CULTURAL ADVISORY COMMITTEE

MINUTES

June 10, 2005

PRESENT:

Councillor Streatch
Councillor Uteck
Gary Vermeir
Mike LaLeune
Andrew Inch
Shahin Sayadi
Margie Clow-Bohan
Paul Greenhalgh
Gordon Morgan
Betty Thomas

REGRETS: Elias Metlej
Allison Outhit
Jeffery Spalding
Dave Roberts

STAFF
& OTHERS: Andrew Whittemore, Executive Assistant CAO
Holly Richardson, Programmer, Recreation & Tourism
Dan Norris, Manager, Culture and Heritage
Stephanie Parsons, Legislative Assistant

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1.   CALL TO ORDER

The Chair called the meeting to order at 3:09 p.m. and welcomed Ms. Betty Thomas to the Committee.

2.   APPROVAL OF THE MINUTES - None

3.   APPROVAL OF THE ORDER OF BUSINESS AND OF ADDITIONS AND DELETIONS

The agenda was accepted as circulated.

4.   BUSINESS ARISING OUT OF THE MINUTES

4.1.1 Website Design

Ms. Holly Richardson informed the Committee that staff met with IT/Shared Services and John Dewolf, Graphic Design Professor, NSCAD.

Mr. Paul Greenhalgh suggested that NSCAD nominate students to put forth a proposal for the development of the Culture web page and that the proposals be brought back to the Committee for approval.

Mr. Dewolf suggested that a terms of reference be developed to provide the students with a guide for the project. Answers to the following questions are required:

1.   Is it an information text based site?
2.   Is the site going to be used to collect information?
3.   What are the HRM technical requirements?

There needs to be coordination between HRM staff and the NSCAD Students.

Ms. Richardson advised the Committee that there were two options available:

1.   Design a page within HRM's template. The Committee has creative control over the main body of the page. IT/Shared Services recommends that the design fit with the overall design of HRM's website. HRM would maintain this site. It is also the least expensive option.
2.   Create a stand-alone website. This option allows free creative control. However, HRM would not maintain this site.

She further advised that HRM encourages that the Committee work within the HRM Corporate

Website.

After a brief discussion the Committee agreed that the culture web page be maintained within the HRM Corporate Website.

Ms. Richardson further advised that an interactive discussion forum would not be available for three or four months on HRM 's Corporate Web Site. If a discussion forum was included on a stand-alone site it would be expensive to create and maintain.

During the ensuing discussion the following comments were made:

• the e-mails need to be screened before they are posted to the site
• discussion forum and e-mail comments are not the same
• it was suggested that comments automatically be sent to Committee Members, for response

Ms. Margie Clow-Bohan raised concern with an interactive tool that allows direct posting of comments. She suggested that the Committee provide questions for the public to respond to.

The Chair advised that the design needs to be transferable into creating an identity of the Cultural Advisory Committee.

A discussion ensued regarding an identity/brand of the Cultural Advisory Committee and the following comments were made:

• the site must be inclusive
• it should incorporate all aspects of the Cultural Plan

Mr. Dewolf advised that creating an identity and brand is separate from putting content on the site. He noted that the content can be added within two weeks and that it would take at least three to four weeks to create an identity/brand. The earliest that the concept can be brought back to the Committee is the June 24, 2005 meeting.

MOVED BY Councillor Streatch, seconded by Mr. Andrew Inch that:
1. **The Culture web page be located within the HRM Corporate Website.**
2. **The Cultural Advisory Committee endorse NSCAD to invite students to design a Culture web page for HRM, with the designs to be brought back to the Committee for review and approval.**
3. **Further, that the web page incorporate an identity/brand of the Cultural Advisory Committee and Cultural Plan that can be transferable to pamphlets and posters.**
4. **The Cultural Advisory Committee create a Web Page Subcommittee.**

MOTION PUT AND PASSED.

Councillor Streatch suggested that the Committee should withdraw the motion of June 10, 2005. The Chair advised that the use of e-mail as a discussion tool does not preclude coming to a consensus. All decisions must come back to the Committee for a approval and continuation of discussion. She further advised, that the original motion was amended to reflect same.

