received \$7,400 last year and this year are asking for \$20,000 - why? Due to huge reduction from BC Gaming funds.
- Did Nanaimo Foundation provide support? Yes, two years ago for their renovations.
- If you don't get the full amount what will be the outcome? It could mean they will suffer a significant deficit at the end of the year.
- Is there a pro bono or decreased salary for children who can't afford lessons? Not at this time, perhaps they should approach the musicians and even set up a specific program for funding.
- They had a wonderful fund raising concert with "Sacabuche" at St. Paul's Anglican Church on 2011-NOV-27. The Director is originally from Yellowpoint. They think that they realized approximately \$2500 in revenue.

(c) 3:30 Pacific Coast Stage Co. (combined operating & event grants)

Jeremy Banks, Artistic Producer.

- Requested \$2,000 in 2011 and are asking for \$14,000 for 2012. Last year had a season of theatre – about 16 days – attendance of over 1100. The administration cost and networking are not shown in the budget. The shows have used international artists, but while they look forward to having them back, they are not sustainable financially yet. House theatre series has a low cost and is free to market, but still requires administration. Plus they are putting on an improvisational series. All programs that require people to administer and operate them and they have a growing interest in them; however, it is not cost effective.
- Want to partner with youth groups and schools – have they been in touch with SD 68? Not yet, but have started volunteering in elementary schools, have taken it to the Boys and Girls Club and would like to propose to the School District in October 2012 with a proposed program in 2013.
- What kind of administration costs are they thinking of adding? Part time administration salaries for two people - \$14,000 – two part-time administrators, and \$4,000 to take one of them to full-time for the summer fringe series.
- Under the Societies Act, Directors cannot benefit from the society. Appears to be a grey area – current prospective board directors cannot benefit; however, they can be paid for services provided. The matter is to be brought up at the AGM – and it may mean that Jeremy would become a non-voting board member.
- Festival - \$2,482 in 2011 and now asking for \$7,500 for 2012 - was it not successful? It was very successful – they are looking to double the days and

make the Port Theatre a venue – which will increase costs, but, also attendance.

- Electro musical show in November sold out. Has been working with the Cowichan Arts District and Cumberland – looking to bring fringe to those areas as well. Would like to have a tour – Victoria all the way north to Campbell River.
- While they don't have a long track record, it has been extremely successful.
- What is your out of town audience? For fringe, relatively small – most have been Nanaimo residents. Connecting with other arts organizations in Nanaimo to provide opportunities for them as well. Just connected with a group of script writers that have met since 1993.
- Who takes care of the finances? Mostly Jeremy; however, they need someone for administration development. The finances will be reviewed by Rob Mowbray and then an independent bookkeeper.
- Are you planning on any future fundraising? Yes, all events are geared that way – but they really need to continue building their audience.

(d) 3:45 Vancouver Island University Foundation - Festival of Trees (event grant)

Renee Bohun, Special Events Coordinator, & Dave Forrester, Manager, Alumni Development.

- First year they have applied, why? New relationship with the Vancouver Island Conference Centre and the event is there this year.
- How did your crowd compare to that at VIU? Gala numbers were up by 120 people. Santa Claus arrival and parade – crowds were exceptional – over 1000 people came through the door.
- Using funds to hire entertainers – will they be local? For family days they will have a lot of local entertainment – mostly free. They would like to stay with the Nanaimo market.
- What kind of assistance from DNBIA? All of their materials had the events, but not on the DNBIA materials.
- The event wrapped up – found free entertainers – would like grants for next year's event. The trees are still up at the Shaw Auditorium.
- What happens to the money that is raised? Funds pay for event coordinator and the rest goes back to matching dollars for scholarships and bursaries and equipment for students.
- Will trees stay up over the Inaugural Council Meeting? It is up to the Conference Centre but they will look into it.

(e) 4:00 Francophone Association (combined operating & event grants)

Valery Prevost, Interim Coordinator, & Nicole Champagne, President.

- Projected \$16,000 for salaries and promotional materials – not shown as a cost for 2011, can you elaborate? Salary for professional staff graphic design, and other key positions.
- Do you have a membership fee? Yes, there are about 130 members and the fee is \$15, as well, there are student and senior discounts.
- Over the past 4-5 years there has been a peak and a valley, explain? Their attendance went down in 2010 – but were competing with the Olympics and

still had over 3000 people attend, last year there were organizational changes and they only put on a one-day event. Have been receiving many calls requesting that the Maple Sugar Festival be reinstated.

