



MEETING MINUTES

January 21, 2019

Board of Directors Meeting

Culture Services Bldg, 6:30 pm

Present: Scott Barnabé, Delores Coghill, David Gilmore, Diane Hermary, Rob Ironside, Heidi Panameno, Craig Scott, Doug Vint.

Regrets: Ranjit Mullakady

Absent:

Staff: Suzanne Hermary

Volunteer:

Guests:

Meeting Called to Order:

Meeting called to Order at 6:36pm.

1. AGENDA

1.1 Additions or deletions

Addition: Diane will be away for February mtg, please record.

Addition: Address February meeting date conflicts.

Addition: Downtown safety letter writing campaign.

1.2 Approval: Agenda moved by Scott. Seconded by Rob.

2. MINUTES of December 10, 2018 meeting:

2.1 Errors or omissions.

2.2 Approval: Minutes, moved by David. Seconded by Rob.

3. CITY OF RED DEER LIAISON REPORT

Wendy is absent. Nothing to report at this time.

4. NEW Business

4.1 Schedule the AGM for March 13, 2019 at 7pm:

Now we need a venue. Snell, Cronquist. Suzanne will investigate.

Delores is also wondering whether we can hire a magician for the entertainment? Make sure he receives the 'call for artists' when it goes out.

ACTION

Suzanne to investigate venues for AGM

4.2 Audience Development: +1 idea, from PAC

Scott is reporting for PAC.

The +1 idea stems from discussion about finding ways to encourage people to attend local events, and how this information is disseminated. Scott noticed that we don't actually phone people to invite them 'out' anymore, we rely on social media. How can we personally invite people to encourage building audience development without giving up our responsibility to social media? How do we give people incentive to do this? Essentially, buying local. Like a punch card at the coffee shop. Lacombe currently has developed an app for this, with incentives. Venues would participate, to qualify as a '+1' venue. Tourism Red Deer would be very interested in something like this idea.

David is wondering if we have access to an app developer? The RDAC could absolutely take control of development of an idea like this! There doesn't seem to be anything out there like this right now. This could bring together venues, communities, radio stations, sponsors ... the Scene, Meet Up ... the possibilities are endless!

The whole idea is to BRING A FRIEND! Tag the friend and when they join, you get credits? How/where to 'spend' the credits?

An easier way to do this would be to create a hashtag, is #+1. Or a Facebook group or page. Something small to test it out.

When fleshed out and complete, we could do a city wide launch!

Craig suggests that firstly, we don't lose this idea and secondly, we don't incubate it for too long. Sooner than later, this is a great idea. This is important enough to create a Committee to continue this through.

What happens when 'incentive' or 'points' run out? Our idea isn't to subsidize venues or shows, our idea is to populate them. So start low and slow, don't give what can't be easily taken away.

ACTION

Scott and Suzanne to send a call out for bodies to populate a +1 Committee.

4.3 Princess Margaret Scholarship request from Tara O'Donnell

~ Please see attached printout of the email from Tara. Suzanne read aloud.

Scott and Diane remember an endowment that would generate interest funds which would then be given to the winner, as administered/juried by us.

Suzanne was asked to contact Robert Alspach, Carol Nault, Morris Flewwelling` or Michael Dawe for information.

The Princess Margaret scholarship was created in the '80's during HRH's visit to Red Deer. It is funded by the Community Foundation endowment and juried and administered by us, and co-present with the Mayor, or at a coinciding event.

~ The AFA has awarded us a one-time additional payment of \$844.74 to put towards administration costs! Our grant award was more than we expected!

4.4 Practicum student opportunity ~ 2 weeks, no cost, Robertson College Administration

The opportunity at Robertson College has already been taken, so this is moot.

We have, however, received an application from an RDC student, and are wondering if 'practicum' or volunteer work requires payment, and under what parameters? Heidi commented that minimum wage was usually expected. There is also the opportunity to receive a \$1,000 bursary for this work.

