

NOTES
SPECIAL GRANT INTERVIEW MEETING OF THE CULTURAL COMMITTEE
HELD IN THE BOWEN PARK COMPLEX CONFERENCE ROOM
WEDNESDAY, 2010-DEC-08, COMMENCING AT 3:00 P.M.

PRESENT: Eveline O'Rourke, Chair

Members: Commissioner Diana Johnstone
Commissioner Shirley Lance
Commissioner Fred Pattje
Commissioner Lynda Avis
Ms. Joanne Husband
Ms. George McGladrey
Ms. Gerda Hofman
Mr. Simon Schachner
Ms. Julie Bevan

Staff:	S. Samborski	R. Tweed
	B. Kuhn	M. Tanner, recording

1. CALL THE OPEN MEETING TO ORDER:

The Regular Meeting of the Cultural Committee was called to order at 3:03 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: None.

5. DELEGATIONS: None.

6. COMMISSION REPORT: (deferred to January meeting.)

7. GRANT INTERVIEWS:

a) Nanaimo African Heritage Society – OPERATING

Presentation:

- Shalema Gantt – Executive Director; and Devlon Wyatt-Production Manager.
- Hand outs were distributed to the Committee Members.
- The mandate of the Society is to promote African Heritage Culture in society and to share the rich African heritage with the community.
- Black History Month is celebrated in February each year.
- February 2010 marked the Tenth Anniversary of Black History Month celebrations in Nanaimo.

Questions:

- Was there a Finale event for last year's celebration? Yes, but the date was changed to April 2010 due to funding issues.
- How are you going to get more people involved? The Society is implementing new marketing strategies to get new ideas.
- What are the event dates this year? The Society extended an Open Invitation to the Committee to come out and enjoy the celebrations. There will be displays at Museum beginning 2011-FEB- 01; on 2011-FEB-06 there will be a concert at Brechin United; on 2011-Feb-12 there will be Music & Prose at Hope Lutheran Church; the following week the Board of Directors will travel to Victoria; and, the Finale is scheduled for 2011-FEB-26 from 3:00 p.m. to 6:00 p.m. The funding request is to assist with the Grand Finale event.
- The Film Festival is ongoing? The Society has not had a lot of good response to the Film Festival and is considering the possibility of joining up with the International Film Festival.
- Are all the venues booked? Yes, the venues have been booked.
- Who is performing at the Finale and what is the venue? Kenny "Blues Boss" Wayne is performing and the event is to be held at Bowen Park although the Society is looking into another venue.
- Will there be a Gospel Component? Yes, always.
- When do you send out invitations? Invitations are sent in January.
- Where do people come from? From Vancouver Island, the lower mainland, and Alberta.
- Are you in the red after last year? Yes the year ended with a \$10,000 deficit; it was a rough year due to changes and moving.
- How does this event compare to other celebrations in Canada? The event is very well attended. When people come from other places they are surprised, they found the events were professionally done.
- Is your Non Profit status in good standing? There is some outstanding paper work that needs to get caught up, reports for a couple of years, which has been discussed with the Corporate Registry and an extension has been granted.
- But you still have your number? Yes.

b) FRINGETASTIC! – EVENTS & OPERATING

Presentation:

- Jeremy Banks – Artistic Producer.
- Recent graduate of the Theatre program at VIU; has worked with other Fringe Festivals across Canada.
- Nanaimo had a successful Fringe Festival in 1996 and 1997 but there has not been one since.
- Proposes to establish and produce an annual Fringe Theatre Festival and to cultivate and support local emerging artists.
- There would be six to twelve shows depending on capacity. It is not traditional theatre, casts are one to three people and the shows are low tech and low budget.
- Potential shows pay a fee to get them into a "lottery", once selected in the "lottery" the winner pays a full fee to put on their production.
- The event would be designed for emerging artists and theatre groups.
- There has been a lot of support within the local theatre community.
- The first one in 2011 would be a flagship event.

