



Red Deer Arts Council
110-4818 50 Avenue
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MEETING MINUTES

Monday September 16, 2019

Board of Directors Meeting

City of Red Deer Culture Services – Mosaic Room, 6:30 pm

Present: Scott Barnabé, Diane Hermary, Rob Ironside, Curtis LaBelle, Mike Richard, Craig Scott, Jan Underwood, Jan Underwood

Regrets: Ranjit Mullakady, Brian Barritt, David Gilmore

Absent: Doug Vint, Heidy Panameno

Staff: Suzanne Hermary

Volunteer:

Guests: Wendy Meeres

Red Deer Arts Council Vision Statement:

A dynamic community that celebrates and supports the arts.

Meeting Called to Order:

Meeting called to Order at 6:39pm.

1. AGENDA

1.1 Additions or deletions

6.1 Canada Winter Games Debrief ~ Rob

6.2 AFA Meeting Debrief ~ Craig, Suzanne

1.2 Approval: Agenda moved by Rob/Curtis.

2. MINUTES of July 15, 2019 meeting:

2.1 Errors or omissions

2.2 Approval: Minutes, moved by Mike/Curtis.

3. CITY OF RED DEER LIAISON REPORT

Wendy is reporting.

Wendy welcomed the Board to the Culture services new facility and offered a tour at the end of the meeting if wanted. They have been here since July, and are enjoying the Viewpoint Gallery, and First Fridays have all been well attended.

Tonight is the first night of evening programming in the building (classes etc). They are proud to occupy an accessible building, with ramps, railings and elevators. Signage hasn't yet been installed, and temporary signage is on order. Right now, in between, it is definitely a challenge.

The CARFAQ event was hosted here, which was a great opportunity to show off this new



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building. It was well attended and represented. This location will be one of the hubs of Culture Days.

A multi use space for theatre, dance, music, community events, rentable for private events is still in renovations, but is exciting. All other spaces are working out quite nicely.

Diane commented about how much she is enjoying activities and festivals (CentreFest, RibFest) at the Gary Harris festival site. Wendy reported that it will be well lighted out front in the future.

Country Pride dancers did a flash mob there last Saturday, as well as at the Farmer's Market.

4. NEW Business

4.1 Activity Guide Ad – include ad to promote workshops w/MAG, Literary open mic, First Friday & other events activities we have ongoing into 2020. Cost shared with MAG for their portion.

We haven't done ads in there for some time, but since we have many regularly scheduled events, as well as partnerships (shared costs with MAG), we may want to revisit.

Suzanne reports pricing at ¼ page \$181.50 so \$90 each if we split it with MAG. For a listing is \$48.00. Information is due on Friday September 20th deadline.

This would be specifically to advertise workshops, literary events, Troubled Monk events, first Fridays, basically our programs.

ACTION

Suzanne to take out the ad in the Activity Guide.

MOTION

Rob moves that the RDAC take out a quarter page ad, partnered with MAG, in the Red Deer Activity Guide for the amount of \$181.50 to advertise general programming. Curtis seconds. All in favour. Motion carried.

4.2 Family Services Central AB Request – Activity station at CA Children's Festival June 5-6 2020 (and make plans for ongoing such requests).

Suzanne reports that we receive requests like this all the time. This is a request to create an activation. Suzanne is asking if we can create an action plan to quickly cover requests like these. Or, how should we respond to these requests?



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Wendy replied that the Children's Festival is different, the booth is expected to be a hands-on activity for children. We can incorporate artists however we like, and it would be a great way to represent the RDAC on a family based level.

Curtis suggested that we wouldn't need more than 4 volunteers, combine music and visual arts (supplies cost money). Guitars for Kidz involved in the instrument portion, Wendy said that we could use supplies from the city if needed.

Rob could possibly provide some dancers to teach the kids dancing on site as well. Country Pride has done it in the past and the kids love it. They may also be involved this year.