Can we share this through an Opportunities grant?

ACTION

Suzanne to speak to Wendy to see if we can make this happen.

4.5 Member Benefits clarification ~ Suzanne

Suzanne asked for confirmation of, that things coming to us from non-members can be shared freely on social media, but not through email, weekly listings or newsletter platforms.

Discussion:

We currently have over 1,200 members on social media. Comments agree generally that social media should be a free and open platform. Our closed communications are for members only. We should, however, always be encouraging social media members to join the paid membership, and cite benefits.

We also have an aging population attached to our 'members only' membership, and many of those members do not do social media. So no such thing for them as 'cross-advertising'.

Clarification complete. As well, Suzanne is asking if any board members would like to have posting access on our Facebook page. Heidi would like to have posting access.

ACTION

Suzanne to add Heidi as admins to the RDAC Facebook page.

5. OLD Business arising from the previous minutes

5.1 Phil Duncan ~ Alair Homes ~ attended First Friday January, awaiting feedback

Craig has asked Suzanne to send him Phil's contact information. Craig will thank Phil for attending. He attended in January, we had roughly 30 attendees.

ACTION

Suzanne will send Craig Phil Duncan's contact information.

5.2 Troubled Monk Social ~ 5 attendees Dec 18th, Landon and Joe Larsen for Nuit Blanche

Suzanne encouraged attendance. The next event is tomorrow evening for CAFF.

5.3 Board Evaluation ~ one member hasn't responded, Suzanne to provide analyzed results

Craig asked that Suzanne email the board evaluation results to the Board, along with specific questions from Craig for information.

ACTION

Craig to formulate questions to be added to the Board Evaluation email.

Suzanne to send Board Evaluation results and Craig's questions to the board via email.

5.4 Strategic Planning and Board Orientation ~ schedule a date

TBA pending provincial schedule.

5.5 Entertainment Awards ~ high attendance, RDAC received an award

The award is for us to hand out in the future. Awaiting Jesse to advise.

We might need to form a Committee, or throw it out to the PAC. Decision will be made after we receive criteria and guidance regarding how we are to proceed, from Jesse. TBA. Ongoing.

5.6 Co-Op Artists Gallery Sale in housewarmings for CWG and beyond

Suzanne doesn't think this will happen, due to not enough people to fill 8-12 spots. Currently we have 5 interested parties.

Suzanne is wondering if, or how we can we accommodate the five interested artists who are willing to commit to this venture. Are there smaller spaces available? Can we incorporate these artists into Nuit Blanche in some way, connect them with Landon? We can also forward their names to the DBA, to integrate into downtown activities. Suzanne will provide some contact information to the artists, but we have done all we can do at this point. Good try, all who were involved.

5.7 Budget 2019 progress

See financial 7.0 below.

6. ADDITIONS to the Agenda

- 6.1 Diane will be away in February (19th), can someone please record the meeting.
- 6.2 Address the February meeting date ... there are conflicts with both Family Day and the Canada Winter Games (Family Dance is that night). New meeting date February 19th, 6:30 at the Culture Services Building.
- 6.3 Does the RDAC need to write a letter to the City of Red Deer on behalf of our members and citizens regarding the safety of downtown while attending after dark shows/concerts/drinks?

David Gilmore read a portion of Ryan Marchant's public Facebook post, which encourages citizens to write city council representatives regarding their safety while attending after dark downtown activities. We have received concerns, and outright refusals of attendance due to a perceived lack of safety. The Board members are encouraged to write a letter as an individual, on behalf of the Red Deer Arts Council inquiring about

city safety and sharing personal stories. Should we encourage our membership to do so? Yes. Provide a template to make it easy.

ACTION

Suzanne to send a template and city council addresses to the membership encouraging participation in a safety letter writing campaign.

7. FINANCIAL Update

7.1 Presentation of the Financial Reports

Please see below figures and attached report. For information.

