

MINUTES
ARTS, CULTURE AND HERITAGE ADVISORY COMMITTEE MEETING
COMMITTEE ROOM 2, MUNICIPAL HALL
THURSDAY, SEPTEMBER 20, 2007 - 9:00 am

Present: Chair: Councillor Derman
Members: Kathryn Bridge; Peggy Capek; Pauline Cohen; Hazel Bowman; Sandra Gray; Valerie Green; Sharon Hallsor (10:00 am).
Staff: Charlene Parker, Community Services; Caroline Duncan, Archives; Jane Evans; Planner; D. Thorpe, Community Arts Specialist; I. Hoffmann, Sr. Committee Clerk Assistant

Minutes: Moved by Ms. Bowman and Seconded by Ms. Cohen: "That the Minutes of May 24 and June 28, 2007, be adopted as circulated."

Carried.

ARTS & CULTURE STRATEGY UPDATE – Diane Thorpe

- Participants involved in the first focus sessions earlier this year will be invited to a community forum planned for November 3, at the Cedar Hill Recreation Centre from 10:00 a.m. to 2:00 p.m. Rack cards have been mailed.
- Comments gathered from the first focus sessions include: an arts centre for Saanich; creating a greater sense of belonging; respect and promotion of local artists; having a local museum or art gallery; improving the quality of life and enhancing a sense of community where the arts is considered a valuable component.
- The next steps are to complete the mail out, conduct an on-line survey and individual interviews. She is working with LifeCycles Common Ground, who will help to analyze the surveys. The Arts & Culture Strategy will be completed by December 2008.

Councillor Derman stated that the Strategy will affect the existing Arts Policy, and he anticipates once the Strategy is completed, changes may have to be made to the Policy before implementation. We have to ensure that the Strategy is consistent with the Policy. The Policy is Council's current view of how arts should be handled: if there is something in the Strategy that requires a review, we will need to address this through Council.

POSSIBLE FUTURE FOR OUTERBRIDGE PARK (Chair)

- This property on the north end of the Blenkinsop Valley, known commonly as Shangri-La, belongs to Joan Outerbridge, who developed the beautiful gardens and a bird sanctuary, but she is now at the point where she can no longer continue to maintain the garden.
 - She offered part of the property to Saanich as a park, at below market value, and Saanich purchased it a couple of years ago: it is now known as Outerbridge Park.
 - There have been concerns that the Parks Department has not been maintaining the property as well as it should be. The Department has limited resources and as our parkland continues to increase, this puts more of a strain on staff and budget.
 - A park in Roche Harbour has been turned into a sculpture park: artists donate works
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which have been incorporated into a trail system throughout the park. The sculptures are large and would be difficult to move.

- He thought Outerbridge Park would be an ideal setting for a similar project; admission could be by donation and used for maintenance of the park.

Discussion noted the following points:

- All agreed there is nothing like this in Saanich, except for the Horticultural Society Gardens and it would be worthwhile exploring the concept.
- It would be a great place for school tours or perhaps the Heritage Bus Tour.
- There could be security issues; who would be responsible for damages or stolen property?
- A more open area would be less susceptible to vandalism or theft.
- Fencing or an underground security system could be installed as a precaution.

Councillor Derman stated he was just thinking of ways that Saanich could uphold its commitment to Mrs. Outerbridge and maintain her hard work. He will explore the options and talk with the family before bringing this suggestion to the community.

COMMUNITY ARTS WEEK – update (Chair)

Councillor Derman stated:

- We are still trying to find a major sponsor for the Arts Week event.
- The Royal Bank has been approached and hopefully there will be an answer soon.
- Another major sponsor could be Morgard Investments, who is developing the Town and Country Shopping Centre.
- Morgard has expressed an interest in sponsoring Saanich projects but due to a possible conflict of interest, he will not be able to approach the company and asked if a member of the committee would take on this task.
- At this time, the Arts Week Celebration comes under the auspices of this Committee. It has been questioned whether or not this is the best way to go, or whether the event should be handled by the Parks and Recreation Department.
- The Committee's preference has been to keep the celebration and Parks and Recreation will continue to donate staff time.
- If the Committee decides it is unable to continue, then it will become a Parks and Recreation Project and be assigned a budget – but this also means the format and size could be altered depending on available funds and staff resources.
- Some special events in Saanich are run by special interest groups – such as the Gorge Tillicum Association's July 1st picnic: the Association gets a grant from Council each year and organizes the entire event, without any staff involvement.

