

**MINUTES**  
**ARTS, CULTURE AND HERITAGE ADVISORY COMMITTEE MEETING**  
**COMMITTEE ROOM 2, MUNICIPAL HALL**  
**THURSDAY, APRIL 26, 2007 - 9:00 am**

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Present: Chair: Councillor Derman  
Members: H. Bowman; K. Bridge; P. Capek; P. Cohen; S. Gray; V. Green; A. Lansdell  
Staff: K. Kreiger, Director of Recreation; S. Hvozdzanski, Supervisor of Strategic Planning;  
C. Duncan, Research Assistant, Archives; D. Thorpe, Community Arts Specialist; I.  
Hoffmann, Sr. Committee Clerk Assistant  
Guests: Paul Gerrard, Gorge Tillicum Community Association

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**MINUTES:**

Ms. Cohen expressed concern about discussion and motion on page 2 of the minutes regarding funding for Community Arts Week.

Councillor Derman suggested that we delay sending a request to Council about funding for the Arts Celebration Week because the entire structure of special events in Saanich will undergo a comprehensive review.

- We need an organized framework with funds to be allocated on a sustainable basis. A letter to Council re funding at this time would be counter-productive.
- Current planned events, such as the Heritage Bus Tour, will not be affected this year by any policy changes.
- He assured the Committee that there will be no large cost overrun for the Community Arts Festival at Cedar Hill this coming weekend: patrons will be asked to consider making a donation at the door and other costs have been reduced, thanks to Anna Haney.

Ms. Cohen stated she understood the point Councillor Derman was making, however, she suggested rather than waiting until the policy has been amended, we should sent a blanket letter to Council, signed by all Committee members, regarding the funding of the Community Arts Event.

Councillor Derman stated:

- This is an advisory committee and he thought such a letter would be overstepping the bounds and be a little critical of Council. He suggested the matter be placed on the next agenda for further discussion.
- The Community Arts Festival will be the last major event to take place under the current framework. He has asked the Administrator that when the review takes place, the person involved consult with this Committee.

**MOTION:** Moved by V. Green and Seconded by S. Gray: "That the Minutes of March 22, 2006 be adopted."

**CARRIED**

## CRD ARTS FUNDING

### -Paul Gerrard, Gorge-Tillicum Community Association

- On July 1, the Gorge-Tillicum Association will be holding its 9<sup>th</sup> Annual Gorge Canada Day Picnic.
- This event was the concept of past president, Harry Lewis, which was wholeheartedly supported by Mayor Leonard.
- It involves road closures and community support; a few glitches regarding the road closures in initial years have been ironed out and now the event runs very smoothly.
- The Association did not ask for a lot of financial support in the first few years but as it continued to grow in size and popularity, more financial support has been forthcoming, not only from Council, but from other organizations such as free publicity in the Saanich News and the Times Colonist.
- The event, which drew a crowd of about 10,000 last year, now costs approximately \$15,000; the past few years, Saanich has supported us with a \$5,000 grant. We have been able to cover all our expenses, and still keep it a "community" event, which is very important.

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**Ken Kreiger entered the meeting**  
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- He noted that Victoria does much more than Saanich in supporting arts and cultural events. Community Associations are funded better as well – they even have staff at City Hall to assist.
- In Saanich, association members are all volunteers and we don't get enough support; eventually, people burn out as they only have so much time to give.
- It is difficult at times to get volunteers; he believes the Gorge Association is successful because there are various sub-committees within the group, such as emergency planning, land use, environment, transportation, and social activities. You need to create a level of excitement and give people a job to do.

In response to comments from the Committee, the Chair noted there is no formal policy for what constitutes a community association area; and it is not necessarily correct to assume that the larger neighbourhoods work better: Gordon Head, one of the largest areas, is floundering. He comes from a community association background and he agreed it is often difficult to attract new and enthusiastic members.

