

CULTURAL ADVISORY COMMITTEE

MINUTES

July 22, 2005

PRESENT:

Councillor Uteck
Gary Vermeir
Mike LaLeune
Gordon Morgan
Margie Clow-Bohan
Andrew Inch
Paul Greenhalgh

ABSENT:

Betty Thomas (regrets)
Councillor Streach (regrets)
Allison Outhit (regrets)
Elias Metlej (regrets)
Shahin Sayadi
Jeffery Spalding

STAFF:

Andrew Whittemore, Executive Assistant CAO
Holly Richardson, Community Developer, Recreation Tourism and
Culture
Jennifer Weagle, Legislative Assistant
Sherryl Murphy, Legislative Assistant

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1. CALL TO ORDER

The Chair called the meeting to order at 11:05 a.m.

2. APPROVAL OF THE MINUTES

MOVED by Mr. Gordon Morgan, seconded by Mr. Mike LaLeune that the minutes of July 8, 2005 be approved as circulated. MOTION PUT AND PASSED UNANIMOUSLY.

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

The agenda was approved as circulated.

4. BUSINESS ARISING OUT OF THE MINUTES

4.1 Status Sheet Items

4.1.1 Goal Development

A revised document dated July 15, 2005 entitled "Cultural Plan Draft Goals and Objectives" was circulated to Committee Members for discussion.

Ms. Richardson advised that the document incorporates the discussion from the July 8, 2005 Committee meeting. Changes are indicated in bold with additional comments.

The Committee made the following comments regarding Strategic Direction #4, Goal 24:

- ! Mr. LaLeune inquired as to the legal stature of HRM libraries. Staff replied that HRM libraries are governed by a Municipally mandated board. Mr. LaLeune commented that Goal 24 does not refer to specific cultural institutions other than the library and the wording of the Goal leaves out other centers such as galleries and performance spaces.
- ! Mr. Vermeir commented that it is important that libraries get special mention.
- ! Ms. Richardson commented that perhaps libraries should be addressed under a separate goal with separate objectives and mandates which was followed by Mr. Whittemore suggesting that centers of learning be addressed under a separate goal.

The Committee made the following comments regarding Strategic Direction #4, Goal 25:

- ! Mr. Greenhalgh commented that Goal 25 needs to focus on employment and job creation. If HRM is to produce a large number of artists they need a well developed job

infrastructure.

- ! Ms. Richardson advised that the need for access to affordable space was one of the outcomes of the public consultations.
- ! Mr. Vermeir replied that he agreed with the need for more performance spaces in HRM. Goal 25 identifies the need for performance spaces. HRM should be viewed as a progressive dedicated employer of the arts. Mr. Vermeir further commented that HRM needs to not only foster development, but foster the development of excellence.

Ms. Richardson proposed that Goal 25 be divided into a two-part goal, as follows:

- (1) Create opportunities for artists; and
- (2) Broaden the arts audience in communities.

Further discussion ensued regarding Goal 25, as follows:

- ! Ms. Clow-Bohan clarified that the Committee has to have an affirmative procurement policy whereby HRM artists are being patronized over artists from outside HRM.
- ! Mr. Greenhalgh, in response to Mr. LaLeune's request for clarification regarding "affirmative" procurement, responded that affirmative procurement is taking action to enhance the opportunities for professional artists to work and stay in HRM.
- ! Mr. Vermeir commented that in order to retain professionals, work that has to be done must go to HRM's professional artist base. Locally developed artists should be marketed to the community, including tax incentives for businesses that use local artists.
- ! Mr. Vermeir further commented on the need for coordinated administrative facilities for talent and casting.
- ! Councillor Uteck voiced concern regarding the Municipality's move to have university residential uses fully taxed and how this will create further competition for retaining university students as well.
- ! The Committee discussed the possibility of using the vacant Nova Scotia Community College space on Bell Road or Queen Elizabeth High School as a potential new arts space.
- ! Mr. Morgan recommended that a concept culture pyramid be developed with culture at the top and it was clarified by Mr. Andrew Whittemore that this concept is addressed in the HRM corporate scorecard.
- ! Mr. Inch proposed that the artistic and design excellence program include awards for excellence for businesses who support arts and culture.

Mr. Greenhalgh outlined three areas that should be focused on:

- (1) Foster all forms of job incubation - if an artist stays in HRM for 2 years, we have a better chance of retaining that artist in the long run.
- (2) Economic development - create a tax exemption for artists' cooperatives (i.e.: the Waegwoltic has a reduced 50% tax rate).

- (3) Exportation of local arts - HRM is not large enough to support all artists. Develop export strategies for artists to live in HRM and generate a market outside of the city.

Mr. Morgan recommended that the cultural asset map discussed in Objective 3 of Goal 10 be made a high priority.

Mr. Greenhalgh commented on Goal 27 that exposure to arts education in schools dominates whether children will attend arts events later in life. HRM should have a more involved cultural investment in high school education.

