



Red Deer Arts Council
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MEETING MINUTES

Monday November 18, 2019

Board of Directors Meeting

Central Alberta Theatre – Nagel Conference Room (3rd Floor), 6:30 pm

Present: Scott Barnabé, Brian Barritt, David Gilmore, Diane Hermary, Rob Ironside, Ranjit Mullakady, Heidy Panameno, Mike Richard, Doug Vint.
Regrets: Craig Scott
Absent: Jan Underwood
Staff: Suzanne Hermary
Guests: Diana Anderson

Red Deer Arts Council Vision Statement:

A dynamic community that celebrates and supports the arts.

Meeting Called to Order:

Meeting called to Order at 6:36pm.

1. AGENDA

1.1 Additions or deletions.

No additions or deletions at this time.

1.2 Approval: Agenda moved by David/Rob.

2. MINUTES of October 21, 2019 meeting:

2.1 Errors or omissions

2.2 Approval: Minutes, moved by Rob/Mike.

3. GUEST Business:

3.1 Diana Anderson

Diana Anderson has some requests for the board regarding some of the (donated) art held by the RDAC. Please see attached report and backgrounder.

Regarding the gift from Ellen Lyons, please see background attached. Diana has a dozen paintings stored for the RDAC in her basement. MAG is currently collecting local artist art, and Diana has had meetings with them. They can store, and if we need access we can get it from MAG. We are exploring gifting a donation of this work to MAG, under our umbrella.

Diana brought a sculpture that she wants to gift in our name. The piece is quite fragile (Mo's work) and may present a problem with sale, as it is slightly damaged, though fixed by Mo. She also has a 24x30 large chalk pastel piece that she would like to gift to MAG. Art Whitehead is the artist, recently deceased, and this piece is highly personal, but family has no interest in it at this time. This gift would belong to a MAG local artist rotating display,

and the donor card would have our name on it. This is a direct donation, with no monetary value attached to it, and because of the damage to the sculpture it likely wouldn't be proper as a raffle or a prize of some kind. Value needs appraising (which costs money), but Diana is estimating is from anywhere \$100-300. This is a large piece. We can specify that the gift falls back to the AFA if MAG ceases.

MOTION

David moves to gift two of Ellen Lyons art pieces to the MAG/AFA. Mike seconds. All in favour. Motion carried.

ACTION

Diana/Suzanne will secure approval from MAG and deliver donated artwork.

4. NEW Business

4.1 AGLC Liquor License & First Friday – Suzanne

Suzanne reports that PAC had the discussion. Its time to renew our annual private AGLC license. They are now more strict, for example, we are not allowed to promote alcohol at our events. This is a private resale license, we don't charge per drink, we ask for donations. AGLC are now asking for a guest list at alcohol served events.

MOTION

Rob moves that we update our liquor license to comply with the new rules. David seconds. All in favour, motion carried.

4.2 AGM Date Selection (for Performance planning purposes) – Suzanne

Some suggested dates for the AGM are March 4th, 11th, 18th or 25th March 2020. Tues the 10th is our Troubled Monk Social, so isn't an option for the AGM date. Its not likely that we can host this event at the Snell, as times have changed, and they are only open until 8pm. We may use the Nickel Studio again as there are no time constraints to accommodate the after social event.

4.3 Grant Advance – Private & Family Foundation Offer – Suzanne

Suzanne received an email from Grant Advance Solutions, to help us connect with Canadian private and family foundations. Suzanne attended a meeting and learned that there are 15,000 organizations under this umbrella. She reported that roughly \$8.6B goes out every year to different organizations, and we could try and grab a piece of this pie. \$750 for trial membership, more for a 3 year plan. Rob reported that he knows of a similar type service called Grant Station. Rob reported that if we commit to this, we must use it. It requires a lot of research, someone who knows how to dig and has time to spend to discover what we qualify for etc. Suzanne suggests we check the budget and perhaps allocate this for 2020. Rob reports that countless hours are needed to research these websites. Perhaps in future we could spend our time looking at the Canada Council grant possibilities. Without the kind of manpower needed (to do hours of research) it may be better to focus on one thing at a time. This wouldn't necessarily be a time saver.