Questions:

- Have you submitted your application to Province? Rob Mowbray, following the AGM, intends to move the Pacific Coast Theatre non-profit number to FRINGTASTIC!.
- Are you applying for municipal grants from other municipalities? Intend to try but not confident the grants will be forthcoming as the Theatre will not be performing in other municipalities. One future plan is to have an Island Touring Route, which potentially will include Campbell River, Comox, Parksville, etc.
- You intend to give 100% of gate to artists? Yes. There would be a membership fee of \$5.00 and a requested donation for a button. There is no intention to set a fee for the performers as that scares people off.
- How will you sustain your organization then? Through Corporate donations and sponsorships, the volunteer core, co-productions, fundraising, audience building, and exposing people to shows. The membership fee goes to building audiences in the long term, and that will be the proof it is having an effect and is growing.
- Your budget indicates you expect generous Corporate Donations Corporate Sponsorships - is that guaranteed? Yes, VICC has made a donation of space.
- You have a Board of Directors of five people? Yes, the individuals are committed but the Board has not started up because we do not have the Non-Profit number yet.
- You mentioned discussions with VICC, was it Shaw Auditorium? Not confirmed as we do not know the capacity or dollar values yet.

c) Vancouver Island Children's Book Festival – EVENTS

Presentation:

- Paige Fisher and Diedre Bjornson - co chairs.
- This is the 25th year for the Book Festival in Nanaimo, the event began as group of teachers and those interested in literature.
- Focus on family, not just children or adults.
- 9 or 10 authors and illustrators participate from across the country.
- Venue is usually VIU; children can go to three 45-minute presentations by authors and illustrators; arrangements are also made for authors and illustrators to visit various schools.
- Mission Statement of the Vancouver Island Children's Book Festival.
- "We believe all children are inspired and enriched by opportunities that bring children and the creators of Canadian Children's literature together in an atmosphere of celebration and family fun."
- The event is of benefit to Canadian Literature Community.
- The Festival will move to the downtown core this year with events taking place at the Museum, the Library and Diana Krall Plaza.
- Incredible support for the move has been received from the downtown community; the group will be meeting with the Downtown Business Association to discuss what they can do around the Festival.
- The hope is that moving the event downtown will open the event to broader demographic in the community.

Questions:

- Where are the Liaison Committee members from? Certain municipalities on the Island (Nanaimo, Qualicum, Cowichan etc.), School District 68; funding is received from the different jurisdictions.

- We note that the funding assistance from the Canada Council for the Arts is \$7,650 whereas it was \$6,856 for the 2009/2010 season, what is the difference? There is a complex formula, based on a number of factors, although the difference can be associated to where the authors and illustrators are travelling from. Each year we apply for as much as we can.
- Why are you applying for a grant this year when you did not need it previously? This year we are trying to target more children in the community, the scholarships offered depends on funding. Also because of moving the venue combined with rising costs this year.
- Is there sponsorship of meals? On Friday evening we host a potluck dinner for the authors and illustrators. On Saturday there is a dinner for everyone including all the volunteers. The Committee members drive the authors and illustrators to their reading venues and provide them with a lunch.
- Is the venue space downtown free? Yes, the Museum has offered space for readings and the dinner. The only rental cost previously was the hall for the dinner; there was no charge for the presentations at VIU.
- How many people attend the dinner? At least 75.

d) Nanaimo Sings! Choral Festival Society – EVENTS

Presentation:

- Linda Dier - Chair; James Duthie – Vice Chair & Finance Chair.
- All volunteers.
- The theme for the three-day festival, scheduled for 2011-APR-07 to 2011-APR-09, is “Community through Song”.
- The first year, 2008, there were 13 choirs, this year there are 16.
- There is a Festival Partners program to involve downtown businesses and restaurants. This was successful in 2008 although we found restaurants were the most popular so we did not go with retailers this year. Most of the Festival Partners are located in close proximity to the Port Theatre. One other change is that the Festival Partners have agreed to extend the date of their offerings past the end of the event to allow singers to partake.
- Flyers will be completed in time for the choirs to have them at their Christmas Concerts.
- The last event left a small surplus which is seed money for this year.

