

CULTURAL ADVISORY COMMITTEE

MINUTES

October 14, 2005

PRESENT: Councillor Uteck
Betty Thomas
Mike LaLeune
Gary Vermeir
Andrew Inch
Margie Clow-Bohan
Gordon Morgan
Elias Metlej
Councillor Streach

REGRETS: Paul Greenhalgh
Shahin Sayadi
Dave Roberts
Jeffery Spalding

STAFF: Andrew Whittemore, Executive Assistant CAO
Stephanie Parsons, Legislative Assistant
Peta Jane Temple, Team Lead, Tax, Grants and Special Projects
Marion Currie

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1. **CALL TO ORDER,**

The Chair called the meeting to order at 11:00.

2. **APPROVAL OF THE MINUTES** - September 9, 2005

MOVED BY Mr. LaLeune, seconded by Ms. Clow-Bohan that the minutes of September 9, 2005 be approved. MOTION PUT AND PASSED.

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

It was agreed to move item 6.2.1 to be the first order of business and 6.2.2 to be the second order of business.

6.2.1 HRM Arts' & Culture Economic Impact Study

C A copy of the HRM Arts & Culture Sector Economic Impact Study dated June 2005 by Gardner Pinfold Consulting was circulated to the Committee for discussion.

Ms. Marion Curie, Capital District advised the Committee that the study was commissioned by the Capital District to determine the following:

- C The economic impact of the cultural sector in HRM measured in Gross Domestic Product.
- C The size and characteristic of the cultural labor market.
- C Profiles for culture subsectors.
- C The value of volunteer contributions in culture, arts and heritage in HRM.
- C The economic impact results compared to other major sectors.
- C The value of consumer spending on cultural goods and services.
- C Establish benchmark data.
- C Develop a gap analysis,
- C Determine is there is a benefit to fostering cultural clusters.

The key results from the analysis are as follows:

- C The direct impact of culture in HRM is estimated at \$490 million.
- C The direct impact of employment of culture in HRM in 2003 is 8500 persons.
- C The combined direct and indirect GAP impact of culture is estimated at \$780 million.
- C The literary sector accounts for the largest percentage of culture employment.

Ms. Currie further advised that the recommendations as a result of the study are as follows:

- C Develop a culture policy.
- C Increased financial support by HRM.
- C Increased consultation by HRM with the culture sector.
- C Greater promotion of the importance of the culture sector.
- C Increased infrastructure development.
- C Explore the creation of new performance spaces.
- C Promote the creation of a future sector.

In response to Mr. LaLeune, Ms. Currie advised that the numbers are based on data from Statistics Canada, for the province as a whole. Details on the methodology used to obtain statistics for HRM maybe found in the detailed report.

Mr. LaLeune commented that the extrapolation of provincial numbers as a whole to determine statistics for HRM would be an inaccurate reflection of the impact of culture in HRM. If a study was commissioned for HRM it would result in different statistics as it relates to the value of direct and indirect impact of culture in HRM. The breakdown of the percentages of employment by cultural sector is inconsistent with other cities.

Committee Members commented that although the numbers may not be accurate they provide a basis of support for the cultural plan. Mr. LaLeune commented that although he agrees that it is a good starting point, a detailed analysis of HRM would make a stronger statement.

Mr. LaLeune advised the Committee that he would review the detailed report and advise the Committee of the findings.

6.2.2 A Tiered Approach to Cultural Funding

- C A Discussion Paper "A Tiered Approach to Cultural Funding," dated September 2005 was circulated to the Committee for discussion.

Ms. Peta Jane. Temple, Team Lead, Tax, Grants and Special Projects reviewed the discussion paper and noted the following:

The current program has amateurs and professionals competing against each other for the same resources, as a result the proposed tiered program has made the distinction between social development and economic development.

The proposed program would consist of the following:

- C Tier I awards would be one time project specific grants.
- C Tier II would provide multi-year assistance up to four years.
- C Tier III would be funded through established reserves, capital operating budgets or debt financing.

From a risk management perspective Tier II and Tier III funding agreements would be managed by HRM staff who would be responsible for monitoring, evaluation and compliance with the terms of conditions of funding. Outcome measures would be based on the goal of the project.

In response to questions from the Chair, Ms. Temple advised of the following:

- C There is no capacity for funding indefinitely.
- C The recommendation would be to continue to do one time project-based funding.
- C The Contributions Program would be a multi-year program for four years.
- C Core contributions would be in the form of a contract. It maybe attached to a particular program as it fits with the cultural goals that the plan is trying to deliver.
- C To link with regional goals, an assigned staff member would evaluate and report on the project.
- C Tier III would require Council approval.
- C As the program is, developed staff would come before the Cultural Advisory Committee for input. The program will be amended in accordance with the Cultural Plan goals and objectives.
- C The program would be developed incrementally.
- C The methodology to deliver and manage the program would determine what the organizational structure from a customer service and administrative perspective.

Councillor Uteck advised the Committee that staff is currently reviewing HRM's programs to identify duplication and areas that can be better coordinated and simplified. This issue was also raised at the focus group and public consultations.

