

M I N U T E S  
ARTS, CULTURE AND HERITAGE ADVISORY COMMITTEE MEETING  
COMMITTEE ROOM 2, MUNICIPAL HALL  
**THURSDAY, APRIL 24, 2008 AT 9:00 A.M.**

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Present: Chair: Councillor Derman  
Members: Hazel Bowman; Peggy Capek; Pauline Cohen; Sandra Gray; Valerie Green;  
Sharon Hallsor; Anne Lansdell  
Staff: Diane Thorpe, Community Arts Specialist; Anna Haney, Special Events  
Coordinator, Recreation; Isobel Hoffmann, Senior Committee Clerk.  
Regrets: Kathryn Bridge; Ken Kreiger, Recreation Director; Charlene Parker, Manager of  
Community Services; Sharon Hvozdzanski, Planning Supervisor  
Guests: Councillor Vicki Sanders (10:00 am)  
Minutes: Moved by S. Gray and Seconded by P. Cohen: "That the Minutes of the March 27,  
2008 meeting be adopted."

CARRIED

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## **COMMUNITY ARTS WEEK UPDATE – Anna Haney/Pauline Cohen**

### **Anna Haney stated:**

- The event is all set to go on Saturday, April 26, 2008.
- There has been a high level of advertising, as well as a wide distribution of brochures and sponsored ads in the Times Colonist, Island Parent, Saanich News and Senior Living.
- Valerie Green did a great article in the Saanich News.
- The rotating displays at the recreation centres were well received and she is hoping for a good turnout to Saturday's event.
- The artist Fenwick Lansdowne will be a special guest this year from 11 a.m. to 2:00 p.m.
- Culinary Arts are new to the venue this year – with Food Roots Pocket Market and the culinary school French Mint, who will be giving out samples.
- A great variety of items have been donated for the Silent Auction.
- Retired art teacher Lilly Wallace will be displaying a creative mural and students' artwork.
- There will be hands-on activities, including clay play, painting, and gardening.
- This year's title sponsor, the Saanich Legacy Foundation, will have a booth at the event, shared by author Valerie Green, who will be promoting her latest book.
- This year the entertainment schedule and performers are listed on the brochures.

### **Pauline Cohen stated:**

- The caliber of performers this year is phenomenal and she felt no one should complain about making a donation.
- The entertainment includes international dance groups, as well as dancers from the Victoria Ballroom Dance Society, Stages Dance Group and Jazzercise. Musical performances include high school bands and the Victoria Conservatory of Music.

Discussion noted that the event banner located on the Cedar Hill Recreation Centre is about 12 years old and is past due for replacement. The cost of a new one is approximately \$1,000 and everyone agreed that we should have a new one for next year. Also suggested that some pop up banners (similar to the Centennial Banners) would be beneficial and could be placed in the recreation centres a few weeks before the event.

Councillor Derman stated:

- Recognizing that Fenwick Lansdowne is a very private person who normally avoids publicity, we should be very honoured he is making an appearance.
- He thanked Anna Haney for her hard work on the event – which would not happen without her, and also Pauline Cohen who has done great job once again in arranging first class entertainment.
- The event continues to grow more successful every year.
- Some of the prizes for the Silent Auction include: restaurant certificates from Camille's, Il Terrazzo, Charters and the Fireside Grill; a wine tour valued at over \$200, Belfry theatre tickets, Cedar Hill Golf, Cannor Nurseries, as well as art works and many other items.
- Those who make a donation will be eligible for one of the door prizes, which include a one year Saanich Recreation pass worth over \$400, a one year family membership to the Art Gallery, and flower arrangements from Glendale Gardens.
- He hoped to see everyone at the event this Saturday.

## **HERITAGE BUS TOUR**

- A sub-committee meeting has been arranged for Thursday, May 1 in the new Archives location at Pearkes.
- Sub-Committee members include Valerie Green, Kathryn Bridge, Sandra Gray, Pauline Cohen and staff members Caroline Duncan and Isobel Hoffmann.
- Valerie Green has offered to be the host again this year.
- Suggested dates for the tour are September 7, 14, or 21.
- Because this year is BC's 150<sup>th</sup> birthday, it was suggested we consider that as a possible theme, perhaps touring sites in Central Saanich that at one time were part of Saanich.
- Also, if the tour is in that area of the municipality, having afternoon tea at the Glendale Gardens would be a natural fit.
- The secretary was asked to look into prices and availability for the Gardens and bring the information to the meeting on May 1.

## **GLENDALE GARDENS**

Councillor Derman stated:

- Ms. Robin Burton of the Glendale Gardens would be very interested in a partnership with this committee to promote arts in cooperation with the Gardens.
- A previous suggestion of a sculpture park within Mrs. Outerbridge's property on Royal Oak Drive has not been successful, but there is potential for this within the Glendale Gardens, which provide more security as the gates are locked after hours.
- A large sculpture has recently been donated to the Glendale Gardens and Ms. Burton would like to attend a meeting to discuss the proposal for a sculpture park in detail.
- The Gardens holds lots of tours, musical evenings, outdoor theatre performances and other activities through the year; there is also a tea garden and gift store.
- This is a Saanich facility and they are provided with an operating grant each year of \$100,000.

All members agreed this was an excellent suggestion, noting that the Gardens have not been developed to their full potential yet. Agreed that Ms. Burton be invited to attend the May 22 meeting.