It may add more time to Suzanne's day, as a keyword search isn't the best way to search, it requires digging deeper.

An option is to share membership (sharing passwords) with other NFP orgs. We do not know if any other organizations in Red Deer are involved in this, that we can share with, and ask advice. We could be the umbrella organization for others, to reduce cost for other NFPs in Red Deer.

ACTION

Keep grant access programs in process and keep investigating.

4.4 Selection of new Vice Chair/Signing Authority – Craig

Craig has sent regrets. Doug is retiring from the Board, and giving up his Vice Chair designation which needs replacing. Scott asked if anyone is interested in taking over VC position. Scott has made it known that if no one else is interested he would volunteer.

5. OLD Business arising from the previous minutes

5.1 Marketing Company Investigations – Suzanne

Suzanne has had a meeting with one of the companies we are investigating. Her and Rob attended a workshop regarding marketing and want to get things moving/started/building social media ourselves. This is about demonstrating authority in our field, inspiration and branding. The five pillars (topics), were given to Board members requesting feedback, and Rob will email more info.

Pillars:

Branding

Authority

News/Community

Inspiration

Promotion

Heuer marketing quote is \$1,300 for our personalized package, phase one (mostly marketing and social media plans. We do not need a website built, and Suzanne can access, change and update it herself). Non Profit Today. \$5000 overall budget.

We can create a marketing plan to share with our membership. Also under our umbrella, and a member benefit. It was suggested that we ask Heuer for references so that we can contact them ourselves and compile this report card. Mike commented that social media platform are changing so fast right now, it may be better for us to develop our own platforms, our vision and how we would want to share it with our members.

Rob and Suzanne attended a social media/marketing webinar/workshop led by Kerstin from Heuer Designs.

Scott suggests that we contact people who have used these services, and ask questions to compile a report card. Ranjit has some feedback, and reported that he was not happy with the services he received for a price tag of \$7,000.

On a side note, Suzanne has /secured quotes for signage, which Ranjit matched \$44/GST per sign. Suzanne secured three quotes, and Ranjit's was the best one.

ACTION

Keep Marketing strategy in process, investigation to continue.

Rob to email the board info on the five pillars.

5.2 the Board thanked Doug for his time and service and reminded him that he is always welcome back at his convenience.

6. ADDITIONS to the Agenda

6.1 No additions at this time

7. FINANCIAL Update

7.1 Presentation of the Financial Reports – Heidi

Please see below figures and attached report. Transfer of \$22,000 was made from Community Spirit (AB Culture Days, scholarships & awards funds) to General to correct prior GIC withdrawals from General account.

Suzanne – requesting two board members go to Bank to request extended Bank website access to allow for receipt of payments via email money transfers. Also recommend \$7000 (from RDC Music Society, now in General Account) be placed in a GIC for increased interest.

Marketing can come directly from the Casino account, this covers signage costs.

July August September 2020 is our next block of Casino dates.

We are upwards of \$13,000 in arrears on our 2019 at the moment.

7.2 Current Bank Balance:

The Comparative Income Statement and Balance Sheet were addressed. Below are October totals:

General	\$ 25,232.01
Casino	\$ 11,250.41
Community Spirit	\$ 11,590.11
GIC Term 1	\$ 7,500.00
GIC Term 2	\$ 7,500.00
Rewards 3 Account	\$ 9.69

8. COMMITTEE Reports:

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

Memberships:

New: 61
Renewal: 101
Total: 162
Organization: 43

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

Suzanne to report.

Please see Coordinators report for more info.

Suzanne has pulled the Where's My Tribe Logo from the website, in anticipation of our re-working of this aspect of signage, etc. our social network is now called Creative Connections. We can certainly transfer the Where's My Tribe logo to this new, updated wording.