Ms. Cohen agreed that Victoria seems to have more funding available. She noted that Saanich contributes heavily to the CRD each year and yet we struggle for every single cent for events such as the Community Arts Festival. Volunteers put in many hours as a result. She would like to be able to take advantage of the CRD funding, but only registered non-profit groups can apply.

Mr. Gerrard continued:

- He attends the budget meetings and noted there has been a growing trend that non-Saanich based groups are asking support from Saanich taxpayers.
- While all of these groups are worthwhile, Saanich Council should be contributing more to Saanich-based events.

- His association is not a registered non-profit group; they have given written support on behalf of other non-profit groups seeking grants from various sources. Most application processes are quite onerous.

Councillor Derman stated that hopefully the review of special events policies will be a start to address this discrepancy, and will perhaps address the non-profit structure as well. The Grants programme is also to be examined.

## **HEALTHY COMMUNITIES – STRATEGIC PLAN PROGRESS REPORT**

Copies of the “Healthy Community” section of the Strategic Plan were distributed. Mr. Kreiger stated:

- By using benchmarks as indicators for the various initiatives, we can see that most areas have improved. In a few areas, although there may have been improvements over last year, we didn't meet the targets (eg: citizen satisfaction and citizen participation in recreation activities), and therefore the indicator is down.
- Of the 11 initiatives targeted for completion last year, three have been completed and 7 are in progress; one is under reconsideration. The Active Saanich campaign has been very successful.
- The Centennial Library at Pearkes will be completed this summer and the improvements to the fitness centre are completed; seniors are making use of the teen centre during the day.
- With respect to Fostering Livable Neighbourhoods, we had an average rating of 88% for the Quality of Life as measured in the 2006 Citizens Survey; this exceeded our target of 80%.
- Last year a partnership was established with the South Island Healthy Living Alliance to enhance community programmes. We surpassed the goal for 2006 with over \$400,000 in sponsorships and partnerships with over 170 agencies.
- A community use agreement was concluded with newly completed Royal Oak Middle School, which should be opened this fall. There will be significant community use for dance and fine arts programmes.
- Layrtiz Park improvements are 50% completed and this summer the renovations to Cedar Hill Recreation Centre will be finished. Construction of the new Arts Centre at Cedar Hill could be started in 2008; a grant has been applied for.

### **Relocation of the Archives to the Centennial Library**

Councillor Derman stated Council recently approved a \$400,000 budget to relocate the Archives to the new Centennial Library. The current space is unsuitable and there was an opportunity to take advantage of some available space at the new library.

### **HERITAGE SIGN DESIGN –Julie Lommerse**

- The Committee was asked to endorse the template for the heritage signs as shown.
- This prototype has been used for the new signs at Dodd House, and Hutchinson and

Rogers Park. The text of course will change from sign to sign, but the format would be similar.

- Staff wants to ensure that the suggested template and materials used are acceptable.
- In response to a comment that the framework for the aluminum signs did not seem strong enough and could be subject to vandalism, Ms. Lommerse noted five frames have been completed already, but changes could be considered in the future.
- The signs will be aluminum and although with sun exposure may fade over the years, they will be fairly inexpensive to replace; they will not fade like the heritage panels.
- There will be no plastic shield over the sign; this traps moisture and deteriorates the sign.
- Regarding the Hutchinson/Rogers sign:
  - some members thought too much information was crammed into the limited space and perhaps there should be two separate signs with trail maps on the back of each.
  - Sections of the data could be removed, referring readers to contact the Archives or Parks Department for more information.
  - It was also suggested that the photographs could be creatively enhanced to look more like heritage photos, perhaps with faded or scalloped edges.
- Brief discussion ensued regarding the Saanich Heritage Foundation's logo: it was noted at a previous meeting that the Foundation did not have a logo for the sign; this is the logo used on the Foundation's letterhead, which is just a modified graphic. It is not a particular building in Saanich or Victoria.