## Proposed Brochure for Annual Arts Events in Saanich

Councillor Derman stated:

- Due to the growing number of significant arts events in Saanich, it has come to the point where we need a dedicated brochure for arts, cultural and heritage events taking place throughout the year.
- The brochures could be distributed at the Tourist Information Centre, libraries, recreation centres, hotels, bed and breakfasts, restaurants, BC Ferries, etc. Many visitors are unaware of the cultural events taking place in Saanich.
- We would probably need sponsorship to publish a professional-looking brochure.
- Victoria publishes a similar brochure of its cultural events three times a year.

Diane Thorpe noted that all the groups and individuals listed in Victoria’s brochure contribute to the cost; however, Victoria has some major players – such as the Victoria Symphony, the Art Gallery etc. It would be unfortunate if Saanich were to preclude someone because they could not afford to contribute.

Discussion noted:

- Publishing an annual brochure may be difficult in terms of actual dates of events; depending on when the brochure is printed, organizations may not have an exact date, or even know if the event is going to take place.
- However, there are “established” events that occur each year – such as the Gorge/Tillicum Canada Day Picnic, the Celebration of the Arts, Gorge on Art, Mother’s Day Concerts, etc.
- Perhaps the first year would be a more modest-style brochure and if successful, sponsorship may be more forthcoming or other organizations may want to list their events, leading to a more detailed brochure.
- Noted that once the layout is completed, the actual printing costs are not that significant – especially if large quantities are printed.
- Perhaps Morguard Investments would be an interested sponsor eventually.

## Heritage Component of the Committee

Most members were in agreement that although the Committee’s mandate is to consider Arts, Culture and Heritage in Saanich – most of the focus is on the arts and very little on heritage. At one time, there was a Heritage Advisory Committee, but this aspect has now been amalgamated into the Arts, Culture and Heritage Committee. The Heritage Foundation oversees grants and renovations to heritage structures.

- Councillor Derman agreed that the committee’s comments are valid and suggested we invite Jane Evans to the next meeting to discuss ideas on how to promote heritage in Saanich. He suggested that the Committee review the goals and recommendations within the Arts Strategy at the May or June meeting with a view to how relevant they are to promoting arts, culture and heritage in Saanich.
- Diane Thorpe stated that the Committee did have some involvement in the Arts Strategy and the Heritage Awareness Week. Many of the suggestions in the Strategy have already been implemented. Revisions cannot be made without the approval of Council.
- A copy of the Strategy to be sent out with the Minutes and agenda package for May.

Councillor Sanders entered the meeting at 10:00 a.m.

## **CRD ARTS FUNDING ISSUES – Councillor Sanders**

Councillor Sanders stated:

- Contributing 48% of an almost \$2 million budget, Saanich is the largest contributor to arts funding in the region. Oak Bay contributes 9.6% and Esquimalt 3.5%.
- Most of this funding goes to support venues like the Royal Theatre, the Belfry, the Symphony, Art Gallery, etc. With 39% of the usage by Saanich, we do get good value for our residents.
- Saanich also contributes to the operation of the Community Arts Manager's office, established in 2000. This has been increasing each year, with a 3.5% increase in 2007.
- It has been agreed by the CRD Board that a full review is needed.
- In the meantime, it has been proposed that a \$12,000 "matching grant" be established for community arts for a three year period. This amount would be for the entire regional district and all grants would have to be matched dollar for dollar by the applicable municipality.
- The maximum grant per applicant would be \$1500.
- Community Associations would not be eligible to apply for the matching funds.
- Considerable discussions have ensued on this matter and she has many questions, but basically why should Saanich match additional grants when they are already paying \$900,000+, and would individual artists, not just organizations, be eligible?
- Artists generally do not come together collectively to Saanich for grants and Council does not provide grants to individuals.
- If artists are going to be successful in acquiring funding, it seems they have to be collectively organized.

Councillor Derman stated:

- The idea of matching grants is inappropriate in this case, and the amount is less than it should be.
- At this time, artists are not in larger organized groups, and while this could change, it doesn't address the current need.
- The Saanich Legacy Foundation is a natural funnel for organized events where individual artists display their works – such as Gorge on Art, Music in the Park, etc.
- The CRD is very supportive of the professional arts programme but they are missing a large contingent of artists.

Comments and questions from the Committee were noted as follows:

- Could the matching portion from the municipality be "in kind" or is it just in cash?
- RiverSong had a difficult time getting funding but they managed to acquire a grant through the Community Arts Council which was channeled through the Saanich Legacy Foundation.
- Could a group of individual artists put on an art show and be eligible for a matching grant?
- The municipality should not be funding individual arts events that make a profit; if the works are just for viewing, that is different, rather than being offered for sale.
- The whole CRD grant process is too convoluted and needs revision.
- Noted that because the Celebration of the Arts event is held in Saanich rather than Victoria, it is not eligible for CRD funding.
- The process is far too complex and it is time it got fractured.
- Every council has to become involved.

Councillor Sanders stated:

- The Legacy Foundation is not specifically arts oriented.
- The arts funding used to be handled by the Intermunicipal Committee and there have been a lot of growing pains since the CRD took over.
- The Terms of Reference do need revision because there is no community arts component.
- The funding has been increasing on average by 2% each year, which is a lot of money when Saanich is paying 48% of the total budget.
- It has almost come to the point where perhaps Saanich will have to withdraw some of the funding for its own community arts needs.
- Civic bodies, such as Saanich, are not eligible for the CRD grants.
- She will keep the Committee updated on the progress of discussions.

**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 22, 2008**, 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