

**AGENDA FOR THE CULTURAL COMMITTEE MEETING
OF THE PARKS, RECREATION AND CULTURE COMMISSION,
TO BE HELD IN THE CONFERENCE ROOM OF THE BOWEN PARK COMPLEX,
ON WEDNESDAY, 2005-JAN-05 AT 4:15 P.M.**

PRESENT:

ADOPTION OF NOTES FROM PREVIOUS MEETING:

INTRODUCTION OF LATE ITEMS:

RECEIVING OF DELEGATIONS: Nil

CHAIRPERSON'S REPORT:

1. (1) Minutes of Parks, Recreation and Culture Commission Report
 - ♦ (\$5000 cap on Cultural Events)
 - ♦ Postponed Motion for Francophone Society
1. (2) S.P. A.C. Awards
1. (3) Bloomin Arts – Cultural Event Application Request

CORRESPONDENCE: Nil

PROJECT REPORTS:

3. (1) Culture Newspaper Column (M. Harmes)
3. (2) Art In Public Places – Miner's Memorial Project (J. McGladrey)

STAFF REPORTS:

4. (1) Art in the Park Program and Funding C3 – C5
4. (2) Timeline for Arts and Cultural Event Fund Review

COMMITTEE/LIAISON REPORTS:

NEW BUSINESS:

6. (1) Review of Cultural Fund Applications and Funding Recommendations
6. (2) Cultural Award Nominations, Review and Recommendations
6. (3) Arts Now Funding Program (2010 Olympics) C6
6. (4) Spirit of BC Funding Program (2010 Olympics)

ITEMS OF GENERAL INFORMATION:

7. (1) Building on City's Creative Core Article – London Free Press C7 – C8
7. (2) Local Touts Tourism Plan 2004-SEP-25 – Nanaimo Daily News C9
7. (3) At A Glance – 2004-DEC-14 – Nanaimo Daily News C10

BUSINESS ARISING FROM DELEGATIONS: Nil

UNFINISHED BUSINESS:

- 8. (1) Updating of Cultural Strategy.
- 8. (2) Cultural Capitals of Canada Application.
- 8. (3) Objectives and Forward Planning.
- 8. (4) Bike Rack Competition.
- 8. (5) Arts and Cultural Resources Inventory.

ANY OTHER COMPETENT BUSINESS:

MEDIA QUESTION PERIOD:

PUBLIC QUESTION PERIOD:

MEETING DATES:

ADJOURNMENT:

BM:her
2004-DEC-21
File: A3-35-1
G:Cultural Committee\Agendas\05-JAN-05

REPORT TO: THE CULTURAL COMMITTEE

FROM: BRENT MEUNIER, MANAGER OF RECREATION AND CULTURE SERVICES

RE: ART IN THE PARK/PLAZA PROJECT

RECOMMENDATION #1:

That the Cultural Committee allocate \$3,300 for the operation of the "Art in the Park/Plaza" project for 12 weeks during the summer of 2005.

RECOMMENDATION #2:

That the Cultural Committee recommend that the Nanaimo Art Gallery be contracted to administer the project if funding is approved.

BACKGROUND:

The City of Nanaimo, Parks, Recreation and Culture Department and the Nanaimo Art Gallery jointly sponsored an Art in the Park pilot project during the summer of 2004. This was offered on four different weekends throughout the summer and involved artists from four different local art groups. The objectives of this project were:

- ◆ To provide an additional attraction/activity to encourage more people to the downtown area.
- ◆ To provide an opportunity along the waterfront where the public and visitors could enjoy seeing original art and possibly purchase the work.
- ◆ To facilitate greater co-operation amongst the art groups and artists.
- ◆ To promote increased cultural activity and awareness within Nanaimo.

The Nanaimo Art Gallery volunteered to co-ordinate the project in 2004 on a trial basis. The project did an excellent job of enhancing community awareness of the high quality of our local artists. At the end of the summer, the recommendations by the Nanaimo Art Gallery included:

- ◆ The project had significant benefits for the art community and downtown.
- ◆ Find a different location in or out of Swy-A-Lana Park.
- ◆ Identifying one individual to clearly take charge of the project and administer it.
- ◆ Provide time to handle the administration function.
- ◆ Provide on-site supervision for the benefit of the artists and the public.
- ◆ Gain commitment from the artists by levying a fee for displaying one weekend and/or the full summer.

DISCUSSION:

The City currently does not have staff resources to administer this program. There would be a strong commitment for success if this program were managed by an arts organization. Potential municipal funding for the "Art in the Park/Plaza" project could be made available through the Cultural Operating Grant if the Cultural Committee provides this direction. This program has the ability to become self-sustaining but would need financial assistance during its infancy up to five years. After three years financial subsidization should begin to be reduced until it is financially independent.

A copy of the proposed budget for 2005 has been attached indicating the \$3,300 are required to make this program operable for a 12 week period during the summer of 2005. The Cultural Committee needs to determine whether this project is to be prioritized and included in the recommendations to the Commission for funding in 2005.

