



Red Deer **Arts** Council
110 - 4818 50th Avenue
Red Deer, AB T4N 4A3
(The Scott Block Building)
403-348-ARTS (2787)

MEETING MINUTES
May 13, 2019
Board of Directors Meeting
Scott Block, 6:30

Present:

Scott Barnabé, Brian Barritt, David Gilmore, Diane Hermary, Rob Ironside, Curtis LaBelle, Ranjit Mullakady, Heidi Panameno, Mike Richard, Jan Underwood, Doug Vint.

Regrets: Craig Scott

Absent:

Staff: Suzanne Hermary

Volunteer:

Guests:

Meeting Called to Order:

Meeting called to Order at 6:34pm.

1. AGENDA

1.1 Additions or deletions

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

2. MINUTES of April 17, 2019 meeting:

2.1 Errors or omissions.

2.2 Approval: Minutes, moved by Scott. Seconded by Brian.

3. CITY OF RED DEER LIAISON REPORT

Wendy is absent. Nothing to report at this time.

4. NEW Business

4.1 Meat Draw Motion ~ Scott

ACT (Associated Canadian Travellers) license expires in June. We will need to take out our own license for the summer.

MOTION

Scott moves that the Red Deer Arts Council take out a 'meat draw license', for the months of June, July and August. Rob seconds. All in favour. Motion carried.

4.2 Programming/Fundraising with MAG ~ Suzanne

Suzanne has continued discussions following meeting with MAG, and spoke to Lynn LeCorre, Joanne Gruenberg, and Pat Matheson. See 8.3 for further details.

We will be paying any presenter a \$325 CARFAC fee, and we would be looking for a sponsor to cover these costs, that way we can offer lower attendance fees for artists. We are currently seeking sponsors for this. Alair Homes was suggested.

General public vs Artist information programs.

4.3 Member Brochures ~ motion on printing, Suzanne

Suzanne passed copies of the brochure to Board members for review.

Rob suggested that we inquire at Raven printing, as the Country Pride Dancers got their brochures printed there for roughly 50c each. Vista Print charges \$200 per 1,000 copies.

Scott let Suzanne know that he has photoshop on his laptop, in case the brochure needs this program for a boost.

Doug suggested that when we go to the printer to have these done, to ask if that printer would sponsor us.

Rob also agrees that the brochure tends to be a bit busy, but it serves it's purpose and will drive traffic to our website.

MOTION

Michael moves that Suzanne print the brochure, as many copies as needed for up to \$1,000.00 David seconds. All in favour. Motion carried.

ACTION

Curtis to have a look at the brochure format, and possibly re-work before printing.

4.4 Guitarz for Kidz grant application motion ~ Scott

David reported that the 2019 Opportunities grant application (for \$2,750) is ready to go. Scott was tremendously helpful in crafting this grant. These monies will go towards paying artists for art guitars, advertising and website promotion, and guitar lessons for those who qualify.

David thanked the Red Deer Arts Council for everything done to support this program.

MOTION

David moves to apply for this grant. Brian seconds. All in favour. Motion carried.

4.5 AGLC disallowed expenses from 2018 ~ Suzanne

\$1,000 to Claude Godin for 2018 Celebrity Dance Off, and need to register newsletter writers (Lana and Paul) as wage-earners before their \$700 (total combined) payment is validated. Suzanne is asking for a transfer between accounts to cover the payment removed to make up for Claude's dis-allowed amount. The only question is whether we do the \$1,000 or the total \$1,700.

There is a form to fill out that may allow the writers' expenses to be covered, but we need to officially 'ask'.

MOTION

Rob moves that we create an official job description for (Newsletter writers) Lana Michelin and Paul Cowley, to send to the AGLC asking for use of Casino funds to pay for their services. Jan seconds. All in favour. Motion carried.

4.6 Diana's concerns re: Weekly Listings ~ Suzanne

In January it was decided that members can be included in the Weekly Listings, and both members and non-members can be featured on social media. Suzanne read Diana's email concern to the Board. Please see attached copy for information.

After much discussion, the Board has decided that we should carry on as we are doing things now.

