



Red Deer Arts Council  
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## MEETING MINUTES

Monday October 21, 2019

Board of Directors Meeting

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

**Present:** Scott Barnabé, David Gilmore, Diane Hermary, Rob Ironside, Mike Richard, Craig Scott.  
**Regrets:** Wendy Meeres, Curtis LaBelle, Heidi Panameno, Brian Barritt, Jan Underwood.  
**Absent:** Ranjit Mullakady, Doug Vint  
**Staff:** Suzanne Hermary  
**Guests:**

### **Red Deer Arts Council Vision Statement:**

*A dynamic community that celebrates and supports the arts.*

### **Meeting Called to Order:**

Meeting called to Order at 6:45.

### **1. AGENDA**

#### 1.1 Additions or deletions

Addition 6.1 ~ Suzanne, Board Commitment

1.2 Approval: Agenda moved by Scott/David.

### **2. MINUTES of September 16, 2019 meeting:**

#### 2.1 Errors or omissions

2.2 Approval: Minutes, moved by Mike/Scott.

### **3. CITY OF RED DEER LIAISON REPORT**

Wendy unavailable.

The city has allocated our time with Wendy to quarterly meetings. Diane and Suzanne to decide whether this agenda item will remain such, or to create a quarterly add it.

### **ACTION**

Diane and Suzanne to decide whether to remain an Agenda item or to add quarterly

### **4. NEW Business**

#### 4.1 New permanent meeting venue & December date change

Craig reports that we can use the CAT meeting room every third Monday evening with no problem. The December meeting can remain on December 16<sup>th</sup>. Suzanne will keep us up to date as to where we need to go, monthly.

#### 4.2 Creative Cities Summit Report – Suzanne

Suzanne hasn't debriefed with Wendy. A more extensive report will be forthcoming.

The theme of the Creative Cities Summit was *Building a Creative Economy*.

Suzanne reported that the summit seemed more geared towards municipal workers, and not necessarily for not for profit members, but still found valuable conversations and connections.

Creative City members can only vote if they're municipal employees, RDAC did not buy a membership.

Keynote speakers were interesting and exciting. Rachael Brown from Scotland and Ken Bautista from Edmonton.

Suzanne is still digesting and debriefing information, and needs to go over her notes more fully. This subject will be revisited, once Wendy returns (from her holiday).

#### 4.3 Kiwanis Gallery Feedback & Curation Workshop proposal – Suzanne

Suzanne reports that she has received exhibition artist feedback. The library time change monetarily impacted contracted artists (for example, flyers had to be reprinted). It should be noted that these contracts were drafted a year ago. As well, we believe that the artist written content deadlines (descriptions, bios etc) that have also been solidified by contract many months ago, should not be changed last minute (in respect of our artists).

Suzanne reported a lack of access to the Visual Arts Committee process, and is concerned that it may impede her ability to properly perform her job around that piece. There is also an issue of retaining the office keys from a former employee.

In the spirit of obtaining as much information directly pertaining to the operation of the Red Deer Arts Council Board and Committee processes as possible, Suzanne suggested creating a Curating Workshop, taught by Diana Anderson (current VA Committee Chair and Kiwanis Gallery Curator). In this way, pertinent information can be collected and disseminated to the both the Board, and it's members. David asked for a Curator definition, which Suzanne provided (in brief).

Suzanne, please delete/insert info here, I didn't write a lot of that on purpose.

#### ACTION

Suzanne will draft a Curator Workshop proposal

Craig will ask Diana to return the RDAC office keys (keep/remove if you want)

#### 4.4 Wine Survivor – Suzanne

This possible fundraiser is AGLC approved, and is defined as a Prize Draw Raffle.

Alcohol is not consumed, only stored, on our premises.

Suzanne has obtained the rules of operation for this raffle formula, which is actually being done by several Central Alberta communities.

The entry fee is \$25, plus either a physical bottle of wine, or \$13 and we will purchase it ourselves.

This event will run for one month and a week of sales, to begin as soon as possible.

Suzanne will prepare posters and email all materials to the Board.

TELL ALL YOUR FRIENDS!

The final draw date is December 6, and will occur at the First Friday event on that date.

#### ACTION

Suzanne will pursue and flesh out this event further and investigate liquor store owners for community involvement (discount, donation etc).

