

SPECIAL ARTS AND CULTURE ADVISORY COMMITTEE  
MINUTES

November 15, 2013

PRESENT: Mr. Gordon Whittaker, Chair  
Ms. Laura Simpson, Vice Chair  
Councillor Wayne Mason  
Mr. Jonny Stevens  
Mr. Alex McLean  
Ms. Jessica Kerrin  
Ms. Monique LeBlanc  
Mr. Bruce Johnson

REGRETS: Ms. Susanne Chui

STAFF: Ms. Elizabeth Taylor, Manager, Events & Cultural Initiatives  
Mr. Jamie MacLellan, Public Art Facilitator  
Ms. Sara Knight, Solicitor  
Mr. Bruce DeBaie, Managing Director, Corporate  
Communications  
Mr. Quentin Hill, Legislative Assistant

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**1. CALL TO ORDER**

The Chair called the meeting to order at at 8:32 a.m. in Halifax Hall, City Hall.

**2. APPROVAL OF MINUTES – October 11, 2013; October 25, 2013**

**MOVED by Ms. Simpson, seconded by Councillor Mason that the minutes of October 11, 2013 and, 2013 be approved. MOTION PUT AND PASSED.**

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

There were no additions or deletions.

**MOVED by Mr. Mclean, seconded by Councillor Mason that the agenda be approved as amended. MOTION PUT AND PASSED.**

**4. BUSINESS ARISING OUT OF THE MINUTES - NONE**

**5. DEFERRED ITEMS – NONE**

**7.1 Discussion of SACAC Recommendations Working Document**

Ms. Elizabeth Taylor, Manager, Events & Cultural Initiatives, advised that the first presentation would not begin until 9:00 a.m.

The Committee agreed that they would spend time discussing the working document.

Ms. Simpson suggested that the first draft be saved and the Committee would be able to refer back to it.

Mr. Whittaker advised that he met with staff to clarify the expectation of how the report should be formed.

Councillor Mason added that there is a report template used by HRM and would be an acceptable format for the Committee to utilize.

Mr. Whittaker stated that the Committee could provide a recommendation on how HRM could engage an outside party for implementation of the Committee recommendations. He added that he felt that the work of the Committee would not completely end once the report was submitted.

Ms. Taylor advised that the Committee report has to be delivered to staff by December 31, 2013 and then staff would write their report and be forwarded to Regional Council after.

Councillor Mason added that the Committee report should have a clear recommendation to Regional Council. Further, he suggested that as the report is closer to be finalized, the Committee should invite the Municipal Clerk review the recommendations to ensure they are acceptable to send to Regional Council.

Mr. Whittaker stated that after the submission there would be a lot of work for staff to do and would possibly need the involvement of an outside party.

Councillor Mason added that the terms of the Committee could not be extended and a new Committee would have to be struck. He explained that Regional Council would have to form a new steering committee.

Ms. Mary Angela Munro, Area Coordinator, advised that she has presented Kelly Hill with every event that HRM has held. She added that she could forward some of the information she has and could be sent through Email. She stated that the Committee would be able to see the differences between cultural investment and investment in the arts. Ms. Munro specified that in HRM, investment in cultural investment is quite high, while investment in the arts is extremely low.

#### Benchmark Cities

Mr. Whittaker stated that it was difficult to come up with three cities across Canada that would reinforce the Committees recommendations. He did come up with a group that would provide some guidance so members could be looking at the same cities.

Mr. Stevens added the region is not as affluent as regions in Ontario or other Western provinces which caused difficulty in finding benchmark locations. He questioned if it would be worthwhile to look at regional counterparts such as Charlottetown, Moncton or St. John's.

Councillor Mason suggested that too often provincial economics are compared from city to city. He added that outside Ottawa and Winnipeg, which are unique when it comes to the arts, HRM has a number of factors that can work well for encouraging and growing arts.

Ms. Simpson wanted to know if the Kelly Hill study was going to be released in the New Year, that the Committee report should reflect the newest numbers available. She expressed concern about cross referencing a number of studies when the focus would be on the newest information available.

Mr. Stevens believed that averaging some of the benchmark cities and make that the goal for HRM to achieve.