Questions:

- What is the cost of a membership to the Society? \$5 per person.
- Have you considered increasing the membership dues? No, when participants register for the festival they pay a registration fee of \$15 per person.
- Will the brochures be ready for the Messiah performance this weekend? The brochures will be dropped off at the Beban Pool Lobby on Thursday, 2010-DEC-09, and staff will ensure they get to Chair O'Rourke.

e) L'Association des francophone de Nanaimo – EVENTS & OPERATING

Presentation:

- Catharine Keown – Director and Lise Leblanc-Quinn - Vice President.
- A Power Point presentation was given:
- Mandate is to respond to the needs and expectations of the Francophone and Francophile population of the region.
- Annual activities offered include library/video/internet access for members; gatherings for seniors, women, and the five to seven year old age group; French courses and resource fairs; St Jean Baptiste and Christmas celebrations; summer camps and the Maple Sugar Festival.
- The Cabane a Sucre 2011 event, planned for February, is open to everyone and offers interactive dancing, violin performances, activities and entertainment for children as well as offers cultural cuisine at a breakfast and dinner, in addition to snow taffy throughout the day.

Questions:

- The event is being held at a school, are you receiving funding from the School District? The School is giving a discount, of approximately \$1,000, on the rental.
- We note that there is an increase in the cost of cultural products? The ten year contract with previous sponsor has expired, so we now have to purchase the maple syrup at wholesale cost.
- What is your organizational structure? The Association is currently in the process of changing, reorganizing and restructuring. There will be an open house this week. They are seeking suggestions for more activities and hoping to gain more members.
- Why are you reorganizing? We would like the focus to be on Community, not just the festival.
- You receive \$2,650 in-kind funding from Tourism Nanaimo? Yes, it pays for publicity with them.
- Your rent has increased to about \$1,000? Yes, it increased from \$800 to \$900 per month, due to HST.
- You are running a deficit of \$10,000? Yes, this year we are trying to keep minimal costs by purchasing fewer maple products.
- How many members do you have? 148, we gained members in the last few months and grew from 107 members.
- Do you pay property taxes? No, we pay rent.
- When is the open house? 2010-DEC-06 to 2010-DEC-10, 9:00 a.m. to 5:00 p.m.

f) Nanaimo Blues Society – EVENTS & OPERATING

Presentation:

- Keith Davenport - President; Eric McLean - founder of the Blues Society.
- Both are volunteers of the Society.
- Summer festival was held five years in a row - but had to skip 2010 due to cut backs.
- Want to take the festival to a new level this year and are planning to have it at Maffeo Sutton Park, not at Diana Krall Plaza as in previous years.
- In the past the event was free, in 2011 it will be a ticketed event.
- The Festival will be a three-day, ticketed festival (Friday to Sunday) and will be held the last weekend in August. We plan to involve local clubs, local bands and some big name bands.

- There will be a fourth day, involving Lantzville to Ladysmith, to bring in performers.
- Want to reach out to Lower Mainland and Victoria but previous did not have the budget.

Questions:

- Does the Society have a current Form 11 (Reporting form for the Society's Act)? If so please send it to Bob Kuhn, Manager, Recreation and Culture Services.
- Do you have an active Board of Directors? Yes, the last meeting was on Monday, 2010-DEC-06.
- How are you going to handle security to enforce ticketing for the event? They will be installing some type of fencing – possibly snow or construction fencing, and approach local companies for in-kind contributions. They may also advertise on fencing.
- According to your budget, you anticipate ticket sales of \$65,000? We are planning to market an event pass, at \$80 for the weekend (up to 1,000 passes), as well as the daily ticket sales. Moving the venue is a result of the size of the last event. Also, they had a trial "Blues in the Park" that was very well attended.
- How do you plan to increase marketing? Are you only marketing locally? The desire is to bring more people from out of town as well as more recognizable performers. Heard that Victoria will not put on a Blues Festival this year so want to market to the Lower Mainland and Victoria. Also would like to advertise on every Blues Festival site, and in HarbourLiving.ca which advertises Island-wide.
- How many volunteers do you have? Not enough; currently there is a pool of about 100, but we anticipate getting more volunteers. We want to attract bigger names that will create more excitement, which will entice more volunteers. There is core group of twelve people, working on the planning stages; and we have an e-mail group of 600 followers; about June we will send an invite to get volunteers for the various activity areas.
- Have you applied for funding assistance anywhere else? No, just the two proposals that you see in the application package.
- Keith Davenport asked when the Committee anticipated having final decisions regarding the grant requests; the Committee advised it would be after the 2011-JAN-26 Parks, Recreation and Culture Commission meeting. Mr. Davenport provided both his business and personal contact information to the Committee and Staff.