7.2 Finance (Budget, Grants, Fundraising, Audit ~ Delores

Delores addressed the Comparative Income Statement and Balance Sheet.

There was some discussion surrounding Casino funds, how to spend them, extensions and amount available for carry over. Suzanne recently took a course, and had some questions.

7.2a Fundraiser Results

Delores passed around copies of the Arts and Craft Beer Fundraiser Expense/Revenue sheet. We made \$2,077.73!

Information learned during recent training regarding 50/50 draws. There are guaranteed prize amounts you must promise, the minimum is 20% guaranteed of total ticket value sold. For example, if you have \$5,000 available tickets, therefore you must have 20% of that prize value available, even if you don't sell them all. This information is concerning, and Suzanne said it generated great discussion during the training session, so not just us. This is AGLC.

7.3 Current Bank Balance:

General \$31,830.84
Casino \$11,807.54
Community Spirit \$28,013.37

8. COMMITTEE Reports:

8.1 MEMBERSHIP: (Membership, Membership Relations) ~ As of September 30, 2018

Memberships:

New:	14
Renewal:	127
Total:	141
Organization:	40

8.2 COMMUNICATIONS: (Internal, External, Website, Promotions/Marketing)

Reporting: Suzanne to report.

Please see Coordinators report for more info.

CCDF grant is due next week. Website will be updated. Memberships are coming in.

8.3 PROGRAMMING: (Workshops, Events, AB Culture Days)

Reporting: Suzanne to report.

Please see Coordinators report for more info.

First Friday needs to be updated. Upcoming workshop info will be added when completed.

There is an organizational grant writing workshop in Edmonton this Saturday. Some members will attend.

8.4 EXECUTIVE: (Board recruitment, Staffing, Volunteers)

Chair: Craig

Craig is asking for Board input regarding Suzanne's job performance, and asks for the thoughts of Board members ASAP for her three month job performance review.

ACTION

Board members to send input to Craig via email regarding Suzanne's job performance.

8.5 PORTFOLIO:

8.5 a: Visual Arts Committee

Chair: Diana Anderson

See attached VA Committee report for full details.

8.5 b: Literary Committee ~ Currently needs a Chair

No chair. Nothing to report at this time.

We will reach out to the leadership at Writer's Ink again.

8.5 c: Performing Arts Committee ~ Chair, Rob Ironside

Tax workshop for artists ~ Marnie Blair @ RDC w/Stacey Cam

Feb. 11, \$310. Will be visually arts focused. Can RDC Subsidize?

~ Spoke about First Fridays, addressed also in 5.1 above.

~ Tax workshop for performing artists, Suzanne received paperwork.

MOTION

Scott moves that we provide funding in the amount of \$155 towards the tax workshop for visual artists. All in favour. Motion carried.

Family Dance

Franny Klein is performing at this dance, to happen at Canada House, celebration plaza. Under a 50x50 tent with heated floors. On Family Day from 5pm to 8pm. The dance is FREE to attend. Will be on Monday, February 18th.

CWG Opening ceremonies: Rob attended a meeting with 12 other community groups involved.

Very encouraging, local talent is mixed with outsourced talent.

On the main (community) stage, Celebration Plaza, on Canada Day there will be lots of entertainment, including dance groups. The stage is 20x24, inside and heated.

PAC Dance sub-committee

CAT Harassment Policy ~ report TBA.

ACTION

Craig will send the CAT Harassment Policy to Suzanne by the end of February.

PAC Film sub-committee

Ranjit is reporting.

Ranjit just arrived back from India today.

Suzanne reports that CAFF is the next newsletter profile, and are presenting at Troubled Monk tomorrow (Tuesday).

8.5 d: Culture and Heritage Committee ~ Chair, Delores Coghill

Canada Winter Games:

Delores reports that the CWG has created a cultural tent on the Central School site, and is looking to populate with cultural events/opportunities. There is a four hour window to fill, and Delores has been asked (now, a month before the event) to fill this window.

Canada Day.