Mr. Whittaker replied that using cities such as Winnipeg would provide a goal for HRM to try and achieve to. He stated that with confidence the report could easily add a number of cities and have strong rationale as to why the Committee chose them. He

noted that comparison could include such rationale such as; population, capital cities, economic indexes.

Ms. Kerrin wondered if there was a definitive list of cities that identify themselves as arts communities. She suggested that it might be good to compare HRM with other cities that want to position themselves as strong leaders in the arts and culture sector.

Mr. Johnson added that Halifax has a strong artistic base and are advantaged because they are not starting from scratch.

The Committee agreed to continue this discussion again at the end of the meeting.

## **6. PRESENTATIONS**

### **6.2 HRM Marketing and Communications – Bruce DeBaie, Managing Director Corporate Communications**

Mr. Bruce DeBaie, Managing Director of Corporate Communications presented before the Committee.

Mr. DeBaie provided an overview of the types of activity that the HRM Communications team deal with. He added that he hoped that through working with the Special Arts and Cultural Advisory Committee they would be able to assist in creating a better profile for the arts and culture community including; increased public awareness, attendance, and community appreciation. Mr. DeBaie added that HRM is currently undergoing a rebranding project and part of that process will be to include Arts and Culture Groups to help shape the new brand.

Mr. Whittaker stated that communication is something that is still being worked on for the report. He added that it would be important as the communication piece evolves, to have HRM Marketing and Communications come back provide some input. He suggested tying in the role of arts and culture into how plays in building a vibrant city that becomes economically diverse and attracts younger demographics.

Mr. DeBaie responded to questions of clarification from the Committee.

### **6.3 HRM Legal Services – Sara Knight, Solicitor**

Ms. Sara Knight, Solicitor provided some background on the legislative framework that HRM operates by, in effort to assist the Committee in crafting their recommendations to Regional Council. She explained that the Charter sets out what the Municipality can and cannot do. She cautioned the Committee when using benchmarking, that municipalities in other provinces may have a completely different set of legislation to operate under. She added that what may be considered in another city might not be in the mandate of HRM.

Ms. Knight stated that the term "arts and culture" is not mentioned explicitly in the Charter. However, she explained that there are other headings within the Charter under which arts and culture may be considered. She provided an example that HRM could; could commission art if they purchased it for the enhancement of the facility. Another example of crossover with arts and culture could be through recreational programming. Ms. Knight added that HRM is able to provide grants to cultural organizations, although it had to be done through groups and organizations and not to individuals.

In response to comments regarding the formation of an Arts Council, Ms. Knight advised that Regional Council does have the ability to create advisory boards and committees; she added that Committees of Council do not have the ability to spend money. She explained that the committees play an advisory role to Regional Council and Regional Council has the final authority.

Ms. Knight then responded to questions of clarification from Committee members.

Mr. Whittaker stepped down from Chair and Ms. Simpson assumed the Chair at 10:17 a.m.

## **7. REPORTS**

### **7.1 Discussion of SACAC Recommendations Working Document**

After the presentations the Committee resumed discussion on the working document.

Ms. Simpson stated that from the presentations there were a few items that needed to be integrated into the draft. She commented that they know they cannot give grants to individuals but would like it to be considered in the future as part of a legislative change.

Mr. McLean agreed that a suggestion be made to consider changes to how funding is distributed in the future.

Mr. Johnson added that the report could show that in other jurisdictions, funding distribution is distributed out through an arts council and it is considered a normal and best practice in other municipalities.

Mr. Stevens retired from the meeting at 10:22 a.m.

Ms. Simpson wanted to see what the structure of a new grants program to fund the arts would look like.

Mr. Whittaker resumed Chair at 10:23 a.m.

Mr. Whittaker wondered if there was a value in having a vision statement stating the relationship between the arts and HRM.

Ms. LeBlanc stated that it is important to have the vision statement and ensure it include more than just the financial opportunities.

Mr. Whittaker advised that he would work on the visioning statement for the report.

The Committee agreed to add another meeting for Friday, December 13, 2013.

**8. ADDED ITEMS**

**9. NEXT MEETING DATE – November 29, 2013**

**10. ADJOURNMENT**

The meeting was adjourned at 10:33 a.m.

Quentin Hill  
Legislative Assistant