



**ARTS & CULTURE ADVISORY COMMITTEE
AGENDA**

Thursday, November 5, 2020, 1:00 pm

Pages

1. ROLL CALL
2. DECLARATION OF CONFLICT OF INTEREST
3. MINUTES OF THE PREVIOUS MEETINGS
 - 3.1. February 6, 2020 - Regular 3
4. PUBLIC PRESENTATION
 - 4.1. Presentation from ARIEL 7
re. "Now is the Time to Speak Up"
Presenter: Murray Finn.
5. INTRODUCTION AND CONSIDERATION OF CORPORATE REPORTS
6. PRESENTATION OF COMMITTEE REPORTS
 - 6.1. Report from the Chair of the Arts and Culture Advisory Committee 9
Re. The Downtown Art Project Downtown Banners
 - 6.2. Report from the Chair of the Arts and Culture Advisory Committee 11
Re. Cultural Planning Sub Committee
7. OUTSIDE BOARD AND COMMITTEE REPORTING
8. UNFINISHED BUSINESS
9. PETITIONS
10. CORRESPONDENCE
11. NOTICES OF MOTION

12. ADDENDUM
13. PUBLIC QUESTION PERIOD
14. CLOSED SESSION
15. SCHEDULING OF NEXT MEETING
16. ADJOURNMENT



**ARTS & CULTURE ADVISORY COMMITTEE
MEETING MINUTES**

Thursday, February 6, 2020
4:00 pm
Committee Room

- Present: R. Baird, Member
J. Grummett, Co-Chair
S. Finamore, Member, Councilor
B. Hukezalie, Member
L. Finn, Chair
- Resources: D. Brandow, Recording Secretary
T. Dunlop, Director of Recreation & Culture, Recording Secretary
- Guests: T. Turner, Councilor
F. Perkins
C. Roberts

1. ROLL CALL

The meeting was called to order by the Vice Chair at 4:01pm.

Recommendation to conduct New Business at this point in the meeting was approved by committee.

2. DECLARATION OF CONFLICT OF INTEREST

None

3. MINUTES OF THE PREVIOUS MEETINGS

3.1 5 December 2019

Res#: 1/20

Moved By: J. Grummett

Seconded By: S. Finamore

That the minutes be accepted as corrected.

Carried

4. PUBLIC PRESENTATION

5. INTRODUCTION AND CONSIDERATION OF CORPORATE REPORTS

5.1 Coordinator of Arts & Culture Report

N/A

5.2 Director of Recreation & Culture Report

Res#: 2/20

Moved By: R. Baird

Seconded By: S. Finamore

That the Director of Recreation & Culture Report be received;

Carried

6. PRESENTATION OF COMMITTEE REPORTS

7. UNFINISHED BUSINESS

7.1 Cultural Plan

Recommendation from D. Gagnon to wait for the GIS project report from A. Vlahovich to avoid duplication of information on the Cultural map.

Committee will strike a Cultural Plan Working Group & will meet on 19 Feb from 10-12pm at City Hall.

7.2 Downtown Art

Researched AREIL to see how they approached past projects

- Reached out to artists
- Artists submitted ideas
- Artists ideas were evaluated
- 4 artists were selected

The working group will follow this model & present a call out to artist to submit ideas, samples & budget

8. CORRESPONDENCE

8.1 Letter of Resignation

Committee members thanked F. Perkins for all her great work on the committee, for the community & wished her well in her new location

9. NEW BUSINESS

9.1 Nomination / Election of New Chair & Vice Chair

Nomination of L. Finn for Chair – was accepted & all were in favour

Nomination of J. Grummett for Co-Chair – was accepted & all were in favour

10. PUBLIC QUESTION PERIOD

F. Perkins – Arts Centre update?

T. Turner – Civic Centre is being demolished & the City will be applying for a federal grant

F. Perkins – Is the Arts Centre going to be built on the same site as the Civic Centre?

T. Turner – Council has not made a decision on the location of the new Arts Centre

F. Perkins – Will funding for Arts Groups that have been displaced continue?

T. Dunlop – There is \$10,000 in the 2020 budget for support

11. ADDENDUM

12. CLOSED SESSION

13. SCHEDULING OF NEXT MEETING

The next scheduled Arts & Culture Advisory Committee meeting is 5 March 2020.