- \$3,000 for marketing previously – asking \$65,000 for 2012, why? 2011 was a one-day event and for 2012 they want to put on a full event.
- BC Gaming grants - received \$2,700 in 2011 – projecting \$15,000 for 2012. They have received this grant.
- Canadian Heritage \$6,000 last year, \$30,000 this year. Have received.
- In 2012 the festival will be three days - \$43,000 for performers and contributors – who are they? Have most of the names but the contracts are not yet signed and there will be a non-disclosure agreement – names can be provided on Friday once the contracts are signed.
- Last year \$2500, asking for \$12,000 this year. It was compared to the 2010 festival when they decided to ask for funds. Cannot have the traditional activities in the schools due to the current difficulties with contract negotiations.
- This year will be in the Beban auditorium due to inclement weather in the past which may have affected attendance.
- What is the name of the artist who performed in 2010 at the Centennial Building? It was probably Edith Butler.

(f) 4:15 The Nanaimo Arts Council (combined operating & event grants)

Anne Carlson, Manager.

- Not a huge difference in 2011 and 2012 request. Because she was new to the position, she didn't have a good sense of the year, and Odette has left her with the impression that there may be \$10,000 available through gaming. Has left it at status quo.
- What type of impact does the Council make on the local economy? Return basically the monies earned back to the community. Large part goes straight to the artists – mostly through the payout to artist from gallery sales and bursaries and pay professional fees for a variety of activities.
- Faithful following for film festival? Yes, sold out.
- Changed maximum film length from 10 to 12 minutes, why? Many requests were received and the credits are included – this will allow the films to be 10 minutes allowing 2 minutes for the credits.
- Do not pay rent? They pay some rent – based on their sales – 10% of sales go to rent – which is about \$55,000.
- Community building? Does Board trainings professionally and did that with them and then an assessment on what needs to be done with prioritization following that – top three were community building, fund raising, and health and succession planning.
- Still have downtown facility? No – was let go.
- Last year received \$1,900, now requesting \$3000. Used some of the gaming revenue to subsidize the film festival and do not have those funds this year.
- How many people go through the gallery per day? Minimum would be 15 people, today there were 40, but it does vary according to the season. They have started tracking it.

(g) 4:30 Western Edge Theatre Society (operating grant)

Frank Moher, Artistic producer.

- Last received funds in 2010. Next year will be a make or break year – partly because he will be moving on, but will work with successor during the transition. The Theatre needs secure funding of at least \$15,000 in order to continue beyond 2012. Hopeful that gaming funding will be restored. Now in a position to apply for assistance from the BC Arts Council. Has been involved for 10 years – it is time for someone else to work as the Artistic Producer – will continue to assist as able.
- \$24,000 from box office this year? They have proper financials for 2010/11 which have been sent to Bob for distribution.
- 2010/11 did fund raising events due to gaming cuts. Strong box office and subscription campaign.
- How is Nanaimo Centre Stage as a venue? Lovely. Perfect size for Western Edge and is very well equipped for the most part.
- Tell us something about “Moonbound”? An adaptation musical based on an HG Wells novel. Clash of culture and civilizations – fantasy musical for family attendance. Co-composer is from Gabriola.
- To the extent that their future hangs in the balance he proposes that the health of other theatre groups does as well. It seems that Nanaimo should have a resident, professional theatre company and they feel that they are essential to the community.
- Ever had any discussions with TheatreOne? Only in the distant past. They have taken a new form and should really be called a “festival”. Unaware of any motivation on their behalf to collaborate with Western Edge. They are not an equity company although they do hire and pay equity actors. Would be happy to talk with them. They don’t do much theatre anymore.

(h) 4:45 Gallery Row Public Art Committee (event grant)

Kim Smythe, Committee Member, George Ewing, Property Owner/Site Liaison.

- Don’t see fees for artists? Artists have been asked to donate their work for one year. The art is then put on website and posted for sale for them without commission. Promoting the art and the artist. Have asked if they are able to contribute 10% back to the Gallery.
- How does weather affect the pieces? Generally they have done very well and there is only one piece that needs to be brought in for repair. Only one piece missing from vandalism.
- Has any money been received from DNBIA and the Old City Quarter association? No, not yet.
- What is your structure? A community committee of artistically interested volunteers. Want to leverage public art week a bit more. Two pieces were purchased for display on the property.
- How are finances handled? The business oversees, and there are two individuals required for signing authority on the bank account.
- Is there a plan to form a board of directors? If it seems to need to go in that direction for structure then it will be reviewed and will depend on the willingness of the group.
- What is the website? [www.GalleryRow.ca](http://www.GalleryRow.ca)

- Any ideas of expanding it around the Old City Quarter? Around Gallery Row, yes.
- This type of art placement does it increase the business? Yes, does provide some incentive to make it work, but have not seen direct increase in the business – quite a few people go through the Gallery.
- A lot of the pieces would do just as well inside – do not need to be in a public place – there is an opportunity to work with artists to make site-specific art. As they are in their first year, there has been a lot of work going into the building of the art and the group.
- How will they prevent future thefts? At this rate, they may consider it as acceptable loss.
- Is Gallery Row lit at night? Yes, not brightly, but, it is lit.
- How do they intend to use the requested funds? Hope to create another event and this will cover administration and the event. Also generate funds from T-shirts and metal sculpture stake sales which go back to the Gallery.