There are two options without sponsorship:

1. Apply to Council for a grant: Drawback - grants are not decided until March and if the answer is not positive, the event will be in trouble as the planning needs to start months beforehand.
2. Allow the event to move out of the purview of this Committee and come under the umbrella of the Parks and Recreation Department's budget: Drawback – the event will be run on a limited budget, with limited staff resources and more than likely scaled down from last year's event.

- He knows of a number of people who are willing to sit on a sub-committee, and perhaps form a non-profit society that could apply for grants from various sources.
- Once the event is on a sound footing, the Quadra Cedar Hill Community Association could be approached about heading up the event as a non-profit society – and they could apply for grants.
- He acknowledged the event this year was successful, but switching to a larger venue also presented issues – such as insufficient cash on hand to run an event of this size.
- Thanks to Anna Haney who worked very hard to garner sponsorships, we only had to dip into the cash on hand by about \$2,000. We still have a balance of approximately \$2,500, thanks to extra revenue from the Silent Auction and the new voluntary admission charge.

Discussion noted the following:

- Some members understood that the new Special Events Coordinator was to be soliciting major sponsors and was perhaps going to take over for Anna Haney.
- It is also understood that the mandate of this committee is not to organize special events – but it can provide input through a sub-committee.
- The larger venue was very successful; the event has continued to grow each year.
- Concerns were expressed over the volunteer time commitment required, noting that committee members were all busy and could only devote so much time.
- Saanich is one of the largest municipalities and this event attracts people from all over the CRD; the event should continue to grow – not get smaller.
- We need to form a registered non-profit society so we can approach sponsors and the CRD for funding.

Ms. Cohen stated:

- She spent over 1500 volunteer hours planning the event last year and has not seen written evidence that we lost money on the event.
- Part of the issue is that the price of the tables has been grandfathered; artists only pay \$20 when the actual cost should be more like \$80.
- We need to devise a formal business plan so we know exactly where we are before we begin planning for 2008: she wants to know how much money we need for run the event before asking someone to sponsor it.
- She questioned if the current situation could be explained to Council, asking them for continued support and additional funding.
- The money spent on sports in this municipality compared to the Arts is disgusting.
- She is uncomfortable approaching a company in the process of building something in the community, who may have to go back to Council at some time for the project.
- Funding for one of the largest and most successful arts events in Saanich should come from Council, with Anna Haney, or someone else, assisting the committee volunteers.

Councillor Derman responded:

- There is no indication the Special Events Coordinator will be actively fund raising for the event unless it became a Saanich event run by staff.
- Council could be approached for more funding, and asked to make an early decision – but if the answer is no, that would be the end of it: if the event were to continue, it would be staff run.

- He doubts Morgard will be coming back to Council on the Town and Country project – although he admitted there could be other projects in the future.
- Although it was a good decision to move to a larger venue, even with the discounts Anna arranged, there was insufficient revenue to cover the additional expenses – such as the draping, a higher quality sound system and extra staff time.
- Another issue is the event has to be run on a more formal and realistic basis.
- Getting a major sponsor and obtaining more revenue from admission fees would be a good start to keeping the event under the auspices of this committee.
- If this committee wants to continue organizing the event, we cannot delay a decision on sponsorship: he suggested a definite decision be made at the October meeting.
- He felt \$4000 from a major sponsor would be sufficient and he asked again if someone from the Committee would be willing to sign a letter requesting sponsorship.
- A sub-committee of volunteers would have to be established, eventually turning this into a community-run event with a monetary contribution from Saanich Council and staff help.
- There is an on-going debate whether Saanich Council should provide funding for these type of events; we have to work within the existing policies and guidelines.
- If it became a staff event, it would like cost more money because staff are not volunteers; it is also likely that the event would be reduced in scale.

After much discussion, Sharon Hallsor volunteered to approach Morgard as a sponsor for the 2008 Arts Celebration event. She felt we should be seeking corporate sponsorship – and perhaps not from one company. Why not approach Council and a sponsor at the same time?

The Manager of Community Services stated that staff will be faced with the same difficulties as the Committee – insufficient budget, time and staff resources. There is no guarantee that a sponsor could be found in time for next year's event as it usually takes two or three months to get confirmation on sponsorship. The process has to start now – not a few months from now.

Summary

- Although not a unanimous decision, the majority of the members agreed that the Chair should approach the Director of Parks and Recreation about asking Council for increased sponsorship for the Arts Celebration.
- At the same time, the Committee, through Sharon Hallsor, will try to obtain corporate sponsorship, through Morgard Investments or some other source.
- It was basically agreed that the Committee wanted to continue to organize the event rather than turn it over to staff at this time.