RECOMMENDATION #1:

That the Cultural Committee allocate \$3,300 for the operation of the "Art in the Park/Plaza" project for 12 weeks during the summer of 2005.

RECOMMENDATION #2:

That the Cultural Committee recommend that the Nanaimo Art Gallery be contracted to administer the project if funding is approved.

Respectfully submitted,

Brent Meunier,
Manager of Recreation and Culture Services

Addendum #1 – 2005 Art In The Park/Plaza Provisional Budget

BM:her
2004-DEC-30 File: A3-35-1
g:\cultural committee\Art In the Park/Plaza Project Report.doc

Addendum #1

Provisional Budget
2005 Art In The Park/Plaza Project

Expenses:

Staffing – 16 weeks x 2 days x 8 hours x \$10/hour	\$2,560
Overhead and Benefits @ 20%	510

Materials, Office Supplies, Photocopying	400
Advertising & Promotion	760
Business Licence	<u>170</u>

Total Expenses: \$4,400

Revenues:

Artist Display Fees	
\$15 x 6 artists x 12 weeks	<u>\$1,100</u>

Net Subsidization Required	<u>\$3,300</u>
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Fees to Participating Artists to Produce

Projected Revenue:

Weekly	\$ 15
Monthly	\$ 50
Full Summer	\$100

REPORT TO: THE CULTURAL COMMITTEE
FROM: BOB KUHN, RECREATION AND CULTURE SUPERVISOR
RE: THE ARTSNOW CREATIVE COMMUNITIES FUNDING PROGRAM

BACKGROUND:

The Cultural Committee made a decision to develop an Arts and Culture Groups, Events and Facilities Inventory. Committee member B. Dragani put together terms of reference for this project and also presented it to the Malaspina University College MBA program for a possible student practicum project. Unfortunately there were no students interested in taking on this project. We will require an alternative method of completing this project.

Funds in the amount of \$6,000 have been requested as a Higher Level of Service in the Department's 2005 Provisional Budget for a Cultural Inventory. This request was to provide funds to establish a coordinated approach for all of the vested interest groups in maintaining an inventory of cultural events, carry out an inventory of cultural non-profit organizations in Nanaimo, and to update the inventory of facilities that would be of use for arts and cultural activities.

The ArtsNow Program (2010 Legacies Now Program) was recently announced that includes grant funds for the Creative Communities Program. One of the categories available for funding under this program is a "Cultural Scan". Eligible costs under this category include hiring consultants and / or artists with cultural mapping skills, compiling and inventory of cultural assets and needs, public meetings and communication. The program will fund up to \$10,000 of matching funds.

Applications can be submitted any time starting January 31st and the program is ongoing.

DISCUSSION:

The ArtsNow funding program is an opportunity for the City to receive matching funds for the Cultural Inventory project. An application could be submitted for up to \$6,000 from the ArtsNow Creative Communities Program making a total of up to \$12,000 available for this project. With the additional funds we may be able to expand the scope of the project to include developing a method of updating the inventory to keep all information current and to provide Internet links to cultural organizations with the additional funds. It could also include identifying the city's private cultural assets. This would provide a more comprehensive cultural scan and meet the grant requirements.

RECOMMENDATION:

That staff proceeds with an application to the ArtsNow Creative Communities Program for matching funds (up to \$6,000) to complete the Arts and Culture Inventory Project (pending budget approval of the higher service level request).

Respectfully submitted,

Bob Kuhn,
Recreation and Culture Supervisor

BK:her
2004-DEC-30 File: A3-35-1

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CANOE Your Internet Network: ... news

Sat, October 23, 2004

Building on city's creative core

By LARRY CORNIES

"If you build it, they will come," was the haunting line in Canadian writer W. P. Kinsella's 1982 novel, *Shoeless Joe*, later adapted for the silver screen as *Field of Dreams*, starring Kevin Costner.

It worked in the movie and it may well work with some sports venues -- witness the street-level popularity of London's John Labatt Centre.

But for arts organizations, things usually don't work out that way. The history of the arts in Canada is replete with examples of new or nearly new theatres or concert halls that couldn't be sustained over the long haul by their anemic tenants or partners.

Something else -- some intangible, indefinable quality -- comes into play in determining whether the arts flourish and blossom in a community, or remain the private preserve of a few dozen ensembles and their patrons.

Free Press reporter Sandra Coulson's "creative city" series this past week did a remarkable job of getting the community talking, at least if the response to the newspaper is any indication. The series probed questions about what factors contribute to a city's creativity -- in fields as diverse as culture to biotechnology -- and how London rates. Not surprisingly, the attributes that encourage and feed creativity are hard to define and, therefore, equally hard to measure.

There is increasing evidence, however, that the arts community in the London region is on the move, and it's marking its progress, not by unveiling grandiose plans for arts facilities (at least not yet), but by asking all the right questions about how the arts -- and creativity generally -- are stimulated and brought to flower.

This type of probing, studying, innovating, drafting and re-drafting is surely the most sustainable route toward redefining the city as a centre for cultural, commercial and even industrial creativity.

