

CULTURAL ADVISORY COMMITTEE

MINUTES

July 8, 2005

PRESENT: Councillor Uteck
Gary Vermeir
Mike LaLeune
Shahin Sayadi
Gordon Morgan
Margie Clow-Bohan
Betty Thomas (11:20)
Andrew Inch
Elias Metlej (11:10)

REGRETS: Councillor Streach
Paul Greenhalgh
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
John Dewolf, NSCAD

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1. CALL TO ORDER

The Chair called the meeting to order at 11:03 a.m.

2. APPROVAL OF THE MINUTES

MOVED by Mr. Mike LaLeune, seconded by Mr. Gordon Morgan that the minutes of June 24, 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.

Councillor Uteck advised that there was lack of participation at the Black Cultural Center Cultural Café on June 24, 2005 as there was another community meeting. There will be another Cultural Café session held at the Black Cultural Center on July 14, 2005.

The Committee agreed to send a thank you letter to Heartwood .

4. BUSINESS ARISING OUT OF THE MINUTES

4.1.1 Website Design

Mr. John Dewolf, Nova Scotia College of Art & Design, gave a power point presentation "Branding Elements" for the Cultural Plan and presented ten options. He further advised that the website would be implemented first.

A discussion ensued and the Committee agreed to eliminate options two, three, four, seven, eight, nine and ten.

After further discussion the Committee considered options one, five and six and the following motion was placed:

MOVED BY Mr. Shahin Sayadi, seconded by Mr. Mike LaLeune that the Cultural Advisory Committee approve Option Five for the design of the Cultural Advisory Committee website and brand with the following amendment:

- 1. That the imagery dials from option six be used as links on the website. MOTION PUT AND PASSED.**

A discussion ensued regarding the term of the Committee and whether or not the identity/brand would be used over the long term.

Mr. Whittemore advised that the length of time in which the Cultural Advisory Committee uses the brand is at the Committees discretion.

MOVED BY Mr. Shahin Sayadi, seconded by Mr. Mike LaLeune that the Cultural Advisory Committee recommend that in the event that an Arts Council or another Cultural Advisory Committee is established that the brand/identity be continued. MOTION PUT AND PASSED.

The Chair requested that a thank you letter to NSCAD be sent on behalf of the Committee.

4.1.2 Goal Development

- A document entitled Cultural Plan Draft Goals and Objectives was circulated to Committee Members for discussion.

Ms. Holly Richardson advised that the document incorporates the discussion from the June 24, 2005 Cultural Advisory Committee meeting and the results from the Cultural Cafés. She further advised that the results have been compiled into broad themes and synergies and that the information has not been analyzed. She proceeded to give an overview of the key themes.

Strategic Direction # 1 - Focused service delivery and partnerships among all levels of government.

A discussion ensued in regards to the objectives that were presented by staff and the Committee made the following comments:

- That the recreation programs and centers be reevaluated and incorporated into cultural centers.
- Culture needs to take precedence over everything that happens in the community and that heritage and recreation should be a subset of culture.
- The current structure of Tourism, Culture and Heritage is what Culture is and that culture should be the guiding principle for tourism, heritage and recreation.

Ms. Holly Richardson advised that the mandate guides recreation activity not cultural activities and is based on specific priorities and outcomes. The business unit is designed to reflect this. Mr. Dan Norris, Manager, Culture and Tourism, commented that the integration of culture into

recreation is a new idea and that how it should work is a broader idea.

A discussion ensued in regards to the level of collaboration with other levels of government it was noted that:

- HRM needs to define its role in Culture.
- Stabilized funding is required.
- There is a cost associated with service delivery.
- Businesses have more resources to contribute to marketing culture in HRM and need to be included early into the process. For example Alexander Keiths Beer is marketed as an import from Nova Scotia .
- There is a need to collaborate.
- Concern was raised over having to pay for municipal services when one is requesting an HRM grant. Some of that money is going back to HRM.
- It was suggested that HRM develop an Arts Council and encourage the province to work with HRM.
- Too strong a partnership with the province will create a bureaucratic system.
- HRM should not duplicate services or undermine the efforts of the province.
- A tripartite agreement creates more bureaucracy.
- It was suggested that HRM offer tax incentives.
- It was suggested that a provincial culture representative be invited to attend a Cultural Advisory Committee meeting.

In response to the comments made by the Committee Ms. Richardson commented that

1. Policy statements and action items will follow each objective. The policy statements will assist Regional Council in decision making.
2. There will be an Industry Consultation Workshop on July 27, 2005 at Pier 21.
3. A staff meeting has been scheduled with a provincial representative to discuss HRM's Cultural Plan and the Provincial Cultural Plan.
4. The Municipal Government Act does not give HRM authority to provide tax incentives, a legislative amendment would be required.

Councillor Uteck called for volunteers to serve on the Communications subcommittee. Ms. Margie Clow-Bohan volunteered to sit on the Committee along with Councillor Uteck.

Mr. Dan Norris, Manager, Culture and Heritage, commented that gaining the support of other levels of government, businesses, the communities and producers of culture will be required in order for the Cultural Plan to be a priority of Regional Council.

Ms. Richardson suggested that strategic direction number one be refined.

MOVED by Mr. Morgan, seconded by Ms. Clow - Bohan that strategic direction number one be reworded to “*Focused service delivery and partnership.*” MOTION PUT AND PASSED.

In response to comments by the Committee Mr. Andrew Whitemore made the following comments:

1. The intent is for HRM to take a leadership role. A leadership role does not preclude HRM from going forward without support from the provincial or federal government.
2. The tripartite agreement would be brought back to Regional Council for approval. The Cultural Plan will guide what type of agreement that will be pursued. It does contain a certain level of commitment that you may not otherwise have.

Councillor Uteck commented that a tripartite agreement encourages other levels of government to support our initiatives. She further advised that at the June 24, 2005 the Committee requested that staff determine what level of government is funding what types of services programs and to determine what the gap is.

5. **CONSIDERATION OF DEFERRED BUSINESS** - None
6. **CORRESPONDENCE, PETITIONS AND PRESENTATIONS** - None
7. **NEW BUSINESS/ADDED ITEMS** - None
8. **NEXT MEETING DATE**

Ms. Holly Richardson requested that a full day special meeting be held next week to continue the discussion on Goals and Objectives. The Chair advised that a half day meeting can be scheduled. The Committee agreed.

The next regular scheduled meeting is July 22, 2005.

9. ADJOURNMENT

There being no further business the meeting adjourned at 1:00 p.m.

Stephanie Parsons
Legislative Assistant