(i) 5:30 Nanaimo Children's Literature Roundtable (event grant)

Paige Fisher & Deidre Bjornson, Co-Chairs.

- Your request has doubled from last year, why? Because they moved from VIU venue to downtown and have added to costs, also, a lot of additional funding has come from Service Clubs and they are not able to give as much as they have in the past. Some local businesses have assisted in-kind which has helped. Our experience last year is that it was successful downtown. Use of Diana Krall has brought many people downtown as well as the people off the cruise ships. The VIU is still a great supporter but they wanted to widen their profile in the community. They hosted the dinner inside the Museum for their volunteers. Last year they had the "Kerplunks".
- Do you anticipate having the authors there for book signing again this year? Yes, there is a list and they have a line up by July and try to have a range of authors for the different generations. This year this is a graphic novelist. As well, this year they have a student Marimba Band from Parksville – they range in age from 14-18.
- Not having an auction? They raised \$1300 from donated art work at the auction and the art was also presented in two galleries. They won't be having an auction this year, but will have some art work and may raffle it to raise some funds. They are not a not-for-profit society or a charitable organization. It is an issue that they will need to address at some point.
- June 2011 financial report amount of \$2540.88 – what was this for? For a group of young people who come in and work in support of the authors, on the Friday evening all authors and illustrators get together for a potluck, they provide authors with lunch on the Saturday, a wine and cheese, and then a dinner for all authors and volunteers. Also costs were higher as there were two giant cakes in the plaza for the public to celebrate their 25<sup>th</sup> anniversary.
- Rental costs? Art Gallery didn't charge, Port Theatre did charge.

(j) 5:45 Cambodian Canadian Support Group Society (event grant)

Den Neang, President, and Veasna Chhim, Event Setup Director.

- Asked for \$1200 which is about 50% of total budget. Will probably go for individual and business donations. Some of the money goes towards the equipment and facility, labour is volunteer.
- What would be the value of your donated time? For organizing at a booth or selling at concessions – multi-cultural – southeast Asian based food. It could be for selling or donation.
- If you had to pay your volunteers what would it be worth? The concession would be worth maybe \$13 / hour, setting up equipment might be \$25 / hour, some people have the skills and may set up for free.
- Location – have you confirmed anything? They have been waiting to see if they get funding first and the amount and intend to choose a location based on the amount received.
- Mission Statement – want to preserve Cambodian Culture and Traditions, but also assist Cambodian Families, what do you need? Would assist in translation services or finding accommodation or reading documents.
- Are you connected to Nanaimo Multicultural Society? Assists as their translator but is not connected to them.
- How many Cambodians are in the community? About 20 families representing about 100 people.
- Who is the event organizer and what kind of success have you had in the past? Gen Yan and others. In the past they have rented halls and organized dances, and have organized religious content and help organize those events.
- You mentioned \$500 for cash donations, where from? Expected to receive from individuals. There will also be a booth for donations. There will be a website for comments and feedback – a web designer is volunteering.
- Canada Day has some great Multi-cultural Booths – have you ever thought of setting up a booth there? Not really, no. Their booth is fairly simple, pre-prepared food and tables – no kitchens. Businesses could advertise on the booth.
- Insurance? Coast Capital advised that it could cost up to \$800 as it is open to the public – neglected to add to his application.

(k) 6:00 Performing Arts BC – Provincial Festival (event grant)

Nicole Cederberg, Fundraising Chair, Bob Rowledge, Treasurer, & Michael Sloan, Liaison to Performing Arts BC.

- Asking for \$7,500 – what is total budget? The budget is attached at the back of their application. \$44,500 is the total fund raising budget. Request was compared to the 2011 requests and grants – sum was represented as approximately 1/3 of that amount as it encompasses most of the arts groups within the community. They are asking ½ the amount they are seeking from corporate sponsors. This is the first time in decades that the Nanaimo community will be showcased in this event.
- Have they applied previously? Quite some time ago - about 60 years. Since the mid-90's the festival has had its funding curtailed and have needed to go



to the provincial locations. The idea is to have the provincial festival move around the province to showcase different communities.

