



# CORPORATION OF THE TOWNSHIP OF ESQUIMALT

## MINUTES

### ARTS, CULTURE AND SPECIAL EVENTS ADVISORY COMMITTEE

Wednesday, November 3, 2010

7:00 p.m.

Council Chambers, Municipal Hall

- PRESENT:** Norm Swan – Chair  
Moiria Tait – Vice Chair  
Councillor Bruce McIldoon  
Councillor Meagan Brame  
Nick Brame
- STAFF:** Barbara Snyder – Director of Development Services (Staff Liaison)  
Karen Hay – Planning Technician (Staff Liaison)  
Deborah Liske – Recording Secretary
- REGRETS:** Charles Lavoie  
Avrille Gosling

#### 1. CALL TO ORDER

Chair Swan called the meeting to order at 7:01 p.m.

#### 2. LATE ITEMS

There were no late items.

#### 3. APPROVAL OF THE AGENDA

Moved by Vice Chair Tait, seconded by Nick Brame that the agenda of the Arts, Culture and Special Events Advisory Committee meeting of November 3, 2010 be approved as presented.  
The motion **CARRIED**.

#### 4. MINUTES

Moved by Councillor Brame, seconded by Nick Brame that the minutes of the Arts, Culture and Special Events Advisory Committee meeting of October 6, 2010 be approved as presented.  
The motion **CARRIED**.

#### 5. OLD BUSINESS

- (1) Purchasing Art Stands / Displays

Committee members discussed how they wanted to proceed with purchasing art stands / displays.

Moved by Councillor Brame, seconded by Vice Chair Tait that the Arts, Culture and Special Events Advisory Committee not proceed with purchasing art stands / displays at this time.  
The motion **CARRIED**.

- (2) Discussion of Oct. 24<sup>th</sup> Harvest of the Arts

Vice Chair Tait acknowledged the work of Karen Hay, Staff Liaison in assisting with the organization of the event.

Committee members discussed the success of the event and suggestions for 2011 which included:

- Email artists a copy of poster to forward to their contacts
- Advertising is key – increase advertising – consider utilizing both paid and unpaid advertising
- Advertise on outdoor reader boards at Recreation Centre and Sports Centre
- Snacks for artists purchased from Tim Horton's – great selection
- End event at 3:00 p.m.
- Entertainment – highland dancers and singers were a great choice and having at end of event is a good idea
- Include SNAP magazine in press release list
- Include a fall harvest display
- Consider expanding into gymnasium
- Improvement from last year; increase in size; artist participants and attendance

Councillor McIldoon acknowledged Recreation Centre Custodial Maintenance worker, Rick Martin for an exceptional job in assisting with the set-up, moving around and dismantling of tables for the event.

## **6. NEW BUSINESS**

### (1) Creative Cities 2012 Conference

Barbara Snyder, Staff Liaison reported a tentative agreement is in place to host the Creative Cities conference (Creative City Summit) in Victoria in the Fall of 2012. Victoria, Saanich, Esquimalt and Oak Bay would be co-hosts of the two day event. The conference will likely include bus tours or walking tours to view public art in the 4 host municipalities. It is expected that a request will be made for a monetary contribution from the municipality. Ms. Snyder noted the overall conference is organized by Creative City Network of Canada but the host city(s) would be responsible for organizing and hosting an event for the opening ceremonies.

Ms. Snyder further noted the 2011 conference will be taking place in London, Ontario and it may be beneficial for an individual to attend the conference to gather information.

Note by Staff Liaison: The CCN conferences and summits are intended for municipal staff and members of arts organizations. Elected officials are not usually in attendance.

## **7. REPORTS FROM SUB-COMMITTEES / WORK PLAN ITEMS**

### (1) Fall Harvest of Arts

Discussed under item 5 (2).

### (2) Celebration of Lights

Councillor Brame reported on the following:

- Celebration of Lights float will be participating in the Island Farms Christmas parade
- Have five snowball costumes in total
- Website is up and running
- Continuing to sell t-shirts to raise money
- Light up contest will be taking place again this year
- Currently exploring options to enhance the exterior of Archie Browning Sports Centre; possibly projecting holiday scenes on wall
- Festivities are scheduled to take place on Tuesday, December 7<sup>th</sup> starting at 6:00 p.m.

- Parade starts at the intersection of Canteen and Lyall Street and will proceed along Lyall Street to Admirals Road; Admirals Road to Esquimalt Road; and Esquimalt Road to the Archie Browning Sports Centre
- Hotdogs and hot chocolate will be available for the public

(3) National Children's Day Event

Councillor Brame reported the planning of the November 20<sup>th</sup> event at the Recreation Centre is moving forward with activities such as face painting, kindergym, crafts, art displays and a free swim.

(4) Seniors Spring Tea and Concert 2011

Vice Chair Tait reported the atrium at the Recreation Centre has been booked for Saturday, April 9, 2011.

Committee members discussed suggestions / ideas for the 2011 event which included the following:

- Invite the highland dancers and Victoria Operatic Society to perform
- Invite the town crier to participate
- Contact Shaw Cable to showcase the event
- Include program cards on tables
- Determine if rentals will be needed (tablecloths, china cups, saucers, plates, cutlery, etc.)

(5) Art in the Park

This item will be discussed in 2011 once committee appointments are completed.

**8. REPORT FROM STAFF LIAISON**

No report

**9. COMMITTEE MEMBER ANNOUNCEMENTS / REPORTS**

Councillor Brame reported she spoke with Eleanor Calder of the Esquimalt Lantern Festival Society and Ms. Calder noted her appreciation of the committees' suggestion of utilizing Fleming Beach as an alternate location but noted it would not be suitable due to topography challenges.

**10. NEXT MEETING**

The next meeting of the Arts, Culture and Special Events Advisory Committee will take place on Wednesday, January 5, 2011.

**11. ADJOURNMENT**

The meeting adjourned at 7:59 p.m.

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Norm Swan, Chair

This 12<sup>th</sup> day of January, 2011