This is a two day event, full 8 hour days each day. Lots of time to cover with volunteers.

We think that we should definitely participate, and this would be our first Children's Festival participation!

YES we are going to do this. Craig suggested we dedicate \$200 to art supplies.

As far as handling these types of requests in the future, firstly we need to find out what the event entails (time, volunteers, impact on visibility, support), and whether we do it or pass it on to a member organization (with our A-frame sign on site). If extra funds are needed, that is a Board decision, and these requests need to be assessed on an individual basis.

MOTION

Curtis moves that the RDAC spend \$200 on art supplies to be used at the Children's Festival in June 2020. Jan seconds. All in favour. Motion carried.

ACTION

Suzanne to secure us a spot at the Children's Festival, and organize volunteers.

4.3 "Tribe" Term Feedback – received criticism re: term at Market when MAG presenting At the Farmer's Market, we received two comments of offence from members of the indigenous community regarding our use of the term "Where's My Tribe?".

Suzanne suggested that we make Creativity Understood our tag line/motto (instead of Where's my Tribe?) and that way we are updating and not necessarily changing.

Updating versus conforming to pressure was discussed.

Use the Golden Rule update, treat others as they would want to be treated.

This would constitute a revamp of the RDAC signs, which is needed anyway.



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We could frame this as a truth and reconciliation concept, to show that we are culturally sensitive to the needs of others.

Re frame Where's My Tribe as Creative Connections or something similar.

Craig mentioned that CAT uses the Treaty lands recognition speech before events, and receives complaints regularly. Craig suggests that, if we change it, it's all or nothing. Everything gets changed and the remaining Tribe T-Shirts are not sold, but recycled in some way as to not offend anyone.

MOTION

Curtis moves to redo the RDAC A frame sign to reflect Creativity Understood. Mike seconds. All in favour. Motion carried.

ACTION

Suzanne to redo all RDAC signage to remove Where's My Tribe and replace with Creativity Understood.

4.4 Carl Stretton Request – re: cheque from 2018 never cashed.

Craig instructed Suzanne to re-issue a cheque to Carl. Change as needed.

4.5 2019 Fundraiser Planning - Curtis

We have put aside the RDSO fundraiser and are concentrating on the Rocky Horror Picture Show screening at the Scott Block. This would also be a dance after the movie, with Curtis as the entertainment. The Scott block has been updated and is a great venue for this sort of event. There is already a screen there we could use.

The event will be sold at \$50 per ticket, date is November 2nd. Admission includes the film screening, the dance after party and a prop kit.

Suzanne asked all Board members to save the last 25 sheets of their toilet paper rolls, to save money and mess!

The poster mock up was shared.

The Board gave Curtis and Suzanne permission to move forward on this event.

ACTION

We are moving forward with our Rocky Horror event ... all Board members please participate.



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4.6 Music Fest 2020 & Canada Council/CIP Grant – Suzanne

Suzanne has been connecting with musicians in the community, asking what would make them happier in their community. Their answer, work. More work. June 21st is also the International Day of Music, created in France in 1982 it's now celebrated in many countries, particularly in Edmonton. Suzanne has reached out to contacts at the Edmonton Festival for guidance, but lead planner is on indefinite leave.

The Canada Council application to help put on an event requires a translation into French and it is also a entity created by the French Government, so Suzanne has reached out to the ACFA of Red Deer to partner. Suzanne described what Music Fest might look like, with musicians scattered all over downtown. Another idea might be to take over Bower Ponds for this event, with the help of Quan Diep as organizer. The problem is that this is 10 days before Canada Day, and renting the bandshell is cost prohibitive.

Another suggestion is the Ross Street Patio and Little Gaetz intersections. The Central school Gary W. Harris Festival sight at the Culture Services building could also be an option.

Fringe Festival for Musicians.