Delores is in charge of populating the Bower Ponds stage with entertainment during the day. In the evening, she has spots open from 6:30-11pm. We can put out a call for artists for her. This year is the 50th anniversary of the Culture and Heritage Committee has put on the Canada Day event, and they are looking for a larger headliner to fill the evening. She is also looking for sponsors to sponsor the main band.

ACTION

Suzanne to forward Delores an email regarding a possible entertainer for Canada Day.

8.5e Guitarz for Kidz ~ Chair: David

~ The Ricky Skaggs autographed guitar was won by Sheldon Hall from Camrose. They raised \$2,210 from this raffle!

~ They gave away 6 guitars in December, and a couple have come in for repair.

~ There is a festival happening at the Black Knight Inn on February 23rd this year. The organizers were looking to sponsor a local organization that gives instruments for kids, and Guitarz for Kidz was just the ticket!

~ Suggestions for anonymously created human interest stories for their website were discussed. Not necessarily the 'who', but definitely the 'why'.

8.6 SCHOLARSHIPS and Awards: Chair: Craig Scott

Call outs have been sent out. The deadline is March 1st. At that time, the jury will be selected.

Scholarships also discussed at 4.3 above.

8.7 FUND DEVELOPMENT ~ Scott

This Committee will be investigating current culture models, how they work, or can be changed to better suit the needs of arts and culture non-profit organizations in our community.

Nothing to report at this time. A meeting is upcoming.

9.0 CO-ORDINATOR's Report:

Please refer to attached report.

Suzanne has asked about the parking stall at the RDAC/Scott Block office. She is asking for a subsidy (the cost is \$90/month). Suzanne can look into cheaper opportunities for parking if necessary. She is also asking for subsidies regarding the Chamber of Commerce benefits plan (\$120/month).

Discussion after Suzanne left the room:

After discussion, it was decided by the Board that 50% of the employee benefits package that Suzanne has secured through the Chamber of Commerce will be subsidized by the Red Deer Arts Council. It was decided that paying for parking, while an unfortunate hazard, is part of working downtown. Therefore, the Board has decided not to subsidize employee parking costs at this time.

MOTION

Heidy moves that the Red Deer Arts Council will subsidize 50% of the Chamber of Commerce employee benefits package secured by Suzanne Hermary, in an amount not to exceed \$60 per month. All in favour. Motion carried.

ACTION

Craig will drop by the office tomorrow to inform Suzanne of results regarding 9.0 above.

10.0 OPEN Discussion:

10.1 February meeting rescheduled to FEBRUARY 19th.

10.2 Nuit Blanche, we are helping Landon host this event on February 20th, downtown. We will be having the 'What is Art' board on site.

10.3 RDAC share the Guitarz for Kidz on our Facebook page weekly

10.4 We still need to decide on Diana's retirement party. Opportunity to piggy back on an event March 1st, Suzanne suggestion. Snell auditorium March First Friday. Craig suggests that yes, we can have a piggy back party, but we should also have a private dinner with the Board, including some kind of personal gift. Heidy suggested that we have a group photo taken at March 1 FF, then sign and frame it and present to her at

the following dinner. Dinner will be at one of our sponsor venues (State and Main, Bo's, Tribe).

11.0 ACTION item review:

Action Items were reviewed and removed as necessary.

12.0 VOLUNTEER Hours:

<u>2018</u>	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Aug</u>	<u>Sept</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>
Scott	6	8	8	6	13	11	15	16	4	25	6	3
Craig	8	20	12	14	12	11	20	16	10	24	11	15
Delores	6	2	9	11	8	2	8	8	9	20	8	3
Rob	6	8	4	6	6	8	6	2	12	8	4	2
Heidy	9	8	6	6	4	6	5	3	3	12	3	1
Diane	23	17	10.5	11	14	11.5	8	16	23.5	32	6	15.5
Janice	45	0	0	0	0	0	0	4	6	7	0	0
Suzanne	0	0	4	6	3	0	3	4	9	12	4	1
Doug	3	8	0	3	2	2	2	1	2	2	2	2
Diana	2.5	8.75	2.5	10	1	11.5	2.5	0	0	4	41.7	42.75
Ranjit	0	0	2	2	5	4	2	4	0	48	0	?
David (David)	0	0	0	0	0	0	0	9	10	22	10	2

13. ADJOURNMENT:

Moved by Scott at 9:03pm.