**MOTION: Moved by Ms. Lansdell and Seconded by Ms. Gray: "That the Committee endorse the template for the heritage signs in principle."**

**Carried.**

## **COMMUNITY ARTS WEEK**

On behalf of the Committee, Councillor Derman thanked Anna Haney for her tremendous hard work on the Community Arts Week celebration at Cedar Hill this coming weekend. He also thanked Pauline Cohen for arranging a great variety of entertainment for the event.

Anna Haney stated:

- This will be the 11<sup>th</sup> annual event, held for the first time in the tennis bubble, with opening ceremonies at 11:30 a.m., followed by a week-long celebration with the artists' studio tours.
- She extended a big thank you to Valerie Green for her article in the Saanich News promoting both events. The Saanich News has been a great sponsor, providing up to \$1,500 of free advertising. C-Fax has donated \$2,500 worth of free air time.
- Other major sponsors include CH-TV, Shaw Cable, and Thrifty Foods.
- We have to date 25 items for the silent auction (all donations) – including \$1,250 in dance lessons from Arthur Murray and a week in a timeshare resort near Mt. Baker.
- The artist Barbara Weaver Bosson will be doing a demonstration and an activity for children.
- Although admission is "free", we will be asking for donations; it was agreed that selective

wording would have to be used regarding the donations because the event has been advertised as a "free family event".

- Volunteers are all set to go and she hoped that all committee members will be able to attend.

## **2007 OFFICIAL COMMUNITY PLAN (OCP) REVIEW UPDATE**

Councillor Derman suggested that members review the information and send comments directly to Sharon Hvozdzanski in the Planning Department. If necessary, comments could be discussed at the May meeting, but the Planning Department has asked for all comments to be received by the end of May.

## **HERITAGE BUS TOUR**

Sandra Gray stated:

- The sub-committee met last week and arrangements are proceeding very well.
- The date of the tour is Sunday, September 16, 2007 between 1:00 p.m. and 4:30 p.m.
- The tour route will be 10 Mile Point and Cadboro Bay, with a site stop on Tudor Avenue at a house with an interesting history currently owned by artist Helen Stewart.
- Valerie Green will be the commentator on the bus and at the site.
- Afternoon tea will be at Goward House on Arbutus Road; speaker to be arranged.
- Prices haven't been set yet – depends on the cost of the bus and the tea – but it will definitely be less than last year's fee (\$30), possibly in the \$25 to \$27 range.

## **ARTS POLICY REVIEW**

Copies of the current Arts Policy together with information from Diane Thorpe "*Creating a Community Arts Strategy*" were distributed to the Committee. Ms. Thorpe stated:

- In conjunction with SCAN, two community meetings have been arranged to discuss a Community Strategy for Arts and Cultural Service Delivery.
- The meetings will be on Wednesday, May 2, 2007 at 6:30 pm in the Kirby Room, Saanich Police Station, (SCAN's regular monthly meeting), and on Wednesday, June 20, 2007, 6:30 p.m. in the seniors' wing at Cedar Hill Community Centre.
- We will be looking at opportunities for partnerships with other groups, using a similar format to the Youth and Active Aging strategies developed a couple of years ago.
- The first focus group meeting will be held today with fine arts groups.
- If committee members know of other people interested in participating, let her know.
- She hopes to have a draft prepared by September and the strategy completed by the Spring of 2008.

## LITTERARY AWARDS

Councillor Derman stated:

- Canada Post has a Literary Awards Programme for people involved in literary endeavours at a local level.
- He will make sure copies of the information about the programme are distributed to members.
- If there is someone worthy of a nomination, he encouraged members to complete the form and send it in to Canada Post.

## ADJOURNMENT

The meeting adjourned at 10:35 a.m.

## NEXT MEETING

The next Arts, Culture and Heritage Advisory Committee meeting will be held on **Thursday, May 24, 2007**, at 9:00 a.m. in Committee Room 2.

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Councillor Vic Derman, Chair

I hereby certify these Minutes are accurate.

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Committee Secretary