Suzanne is asking if the Board agrees moving forward on this time sensitive item. We need to know what kind of event we will be organizing, and Rob agreed to advise Suzanne based on his experience.

Ideas

Centrally located, in the same area. Especially for the inauguration.

It can be as simple or as complicated as we make it.

There are music festivals similar, and they don't have stages or even tents. Just equipment.

We can pepper downtown with artists at appropriate distances.

Sunday, June 21st International Day of Music.

If it's downtown on a Sunday, this could be problematic ... contact businesses to ensure they are aware of the event and they're open.

It needs to be unique and marketed very well.

Suzanne will proceed with the grant application with the small venue scattered musician idea. Nothing can be planned without funding anyway.

ACTION

Rob and Suzanne will move forward with grant funding for MusicFest 2020.



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4.7 GIC Funds were taken from General instead of Community Spirit Account, need to move (this is in addition to changes approved at July meeting.)

This doesn't need to be an agenda item, we will just do it. Need two to go to the bank with signing authority, date will be secured via email.

4.8 Canada Winter Games ~ Rob debrief

Please see 6.1 Additions to Agenda.

5. OLD Business arising from the previous minutes

5.1 Vision & Mission Statement – Suzanne

Mission approved as written, except to remove the Oxford comma. Creativity Understood moves to tag line as per Tribe conversation (4.3) above.

Suzanne confirmed that we are required to change our Mission or Vision statements at the AGM. She was asked to retool both, and is doing research with other arts institutions and marketing folks to find a true Vision. Creativity Understood can already be used as a tagline.

Suzanne's Proposal for Mission: To inspire, support, and stimulate arts and culture in Red Deer through education, advocacy and programming.

ACTION

Vision/Mission retool ongoing.

5.2 Choirs Red Deer Marketing Experience – Suzanne

Scott Cameron was chair on the Choirs Red Deer Board when the work with William Joseph happened, and loved everything about the experience.

Lisa Ward, however, speaks differently. She couldn't open file formats and had to purchase new computer programs to retrieve files. Her experience was that it was more challenging to work with them.

Materials designed and paid for could not be accessed to change in any way, which was distressing. The WJ plan was fully implemented, but was more difficult than needed to be, due to the actions of WJ themselves, it was reported to us.

The organization Choirs Red Deer, bottom line, has been struggling for the last year.



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Rob gave background on William Joseph and the ArtsVest program they took last year. WJ did a presentation (sales pitch) on how they could come up with a (very expensive) marketing plan. However, implementation of the program is not included in their package.

This would close the door on our enquiry into using WJ for marketing.

Jan suggested Heuer Design for all our marketing needs.

ACTION

Suzanne will revisit marketing companies.

5.3 Entertainment Awards – Curtis suggested a ‘rising artist’ award at a previous meeting, and we need to flesh out this idea and put out call.

This award has been approved. We need a description of what this award looks like

ACTION

Curtis will send thoughts/ideas re RDEA Rising Artist award to Board via email.

6. ADDITIONS to the Agenda

6.1 Canada Winter Games meeting debrief ~ Rob

This debrief session was a full day (9 to 3), and Rob was looking for event information to utilize within his group, Country Pride Dancers. He reported the following statistics, reported by CWG at this meeting:

Municipal #s

- ~ 15M capital investment in upgrades in the city of Red Deer
- ~ 500,000 donations made to local sports organizations for equipment
- ~ 49M budget, likely made money
- ~ 12M in corporate sponsorship, target was 9M
- ~ Merch sales target was 850,000 made 925,000

Provincial #s

- ~ 110M financial input into the province, 60M increase in GDP
- ~ 26,000 visitors to the city plus 3600 athletes
- ~ 20M expenditures to the city of Red Deer
- ~ 4600 volunteers
- ~ 100,000 spectators
- ~ 80% of the budget was spent here in Alberta, 19% Canada, 1% international

They spent the last 45 minutes describing what sounded like crisis management on a regular basis on the Festival site grounds (Central school). Between the tent, the volunteers, the weather ... it seemed that the culture portion was poorly executed. Agreed that the intent was good. They did admit this to the culture groups, which was appreciated.