4.7 New online membership registration and call for submission request form ~ Suzanne

Suzanne, after much experimentation, found that the online membership renewal feature is very user UN-friendly. After contacting Edge Computing multiple times, Suzanne created a new, proper version of the membership form via Jotform and Square for payments, and sent it to them to validate proper functionality. Most testing has been done and we are hoping to move forward with this new format. Some testing is still needing to be done, and Suzanne asked the Board to experiment themselves with the website. This is potentially a problem solved.

4.8 Computer Security Motion ~ Suzanne

Computer is presently unsecured. Several vendors sought out for pricing, including AVG which was previously in place. Some are as low as \$40/year, with top ratings (ie Norton).

David suggested that we use Dr. Digital. Brian suggests Panda (\$90/year).

Rob suggested that we make this an annual Budget line item.

MOTION

Rob moves that the RDAC purchase (annually) an antivirus computer security system for the office computer, in the amount of \$100. Mike seconds. All in favour. Motion carried.

ACTION

Heidy to add computer antivirus as a Budget line item.

4.9 Canada Council for the Arts ~ based on recent visit and description of an eligible “Multidisciplinary Arts Support Organization”, should we consider creating a profile and applying for grants in future? Visitors from CCA were under the impression we were the local granting agency prior to clarifying discussion.

Rob spoke about the Canada Council for the Arts website. Upon creating a profile (organization or individual,) the website will direct you to grants available based on your profile. Rob shared some numbers from the CCA, and how much funding they actually give away. It is in the millions.

ACTION

Suzanne and Michael will create a profile through Canada Council for the Arts. ONGOING, TBA.

5. OLD Business arising from the previous minutes

5.1 Board Development Seminar Update:

The date has been set for Monday, May 27th. 5pm to 9pm. Venue TBA. Rob has offered his studio for this workshop. Email verifications will be sent out.

ACTION

Suzanne to verify all information and update prior to seminar date.

5.2 Audience Development: +Plus1 Idea from PAC ~ Scott

Scott will report in PAC.

5.3 Parson’s House and provincial appeals ~ Mike

Mike is still waiting on information from Wendy regarding a contact, as well as who the Minister for the Arts will be. Mike contacted Michael Dawe for the history of the Parson’s House (please see attached copy). It was suggested at last meeting that we write a welcome letter to the incoming Minister, include the historical information, and impart our wishes that this heritage building remain intact, as a provincially designated historical building. Still in progress.

6. ADDITIONS to the Agenda

Suzanne received an email today that ArtsVest has started up again. Information to new members.

Rob described to new members what this program is (16 hours of training, corporate sponsor and you get a matching grant). This program encourages artists to interact with corporate

sponsors. This year their focus is artist marketing strategies. Suggestion that we try it again this year.

7. FINANCIAL Update

7.1 Presentation of the Financial Reports

Please see below figures and attached report. For information.

\$300 was transferred from Community Spirit to General Account to correct deposits incorrectly made (by Servus) on March 22nd.

Suzanne called Telus to question slow speeds on web, found we were being heavily overcharged for minimal services. Our bill should drop by about half going forward with better services. Change from unlimited long distance to 150 free mins/month, then 7 cents/min, which should still suit our needs.

7.2 Finance (Budget, Grants, Fundraising, Audit ~ Currently needs a Chair

The Comparative Income Statement and Balance Sheet were addressed.

It was suggested that we dedicate a specific line item amount for the Alberta Culture Days needs, separate from the Community Spirit account.

It was noted that memberships are up, which increases income. Payroll, general and administrative expenses were addressed. Heidy is presenting.

ACTION

Heidy to separate line items Community Spirit from the Community Spirit account with Suzanne in Sage (with help from Delores.)

7.3 Current Bank Balance:

General	\$22,678.64
Casino	\$10,581.34
Community Spirit	\$32,133.45
GIC Term 1	\$7,500.00
GIC Term 2	\$7,500.00

8. COMMITTEE Reports:

8.1 MEMBERSHIP: (Membership, Membership Relations)

Memberships:

New:	43
Renewal:	95
Total:	138

Organization: 38

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

Chair: Suzanne to report.

Please see Coordinators report for more info.

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

Chair: Suzanne to report.

Please see Coordinators report for more info.