Mr. Metlej commented that one of the reasons why capacity is not maximized at some facilities is due to the type of liquor licence the facility has. Ms. Temple advised that she will examine the impact/restrictions placed on facilities as a result of a liquor licence.

In response to Mr. Inch 's question as to whether or not HRM is considering other mechanisms to distribute funds to the culture sector other than the Grant's Program. Ms. Temple advised that provincial legislation prohibits HRM from providing funding directly to individuals.

In reference to page 11 item 6, Mr. LaLeune raised concern regarding the use of the term return on investment. It is hard to quantify the intrinsic value of investment. Use of the term complicates the issues in the culture sector.

Ms. Temple commented that from a financial framework point of view the term refers to the return on public investment. The return is quantified according to the goal. It is not necessarily limited to financial returns.

Mr. Vermeir commented that a more appropriate term would be "intended outcomes" rather than return on investment.

Mr. Inch advised Ms. Temple that the Committee has had discussions regarding the creation of an independent Arts Council. How would the creation of an Arts Council fit into the Grants Program.

Ms. Temple advised the Committee that staff would not include the creation of an Arts Council in any recommendation to Council. The intent of staff is to solve current issues within the current program not create something new. HRM does not have the legislative authority to provide grants to individuals. Rather than change legislation for example you may propose to fund a foundation whose goal would be to achieve the stated outcome.

Any proposed program changes have to be approved by Council. She further commented that direct funding to individual artists has an impact on operations. For each cent HRM gives it cost five cents. There maybe the potential of creating more bureaucracy to distribute the funds. As the cost of administration increases, funds available for distribution decrease.

Councillor Streach commented that HRM should not provide funds to individual bodies for redistribution, HRM must maintain control of the distribution of public funds.

MOVED BY Councillor Streach, seconded by Mr. Gary Vermeir that the Cultural Advisory Committee

- 1. Endorse in principle a tiered approach to cultural funding as per the draft discussion paper dated September 2005.**
- 2. Recommend that the Grants Committee endorse the following approaches to funding to the non profit cultural sector:**
 - 1. Adopt a three-tiered approach to funding to the nonprofit sector that distinguishes between social development goals and economic development goals.**
 - 2. Develop a contribution's program to provide multi-year operating or capital funding in accordance with criteria approved by Regional Council.**

3. **Adopt an HRM Grants & Contributions Policy for HRM as an organization.**
4. **Assess HRM's current level of assistance to the nonprofit sector.**
5. **Evaluate current HRM assistance programs, including reserves, and discontinue, amend, or confirm their relevance and efficacy with respect to cultural funding.**

MOTION PUT AND PASSED UNANIMOUSLY.

4. BUSINESS ARISING OUT OF THE MINUTES

4.1 Status Sheet Items

4.1.1 Focus Group Results

The results of the following focus groups were circulated to the Committee for information.

- C HRM Cultural Plan Creative Clusters Focus Group dated October 4, 2005
- C Cultural Awareness, Celebration and Promotion Focus group dated, September 30, 2005.
- C Economic Development Focus Group dated September 28, 2005
- C A Community Character/Diversity Focus Group dated September 27, 2005
- C Heritage Focus Group dated October 5, 2005
- C Arts Development Focus Group dated October 5, 2005.
- C Mik Maq Native Friendship Centre Learning Circle Discussion dated September, 16, 2005.

In response to Councillor Streach and Ms. Thomas, Councillor Uteck advised that there will be additional public consultation meetings.

4.1.2 Implementation Workshop

- C A copy of the agenda for the Implementation Workshop dated October 20, 2005 was circulated to the Committee for information.

There was no discussion.

4.1.3 Vision Statement

- C A revised draft Vision statement dated October 11, 2005 was circulated to the committee for consideration.

There was not discussion due to time constraints. The Chair has requested that Committee Members review the vision statement and forward any comments or suggestions to staff prior to the next meeting. Mr. Inch requested that members of the Committee draft and submit their own version of a vision statement.

5. CONSIDERATION OF DEFERRED BUSINESS - None

6. CORRESPONDENCE, DELEGATIONS, PRESENTATIONS

6.1 Correspondence - None

6.2 Presentations

6.2.1 HRM Arts' & Culture Economic Impact Study

This item was addressed earlier in the meeting. See page 3

6.2.2 A Tiered Approach to Cultural Funding

This item was addressed earlier in the meeting. See page 3.

7. ADDED ITEMS

The Committee agreed to discuss the following at this time.

Membership

Committee members raised concern regarding the participation of members of the Committee. After a brief discussion the following motion was placed:

MOVED BY Mr. LaLeune, seconded by Ms. Thomas that:

- 1. As per Administrative Order 1 (62) that Mr. Dave Roberts and Mr. Jeffery Spalding are deemed to have resigned from the Cultural Advisory Committee and shall thereby forthwith vacate their seats.**
- 2. The Cultural Advisory Committee recommend that the Membership Selection**

Committee not fill the vacated seats.

MOTION PUT AND PASSED

8. **NEXT MEETING DATE** - October 28, 2005
9. **ADJOURNMENT** - The meeting adjourned at 1:00. p.m