The power points presented at the meeting will be available on the CWG website. The Festival site was its own entity and wasn't under the same banner as the rest of the Canada Winter Games. The running of the Festival portion was hired out, and it seems that this was where most of the problems occurred.

6.2 AFA meeting debrief ~ Craig, Suzanne

This meeting was a meet and greet, and the first time in 8 years that the board met in Red Deer. 12 people from various local arts & culture organizations attended. It was a chance to learn about arts and culture, as well as artists, from Red Deer.

7. FINANCIAL Update

7.1 Presentation of the Financial Reports – Heidi

Heidi is absent, Suzanne presenting.

Please see below figures and attached report.

- UPDATE: Delores came July 11th to help resolve suspended funds from April reconciliation. Two transactions both dealing with lost cheques are in question. 1 of 2 now fixed, other still within 6 months of issue.
- Successful grant through Lifelong Learning Council of Red Deer for Hub's Ross Street Singers program with Curtis Labelle as choir director. Awaiting cheque to deposit.
- DBA grant for AB Culture Days deposited in General.

Successfully received a Hub grant, awaiting cheque.

Suzanne is asking for several small, compact and easily transferrable sized signs that can be displayed at the Hub and other venues that we sponsor, regularly. Visible branding is important, and people need to know what we actually do.

We received a \$550 grant from the DBA for the downtown Alberta Culture Days events – a committee grant rather than an RDAC-specific grant. Any organization on the committee can submit receipts.

ACTION



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Suzanne to investigate pricing for both A-frame sign and smaller signs on Coroplast with Quest Signs and others.

7.2 Current Bank Balance:

The Comparative Income Statement and Balance Sheet were addressed. Provided for July and August. Below are August totals:

General	\$ 7,294.91
Casino	\$ 11,803.02
Community Spirit	\$ 42,357.78
GIC Term 1	\$ 7,500.00
GIC Term 2	\$ 7,500.00
NEW Servus Rewards 3 Account	\$ 9.69

ACTION

Craig and Diane to meet at Servus to transfer funds.

8. COMMITTEE Reports:

8.1 MEMBERSHIP: (Membership, Membership Relations) ~ As of August 31, 2019

Memberships:

New:	58
Renewal:	101
Total:	159
Organization:	43

Can we start offering memberships for next year now, as of September 30, 2019? This is usually started at the end of October, so we are moving the offer up one month. The answer from the board is YES.

Would we offer a different price to attend, to our membership for attending the Rocky Horror Picture Show. Curtis suggested 10% off and one drink coupon to members. Consensus was YES.

ACTION

Suzanne can begin offering 2020 memberships.

Suzanne and Curtis to modify Rocky Horror information to include membership discount.

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

Suzanne to report.

Please see Coordinators report for more info.

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



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Sept 25th will be 'The Business of Being an artist' at the MAG with Pat Matheson, co-presenting with MAG. Oct 23 - How to Travel Internationally through Art Residencies' w/Shirley Rimer, Nov 27 - Collecting 101: Big 'C' and Little 'C' Collecting' w/Melanie Berndt.

Programs being organized for spring 2020. Add budget line item for program costs (CARFAC presentation fees) & marketing for 2020.

AB Culture Days – Funding 80% successful as of July 30 - \$4000, an increase of \$500 over 2018. RDC performance for elementary gr.3-5, 6 schools + Parkland CLASS school.

Artists in Schools – only heard from high schools, sadly, 3 programs: choir (LTCHS), dance (HH), raku w/Pat (HH).

A Pop Up Art Gallery on Saturday is planned with six artists participating, at Culture Services. Committee meetings going well – helpful during contingency planning.

