

CULTURAL ADVISORY COMMITTEE
July 4, 2007

MINUTES

PRESENT: Councillor Andrew Younger, Chair
Ms. Joan Hicks, Vice Chair
Ms. Adriane Abbott
Ms. Sheilagh Hunt
Mr. William Barker
Ms. June Buchanan
Mr. Michael Cross
Ms. May Lui
Ms. Megan Williams
Mr. Shalom Mandaville

ABSENT: Ms. Sharen MacPherson (regrets)
Councillor Sue Uteck (regrets)
Ms. Sally Camus (regrets)
Mr. Gary Russell

STAFF AND OTHERS: Ms. Holly Richardson, Regional Coordinator, Culture & Heritage
Ms. Sheilagh Edmonds, Legislative Assistant
Mr. Andrew Whittemore, Manager, Community Development
Ms. Marion Currie, Coordinator, Chief Administrative Office
Ms. Barbara Stegman, Trade Centre Limited

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1. CALL TO ORDER

The Chair called the meeting to order at 3:08 p.m. without a quorum present.

Presentation - Ms. Barb Stegman - Cultural Capitals of Canada Application

The Chair introduced Ms. Barb Stegman and advised that he invited her to speak about her experience in working on the Cultural Capitals of Canada Application for the City of Coquitlam. Although there was no quorum, the Chair noted that Ms. Stegman would have to leave soon for another appointment, so he suggested that she give her presentation at this time and that once other Committee members arrived, the Committee would then have a quorum and could proceed with the rest of the agenda.

Ms. Stegman advised that she currently works for the Trade Centre Limited, but before this she worked for a communications firm in Coquitlam and the City of Coquitlam was a client of hers' for four years.

Ms. Stegman provided a presentation outlining how the City of Coquitlam went about and developed an application that was successful in being designated the 2009 Cultural Capital of Canada by Heritage Canada. In her presentation she distributed copies of the *2007 Coquitlam Passport Events and Attractions* and explained that it was an initiative they developed to help the community of Coquitlam become more culturally connected, and to help newcomers to the community feel welcome. In regard to the specifics of the application Ms. Stegman cautioned the Committee on trying to do too much and that it should be very specific. She also noted that the application will take a lot of staff time and that, in her experience the largest component of the process was putting together all the information, including financial.

Ms. Stegman advised that Coquitlam's application took a \$10,000 investment, but being successful, they saw a return of \$750,000. Other key aspects of Coquitlam's application which she highlighted were as follows:

- representatives went to Ottawa and met with Heritage Canada staff as well as their MP
- solid letters of support from the Mayor and other stakeholders in the community were provided
- they developed the *2007 Coquitlam Passport* as way of illustrating that they have a cultural strategy
- it is important to involve the nonprofit sector of the community

At 3:18 p.m. Ms. Joan Hicks entered the meeting.

Ms. Stegman responded to questions.

In response to a question, Ms. Stegman indicated that she would be pleased to review the Committee's application once it is completed. She also noted that she has got the consultant she had for Coquitlam's application in contact with Ms. Richardson.

On a point of information, Ms. Richardson advised that the deadline for the application has now been extended to December.

The Chair thanked Ms. Stegman for her presentation.

At 3:25 p.m. Ms. May Lui entered the meeting.

With a quorum now present, the Chair continued with the agenda items.

2. APPROVAL OF MINUTES

MOVED by Mr. Mandaville, seconded by Ms. Williams that the minutes of June 6, 2007 be approved. MOTION PUT AND PASSED.

3. APPROVAL OF AGENDA - ADDITIONS/DELETIONS

There were no additions or deletions to the agenda.

MOVED by Ms. Hunt, seconded by Ms. Buchanan that the agenda, as presented be approved. MOTION PUT AND PASSED.

4. BUSINESS ARISING OUT OF THE MINUTES/DEFERRED BUSINESS:

4.1 Ratification of Appointments to Facilities Management Committee and Civic Events Committee

MOVED by Ms. Buchanan, seconded by Ms. Williams that Sheilagh Hunt be appointed as the Cultural Advisory Committee's representative on the Facilities Management Committee. MOTION PUT AND PASSED.

MOVED by Ms. Abbott, seconded by Ms. Hunt that Shalom Mandaville and June Buchanan be appointed as the Cultural Advisory Committee's representatives on the Civic Events Committee; further, if it is determined that either member is unable to participate in the meetings due to conflict in scheduling, that Ms. Sally Camus be appointed to the vacancy. MOTION PUT AND PASSED UNANIMOUSLY.

4.2 Cultural Capitals of Canada - Overview of 2010 Theme Areas and Work Plan

A memorandum dated July 4, 2007 regarding the Cultural Capitals of Canada Proposal Theme & Program Focus Areas was submitted by Ms. Holly Richardson, Coordinator, Culture & Heritage.

Members of the Cultural Capitals of Canada subcommittee provided an overview of their work to date as outlined in the submitted memo and requested feedback from the Committee regarding the direction the subcommittee was taking with the application.

The following key points of the Proposal were noted as follows:

- the 2010 Cultural Capitals of Canada Program theme is: Halifax: Cultural Gateway - Creative Community.
- the program has three key theme areas: Celebrating our Port City; Gateway to the Arts; and Building Creative Communities
- the next step in the process is to go to the partners and see if they will be on

board.