Working with Pat, Joanne and Lynn to jointly offer Wednesday evening adult programming. Ideas include Art 101 (to encourage the public to learn about visual art and styles, for example modern art vs. contemporary art, print-making vs prints), and Artists 101, which includes professional development topics (i.e. how to create a CV, cataloguing your art). Three (3) sessions each, approximately 1 per month during the school year. Seeking out sponsorships to cover costs of presenters, alongside minimal attendance fees. Please see 4.2 for more information.

ACTION

Suzanne will share details and Board members please invite anyone interested

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

See attached VA Committee report for full details.

8.5 b: Literary Committee ~ Currently needs a Chair

Suzanne has connected with multiple writers in the community to see about a quarterly committee, idea gathering as an advisory board. Dates have been offered, most likely is May 28th at Sweet Capones to introduce opportunity to have readings (beat poetry/spoken word nights) in the evening. Ideas include: mentorships, workshops. Many non-members from literary community are interested in attending, will hopefully boost numbers (will make it mandatory to join to be on committee). Reading nights would be open to the public. Member Elena Rousseau will attend.

8.5 c: Performing Arts Committee

Chair, Rob Ironside

Please refer to the PAC meeting minutes attached.

Friday Family Dance

Rob reported that the PAC Committee oversees the Friday Family Dance, with various partnerships. The PAC Committee has taken on a life of it's own. The FFD is in it's 4th year, and we wish to keep the numbers up. These are not money making ventures, so it's important to secure corporate sponsorship to pay for bands that people want to come and dance to/see.

Owen Selent will be coordinating the Celebration of Dance happening during Alberta Culture Days.

Workshops

Rob and PAC are very interested in helping artists market themselves. No arts organizations have plans regarding this. This became very evident during Arts Vest, and Rob would like to, in conjunction with the RDAC, come up with a marketing plan that we can share with our members. The ArtsVest category this year is very exciting, and there are lots of free seminars out there that we can attend to glean more information to put together as an artist marketing plan. Both Suzanne and Rob are attending several marketing workshops in the near future, to help us create a template marketing plan to share with members.

Marketing

Rob had a meeting with William Joseph, and their starting marketing plan is upwards of \$5,000. By attending all the free events we can, and pooling all the information together to share, we could already have a step up.

Doug suggested that, if we know a Not for Profit organization that is successful in marketing, that we ask to meet with them and learn from them. For example, "Choirs Red Deer."

Membership Benefits ~ Video Promotions ~ Craig
Craig sent regrets, TBA.

c1) PAC **Dance** sub-committee

Canada Winter Games experience survey sent to all organizing parties and performers. Nine (9) replies thus far. Rob spoke briefly surrounding this survey, and would like to have it disseminated to use as a survey template.

c2) PAC **Film** sub-committee

Ranjit is reporting. Nothing to report at this time.

8.5 d: Culture and Heritage Committee ~ Currently needs a Chair
Need to convene a meeting for this committee.

Delores and Rob are very involved in planning Canada Day right now, so this Committee is currently in flux. Will revisit in July.

Cronquist House Tea House is open, and had a Mother's Day tea on Sunday that was very busy.

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

Further to 4.4 above, David reported that schools are very interested in G4K. As he was speaking with a teacher at Normandeau school (who is very interested in helping kids have a 'fun summer holiday'), she told David that this is the only school she has ever worked at where the kids aren't looking forward to summer holidays! There are stories coming out of schools where children are stating that music makes them happier.

Guitarz for Kidz continues to gift guitars to kids who need them. One of the Art guitars has been sold (LV's Vinyl Café).

53rd Street Music is very interested in this Committee, and have already donated 2 ukuleles to kids who requested them instead of guitars. They will also help with promotions and marketing.

August 24 (12-4) is the date scheduled for G4K next BBQ fundraiser. It will occur in the parking lot in front of Gilmore Guitar's, 7895 49th Avenue. They will be doing a fundraiser (so will apply for an AGLC raffle license).

8.6 SCHOLARSHIPS and Awards ~ Chair: Craig Scott

Awards Event and Volunteer Appreciation scheduled for May 31, 6pm at MAG. Looking forward to any suggestions to make it a great night ~ ideas/execution. Have some volunteer giveaways: \$25 from Entertainment Awards for 1 person at Here To Mars, Where's My Tribe t-shirts, more seeds?