Received grant from Downtown Business Association for \$550 towards ABCD 2019 costs (as committee, but deposited to RDAC.)

All workshop attendance is \$10 for non members, \$8 for members.

ACTION

Add a Budget line item for program costs 2020.

8.4 EXECUTIVE: (Board recruitment, Staffing, Volunteers – Chair: Craig
Nothing to report at this time.

8.5 PORTFOLIO:

8.5 a: Visual Arts Committee - Chair: Diana Anderson

Please see Visual Arts Chair Report for more info.

Gallery Guide is being updated.

First Friday events are being moved to 5:30 – 7:30pm due to shifting RDPL hours.

8.5 b: Literary Committee – Suzanne reporting

Literary Open Mic nights moved to 2nd FRIDAY of each month at Sweet Capone's due to venue hours.

The first happened last Friday, with 5 readings, 20 patrons and a few walk throughs. A special cocktail was created for the evening, to some success. Carl played bass (for tips). Our honorarium grant application was denied, so we need to find other revenue streams to be able to pay artists.

8.5 c : Performing Arts Committee – Chair: Rob Ironside

Please see June meeting minutes attached. No July/Aug/Sept meetings.

Rob & Suzanne attended the new City Manager meet and greet and reported that the new City Manager is well aware that the RDAC exists. Good event. The next PAC meeting will be organized soon.

c1) PAC Dance sub-committee

Nothing to report at this time.

c2) PAC Film sub-committee – Ranjit

Nothing to report at this time.

8.5 d: Culture and Heritage Committee: Delores, Chair

Suzanne has discussed with Delores about having a similar round-up session for Culture as she held for Literary in May.

Suzanne reports that the Downton Abbey movie has been released, and the Cronquist House is hosting a tea in commemoration, co-hosted by the RDAC. It will occur on Friday Sept 20, from 4-6, with a \$20 entry fee.

On September 28th, for Alberta Culture Days, there will be a Bronte Sisters event with violin artist, at Cronquist House. See brochure for more info. This is a collaborative event as well.

8.5e Guitarz for Kidz – Chair: Don Routley, Reporting: David Gilmore

David sent regrets.

Scott and Suzanne reported on their parking lot swap event, which was a great success. A+ Gallery hosted a guitar painting event with 3 attendees + a cash donation. Suzanne obtaining contact info to issue tax receipt.

8.6 SCHOLARSHIPS and Awards – Chair: Craig Scott

Nothing to report at this time.

8.7 FUND DEVELOPMENT – Scott



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Nothing to report at this time.

8.8 FUND-RAISING COMMITTEE – Chair: Curtis

Results of meeting with Chandra from RDSO: We have decided to focus on our own event, the screening of the Rocky Horror Picture Show, complete with dance, entertainment, bar and prop kits.

The Meat Draw comparison sheet has been sent out. We had a particularly rough summer, and the real money is made during winter months. Scott is working to get us this fundraiser on a regular basis because during the winter is when the money is made.

9.0 COORDINATOR’s Report:

Please refer to attached report.

10.0 OPEN Discussion:

10.1

Craig commented regarding combining our volunteer appreciation night to include our membership, so we can acknowledge them as well.

ACTION

Craig asks that the Board give the idea (of combining Volunteer and Membership Appreciation into one event) some thought, describe what it could look like, where it might be held and what you would like to see. This is our chance to prove to the community that there is a benefit to being a member. We need to get all these groups together to celebrate.

11.0 ACTION item review:

Action Items were reviewed and removed as necessary.

12.0 VOLUNTEER Hours:

<u>2019</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	8	8	18	10	15	10	9	11				
Craig	14	11	12	12	11	31	10	10				
Delores	10	6	X	X	X	X	X	X				
Rob	4	12	4	15	6	6	2	0				
Heidy	6	4	6	4	8	4	?	?				
Diane	12	14.5	10	12.5	14.75	10.75	10	2				
David	7	10	7	10	14	18	?	?				
Doug	2	2	5	0	6	4	?	?				



