



**CORPORATION OF THE TOWNSHIP OF ESQUIMALT**

**MINUTES  
ARTS, CULTURE AND SPECIAL EVENTS  
ADVISORY COMMITTEE**

Wednesday, May 6, 2009

7:00 p.m.

Council Chambers, Municipal Hall

**PRESENT:** Councillor Bruce McIldoon  
Councillor Meagan Brame  
Janet Jones – Chair  
Norm Swan – Vice Chair  
Nick Brame  
Avrille Gosling

**STAFF:** Karen Hay – Planning Technician  
Deborah Liske – Recording Secretary

**GUEST:** Gary McCartie – Tourism Project Manager

**REGRETS:** Moira Tait  
Barbara Snyder – Director of Development Services (Staff Liaison)

**1. CALL TO ORDER**

Chair Jones called the meeting to order at 7:00 p.m.

**2. LATE ITEMS**

There were no late items.

**3. APPROVAL OF THE AGENDA**

Moved by Councillor Brame, seconded by Nick Brame, that the agenda of the Arts, Culture and Special Events Advisory Committee meeting of May 6, 2009 be approved as presented.  
The motion **CARRIED**.

**4. MINUTES**

Moved by Nick Brame, seconded by Norm Swan, that the minutes of the Arts, Culture and Special Events Advisory Committee meeting of April 1, 2009 be approved as presented.  
The motion **CARRIED**.

**5. OLD BUSINESS**

- (1) Work Plan Discussion  
(a) List of Current Events in Esquimalt

Chair Jones reviewed the list of current events happening in Esquimalt.

Committee members discussed the development of a calendar of events in Esquimalt. Key points of the discussion noted that the calendar would need to be:

- regularly updated with upcoming events;
- include a simple explanation of each event;
- improve / increase contact information;
- posted on municipal website; and
- distributed to the Tourism Project Manager.

Moved by Councillor McIldoon, seconded by Councillor Brame, that the Arts, Culture and Special Events Committee recommends that:

1. A Township of Esquimalt Calendar of Events be developed that will highlight and promote events in Esquimalt;
2. The municipal website and Tourism Project Manager be utilized to advertise the calendar of events; and
3. The Arts, Culture and Special Events Advisory Committee be provided with the opportunity to provide input into events to be included in the calendar.

The motion **CARRIED**.

Committee members requested receiving an updated event list at each meeting.

(2) Sub-committees

Chair Jones reviewed the work plan discussion from the April 1, 2009 meeting and suggested committee members develop a prioritized list of events to be involved in.

(3) Buccaneer Days  
(a) Event

Committee members discussed including an art display / exhibit at Buccaneer Days. It was noted that space in the curling rink can be utilized at no cost.

Councillor McIldoon and Councillor Brame will make enquiries to determine if any other organizations, including the Esquimalt Painters Club and Esquimalt Photography Club, are planning to host a display / exhibit. It was noted that musicians can also participate.

Committee members discussed the need for an event to happen on the Friday night of Buccaneer Days. It was suggested that an event / concert take place at Ecole Victor-Brodeur theatre. Councillor McIldoon will enquire if the theatre is available and can be utilized and also if any bands are interested in participating. It was noted that committee members would be required to assist at this event.

(b) Parade  
a. Esquimalt Jazz Band  
b. Flat Deck for Float

Nick Brame reported that he will be contacting the Esquimalt Jazz Band to determine if they are interested and available to participate. Norm Swan will make enquiries for a flat deck.

(4) Fall Event (Fall Arts Harvest)

Committee members discussed hosting an event in early to mid October in the recreation centre.

Chair Jones provided the committee with an overview of the 2008 Spring Awakening event hosted by the former Cultural Advisory Committee. Key points included:

- advertised a call-out for artists and received a good response;
- event took place at municipal hall in Council Chambers, Wurtele Room and foyer on a Sunday from noon to 4:00 p.m.;
- invitations distributed;
- advertised in local newspaper, on municipal website and created posters for display in community;
- background music provided by a guitarist;
- honorariums provided to artists that displayed their work;
- event was well attended;
- artists were very appreciative of event and turn out;
- contact list of participating artists is available to utilize for future events.

