

M I N U T E S  
ARTS, CULTURE AND HERITAGE ADVISORY COMMITTEE MEETING  
COMMITTEE ROOM 2, MUNICIPAL HALL  
**THURSDAY, JANUARY 25, 2007 - 9:00 am**

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Present: Chair: Councillor Derman  
Members: H. Bowman; K. Bridge; P. Capek; P. Cohen; V. Green; S. Gray; A. Lansdell;  
Staff: K. Kreiger, Director of Parks and Recreation; S. Hvozdzanski, Community Planner, Planning; C. Duncan, Research Assistant, Archives; A. Haney, Special Events Coordinator; D. Thorpe, Community Arts Specialist; T. Yerrell, Marketing Specialist; I. Hoffmann, Sr. Committee Clerk

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The Chair welcomed new and returning members to the Committee and stated he is looking forward to taking part in what looks like a busy and exciting year for the Arts, Culture and Heritage Advisory Committee.

**MINUTES:** Moved by S. Gray and seconded by P. Cohen: "That the minutes of the November 23, 2006 meeting be adopted as circulated."

**CARRIED**

## **HERITAGE POSTERS**

Ms. Yerrell distributed samples of the Residential Heritage Poster for the Committee's review and feedback. There are time constraints involved in order to have the posters available for Heritage Week (February 19). She stated:

- The 18" x 24" poster, based on the previous poster designs features images of residential homes from the 1920s to 2005, depicting various types of architectural styles, from craftsman, Edwardian, Moderne, Queen Anne, Tudor, Rancher, and Vernacular.
- Two of the homes have been demolished so illustrations are used instead of photos.
- Most, but not all the homes, have a heritage designation.
- The layout is four across and five down, with a white border around each photo.
- She asked whether the Committee wants to remove the two demolished homes, and if so, should they be replaced with two more images or not.
- In response to a comment from the committee regarding the structured layout, she advised that in order for the eyes and the brain to take in a lot of detailed information, it is important to encapsulate it in a clear way, such as using a grid format with a white outline around the photos.

Ms. Duncan stated:

- The intent was not be comprehensive and show every architectural style, but highlight common styles and familiarize people with the terminology.
- In order to keep the grid even, if the demolished homes are removed and not replaced, we could remove one each of the moderne and craftsman photos – as both of these styles have two examples.
- The poster could then be reconfigured with a grid of 3 across and 5 down and the images enlarged.
- Because most of the homes are on the Heritage Registry, she didn't think it was necessary to contact the owners for permission; also, the photos were taken from the street.

Committee comments noted:

- The Saanich crest would look better at the bottom of the poster.
- One of the photos was taken at night; would be better to have a daylight photo as the house does not show well.
- The demolished homes are still important heritage structures, and the black and white images add interest.
- Questioned whether a different layout could be used for the addresses and architectural style, perhaps having the information above **or** below the photo, but not in both places.
- Members agreed the white strip should be removed at the top of the poster and keep with the same style as the bottom of the poster - burgundy background with white letters.
- Members also suggested it may be advisable to check with the property owners of the houses not on the heritage registry before printing to ensure there are no objections to using their property.

After more general discussion, it was agreed the following issues will be considered by the Heritage Poster sub-committee:

- Relocation of the Saanich logo; (noted this will depend on the policy for using the corporate logo);
- Location and size of type face for the address and architectural style; (noted it is important to ensure the print is legible; the style is more important than the address).
- Have a total of 15 images – 3 across and 5 down; final decision of images at the designer's and sub-committee's discretion.
- No border around outside of poster.
- Check with owners of non-registry houses re use of their property.
- If sufficient time, a pdf version of the final draft to be circulated to members prior to printing for information.

**MOTION: Moved by A. Lansdell and Seconded by V. Green: "That the Committee endorse the Heritage Poster, with the changes as suggested."**

**Carried.**

## **STRATEGY FOR ARTS & CULTURAL SERVICE DELIVERY**

Diane Thorpe updated the Committee on the status of the strategy and outlined the proposed work schedule for community involvement in 2007 as follows:

- To clarify the needs within the arts community and the general community, she will meet with staff, the committee, artists, partners, schools, community associations and the general public throughout the year.
- She will work with staff and the committee to get feedback, identify the areas of interest and the key stakeholders in each group – probably in March or April.
- She is also considering mapping sessions with working artists and art groups in Saanich and the CRD.
- Some of the fine arts teachers in School District No. 61 will be asked for input.
- A survey will be posted on the website and hopefully workshops can be held before the summer that everyone, including the public, will be invited to.
- She will compile the collected data during July and August and bring a report to the committee in September.
- An open house will be held in October, providing an opportunity for anyone who has not participated to date to provide feedback.
- The actual strategy will be written in 2008.