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

Rebranded to Art Speaks due to confusion with RDC Course Art101.

Oct 23 – well attended regarding international artist residencies (Shirley Rimer) (16 tickets sold), very well attended.

Nov 27 – no registrations received, as yet, for Collectors.

Jan 22 – Social Media Marketing for Visual & Performing arts w's /Marnie Blair, Erin Boake, Lisa Spencer-Cook & Bruce Jacobson

Feb 12 – Collecting & Reinventing Fashion w/Jesslyn Miller ... (1920's garb)

March (date TBD) – hanging art for home and gallery. Peter Allen.

8.4 EXECUTIVE: Board recruitment, Staffing, Volunteers – Chair: Craig

Need to elect a new Vice Chair who will have signing authority.

We will be actively recruiting in anticipation of the AGM and Board members currently lost need to be replaced. Please also see 4.4 above ^.

8.5 PORTFOLIO:

8.5 a: Visual Arts Committee - Chair: Diana Anderson

Please see Chair report attached.

8.5 b: Literary Committee – Suzanne reporting

Suzanne reported that we are holding meeting on November 22nd to discuss a change for the day of the week to hold our Literary Open Mics, Poet Laureate for Red Deer and some installation ideas for poetry/storytelling. We have been using LV's Vinyl Café for our location. Compared to the first, very well attended literary event, we are anticipating another well attended event. Need installation ideas for poetry and storytelling. Looking to install a Poet Laureate. April is poetry month. This committee is meeting again on Friday at 1pm at the Red Deer Public Library, downtown branch.

8.5 c : Performing Arts Committee – Chair: Rob Ironside

Please see October PAC meeting minutes attached.

PAC committee meeting was very well attended.

Rob is very interested in putting together a marketing plan from the RDAC, which would put us in a great position to highlight member benefits.

We already have a marketing plan document in existence, however, Rob wants to wait to attend ArtsVest this year, which is supposed to be all about marketing. We could certainly update and change our current plan as we go, and Rob will commit to putting together what we have, then we can share.

c1) PAC Dance sub-committee

c2) PAC Film sub-committee - Ranjit
nothing happening at this time

8.5 d: Culture and Heritage Committee: Delores, Chair

Rob is reporting that the RD Culture and Heritage Society (who runs and administers Cronquist House, programs Festival Hall and coordinates the Bower Ponds Canada Day celebrations) are toying with fundraising ideas, such as murder mystery parties. This idea has been brewing for awhile, as well as the addition of Paint Night and a New Year's party. The RDSO handed us their New Years party template, but we have now secured St. James Gate for a New Years party under our banner this time, at Festival Hall. TBA. Final marketing meeting is tonight so plans may be very soon released on social media. Tickets will be on sale under Eventbrite. Some problems with their site, tweaks in process.

Rob needs support and getting the word out for our New Years party. Tickets are \$60, includes food, champagne, party favours and the band. Table seats 8. No discount for filling a table. Adults only.

ACTION

Spread the word about our New Year's party fundraiser.

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

David reports that they had a very busy month giving out guitars, as well as receiving donations. The Mavericks had signed a guitar to give to veterans, but the instrument was gifted back to Guitarz for Kidz to be used for future fundraising endeavours. The draw date for current raffle tickets is December 17th. Tickets and money are due by December 16th. The draw will be made at Gilmore Guitars. There is a handcrafted ukulele up for raffle!

ACTION

Board members with raffle books please turn in by Dec. 16 at Board Meeting.

8.6 SCHOLARSHIPS and Awards – Chair: Craig Scott

Nothing to report at this time.

8.7 FUND DEVELOPMENT – Scott

Scott reported that he has read the book, *The Mastering of a Music City*. This book covers concepts like Austin, Texas, as well as cities in Ontario (Hamilton?). We are asking ... what is Red Deer known for? What's our THING? We (RDAC) are trying to create a thing. Hence the need for an aggressive marketing plan. Scott also read Robby Robertson's autobiography.