- How many people do they expect? Attached to their application. Would like to promote the Nanaimo businesses through advertising. Media plan will be print, radio and television as well as web opportunities. Will seek local groups to show that they support the arts.
- Final page shows various areas in BC with representation at the performing arts festival.
- Local festival starts the last week of February and continues on until the end of April. The budget pays dues to be included in the festival. All money raised goes back into the community through sponsorship and bursaries.
- Many churches are hosting by providing space for events.
- Nanaimo Theatre Group will be hosting the local festival, but for the provincials there is a scheduling conflict for space.

(I) 6:15 Nanaimo Women's Resources Society (event grant)

Lesley Clarke, Executive Director, Darcie Davidson, Coordinator, & Laurie Vosters, Public Relations

- Can you elaborate on the public forum and expand and provide more details? The public forum piece – in the agency they deal with a lot of complex issues and use art and culture as a healing practice – would be an opportunity for people to get together over more positive issues. A large scale event would allow people to come forward and have an opportunity to speak about arts and cultural and what it means to people and what public involvement means. Have a lot of public support. There is a committee that meets every week – theatre, visual artists, all interested in acting as mentors and providing theatre workshops for youth and adult women. Centre Stage is booked. The Mid-Island Coop has come forward with a large donation. A lot of effort is very much coming from the participants themselves.
- Will mentors be compensated? There may be some people that will receive an honorarium to cover some costs. Most people are willing to volunteer their time.
- Runs for a year and has a travelling exhibition? There may be a documentary involved in the process. The idea is to get it all in place and then have intense workshops over a couple of weeks and then exhibit it and document it in a documentary and perhaps a small book. A writer, that would like to have a writing workshop, is involved. They hope to be a leader in this community around these issues.
- To what extent does this venture depend of what they receive from the Committee? It will definitely affect the scale of what they can accomplish. They have received a lot of in-kind donations, Mid-Island Coop has given \$1000, and a group of musicians is willing to put on an event at the Queen's at no cost.
- Has it ever happened before anywhere else? There have been other versions and they have been successful.
- How many participants are expected? 15 people participating in each theatre, writing, and other, workshop. Then there will be the attendees. 2 shows in the theatre which could result in 150/show plus the matinees.

- What kind of male benefit is there to the shows? A deeper understanding. Obviously coming at it from the perspective of working with female at risk youth. It is their intention to build on that and then in a year look at working with male at risk youth.
- Provincial grants available? They are looking at every grant possibility they can find.
- What kind of supplies are they looking for? Canvas, paints, anyone that can go out and assist with photography.
- They want to build the community and provide a lasting legacy.

6. SET DATE FOR FINAL GRANT MEETING TO DETERMINE GRANT RECOMMENDATIONS.

It was determined that the date of the final Special Grant Allocations Meeting would be set for Tuesday, 2011-DEC-06, at 4:00 p.m., to be held in the Bowen Complex Conference Room.

7. Schmooze Productions – they are a family business and therefore do not qualify.

It was moved and seconded that Schmooze Productions be removed from the grant process. The motion carried unanimously.

8. Rotary Club of Nanaimo Oceanside - they are a service club and therefore do not qualify.

It was moved and seconded that the Rotary Club of Nanaimo Oceanside be removed from the grant process. The motion carried unanimously.

9. VIU Art Graphic Art Design Class – these are students and as such, this grant would be supporting VIU; therefore, do not qualify.

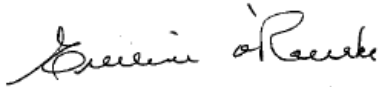
It was moved and seconded that the VIU Art Graphic Art Design Class be removed from the grant process. The motion carried unanimously.

10. Cambodian Canadian Support Group Society – while the concept is good, it is felt that, given the time frame remaining, there is a serious lack of preparation and planning; therefore, this group will be removed from the process this year, but with some level of support on process and planning, and encouragement to be provided by staff for a future application.

It was moved and seconded that the Cambodian Canadian Society be removed from the grant process. The motion carried unanimously.

11. ADJOURNMENT:

It was moved and seconded at 6:41 p.m. that the meeting adjourn, with the final Special Grant Allocations Meeting of the Cultural Committee to be held Tuesday, 2011-DEC-06, commencing at 4:00 p.m., in the Bowen Park Complex Conference Room. The motion carried unanimously.



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Eveline O'Rourke, Chair  
Cultural Committee

CERTIFIED CORRECT:



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B. Kuhn for:  
S. Samborski, Senior Manager  
Recreation and Culture Services

APPROVED FOR DISTRIBUTION:



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Richard Harding, Director  
Parks, Recreation and Culture