The following feedback was provided:

- the Shubenacadie Canal Commission anticipates receiving their Canadian Heritage Waterway Designation in 2010, so this program would be a good tie-in to their efforts for that designation
- the application should highlight specific events occurring in 2010 such as Naval Centennial and the Shubenacadie Canal heritage designation
- Pg. 4 of the Memo - 'Visual Arts of Nova Scotia' should be placed on a separate line
- a suggestion was put forward that a couple of the subcommittee members meet with the Rear Admiral to discuss the Navy's involvement
- a suggestion was put forward that the canoe clubs in HRM be involved, as a way of getting the youth involved and it would be a tie-in to the recreation piece
- involve the broader adult learning community
- include the farmers' markets
- the 'outcomes' should be more specific
- the multicultural festival would be a good partner

MOVED by Mr. Mandaville, seconded by Mr. Cross that the Cultural Advisory Committee endorses the general direction the subcommittee on Cultural Capitals of Canada Proposal is taking. MOTION PUT AND PASSED.

Ms. Richardson referred to the work plan and time line attached to the memo and advised that the timeline has been extended by 6 weeks. She also noted that a Request for Proposal for a consultant has been issued.

Ms. Richardson introduced Ms. Marion Currie, Coordinator in the Chief Administrative Office and advised that she has been brought on to help with the proposal. She added that the stakeholders will be contacted ahead of the workshops and in mid-July they will hold a stakeholder/partner focus session.

Ms. Richardson also noted that August 7 was a key date, as it is hoped staff will have an information report to Regional Council and this will give Council a sense of what the application is about.

Ms. Richardson continued with the review of the work plan and responded to questions.

MOVED by Ms. Buchanan, seconded by Ms. Hunt that the Cultural Advisory Committee accept in principle the work plan as outlined in the memorandum dated July 4, 2007. MOTION PUT AND PASSED.

4.3 Public Art Policy

A Memorandum dated July 4, 2007 from Ms. Holly Richardson, Coordinator, Culture and Heritage was submitted.

An e-mail from Ms. Adriane Abbott dated June 21, 2007 was submitted.

In introducing the item, the Chair advised that, recently, staff were informed that there is a piece of art at the Art Galley of Nova Scotia belonging to HRM. He explained that the Gallery had contacted staff because the Municipality has not been maintaining the artwork. He suggested that this was an example which demonstrates the need for a public art policy.

On a point of information, Ms. Williams noted that she attended the unveiling of the sculpture at the North Branch library recently and advised that it was one of the most touching art unveilings she has attended. She explained that it is a beautiful sculpture, and there were a lot of people in attendance, including Councillor Sloane who mentioned several times about the importance of public art in the City.

Mr. Mandaville advised that he attended a recent showing of some of the works of Tom Forrestall but was disappointed because the public attendance was low.

The Chair referred to the submitted memo and advised that, as a follow up to the work shop, the memo focussed on some key items.

Mr. Andrew Whittemore, Manager, Community Development advised that the memo includes a summary of the workshop discussion and it includes proposed options in terms of the timeline. He added that Ms. Richardson prepared questions to help facilitate and focus the discussion with the intent of getting a commitment around the definition, the policy scope, and an option for timeline. Mr. Whittemore advised that once this was in place, then staff could initiate the process in terms of taking a staff report to Regional Council.

A discussion ensued concerning community art in the Public Art Policy and the following comments were noted:

- the Vancouver Public Art Policy item is something that could be used as a model
- support the idea of a place for community art in a public art program but want to ensure that the professional artist does not get lost in the program
- community art could be within the policy, but its own separate section.
- in regard to community art evaluation, a suggestion was put forward to have different people evaluate community art
- have one committee to do the evaluation but a different list of criteria on which each is based
- convene a jury for a specific batch of projects - follow the Canada Council model; further, every time there is a commission, the Cultural Advisory Committee could establish a jury
- be cognizant that the community may not always be concerned about excellence
- HRM should ensure that art is included in new development and construction
- HRM should follow Vancouver's policy; also, include landscaping architecture in the policy

In concluding the discussion, the Chair noted that there were several references made to following the Vancouver model.

Mr. Whitemore advised that there seems to be consensus among the Committee to expand this beyond HRM, i.e. engage developers. He suggested that the developers could be engaged upfront, and added that staff could come back with a proposed engagement strategy.

5. **NEW BUSINESS**: None
6. **ADDED ITEMS**: None
7. **NEXT MEETING DATE** - August 1, 2007
8. **ADJOURNMENT**

Prior to adjournment Ms. Williams asked if there was any update concerning the monument to fallen peace officers. She explained that at the last meeting, Deputy Mayor Uteck advised that she was going to raise with Council the matter of the public art piece in honour of fallen peace officers and suggest that it should fall under the new public art policy.

The Chair advised that Deputy Mayor Uteck has not raised this matter at Regional Council.

Ms. Richardson advised that staff anticipate providing a report to Regional Council on July 31, 2007 with a recommendation regarding the site of the monument. She indicated that part of the report could have specific recommendations on process. She cautioned the Committee that it is not within its mandate to put a hold on this matter. She added that she believed there was an opportunity for this Committee to apply a jury process but that it would have to fit with the work that has been done.

The Chair pointed out that this was not solely an HRM matter, adding that it is a Provincial monument that has been underway for some time.

Ms. Richardson advised that as information becomes available regarding the steps in the process she will share this with the Committee.

The meeting adjourned at 5:08 p.m.

Sheilagh Edmonds
Legislative Assistant