PLANS FOR THE BC HERITAGE WEEK CELEBRATION – 2008 (Jane Evans)

Ms. Evans stated:

- The province has identified the 3rd week in February as BC Heritage Week.
- Following of the success of this year's oral history and the photo exhibit, Saanich wants the community to participate again in the 2008 event.
- The idea for 2008 is to get a group of young student or local artists together and create a visual story of some of the oral histories that have been collected and stored in the Saanich Archives – perhaps using music or poetry as well as art to bring the history of Saanich residents to life.
- Funding for the event could be found through the Spirit of BC Fund, with Saanich

providing exhibit space and guest speakers, and inviting the public to attend to learn more about the community in which they live.

- The artwork can remain on display after the event and eventually be placed in Saanich Archives to enhance the oral history collection.
- She asked members to let her know if they have any suggestions.

Members agreed this was a good plan, especially as some of the people who have provided an oral history are still alive. It was noted that generally there is a theme throughout the province for BC Heritage Week. Jane offered to check into this.

PHOTO WRAP ON TRAFFIC CONTROL BOXES (Jane Evans)

Photos of existing wrapped traffic control boxes at the corner of McKenzie, Borden Street and Lochside Trail were distributed. Ms. Evans stated:

- The wraps were made in the Saanich Sign shop and depict the Canadian Northern Pacific Railway gas car; the Borden Family home and orchard in the early 1900s.
- Other proposed locations include Tillicum at Gorge, and West Saanich Road at Interurban. All the photos will be historical scenes.
- Members were asked to let her know if they think of other locations.

751 BURKE STREET – Purchase towards Cuthbert Holmes Park – Jane Evans

An aerial map of the area was distributed, and Ms. Evans stated:

- Saanich has purchased the property at 751 Burke Street.
- Since 1969, the objective has been to preserve the natural site at Cuthbert Holmes Park and along the highway.
- The house was built in 1910 and it has not been well cared for over the past few years.
- Although it was designated heritage, it would likely not receive that dedication today.
- Council has asked the Parks Department and the Heritage Foundation to look at the cost of improving the house, but after a building inspection, it is estimated at over \$200,000.
- Options are being explored and de-designation of the property is being discussed.

ARCHIVES UPDATE AND RELOCATION PLANS – Caroline Duncan

Ms. Duncan stated:

- Staff worked hard over the summer and the move to the new library is almost complete.
- The inventoried materials were shipped from the existing Saanich Archives to the new location on September 4 and 5, but due to the on-going labour dispute at the library, the opening (originally scheduled for September 21) has been postponed.
- All items are stored in the vault, and she does have access to the materials but cannot work there until the labour dispute has been settled.
- In the meantime, the Archives will be open in the mornings at the old location; if a member of the public requests a certain file, it can be brought over from the library.

Hours of Operation for New Archives:

- The proposed extension of hours for the Archives at the new library has not yet been discussed by Council.
- A resource request will be prepared and submitted to Council to increase the staff to three permanent part-time members, with staggered hours, so the Archives could be open from 10:00 a.m. to 4:30 p.m.
- It is proposed at this time, with the current level of staff, to be open from 10:00 a.m. to 2:00 p.m. until mid-March, 2008. At that time the contract for one part-time staff member, currently being paid through a grant, will expire.

HERITAGE PANELS – Update – Caroline Duncan

Ms. Duncan stated:

- Mews Creative has been working with the supplier of the panels and reproduced 13 that were discoloured at their own cost. The final two panels are still being completed.
- The new panels look good in terms of quality and colour; they are guaranteed for three years, based on indoor use.

REVIEW OF HERITAGE BUS TOUR – September 16, 2007 (Valerie Green)

- The tour was sold out, with a waiting list, and it seemed that everyone enjoyed it, despite the gloomy weather.
- People asked for copies of her notes and she has given them to Archives.
- She wanted to personally thank Caroline and Isobel for their assistance on the day of the tour.
- Two interesting stops were made at Helen Stewart's house on Tudor Avenue and the Goward House for afternoon tea.

Misc. Updates

- A letter was sent to Morgard Investments in July regarding proposals for an art component with the Town and Country Shopping Centre redevelopment; no response has been received to date.
- An open house was held this summer at Dodd House to dedicate the new interpretive sign that was installed near the trail around the park. The sign has a map on one side and information about the Dodd Family on the other.

ADJOURNMENT NEXT MEETING

The meeting adjourned at 10:45 a.m.

The next Arts, Culture and Heritage Advisory Committee meeting will be held on **Thursday, October 25, 2007**, at 9:00 a.m. in Committee Room 2.

Councillor Vic Derman, Chair

I hereby certify these Minutes are accurate.

Committee Secretary