Mr. Vermeir noted that the term “supplementary” in Objective 1 of Goal 27 which dedicates “ongoing supplementary funding for arts programs in schools”, suggests that arts programs are a supplement and not a priority. Councillor Uteck added that supplementary is described as over and above the core subjects. This objective ties in with the mandate of Council that funding should be used for arts education. Ms. Clow-Bohan indicated that arts should be considered a basic, core subject and be identified as essential. Mr. Whittemore suggested that the language on this objective be tightened to convey that the product is not supplementary, only the monies.

MOVED BY Mr. Andrew Inch, seconded by Ms. Margie Clow-Bohan that the Cultural Advisory Committee approve the revised draft goals, objectives, issues and opportunities of the Cultural Plan, in principle, pending review of the final draft. MOTION PUT AND PASSED.

A discussion followed regarding Strategic Direction #5, during which the following comments were made by Committee members:

- ! Mr. Morgan noted that Goal 29 should be reworded to read “Ensure that cultural spending does not fall below current rates and **is** incrementally increased annually to **continually** meet the goals and objectives under the Cultural Plan”.
- ! The Committee discussed ways to establish dedicated long-term funding and operational resources to implement the HRM Cultural Plan, as per Goal 29, including collecting 2% on the sale of HRM owned lands as a cultural reserve, being directed to a heritage reserve similar to policy already in place of 5% of the sale of heritage buildings as a cultural reserve.
- ! It was agreed that Goal 30, Objective 1, shall be changed to read “Establish an investment strategy for the location, design, funding and operation of cultural facilities **and infrastructure** including clear and objective decision-making criteria”.
- ! It was further noted that Goal 30, Objective 5, refers only to the Downtown Core. Change wording to read “Determine the need for a small to intermediate performing arts facility **throughout HRM** and consider funding for same”.

- ! Mr. Morgan suggested that Goal 31, focuses too much on the downtown core and should be more spread out throughout HRM.
- ! Mr. Inch suggested that the projected top 25% by 2011 be left out from Goal 35 and the goal position and time frame for HRM be left open as it could be too limiting. Mr. Whittemore advised that the figure came from an Ontario survey setting out spending for cities. Councillor Uteck pointed out that it will be helpful, when bringing the Cultural Plan before Council, to have definite figures and time frames.
- ! It was agreed that Goal 36, Objective 2, should be changed to read “Coordinate Creative **Region** Strategy with HRM’s Economic Development Strategy for policy and project synergies”.

MOVED BY Mr. Andrew Inch, seconded by Mr. Gordon Morgan, that the Cultural Advisory Committee approve the revised draft goals, objectives, issues and opportunities contained in Strategic Direction #5, in principle, pending completion of the final draft. MOTION PUT AND PASSED.

4.1.2 Industry Workshop - July 27, 2005

Ms. Richardson advised that the Industry Workshop will be held on July 27, 2005 at 8:00 a.m. at Pier 21. She indicated that they are developing questions to be discussed at the workshop that move away from the higher-end questions asked at the Cultural Cafés. Ms. Richardson informed the Committee that there were over 100 people registered for the Workshop and they are seeking four or five members of the Committee to act as co-facilitators. Staff will facilitate the process and the co-facilitators will go around to the tables to make sure the discussions are kept on track.

Mr. Greenhalgh offered to contact The Coast to have an opinion piece done on the workshop.

Mr. Vermeir asked that a list of people registered for the workshop be provided to Committee members.

Later in the meeting, the Committee agreed that groups wanting to present to the Committee be invited to the Industry Workshop.

Ms. Richardson confirmed that a Communication Sub-Committee comprised of Ms. Margie Clow-Bohan, Councillor Uteck, and Mr. Andrew Inch was in place.

4.1.3 Website Update

The website will be finalized within the next two to three weeks. A link for the early version of the website will be sent to Committee members this week.

5. CONSIDERATION OF DEFERRED BUSINESS - None

6. CORRESPONDENCE, PETITIONS AND PRESENTATIONS

6.1 Review of Culture - Scottish Executive

Mr. Paul Greenhalgh presented materials to the Committee for their information and review regarding the Review of Culture prepared by the Cultural Commission of the Scottish Executive.

7. NEW BUSINESS/ADDED ITEMS

7.1 Review of Draft Report

A draft report dated August 2, 2005, was before the Committee.

Mr. Andrew Whittemore received the draft report noting that staff was proposing that the report to go Council on August 9, 2005.

A brief discussion ensued and it was agreed that a special meeting of the Committee be held on August 2, 2005 from 12:00 p.m. to 12:30 p.m. to consider the final draft of the Goals and Objectives.

A revised draft Cultural Plan Draft Goals and Objectives incorporating the changes discussed during today's meeting will be forwarded to the Committee prior to the meeting of August 2, 2005.

8. NEXT MEETING DATE

The next meeting of the Cultural Advisory Committee is scheduled for August 12, 2005 at 11:00 a.m. in Halifax Hall.

9. ADJOURNMENT

There being no further business the meeting adjourned at 1:10 p.m.

Jennifer Weagle
Legislative Assistant