14. ADJOURNMENT

Res#: 3/20

Moved By: J. Grummett

Seconded By: B. Hukezalie

That the meeting be adjourned at the hour of 5:04pm.

Carried

Presentation to Arts and Culture/ Museum Board Meetings

ARIEL is a not-for-profit arts corporation dedicated to advocating for Artists. Because of its corporate status it is eligible to apply for grants from Provincial or Federal granting agencies.

The Project

“NOW IS THE TIME TO SPEAK UP” for a new Arts Centre

The objectives

1. To provide an open forum for all interested parties; artists, patrons and other stakeholders, to present their ideas in an effort to support the City as it moves ahead with the Arts Centre Project.
2. To identify, from the artist perspective, the opportunities an Arts Centre creates within the community.
3. To encourage sharing of information so that all parties become aware of the needs of others and develop group cohesion.
4. To assist groups in organizing their ideas in a manner that is clear, concise and constructive.
5. To prepare a comprehensive written report, outlining the information from all presenters.
6. To share the report with the City of Elliot Lake, its agents, consultants, architects or other persons who will be involved in the design and construction of the Arts Centre.
7. By registering all interested parties, we will determine how large the support group is within the community.

At this point we are still getting the elements in place.

1. Approaching interested groups to ascertain their interest.
2. Applying for an NOHFC Grant to hire an intern for one year to act as our Communications officer.
3. Arranging work spaces, meeting spaces
4. Establishing a financial structure that will enable us to continue.

Phase One

Will identify all interested parties. At present we have contacted the ones we know. We may identify others who would benefit from an Arts Centre.

Phase Two

We will host a series of public meetings so groups can be apprised of our plan and begin sharing their ideas.

Phase Three

We will work with each group closely to help them determine what they want and record their concepts into a logical, readable report.

Phase Four

We will share all these reports so everyone can understand the complexity of the problem. This will help them realize that we cannot afford everything people want.

Phase Five

We will encourage them to pare down their “want list ” to a “needs list” then we will create a final report.

Phase Six

We will share our report with City Council, its agents, consultants and anyone involved in the design process.

Murray Finn
ARIEL President

DOWNTOWN ART PROJECT – BANNER COMMITTEE REPORT 2020

The working committee originally consisted of Fran Perkins, Linda Finn, Julie Merk, Barb Hukezalie, & Jay Smith, with Claire Nolan from Sarich’s as a downtown business advisor and Kate Matuszewski as representative from the City.

Over the course of several meetings, many ideas were discussed. With Fran leaving the community and Kate on sick leave, and time slipping away, the committee decided to proceed with a banner project to beautify the downtown area and showcase local artists.

Early in February 2020, the committee established a call for entry with guidelines and a template for the banner design and asked that they be posted on the City’s website. Theme for the Banner Project was “Our Town—past, present or future”. Due to the pandemic, this information was not posted on the website until May. Entries were accepted online and at the Museum Office in the Hillside Plaza.

The committee decided to proceed with the project with a deadline of June 15.

After all of the entries were received, **37 were selected for printing** by Flags Unlimited in Barrie, ON. 12 of the selected designs were by children and youth, with the youngest being 3 years old.

Entries were scanned and modified to meet the file requirements for Flags Unlimited.

Because of the pandemic, the turn-around time for delivery of the banners was not the usual 5 – 7 days, but 3 weeks.

Public Works indicated there were 19 lamp posts along Ontario Ave. that could accommodate banners 24 X 36” and 18 posts along Hwy 108 that could accommodate banners 28” X 57” for a total of 37 banners.