Committee members continued discussion for a fall event. Key points included the following:

- 2009 event will be referred to as a Fall Arts Harvest until a formal name is determined;
- subcommittee will determine where, date and outreach;
- noted that costs are associated for advertising, mail outs, honorariums and light refreshments;
- utilize municipal newsletter to advertise;
- utilize rooms and areas in recreation centre;
- encourage Esquimalt High School art class / youth artist participation.

Chair Jones and Norm Swan will arrange to meet with Jeff Byron, Manager of Recreation to determine availability of facilities in order to confirm a date for the event. Avrille Gosling noted a willingness to assist in development of the event.

Committee members discussed the following additional items from the April 1, 2009 work plan discussion.

#### Spring Garden Tour in 2010 and/or Art in the Park 2010

- include Esquimalt Gorge park; Japanese gardens; Macaulay park – Councillor McIldoon will review this concept with the Parks and Recreation Advisory Committee);
- invite Esquimalt Garden club, volunteer groups from Saxe Point, Gorge and Rockheights areas to participate;
- determine date for event;
- determine dates of other garden tours in region to eliminate conflict;
- outreach would need to start shortly;
- incorporate a walking garden tour;
- development of walking map for tour.

#### Esquimalt Art Lending Library

- develop an art lending library to showcase revolving art in municipal buildings to expose more people to art and provide artists with more exposure;
- Councillor Brame will review the municipal public arts policy to determine if this is possible within the scope of the policy.

#### Walking Events

- discover Esquimalt by walking around;
- reintroduce “volksport”/international type walking routes;
- develop walking maps that include distances;
- develop distinct routes with information about the area of the walk, highlights of the walk, rest stops, etc.;
- develop walking tour for celebration of lights / caroling.

The committee determined that they would prioritize their work plan in the following order:

1. Buccaneer Days
2. Fall Arts Harvest
3. (a) Spring Garden Tour in 2010
3. (b) Art in the Park 2010
4. Esquimalt Art Lending Library
5. Walking Events

- (5) CRD Grant Application
  - (a) CRD Arts Development Project Grants

Chair Jones reported that the CRD Arts Development Project grants are only available to non-profit societies that have programming in the arts as their primary mandate and purpose. The Arts, Culture and Special Events Advisory Committee does not fall into that category.

(b) Community Arts Council of Greater Victoria Community Municipal Arts Grants

Chair Jones reported that the Community Arts Council of Greater Victoria has a Community Municipal Arts grant program that awards four municipalities in the CRD \$500 annually to promote arts and artists in their region. Unfortunately, the Esquimalt Lantern Festival has already applied for the grant for our region.

Councillor McIldoon suggested that the committee apply for the Parks and Recreation community events funding. Councillor McIldoon will enquire if the committee is eligible.

Gary McCartie, Tourism Project Manager suggested an event unique to Esquimalt that celebrates all the arts; visual, dance, theatre, music, media; including professional, amateur and students. Mr. McCartie further noted that the event would need to be different and of a larger scale; at least a full day or possibly two days and could include guest speakers. It was suggested that the event be called a “Cornucopia of Art” or “Autumn Harvest of Art”.

(6) Public Art Policy

Chair Jones requested that committee members review for any required updates and bring back to the next meeting.

**6. NEW BUSINESS**

(1) Introduction of Esquimalt Tourism Manager

Gary McCartie was successfully awarded the contract to provide services as the Tourism Project Manager for the Township of Esquimalt.

Mr. McCartie has a background in story telling using media and will be working on developing opportunities for Esquimalt to promote itself. Esquimalt needs to determine how it sees itself now, what changes are needed in its presentation, what it wants for tourism and what Esquimalt wants to present. Esquimalt is unknown to many and needs to promote the assets that it does have, and do that well. Establishing Esquimalt as a community that celebrates the arts would be a wonderful opportunity to promote and celebrate the community.

**7. ADJOURNMENT**

The meeting adjourned at 9:04 p.m.

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Janet Jones, Chair

This 3<sup>rd</sup> day of June, 2009