The two main pillars of the arts in London -- Orchestra London and the Grand Theatre -- are both recovering nicely from brushes with bankruptcy in 1999-2000, thanks in large part to the innovative community arts investment program, which both organizations praise and credit for their survival. Orchestra London this week reported a surplus of \$38,127 for the 2003-04 season; the Grand, says general manager Deb Harvey, will likewise unveil a small surplus after its board meets to look over the final numbers Nov. 1.

The arts investment program, forged by city mandarin John Winston in the heat of the financial crises at both groups in the spring and summer of 2000, pumped \$378,626 into the orchestra's coffers in the season just ended; the Grand received \$465,000 in the comparable period. The same program assisted nearly four dozen other arts entities, through the London Arts Council (LAC), with grants totalling about \$200,000.

With fewer worries about month-to-month survival, these organizations have been able to plan more confidently and think more creatively about the future: summertime shows, operas, summer festivals, other partnerships.

The trick now is to keep the momentum going -- and that's happening. The creative cities task force is busily imagining new ways to build culture and creativity in London, assisted by a working group chaired by LAC president Alan Cohen. Orchestras Canada, of which Orchestra London board president John Kennedy is vice-president, will hold its annual conference here in London next spring. Seizing that moment, the orchestra is partnering with Investing in Children to sponsor a "Creative Cities" conference here June 8-10, 2005, that will bring cultural planning expert Charles Landry and Creative Cities associate Glen Murray to town as speakers. Meanwhile, quietly and in the

C7

background, proponents of a performing arts centre for the city are continuing their homework.

It's measurable progress being made the right way for the right reasons. To turn Kinsella's line on its head: If they come, it will be built.

Well, make no mistake: They're coming.

C8

■ Coast Guard Auxiliary
Volunteers needed - C1



NANAIMO

Daily News

Saturday, Sept. 25, 2004

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Local touts tourism plan

By **VALERIE WILSON**
Daily News

A new tourism strategy announced by B.C.'s Premier Friday that includes doubling marketing funding for Tourism B.C. will likely benefit the Tourism Association of Vancouver Island (TAVI), says its president.

Dave Petryk said he expects the increase in Tourism B.C.'s marketing budget from \$25-million to \$50-million will mean more money for TAVI.

"There will be monies trickling through our organization," he said about TAVI which is based in Nanaimo.

In making the announcement in

Kelowna Friday during a speech to members of the Union of B.C. Municipalities, Gordon Campbell said the new tourism strategy will enhance marketing, resort development and community involvement in maximizing tourism assets.

"We are doubling the annual marketing budget for Tourism B.C. to help promote B.C. as the best place on earth to live, work and play," Campbell said.

Tourism B.C. is a Crown Corporation which funds the province's six regional tourism associations, including TAVI.

"This is really good news for Vancouver Island," Petryk said.

Campbell also told the UBCM it will

get a one-time grant of \$25 million this year to create its own five-year marketing plan to enhance tourism in B.C. communities.

"This will be local governments' money to administer and allocate, to invest and leverage for tourism infrastructure and marketing, and to make the most of all B.C. has to offer," Campbell said.

Campbell also used his speech to outline the province's new Picture B.C. initiative, announced earlier this year during the Speech from the Throne.

Picture B.C. will provide a library of resources, including the images, artwork and words of B.C. residents, that will be showcased in printed publications avail-

able to tourism partners for use in international marketing campaigns, promotions and investment missions.

Campbell said the province will work with the UBCM, Tourism B.C. and Legacies Now, to make the Picture B.C.'s resources available to communities to attract visitors and investors.

Petryk also praised the Picture B.C. initiative, noting it will be a great asset to have images and other resources readily available for use in marketing materials. It will also help organizations like TAVI save money.

"About \$25,000 is currently spent annually by TAVI for use of images," he said.



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NANAIMO

Daily News

Tuesday, December 14, 2004

Since 1874

(Incl. GST) 75 cents

Red's Top 10

the best of 49 years on the hockey beat



Memories stirred the soul

■ Legendary Montreal hockey writer Red Fisher has seen it all in a lifetime as one of the nation's foremost observers of our national passion. Fisher has chronicled the sport and the exploits of his stars for nearly 50 years. For the next seven Tuesdays, we'll detail Red's top 10 memories, continuing this week on Page B5.

AT A GLANCE

After consultations and study, a staff report indicates the city's downtown be developed with six guiding principles for the future of downtown development:

- Encourage living downtown.
- Improve and stabilize the downtown economy.
- Integrate and coordinate arts, culture and entertainment facilities and programs.
- Provide better linkages with downtown and the waterfront.
- Provide convenient public transportation.
- Conserve and enhance the scale and historic character of Commercial Street.

Core zoning wins OK

■ Bylaw passes second reading, moves to public consultation

By ROBERT BARRON

Cultural Committee

2005-JAN-05 Timeframe at Bowen Park Complex – Conference Room

4:15 to 6:00 p.m. Review of Cultural Grant Applications

6:00 to 6:30 p.m. Dinner Break

6:30 p.m. Cultural Committee Meeting

1. Allocation of Cultural Grant Funds
2. Remainder of the Meeting

G:cultural committee/2005-JAN-05 Meeting Timeline