NOTE: there are additional poles with hardware that were not accounted for when the committee requested the number of poles:

Upper Plaza

1 pole with 4 hangers

1 pole with 2 hangers

Saskatchewan Rd.

3 poles with 1 hanger each

Lower Plaza Parking (in front of Deli)

3 poles with 2 hangers each

4 poles with 4 hangers each (in front of ELNOS)

1 pole with 2 hangers by Royal Bank

1 pole in front of City Hall on Ontario Ave.

37 banners were printed for the City of Elliot Lake.

ELRL asked to have an additional 13 printed for the lamp posts around their office and the hotel.

Total cost for all 50 banners was \$6657.03.

Banners were installed along Hwy 108, Ontario Ave. and 2 at the Bank of Nova Scotia Plaza the last week in July. The 2 banners at the Bank of Nova Scotia looked the best: they did not compete with hanging flower pots, and they were the right size and height for the post.

Ribbon-cutting Ceremony was organized for July 31 with Mayor Dan, Dan Gagnon, and Carol Hughes, Darla Hennessey in attendance. Artists and their friends and families attended. Julie Merk was the M.C. and Barb Hukezalie organized the ribbon cutting. Name tags with for artists were distributed so that people knew what design belonged to which artist.

Information about each banner and an artist's bio was created and put up on the City's website so that visitors could find out more about each banner.

The committee received many compliments about the banners.

RECOMMENDATIONS

- Banners along Ontario Ave. were partially hidden in the hanging flower pots. If the City intends to use the banners next summer, perhaps one flower pot only could be hung to make room for the full view of the banners.
 - It would be helpful if we knew what colour the flowers might be so that banners could be colour co-ordinated as well.
 - Banners along Hwy 108 could be larger for visibility, or hung lower, if possible.
 - Additional hardware should be ordered as there may be some that are broken or missing.
 - Mining history banners would compliment the Miner's Memorial area.
 - Need to stress to artists entering designs that they should be big and simple and bright!
 - Some artists didn't use the template or recommended size and layout, submitting horizontal designs instead of vertical.
 - Originality and imagination should be stressed in guidelines.
 - In some other cities, extra banners have been printed to hang in schools.
 - Requests to purchase banners for a home or cottage have come to the attention of the committee. This would need the permission of each artist.
 - **The City should pick a few of the banner designs to print as greeting cards or postcards for visitors and residents to purchase.** This would also need the permission of the artist.
 - Retirement Living has indicated that they wish to have winter-themed banners printed for their property. **The committee recommends that "Winter Fun" be the next theme and that the Call for Entry be published on the City Website ASAP.**
- Winter sports, wildlife, recreation and nature would be the inspiration.

CULTURAL PLANNING SUBCOMMITTEE

OUR VISION

To keep the Arts and Culture community alive to work toward establishing a new workable, sustainable facility.

OUR PURPOSE

To create a comprehensive guideline to advise City's elected officials that they may lead by example and show the value of arts and culture in the community.

GOALS

1. Seek feedback from several of the arts and cultural community to see what their wants and needs would be.
2. Work towards setting goals and looking for funding to hire a consultant to do a cultural plan.
3. Advise the City on what we are looking for to be able to proceed and plan for a facility that is workable for the arts and culture community.
4. Draft a proposal that outlines our vision, roles, strategies, and partnerships.

PREVIOUS MINUTES

MARCH 20, 2020

PRESENT

Barb Hukezalie, Jackie Grummett, Linda Finn and Joanne Jarvis recording secretary

NOTES

1. The City's elected official's need to lead by example and show the value of arts and culture in the community
2. Murray Finn has applied for a grant to get an intern to organized all the information he will be gathering from all the arts and culture groups.
3. Jackie brought in information on cultural planning from the communities of Blind River, North Bay, Sudbury and Sault Ste. Marie and she highlighted the information she thought relevant to our cultural planning.
 - a) Blind River – To provide a cultural, recreation and learning resource for the residents of Blind River and surrounding area from Thessalon to Spanish; to research, preserve, exhibit, store and interpret the Town's logging and lumbering heritage and the social histories of its people for future generations

- b) Sudbury – The need for increased arts marketing, for promoting the value of the arts. Support for reaching new audiences. Access to “new” spaces (to create, rehearse, present, exhibit, film, record, etc.), by building new venues or adapting existing spaces. Access to professional development.