Questions Regarding Other Applications That Were Not Interviewed:

a) Festival of Banners

Ms. Bevan left the meeting, at 5:03 p.m, prior to discussions regarding the Festival of Banners grant application commencing.

- The Committee noted increases in certain line items: Staffing \$5,000; Materials & Supplies \$4,900; Marketing \$700. It was noted that the indicated amount for mileage works out to 800 km of travel, based on the usual \$.50 per km rate – which seemed excessive.
- The City pays for putting up and taking down the banners.
- Last year the group had difficulties getting funding, they re-used banners from previous years because they could not afford to get new banners.

- Concern that without funding assistance the program will not go ahead.
- Banners are \$48 each, the Society puts the cost of banners at \$100 each; there is a meeting next week to clarify some issues.
- \$17,000 in Government and Municipal Revenues.
- Important to remember this is a City beautification project that is known across Canada as an example of what banners can do.
- The banners are created by children and sold at the end of the season; perhaps they could consider selling the banners to families of the artists and charge \$50 per banner.
- Suggestions have been made to do more fundraising but the Festival of Banners group feel the Art Gallery should be doing the fundraising. There is concern that the Festival of Banners is not a high priority for the Art Gallery; it is the Art Gallery that has the equipment to make the banners, so it would be difficult for another group to take this on.
- They could also consider partnering with VIU.
- City Visual ID Program.

8. STAFF REPORTS: None.

9. INFORMATION ONLY ITEMS (staff reports): None.

10. CORRESPONDENCE: (Action) None.

CORRESPONDENCE: (Information) None.

11. NOTICE OF MOTION: None.

12. CONSIDERATION OF OTHER BUSINESS:

(a) Celtic Performing Arts (Celtfest) - EVENTS

Staff advised that Carolyn Phillips Cusson was in bed ill 2010-DEC-07 and slept through the Grant Interview meeting and the telephone call. She advised that the group was performing in Victoria on 2010-DEC-08, and would not be able to attend a Grant Interview with the Committee.

Staff advised that the group has been running a huge deficit. The deficit was also discussed last year. Should the Committee be recommending funding for a group that perhaps cannot be sustained? When asked if the group has always operated in a deficit, Staff advised that they believed so.

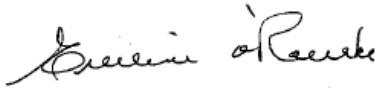
Staff suggested that the Committee could consider the request for funding but also include a clause that should the Celtic Performing Arts not follow through with their event the Grant funding must be returned.

It was moved and seconded that the Cultural Committee will consider the request for funding support. The motion carried unanimously.

13. UNFINISHED BUSINESS: None.
14. QUESTION PERIOD: No questions.
15. ADJOURNMENT:

It was moved and seconded at 5:14 p.m. that the meeting adjourn, with the Special Grant Allocations Meeting of the Cultural Committee to be held on Wednesday, 2010-Dec-15, commencing at 3:00 p.m., in the Bowen Park Complex Conference Room, and the next Regular Meeting of the Cultural Committee to be held on Wednesday, 2011-JAN-05 at 4:15 p.m., in the Bowen Park Complex Conference Room.

The motion carried unanimously.



Eveline O'Rourke, Chair
Cultural Committee

CERTIFIED CORRECT:



S. Samborski, Senior Manager
Recreation and Culture Services

APPROVED FOR DISTRIBUTION:



Richard Harding, Director
Parks, Recreation and Culture