Red Deer needs a niche, we need a thing, we need to be known for something, for a reason to stop other than to 'get gas' at Gasoline Alley.

What if?

We had musicians spontaneously show up at a coffee shop, or we had a beat poet speak randomly at Bower or Parkland mall food court. What if this happened in corporate offices? Not busking, just playing and sharing their art. We could have RDAC banners set up on site (takes away from spontaneity?). LIVE FEEDS on Facebook. Dancers ... would need more space but could totally work. We could create a table and would likely receive hundreds of ideas under this type of banner/idea. This would fall under the +Plus1 banner/idea.

This falls under one of the 5 pillars of good marketing.

What are we doing to inspire? What are we doing to help young artists develop? Spontaneous creation of art (sets up easel, starts to paint).

Can we sway this idea ways from a MALL, and send it downtown instead? The issue seems to be insurance, especially when it involves many people, in a common area. Summer would open this up WAY more. Farmer's Market ... downtown streets, parks, Veteran's Park, Little Gaetz Farmer's Market. Painting downtown windows, especially empty store fronts. Do we merge with Easter, and/or other visible holidays, or do we just do it CONTINUOUSLY? Businesses can hire out their own, do it themselves. Do something like Chemainus. Think of big bold beautiful ideas, write them down and share them via email. Create cool postcard pix.

ACTION

Board members brainstorm ideas regarding Flash Mob like spontaneous art performances

8.8 FUND-RAISING COMMITTEE – Reporting: Suzanne

Wine Survivor, our fundraiser, was announced on December 6th. Sales progress is tenuous.

Deadline is on the 29th of November. We currently have 6 teams with another 7 promised.

Suzanne recommends we suggest the cash portion as opposed to buying/bringing wine. It's easier for us, and for the teams.

9.0 COORDINATOR's Report:

Please refer to attached report.

Suzanne has taken 9 of the 12 courses through volunteer central, based on her education grant, which has a \$100 surplus right now. RAFT program by Rosza Foundation suggested by Jenna Goldade. This runs in February 2020 and is \$100/person. RAFT is 3 or fewer years of experience, RAMP is for more experienced 5+ years. Price of RAMP workshops based on our organizations budget, on a sliding scale.

Suzanne is asking the Board's permission to take these courses based on arts leadership IF unable to complete courses through Volunteer Central (based on their funding) and if approved by CoRD Culture Services based on the existing training grant funds (2018 Opportunities Grant) that are as yet unspent.

MOTION

Mike moves that, if approved by City, Suzanne become involved in the RAFT and RAMP workshops, David seconds. These are funds that we need to spend on education. All in favour. Motion carried.

10.0 OPEN Discussion:

10.1 Ranjit reports that he is back on track with CAFF and the sign shop. He has hired people to take slack off, and is focussed on the future. He is wondering if Red Deer has anywhere available with a small 50 person capacity with a good screen and sound system. Suzanne was thinking Centennial studio. The last film festival had comfort complaints.

10.2 World Music Day - Suzanne has addressed a letter based on the creation of the music festival idea. The date is Sunday, June 21st. The venue is the downtown streets, across Ross and Little Gaetz. She has asked for business cooperation (i.e. staying open during the musical events, sponsoring, permission to use space or store front). There are charter rules to hosting this internationally recognized event. Leading a parade to kick things off, they'd also need a staging area similar to Centrefest, for their artists. Perhaps Scott Block? Or vacant buildings? Suzanne has asked Janice Shimek regarding organization this, securing sponsors, basically what needs to be done, when, where, how, why?

10.3 We need to begin to think about changing the name of the Kiwanis Gallery as they are not really sponsoring us in any way. We suggest The Red Deer Arts Council Gallery. We need lots of talk/research/outreach with those in the know. We may need to draft a proposal to Kiwanis outlining our needs and desires in relation to a name change. How badly do they want to keep their name above the space/staircase? What are we receiving in return of allowing their name to be attached to our high profile First Friday event(s)?