NEXT Meeting: February 19, 2019. Culture Services Bldg., 6:30pm.

PARKING Lot:

1. Leave of absence policy (health leave).
2. Culture Services move to Central Middle School after CWG? Potential gallery space.

CALENDAR of Important Dates:

CCDF Report	January 31
CIP (floating deadline)	Need to report 2 yrs after receiving \$
Charitable Status	April 1 st
AFA Public Galleries	April 1 st
Red Deer Com. Foundation	April 1 st
AFA (Client Statistics Report)	Previous year's report on grant spending
AB Registries Society annual return	Nov/Dec ~ 2 years to submit (Jan 31 st)
Casino Upcoming	Q1 2021
September Tax Exemption	Sept 30 each year for office

Mayor's Recognition Awards March nomination, June awarded

IMPORTANT dates upcoming:

- * Each Board Member will send their volunteer hours to Suzanne or Diane
- * Each Committee will distribute an events report so Committees can coordinate
- * PAC Chair will circulate their meeting minutes to keep everyone up to date
- * Board members please try to attend Troubled Monk Arts and Culture night socials

ACTION ITEMS resulting from previous meetings:

- ~ Delores to seek information regarding payments/donations to other organizations.
- ~ Rob will explore hosting or sharing the hosting of a volunteer appreciation evening for 2019.
- ~ Craig will send out the modified Strat Plan to the Board for comment via email JANUARY
- ~ Craig will break down the Strat Plan to top 3 to 5 items JANUARY
- ~ Scott will begin to form relationships with local mental health associations ONGOING
- ~ Schedule another meeting with Jesse Roads re RDEA ~ SUZANNE
- ~ Board to choose a date for the Strat Plan Session JANUARY/WAITING ON PROV GVT
- ~ Craig and Suzanne will explore retirement party options and report back ONGOING
- ~ Craig, Rob and Suzanne to contact Wendy re our involvement in the CWG ONGOING
- ~ Suzanne asked for Board members to attend a meeting with Brad Lundgren of MAG TBA
- ~ David and Suzanne to liaise regarding info to those who may need guitars ONGOING
- ~ Suzanne to assist Ranjit (Tanya) in applying for a city grant for the 2019 CAFF MOOT

ACTION ITEMS resulting from THIS meeting:

- ~ Delores, is Cronquist House available for the evening of March 13th, 7:00pm?
- ~ Scott and Suzanne to send a call out for bodies to populate a +1 Committee.
- ~ Suzanne to speak to Wendy to see if we can secure a grant for a college student
- ~ Suzanne to investigate venues for AGM
- ~ Suzanne to add Heidi as admins to the RDAC Facebook page.
- ~ Suzanne will send Craig Phil Duncan's contact information.
- ~ Craig to formulate questions to be added to the Board Evaluation email.
- ~ Suzanne to send Board Evaluation results and Craig's questions ^ to the board via email.
- ~ Suzanne to send a template and city council addresses to the membership encouraging participation in a safety letter writing campaign.
- ~ Board members to send input to Craig via email regarding Suzanne's job performance FEB
- ~ Craig will send the CAT Harassment Policy to Suzanne by the end of February
- ~ Suzanne add to the February agenda the need to review the future of Troubled Monk Tuesday
- ~ Suzanne coordinate March 1st Fri photo shoot, Diana public party, and a private dinner after

Meeting Dates 2019

March 18 April 15 May 20 June 17 July 15 August 19
September 16 October 21 November 18 December 16