



CORPORATION OF THE TOWNSHIP OF ESQUIMALT

A G E N D A **ARTS, CULTURE AND SPECIAL EVENTS** **ADVISORY COMMITTEE MEETING**

January 12, 2011

7:00 p.m.

Wurtele Room, Esquimalt Municipal Hall

1. CALL TO ORDER

2. LATE ITEMS

3. APPROVAL OF THE AGENDA

4. MINUTES

- (1) Minutes of the Arts, Culture and Special Events Advisory Committee meeting, November 3, 2010 Pg. 1 – 3

5. INTRODUCTIONS

6. NEW BUSINESS

- (1) Review of Committee Terms of Reference (TOR)
- (2) Membership List Contact Information
- (3) Committee Member Interests – What Each Member Brings to the Table
- (4) Meeting Schedule Dates and Times
- (5) Agenda Items and Distribution
- (6) 2010 Year End Report
- (7) Work Plan Discussion
- (a) Jane's Walk
- (8) Esquimalt High School Fine Arts Evening, January 18, 2011, 7:00 p.m.

7. REPORTS FROM SUB-COMMITTEES

- (1) Fall Harvest of Arts
- (2) Celebration of Lights
- (3) National Children's Day Event
- (a) Report from Councillor Brame
- (4) Seniors Spring Tea and Concert 2011
- (5) Art in the Park

8. REPORT FROM STAFF LIAISON

9. COMMUNICATIONS

(1) Thank You Card from Esquimalt Lantern Festival

10. COMMITTEE MEMBER ANNOUNCEMENTS / REPORTS

11. NEXT MEETING

12. ADJOURNMENT



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. 24th 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 7th 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 20th 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.

, Chair

This day of January, 2011

National Child Day -Debrief – Meagan Brame

- The day was a great success – larger numbers than an average Kindergym day so our advertising must have worked. – I also did a last minute push on KidsinVictoria website and on Facebook. Not sure where all Regan advertised but I also sent it out to a variety of the child care centres in Victoria.
- I would say at least 300 came through this event.
- National Child Day is always on the 20th of November but I feel that we need to keep it on a weekend and by linking it with Kindergym we have a built in audience to start with.
- The food was just right – mini muffins and juice boxes where easy for all to use and left less mess than larger muffins might have. Coffee was also well received by many.
- Having the crafts set up in Pioneer A room was great as it spread out the events. Allowed regular patrons of the Recreation Centre some quiet space in the Atrium.
- Maybe if we can get the library on board sooner next year we could set up the Fernhill Room with chairs etc and make that a storytelling room.
- The facepainter was well received and we might want to think about having two as there was a lineup. I give the children credit though – they waited very patiently. They sat in the atrium on chairs eating muffins and drinking juice.
- I think next year I will push the schools and daycares harder for art as it looked great on the walls and many did take the time to look. Macaulay and Saxe Point Daycare were the only ones to send along art.
- The line we hung in the atrium to hang the art from was a GREAT idea and made it very simple – this is a concept that could be done more and easily done if planned for. The hooks for the wire could go in a variety of places and wire hung at time of the event and many other events may find it useful.
- A banner for this event would make it more obvious what we were celebrating. Maybe a group can support that plan for next year.
- This event has some possibility for 2012 Centennial Celebrations – could have games played in 1912. Clothing worn in 1912 and toys played with. Could run similar to this year but have some interesting displays of the children of 1912.
- Really believe this is something that is doable in future years for sure.