4.1.2 Public Opinion Survey

- A copy of the Public Opinion Survey was previously circulated to the Committee for consideration.
- An e-mail dated June 7, 2005 from Ms. Outhit was circulated to the Committee for discussion.

The Committee reviewed the draft Public Opinion Survey. Discussion ensued regarding the addition of the question" Where do you feel that HRM fails"? Concern was expressed by some Committee members that the use of the word "fail" is appropriate as it is important to allow people to comment on the negative, and that negative response brings about positive response. However, other members commented that accentuating the positive is more suitable. It was also noted that input on how to improve on those failures is required. It was also suggested that a disagree/agree format be used as well open ended questions.

MOVED BY Councillor Streatch, seconded by Mr. Gordan Morgan that the Cultural Advisory Committee approve the public opinion survey as amended and recommend that staff:

1. **Include an introduction statement identifying what the Committee is and the purpose of the survey.**
2. **Include household income, number of persons in household, rent or own, education level and ethnic background as additional qualifiers for question number one.**
3. **Remove from question two " Where are you from?"**
4. **In regards to question three:**
   - < **remove the word "do" in the lead in sentence**
   - < **Include restaurants and bars as a cultural facility**
   - < **Add concert halls and live music venues as separate boxes to the list**
   - < **Define the following terms: ESL and CAP**
5. **In regards to questions four and five define built heritage and natural heritage, facilities and open spaces. Also add school programs and attracting and retaining artists as separate categories.**

**6.   Include bus shelters and HRM kiosks to the list in question number ten.
MOTION PUT AND PASSED.**

4.1.3 Discussion Paper

The Committee agreed to defer item 4.1.3.

5.   CONSIDERATION OF DEFERRED BUSINESS - None

6.   CORRESPONDENCE, PETITIONS AND PRESENTATIONS - None

7.   NEW BUSINESS/ADDED ITEMS

7.1   Goal Development

The Committee agreed to defer item 7.1.

7.2   Consultation Schedule

•   A schedule of Culture Café's was circulated to the Committee for information.

Councillor Streatch raised concern that two workshops are being held on June 23. Mr. Whittemore commented that he was advised that public consultations were not to be held over the summer months. Ms. Richardson also commented that Tuesdays were not an option due to Regional Council meetings. In order to provide notice and cover all districts some dates in June had to be doubled.

Mr. Gordon Morgan advised that June 23 conflicts with the Annual General Meeting of the Cobequid Cultural Centre of the Arts Society. The Committee agreed to reschedule the Bedford - Sackville Cultural Café.

The Cultural Advisory Committee made the following recommendations and suggestions to staff:

•   send the schedule to Community Associations
•   invite Regional Council to participate in the workshops
•   CBC radio to be used as an advertising tool
•   that ads are placed in both newspapers

In response to Ms. Betty Thomas, Ms. Richardson advised that the Cultural Cafes will be

advertised in the newspaper and through informal/formal communication tools. Ms. Thomas suggested that the schedule be distributed to the local churches in the communities of East Preston, North Preston and Cherrybrook.

Councillor Streatch suggested that an information piece on Culture be placed near the advertisements. Mr. Greenhalgh offered to write an article on the Committee through NSCAD Press Office, however it is up to the newspaper to publish the article. Ms. Richardson advised the Committee that draft articles have been prepared for community newspapers. She also advised that staff will have a table at the multicultural festival.

7.3   Council Report

Mr. Andrew Whittemore provided an overview of the CAC Cultural Work Plan**.**

MOVED BY Councillor Streatch, seconded by Ms. Bohan that the Cultural Advisory Committee approve the work plan dated June 10, 2005 to be submitted to Regional Council as part of a Committee Report. MOTION PUT AND PASSED.

8.   NEXT MEETING DATE - June 24, 2005

9.   ADJOURNMENT

Mr. Inch raised concern over the 3:00-5:00 meeting time. After a brief discussion the following motion was placed

MOVED BY Mr. Inch, seconded by Councillor Streatch that the June 24, 2005 Cultural Advisory Committee meeting be held from 11:00-1:00 p.m. MOTION PUT AND PASSED.

There being no further business the meeting adjourned at 5:00 p.m.

                                                              Stephanie Parsons
                                                              Legislative Assistant