



CORPORATION OF THE TOWNSHIP OF ESQUIMALT

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

February 1, 2012

7:00 p.m.

Council Chambers, Esquimalt Municipal Hall

1. **CALL TO ORDER**
2. **INTRODUCTIONS**
3. **LATE ITEMS**
4. **APPROVAL OF THE AGENDA**
5. **ELECTION OF INTERIM CHAIR**
6. **MINUTES**
 - (1) Minutes of the Arts, Culture and Special Events Advisory Committee meeting, October 5, 2011 Pg. 1 – 4
7. **OLD BUSINESS**
 - (1) 2011 Year End Report
8. **NEW BUSINESS**
 - (1) 2012 Creative City Summit Sponsorship Pg. 5
9. **WORK PLAN ITEMS / REPORTS FROM SUB-COMMITTEES**
 - (1) Fall Harvest of the Arts
 - (2) Art in the Park (2012)
 - (a) Molly Newman and Bob Williams – Community Arts Council of Greater Victoria
 - (3) Centennial Seniors Spring Tea and Concert (2012)
10. **REPORT FROM STAFF LIAISON**
11. **COMMITTEE MEMBER ANNOUNCEMENTS**
12. **NEXT MEETING**
13. **ADJOURNMENT**



CORPORATION OF THE TOWNSHIP OF ESQUIMALT

MINUTES

ARTS, CULTURE AND SPECIAL EVENTS ADVISORY COMMITTEE

Wednesday, October 5, 2011

7:00 p.m.

Council Chambers, Municipal Hall

PRESENT: Councillor Meagan Brame
Michael Newson – Chair
Jordan Hockey– Vice Chair
Maira Tait
Jamie Speirs
Pamela Martin

STAFF: Barbara Snyder – Director of Development Services (Staff Liaison)
Karen Hay – Planning Technician (Staff Liaison)
Deborah Liske – Recording Secretary

REGRETS: Councillor Bruce McIldoon
Charles Lavoie
Norm Swan

1. CALL TO ORDER

Chair Newson called the meeting to order at 7:02 p.m.

2. LATE ITEMS

There were no late items.

3. APPROVAL OF THE AGENDA

Moved by Councillor Brame, seconded by Jamie Speirs that the agenda of the Arts, Culture and Special Events Advisory Committee meeting of October 5, 2011 be approved as presented.
The motion **CARRIED**.

4. MINUTES

Moved by Councillor Brame, seconded by Vice Chair Hockey that the minutes of the Arts, Culture and Special Events Advisory Committee meeting of July 6, 2011 be approved as presented.
The motion **CARRIED**.

5. NEW BUSINESS

(1) Pioneers Tea and Centennial Launch

Maira Tait requested input / clarification on the name for the 2012 centennial tea. Committee members agreed to keep it the same with the exception of adding centennial at the beginning – Centennial Seniors Spring Tea and Concert. April 21, 2012 is booked for the date and attendance will be capped at 100.

(2) Cultural Forum – Future Item to Consider for Work Plan

Barbara Snyder, Staff Liaison, reported she had received the suggestion the Township consider hosting a cultural forum. The suggestion did not include details as to the type of forum. Ms. Snyder noted the Township has hosted a lecture series and events to highlight and promote local artists in the past.

Moved by Councillor Brame, seconded by Moira Tait that the report be received for information.
The motion **CARRIED**.

(3) 2011 Year End Report

Committee members were reminded of the requirement to present a year-end report to Council each year and to take some time to consider items to be included.

6. WORK PLAN ITEMS / REPORTS FROM SUB-COMMITTEES

(1) Fall Harvest of the Arts

The rooms are booked for October 23rd and the event will take place from 11:00 a.m. to 3:00 p.m. Artists have been instructed that set-up starts at 9:30 a.m. (Councillor Brame, Barbara Snyder, Chair Newson, Vice Chair Hockey, Moira Tait and Karen Hay will assist with set-up). Councillor Brame will pick-up snacks and refreshments for the artists. To date 13 artists have rsvp'd, the Highland Dancers will be performing and Redmond O'Colonies will be singing and storytelling. Posters advertising the event have been distributed in addition to the information being provided to various news boards and event listings (Lookout, Snap, Times Colonist).

It was suggested the Victoria Operatic Society be invited to perform and Senior Living and Focus Magazine be provided with information about the event. Karen Hay, Staff Liaison will forward the invitation and information. Committee members also discussed purchasing advertising to promote the event.

Moved by Councillor Brame, seconded by Pamela Martin, that the Arts, Culture and Special Events Advisory Committee do not purchase paid advertising space for the 2011 event but include a question on the evaluation form asking if participants would like the committee to purchase paid advertising in the future.

The motion **CARRIED**.

(2) Art in the Park (2012)

Pamela Martin provided the committee with an update on the planning for the 2012 Art in the Park event. Key points included:

- English Inn will charge a nominal fee of \$500
- Outdoor tent from an event the day before is available for our use
- Will need a budget for professional performers (six professional groups should be sufficient)
- Staging requirements and source will need to be determined and organized
- Sound requirements and quote needed
- Need advertising budget
- Invite Town Crier

Committee members discussed the carry-over of unused committee budget funds for utilization in 2012 for the Art in the Park event. Barbara Snyder, Staff Liaison will clarify with the Finance Department and report back to the committee. Ms. Snyder will also enquire if there are rules or requirements that must be followed for purchasing supplies and services. Ms. Snyder will also report back to the committee on this item.