The event is created on EventBrite (free) and Facebook where you can go and get your free ticket, which is basically an RSVP to allow Suzanne to plan for food.

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.

8.8 FUNDRAISING COMMITTEE ~ Chair: Curtis

Suzanne has put out a call for Committee members. Sherry Scheunert is interested. Curtis to discuss RDAC Awards ceremony or integration with RDEA?

Curtis handed out a fundraising budget form, and discussed future plans surrounding a fundraiser in late 2019 or early 2020.

'Rummage sale' ... do a Facebook poll ... in what residential area do you think we should have a rummage sale in? Once the area is allotted, we charge each home \$50 to enter (with an estimate of 30 homes). We have volunteers run the whole thing, so it is minimal work output for us. This would happen twice (July, August) over the summer.

The next idea is a 'Stay At Home' fundraiser. Curtis would like to see 100 people contribute \$15 each. We can add an arts component to this one, for example, suggest they stay at home, watch an arts related program, and discuss on social media afterwards.

'Back to Family'. This is a children's fundraiser, to happen in September.

The big fundraiser will be in October, and will be a 'Rocky Horror Picture Show' event, with an estimated 200 attendees (with no more than 14 comp tickets given out). This event will also include a 50/50 draw.

The goal is to raise over \$20,000 minimum by the end of October.

Curtis needs a team of 4 or 5 people on his Committee to get this started. Volunteers on hand at events should be 8 to 10 minimum.

Rob voiced concerns regarding 'moving' all of these plans at once, and would like to try, logistically and within lead times, to approve one at a time, as a trial run. We would also need to display our banner, have G4K there with their banner, receiving guitars (advertised like crazy) and can possibly have musical entertainment.

Suzanne reported that Brad Lundgren at the MAG is also interested in a fundraising partnership, for these events, or for future events.

MOTION

David moves that we begin with the July rummage sale fundraising idea, with a budget of \$250.00. Mike seconds. All in favour. Motion carried.

9.0 CO-ORDINATOR's Report:

Please refer to attached report.

Suzanne will have Open Studio Tour brochures to share at the next meeting.

10.0 OPEN Discussion:

10.1 David reported that, in the old Soundhouse location, there is a business called the “Maker’s Loft”, which is a true co-op. How can we connect with these people?

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								
Craig	14	11	12									
Delores	10	6	X	X								
Rob	4	12	4	15								
Heidy	6		6									
Diane	12	14.5	10	12.5								
David	7	10	7	10								
Doug	2	2		0								
Ranjit	0		5									
Curtis	x	x	4	3								
Jan	x	x										
Michael	x	x	3	4								
Brian	x	x	7	3								
Suzanne	4.5	6	6	10								

13. ADJOURNMENT:

Moved by David at 8:51pm.

NEXT Meeting: June 17, 2019. 6:30pm. Venue TBA.

PARKING Lot:

1. Leave of absence policy (health leave).

CALENDAR of Important Dates:

Fee for Service (CCDF) Report	January
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:

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- * 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

ACTION ITEMS resulting from previous meetings:

- ~ Craig will send out the modified Strat Plan to the Board for comment via email ~ TABLED
- ~ Craig will break down the Strat Plan to top 3 to 5 items ~ TABLED
- ~ Scott will begin to form relationships with local mental health associations ~ ONGOING
- ~ Suzanne to schedule another meeting with Jesse Roads re RDEA ~ AWAITING REPLY
- ~ Scott and Suzanne to draft a call out to populate the +1 Committee
- ~ Curtis to discuss creation of an RDAC Awards Ceremony. TBA.
- ~ 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.
- ~ Suzanne will give Scott contact numbers from interested Committee hopefuls.
- ~ All Board members please respond to Craig with your Board Evaluation questions results

ACTION ITEMS resulting from THIS meeting:

- ~ Curtis to look at the brochure template, and possible rework before printing.
- ~ Heidy to add computer antivirus as a Budget line item.
- ~ Suzanne and Mike to create a profile through Canada Council for the Arts. ONGOING, TBA.
- ~ Heidy to separate line items Community Spirit from the Community Spirit account.
- ~ Suzanne will share workshop details and Board members please invite anyone interested.

Meeting Dates 2019

July 15	August 19	September 16	October 21
November 18	December 16		