The elected officials and decision-makers at the City need to grasp the true value of arts, culture and heritage for those sectors to thrive. They need to reflect on their priorities, align their economic and cultural discourses and invest appropriately. And most of all, they need to be present, to take part in local arts, cultural and heritage activities, in order to lead by example.

If we want more people to think arts are important, we need the city to give that example. The arts are really valuable, as much as the roads are.

The arts, culture and heritage communities will only buy into the City’s new Cultural Plan if they have a say in its development and implementation. To allow them to further contribute to the design of the Cultural Plan, to take ownership of it and to become its advocates. Focus on local youth.

On the funding side, these included securing the availability of municipal funds with a context of competing priorities (clean water, roads) and the need for provincial or federal funds to supplement municipal investment. Low levels of awareness of the value of cultural plans among senior staff, elected officials and the community was also cited.

Such policy does not address the need for spaces for the diffusion of art, nor does it attend to the lack of means for artistic training.

Focusing mainly on tourism through the events and festival’s, Sudbury’s cultural policy promises little to attract or retain cultural industries such as film or publishing. Regardless of their alleged aim to provide support for the arts, there are very few measures that are aimed at artists and at the possibilities of an authentic and rich artistic experience in remote/rural communities. Beyond recognition, artists do not benefit from those policies.

- c) Sault Ste. Marie – Has maintained a more traditional approach in cultural policy formulation and implementation: one that is artist-led rather than market-led; one that views artists as subjects of cultural policy rather than as its implementers.

Heritage Sites

Sault Ste. Marie currently has 38 designated heritage properties which include building, plaques and monuments. Most of these are found in the downtown core or in nearby neighbourhoods where most of the early development of the City took place.

The importance of these designated properties to the cultural fabric of the City cannot be overstated. The conservation of our heritage sites helps revitalize, stabilize and enhance the character of our community.

- d) North Bay – A strong focus was placed on reaching out to the community through a variety of channels to help shape the vision and directions for the Cultural Plan.

Formation of the Cultural Roundtable

Public art plays a powerful role in public realm enhancement and can draw people and investment

The benefits of collaboration and co-location in providing artists and creative practitioners with opportunities for knowledge sharing, networking, sharing of skills and resources, continuing professional development, and social and mutual support. According to the report these include:

- Multi-use hubs that integrate arts, culture and heritage, and library facilities to share resources and operation costs, and to develop strategic partnerships
- Cultural or creative incubators that offer platforms of support for creators and enable connection, production and networking among creators and with the public
- Multi sector convergence centres that are designed to maximize socialization, networking and ‘random collisions’ and thus become major connecting hubs and economic engines in communities

The idea of cultural or creative incubator facilities offer opportunities for co-location of creators and creative industries that support synergies, connections and collaboration among creators but also combined with some programming space that supports interaction with the public.

They speak of them as “dedicated and specialized platforms for collaboration, these centres leverage investment at the intersection of place, culture, technology and entrepreneurship to generate multiple dividends of economic and social value.” They talk about hubs being dependent on a mixture of ‘hard infrastructure’ (physical facilities, meeting spaces, shared administrative services, etc.) and ‘soft infrastructure’ (the cultivation of relationships and networks).

4. The group will be looking into the following communities’ cultural plans:
- a) Barb Hukezalie – Huntsville, Kirkland Lake, and Wawa
 - b) Jackie Grummett – Gravenhurst, Owen Sound, Kapuskasing, and New Liskeard and Haliburton
 - c) Linda Finn – Bracebridge, Cochrane and Atikokan

5. Our next meeting will be in the Boardroom at City Hall on April 16, 2020
@10:30am