10.4 Vision statement changes need review by the Board. Approval can only take place at AGM.

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	5	7		
Craig	14	11	12	12	11	31	10	10	20			
Delores	10	6	X	X	X	X	X	X	X	10	X	X
Rob	4	12	4	15	6	6	2	0	10	10		
Heidy	6	4	6	4	8	4	4	4	4	4		
Diane	12	14.5	10	12.5	14.75	10.75	10	2	8.5	8		
David	7	10	7	10	14	18	7	15	12	10		
Doug	2	2	5	0	6	4	2	2	1	2	X	X
Ranjit	0	2	5	4	4	2	2	2	1	2		
Curtis	x	x	4	3	4	4	3	3	X	X	X	X
Jan	x	x	2	3	3	3	3	0	3			
Michael	x	x	3	4	9	10	4	4	4	7		
Brian	x	x	7	3	9	5	4	9	8	8		
Suzanne	4.5	6	6	10	6	4	4	4	10	5		

NEXT Meeting: December 16, 2019. Location **Cronquist House**, 6:30pm. Christmas potluck. Board members, please bring all of your raffle books and money to this meeting please.

13. ADJOURNMENT:

Moved by Heidy at 8:38pm.

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)
CCDF Sustainable Operations	January 30 th &
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
Lifelong Learning Council RD	August 15, 2020 (HUB Ross Street Singers)
AB Culture Days Grant	November 1 st
AFA (Client Statistics Report)	April 1 st - Previous year's report on grant spending

AB Registries Society annual return	Nov/Dec ~ 2 years to submit (Jan 31 st)
Casino Upcoming	Q3 2020 (updated)
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
- ~ Craig, David and Scott to review the JOTFORM (QR code). IN PROGRESS ~ Suzanne
- ~ Suzanne will move forward with grant funding applications for MusicFest 2020. ONGOING
- ~ Craig asks the Board give the idea of one event for Volunteer and Membership Appreciation.
This is our chance to prove that there is a benefit to being a member. Lets get all these groups together to celebrate.
- ~ Two signatories to return to bank to transfer funds. Time and date TBA.
- ~ Suzanne will draft a Curator Workshop proposal. IN PROGRESS.
- ~ Craig will ask Diana to return the RDAC office keys
- ~ Mission/Vision statement rewrite, Suzanne will continue to report IN PROGRESS.
- ~ Craig will investigate contacts for APP development.
- ~ Suzanne will ask Edge Development re APP development. A three week deadline was imposed for completion of APP actions, report by next mtg.
- ~ Craig will address meeting non-attendees, citing Bylaw rules.
- ~ Suzanne to ask the VA Committee to give us input on value of Galleries West subscription. Awaiting verdict.

Keep track of Curtis jobs – redirect these jobs?

- ~ Curtis to discuss creation of an RDAC Awards Ceremony. MOOT?
- ~ Curtis send Suzanne list of Red Deerians who've won Provincial A&C awards MOOT?
- ~ Curtis will approach Kyle Key regarding reducing our Scene costs. MOOT?
- ~ Curtis will write a blurb introducing the RDEA award, it's name and description. MOOT?
- ~ Curtis will send thoughts/ideas re RDEA Rising Artist award to Board via email. MOOT?

ACTION ITEMS resulting from THIS meeting:

- ~ Diana/Suzanne will secure approval from MAG and deliver donated artwork.
- ~ Keep grant access programs in process and keep investigating.
- ~ Keep Marketing strategy in process, investigation to continue.
- ~ Rob to email the board info on the five pillars. DONE
- ~ Spread the word about our New Year's party fundraiser
- ~ Board members with raffle books please turn in by Dec. 15

~ Board members brainstorm ideas regarding Flash Mob like spontaneous art performances

Meeting Dates 2019

December 16 at Cronquist House, Christmas pot luck meeting.

Board members, please bring all of your raffle books and money to this meeting please.

Meeting Dates 2020

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

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.