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Ranjit	0	2	5	4	4	?	?	?
Curtis	x	x	4	3	4	4	3	3
Jan	x	x	?	?	?	?	?	?
Michael	x	x	3	4	9	10	4	4
Brian	x	x	7	3	9	5	?	?
Suzanne	4.5	6	6	10	6	4	?	?

NEXT Meeting: October 21, 2019. Location Culture Services DOWNTOWN, 6:30pm.

13. ADJOURNMENT:

Moved by Jan at 9:04pm.

PARKING Lot:

1. Leave of absence policy (health leave).

CALENDAR of Important Dates:

CCDF Report	January 30 th & July 30 th
CCDF Opportunities Report	30 days after event/opportunity (Nov 3 CCN, Training TBD)
CIP (floating deadline)	Need to report 2 years after receiving \$
Charitable Status	April 1 st
AFA Public Galleries	April 1 st
Red Deer Com. Foundation	April 1 st /Oct 1 st
CRA Tax Filing	June 30 th
AGLC Casino Reporting	May 5 th
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 th each year for office
AGLC Current Use of Proceeds	September 30 th each year for office rent to be allowed
Mayor's Recognition Awards	March 1 st , Awarded in June

IMPORTANT:

- * Each Board Member will send their volunteer hours to Suzanne or Diane
- * Each Committee will distribute an events report so Committees can coordinate

ACTION ITEMS resulting from previous meetings:

- ~ Craig will send out the modified Strat Plan to the Board for comment via email ~ TABLED
- ~ Scott will begin to form relationships with local mental health associations ~ ONGOING
- ~ Scott to draft a call out to populate the +1 Committee. Scott & Suzanne to send call out
- ~ Curtis to discuss creation of an RDAC Awards Ceremony. TBA.



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- ~ Curtis to send Suzanne a list of Red Deerians who have won Provincial arts and culture awards
- ~ Craig, Curtis, David and Scott to review the JOTFORM (QR code). IN PROGRESS ~ Suzanne
- ~ Curtis will approach Kyle Key regarding reducing our Scene costs.
- ~ Heidi/Suzanne to add computer antivirus as a Budget line item.
- ~ Two signatories to return to the bank to transfer funds. Time and date TBA.
- ~ Suzanne to check Bylaws, and rework Vision/Mission statements and present again to Board.
- ~ Curtis will write a blurb introducing the RDEA award, it's name and description
- ~ Suzanne will organize and promote 2 fees for MAG workshop

ACTION ITEMS resulting from THIS meeting:

- ~ Suzanne to take out the ad in the Activity Guide.
- ~ Suzanne to secure us a spot at the Children's Festival, and organize volunteers.
- ~ Suzanne to get quotes to redo RDAC signs, remove Tribe and replace with Creativity Understood.
- ~ We are moving forward with our Rocky Horror event ... all Board members please participate.
- ~ Rob and Suzanne will move forward with grant funding applications for MusicFest 2020.
- ~ Suzanne will revisit marketing companies Heuer Designs & Quarter Section Creative.
- ~ Curtis will send thoughts/ideas re RDEA Rising Artist award to Board via email.
- ~ Suzanne can begin offering 2020 memberships October 1st.
- ~ Suzanne and Curtis to modify Rocky Horror information to include membership discount.
- ~ Add a Budget line item for workshop program costs 2020.
- ~ Craig asks that the Board give the idea (combining Volunteer and Membership Appreciation in one event) thought, describe what it could look like, where it might be held and what you would like to see. This is our chance to prove to the community that there is a benefit to being a member. We need to get all these groups together to celebrate.

Meeting Dates 2019

October 21

November 18

December 16

Red Deer Arts Council Mission / Mandate

To make Red Deer a better community by stimulating, developing and promoting the arts through education, advocacy, and programming.