**MOTION: Moved by K. Bridge and Seconded by P. Cohen: “That the outline for the Community Strategy for Arts and Cultural Service Delivery be received for information.”**  
**Carried.**

In response to a comment from the Committee regarding the proposal for a heritage museum, Mr. Kreiger stated this would be a resource request to Council as part of the budget process. It would be a significant staff undertaking and capital expenditure, with the first step being a feasibility study. It is likely a consultant would have to be hired as staff does not have the capacity to handle a project of this scope.

## **STATUS OF ITEMS UNDER CONSIDERATION**

### a) Community Arts Week – Anna Haney, Special Events Coordinator

- The Community Arts Celebration will be on April 28 from 11:00 a.m. to 3:00 p.m. at Cedar Hill Recreation Centre in the tennis venue and it is a free community event, as always.
- The event will be the finale for Community Arts Week across the province, which starts on April 22.
- Sponsors on board to date include:
  - C-Fax (promotions)
  - News Group (providing three ads)
  - Chek-TV (pre-promotion of Community Arts Week celebrations)
  - Island Parent (half page article in the April issue)
  - Shaw TV
  - Thrifty Foods (flowers and refreshments)
  - Island Blue Print (\$210 towards poster printing costs)
- Tracey Yerrell is designing the poster and the brochure, which will hopefully be ready for review at the next meeting.
- Valerie will be doing an article in her Saanich News column in mid-April.
- Cash donations have been received from the Saanich Kiwanis (\$500) and the Saanich Lions (\$200).
- Island Display is donating \$1,200 towards the total cost of providing panels, draping cloths, etc. for the venue.
- Pacific Audio has contributed half the cost (\$640) towards the sound system.
- The event will be posted on the website and is advertised in the Saanich Active Living Guide.
- Activities arranged for children to date include print making, mosaics, collages, stamp art, recycled art, clay play.
- There will be demonstrations on rug hooking, pottery, embroidery, weaving and spinning, Chinese brush painting.
- Pauline Cohen is going to MC the event and is in charge of entertainment.

Ms. Cohen provided an update on the entertainment booked to date:

- This year there will be entertainment beginning at 11:00 a.m. and it will continue for the entire event, including the singing of O Canada for the first time.
- Entertainment will include school choirs, fiddlers, flamenco, jazz and hip hop dancers.
- Performers will be of all ages, including young children.
- The stage area will be larger this year and she will try to ensure that performances are no longer than 15 minutes and are kept on schedule.

Ms. Haney continued:

- The mayor is scheduled to speak at 11:30 a.m., together with Councillor Derman.
- She has over 35 artists registered to date to display their artwork which includes everything from Chinese brush painting to weaving and spinning.
- Last year, we only had 15 artists; she hopes to have 40 this year.
- The Saanich Heritage Panels will also be displayed.
- Volunteers are needed for the silent auction – even 30 minutes would be helpful.
- Donations are also needed. She noted quality, arts-related items are preferred over quantity – but agreed they could include gift certificates for restaurants, bed and breakfasts, hotels, passes to cultural events and venues (eg: Art Gallery), as well as wine and chocolate, etc. which could be made into gift baskets.
- Donors should keep in mind this is not a garage sale, however.
- Last year over \$1000 was raised.

General discussion ensued, noting that we need to get lots of people there for the opening event and before the Mayor's speech. Suggested that free coffee and donuts could be offered for the first 100 attendees, or have a piper for the opening ceremony. Ms. Cohen stated the sub-committee has already thought about some of these things.

Another suggestion was to contact the Lieutenant Governor to see if she would attend; Councillor Derman offered to follow up on this.

## **Artists Studio Tours**

Ms. Haney noted that there are seven tours scheduled this year as noted below. Tours are limited to two per weekend.

- Gorge and Cordova Bay – April 26 and 27
- Broadmead – April 28 and 29
- Saanich West and Gordon Head – May 5 and 6 (Goward House will be included in this tour)
- Cadboro Bay and Scattered Artists – May 12 and 13

### b) Heritage Week – Sharon Hvozanski

- BC Heritage Week is the 3<sup>rd</sup> week of February and Saanich is holding its first Heritage Evening in the Council Chambers on February 21, starting at 7:00 p.m.
- Councillor Derman will do the welcome speech and outline the evening's events.
- Alastair Kerr, Manager of Heritage Programmes with the BC Heritage Branch will be the keynote speaker.
- A Youth Arts Project, administered by Saanich Recreation, will have its opening exhibit displayed.
- The updated Heritage Registry will also be available, as well as the new poster.
- Councillor Derman suggested that invitations be sent to the two new Freeman of Saanich – John Pendray and Ron Lou-Poy.

### c) Art Display Galleries – Sharon Hvozanski

- Concern had been expressed about the difficulty artists experience when trying to hang artwork in the second floor gallery because of the curved wall.
- Staff is looking into a cable system that can slide up and down to adjust the height of

the artwork that should be easier to use. Diane Thorpe will be looking into costs.