It was suggested Richie Morrison, Communications Coordinator, be approached to enquire about assistance from any centennial sponsors. Pamela Martin will apply for the Parks and Recreation community events funding.

Moved by Councillor Brame, seconded by Moira Tait that the Arts, Culture and Special Events Advisory Committee approve the booking and reservation of the English Inn and Resort by Pamela Martin to host the Art in the Park event on August 12, 2012.

The motion **CARRIED**.

Ms. Martin will network at the Fall Harvest of the Arts to encourage participation at the August 2012 event. Ms. Martin recommended the event be open to artists from outside the community. Committee members discussed establishing a cut-off for receiving responses from Esquimalt artists interested in participating. After the cut-off date, participation could be opened to artists from outside Esquimalt.

Vice Chair Hockey will make enquiries for some musical entertainment for the event.

7. REPORTS ON ANNUAL COMMUNITY EVENTS

(1) Buccaneer Days

Nothing to report

(2) Lantern Festival

Councillor Brame reported the Lantern Festival was a huge success with a fantastic turnout resulting in large crowds. Councillor Brame also reported she received feedback that the Torch performers created a slight bottleneck and it was suggested they be at the beginning or end of the procession.

(3) National Children's Day Event

Councillor Brame reported the food for the event is being supplied by the Esquimalt Neighbourhood House and Early Childhood Development Committee. Recreation Centre staff will be in attendance for the event and Ecole Victor Brodeur and Saxe Point Daycare will be supplying art displays. The event is scheduled for November 19th from 10:00 a.m. to 2:00 p.m. Set up starts at 9:00 a.m. Jamie Speirs, Chair Newson and Moira Tait will assist with set-up. Pamela Martin will pick-up the artwork from Councillor Brame.

(4) Celebration of Lights

Councillor Brame reported the 6th Annual Celebration of Lights parade will be taking place on December 6th starting at 6:00 p.m. Hot chocolate, hotdogs and entertainment will be available in the front parking lot of the Archie Browning Sports Centre. Councillor Brame further noted the Celebration of Lights committee is continuing to accept donations of Canadian Tire money.

8. REPORT FROM STAFF LIAISON

Karen Hay, Staff Liaison reported the lantern made for the 2010 lantern festival was recycled into a new lantern to represent this year's theme – magic. The lantern represented a shadow box with a magician pulling a rabbit out of a hat.

9. COMMUNICATIONS

(1) Letter from Trudy Van Dop, received August 8, 2011, Re: Arts & Culture Guide to BC

Moved by Moira Tait, seconded by Pamela Martin that the communications item be received.
The motion **CARRIED**.

(2) Memorandum from Marlene Lagoa, dated September 19, 2011, Re: 2012 Appointments to Advisory Committees, Commission and Board

Barbara Snyder, Staff Liaison noted appointments will be extended to ensure continuation of the committees work until new appointments can be made.

10. COMMITTEE MEMBER ANNOUNCEMENTS / REPORTS

Pamela Martin reported Zaryevka Ballet will be performing Peter and the Wolf on November 5th at the Metro Studio Theatre Stage. More information can be found at their website: www.peterandthewolf.ca.

11. NEXT MEETING

The next meeting of the Arts, Culture and Special Events Advisory Committee will take place on Wednesday, November 2, 2011.

12. ADJOURNMENT

The meeting adjourned at 8:22 p.m.

, Chair
This day of , 2012

Memo

To: Arts, Culture and Special Events Advisory Committee

From: Karen Hay, Staff Liaison

Subject: 2012 Creative City Summit Sponsorship

The Township of Esquimalt is a member of the Creative City Network of Canada, a national non-profit organization that operates as a knowledge sharing, research, public education, and professional development resource in the field of local cultural policy, planning and practice. Every year this organization hosts a summit as an educational opportunity, enabling municipal employees to network with colleagues from across Canada. Township of Esquimalt staff have had the opportunity to benefit from attendance at the summit in the past.

Township staff are also members of the CRD Municipal Arts Administrators committee. In 2010 this group made a successful offer to host the Creative City Summit in 2012. The City of Victoria is the lead with the Victoria Conference Centre being the host location. The summit is scheduled to take place on October 21 – 23, 2012. The Creative City Network organizes the summit speakers but the host municipality or region is responsible for the study tours and reception events. As the Esquimalt staff person who represents Esquimalt on the regional Municipal Arts Administrators committee I ask you to make a sponsorship recommendation to Council.

Options:

- 1. Township of Esquimalt sponsor the 2012 Creative City Summit study tours and reception events to the amount of 500.00 dollars.**
- 2. Township of Esquimalt sponsor the 2012 Creative City Summit study tours and reception events 'in kind', in the terms of staff hours for 3 days or 21 hours.**
- 3. Both of the above**
- 4. Township of Esquimalt not sponsor this event.**

Background

Through its work, the Creative City Network of Canada helps build the capacity of local cultural planning professionals - and by extension local governments - to nurture and support cultural development in their communities. By doing so, the Creative City Network of Canada aims to improve the operating climate and conditions for artists and arts and cultural organizations across the country, and the quality of life in Canadian communities of all sizes.

2012 Summit Theme: Fertile Grounds: Culture in Your Community

On the occasion of the Creative City Network of Canada's 10th year anniversary, the 2012 Summit 'Fertile Grounds: Culture in Your Community' will take a behind-the-scenes look at how communities work with local governments to be creative, and integrate culture into their long-term sustainability and economic development. This Summit will celebrate and share how communities are developing new approaches and innovative partnerships in bringing forward fresh ideas to celebrate the stories and histories of the people who live there.