## **HERITAGE ACTION PLAN**

Ms. Hvozdzanski stated:

- The Open House to consider the Draft Heritage Action Plan was attended by 21 people.
- Extensive notification was sent, including by email.
- Two written comments were received and these have been incorporated into the plan.
- Copies were distributed to members and it will be considered by Council on February 12.
- Assuming there are no major changes, the final document will be ready by February 21 at the Heritage Evening.
- If council does make changes, copies of the draft will be available for review instead.
- If members have any comments, please email them by February 2 to Jane Evans or to Isobel Hoffmann.

**MOTION: Moved by A. Lansdell and Seconded by H. Bowman: “That the draft Heritage Action Plan be received for information at this time.”**

**Carried.**

Mr. Kreiger complimented Sharon Hvozdzanski and Caroline Duncan for their hard work and a job well done, noting the Committee should be aware of the significance of this Plan. When the Arts and Heritage Committees merged together last year, there was a concern that the heritage aspect was going to be pushed off the table. However, when you see what has been identified in the plan – a lot of ground has been covered.

## **EXISTING PUBLIC ART INSTALLATION AT PEARKES**

Ms. Hvozdzanski distributed photos of the public art piece painted on the floor at the entrance to the recreation centre. The surface is deteriorating and can no longer be repaired. It has been decided to replace it, if possible, with better materials. Tenders will be sent out shortly. If the cost is excessive, or it is not possible to replace it, the Committee will be advised. Once we have information on the cost and other details, the artist will be contacted.

Mr. Kreiger stated that the cost will be significant. Maintenance of the project was around \$9,000 – it is estimated the replacement cost will be at least double. This is a very popular piece of public art and Pearkes staff are willing to give up some of the other capital items in order to help meet any shortfall.

## **REQUEST FOR ACH MEMBER TO SERVE ON HERITAGE FOUNDATION**

Request from the Clerk’s office to appoint a member of the Committee to serve on the Heritage Foundation, as per their Terms of Reference. Sandra Gray offered to serve on the Heritage Foundation. The Secretary will prepare a memo for consideration by Council at an upcoming In Camera Meeting accordingly.

## **RUTLEDGE PARK – Opening for Public Art Piece**

The Committee was advised that the opening for the public art piece “Stone Poem for Rutledge” that was postponed in December due to inclement weather will be rescheduled. Members will be advised as soon as a new date has been set.

## **FENG SHUI UNVEILING**

The unveiling celebration of the first auspicious Feng Shui Site in Canada, cancelled due to inclement weather on December 3<sup>rd</sup>, will be rescheduled shortly. Members will be advised.

## **OTHER BUSINESS**

### **▪ Funding Opportunities**

Ms. Cohen noted that the CRD has grant monies available for arts and culture programmes (up to \$25,000) and the Committee is not taking advantage of this opportunity.

- The reason we cannot apply is because we are not a registered, non-profit body.
- Saanich donates large sums of money but we are not eligible for grants.
- She asked the Committee if they wanted to pursue this, in view of the fact that the Community Arts Celebration is not funded in any way, other than by sponsorships and donations.

Mr. Kreiger stated that if there is an interest in pursuing a non-profit designation for the Committee, it has to come from the community.

Councillor Derman confirmed that the CRD Arts Programme is funded by participating municipalities, and the bulk of the funding is provided by the City of Victoria and Saanich.

- A non-profit designation would require a change in the committee's mandate, and Council may not be comfortable with this.
- The Saanich Heritage Foundation is a non-profit society. They have a different mandate but it maybe possible to expand it.
- All Saanich community associations are registered as non-profit societies.
- He thought it was an excellent initiative and suggested that Ms. Cohen speak to SCAN about this issue to see if they can help.

Mr. Kreiger stated:

- It has been suggested before that a community association may wish to get involved to sponsor the annual Community Arts Celebration in some manner.
- The Quadra Cedar Hill Association seems a natural choice given the venue.
- As a registered non-profit group, they may be eligible to apply to the CRD Arts Programme for funding.
- Another option is the Saanich Legacy Foundation.

Ms. Cohen stated she will obtain the exact criteria from the CRD and requested the matter be placed on the next committee agenda for further discussion.

### **▪ Deterioration of Saanich Heritage Panels**

Councillor Derman acknowledged that although the Saanich Heritage Panels have never been displayed outside, they are fading.

- According to Muse the panels should have lasted between 5 and 10 years.
- When the panels were ordered, there was no indication given that a special type of ink should be used for the project.
- Part of the contract with Muse was that we could reproduce the panels and we may be

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able to use some capital to do this – rather than trying to repair the existing panels.

- Muse will be asked to report why the panels are fading.
- He agreed with the committee's opinion that it would be desirable to have this sorted out before Community Arts Week in April as the panels will be used for displays.

## **ADJOURNMENT**

The meeting adjourned at 10:30 a.m.

## **NEXT MEETING**

The next Arts, Culture and Heritage Advisory Committee meeting will be held on Thursday February 28, 2007 at 9:00 am 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