### **5. OLD Business arising from the previous minutes**

#### 5.1 Marketing Company Investigations – Suzanne

Suzanne was looking into Quarter Section Creative and Heuer designs.

Heuer has a not for profit side to her business, so likely more cost effective.

Quarter section are more about logo overhauls and visual.

Heuer is about marketing plans (more suited to our needs).

Suzanne garnered more information regarding what we actually want (a marketing plan, suited to our needs, that we can implement ourselves).

#### ACTION

Still in process, Suzanne will continue to report.

#### 5.2 Mission & Vision Statement – Suzanne

TBA still in process.

#### ACTION

Still in process, Suzanne will continue to report.

#### 5.3 Signage – Quest signs quote \$55 per 2'x 3' sign and also per sandwich board. Need 4 small: MAG+RDAC, HUB+LLCRD+RDAC, RDPL+RDAC, RDAC (by itself) + Sandwich Board.

This is the signage upgrade to replace the Where's My Tribe older signs.

David requested a combined RDAC and Guitarz for Kidz sign be added to the above list.

Rob reminded the Board that we also have the Family Dance banner.

Discussion regarding kinds of signs, and how to display, occurred.

A frame for farmer's market

New A frame for the library

Smaller signs (one for each partnering venue we hold events at)

Sign for the MAG for workshops

A frame also for the MAG

David requested an A frame for Guitarz for Kidz.

Discussion regarding local printers. The Board decided that 2 quotes are required.

#### ACTION

Suzanne to obtain 2 quotes.

#### MOTION

Scott moves that the RDAC spend up to \$500 on signage. David seconds. All in favour. Motion carried.

### **6. ADDITIONS to the Agenda**

#### 6.1 Concerns with Board attendance/commitment

In our Board By-Laws, non attendance is addressed.

Two no shows without notification for a Board member can be a problem.

Three consecutive missed meetings can also be a problem.

Volunteerism also seems to be reduced as of late.

Scott reports that the University of Calgary rewards points for attending local events, for volunteering etc (student's have a card scanned to track points). We could think about such a system.

APP ~ do we need to investigate the creation of an RDAC APP? Discussion followed regarding the use of a QR code to track and deliver points.

AMSA Sponsorship idea. If we can pair with our own members/artists we can develop activities, benefits, prizes to use points on.

#### ACTION

Craig will investigate contacts for APP development.

Suzanne will ask Edge Development re APP development.

A three week deadline was imposed for completion of both of the above Actions. Please report by next mtg.

Craig will address meeting non-attendees, citing By Law rules.

### **7. FINANCIAL Update**

#### 7.1 Presentation of the Financial Reports – Heidi

Please see below figures and attached report.

Heidi sent regrets, Suzanne is reporting.

We've received the 2<sup>nd</sup> of four expected AFA grant payments, pending revelation of the Provincial Budget and cuts that are expected.

Delores assisted Suzanne in clearing up all outstanding cheques.

The Life Long Learning grant has come through, in the amount of \$4,740.00. this is for the Ross Street Singers operating costs. 'Fundamental Life Skills' learning needs to be added into the course to qualify for additional granting success. Suzanne will attend a course in early December, as a requirement, to learn about these issues.

Suzanne needs \$22,000 moved from CS to G.

#### ACTION

Craig and Diane will go to the bank and transfer funds.

Suzanne is asking whether we need to continue our subscription to Galleries West. We have come to know that MAG has dropped their subscription. The cost is \$105/quarter. We are now paid until 2020.

Craig has proposed that we ask the Visual Arts Committee this question. Ask them to please investigate Galleries West, and have them let us know the pros and cons of membership, and based on their research and reporting, we the Board will make the decision in the new year.

#### ACTION

Suzanne ask the VA Committee to give us input on the value of a Galleries West subscription.

#### 7.2 Current Bank Balance:

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

<b>General</b>	\$ 5,666.72
<b>Casino</b>	\$ 11,847.12
<b>Community Spirit</b>	\$ 42,357.78
<b>GIC Term 1</b>	\$ 7,500.00
<b>GIC Term 2</b>	\$ 7,500.00
<b>NEW Servus Rewards 3 Account</b>	\$ 9.69

#### **8. COMMITTEE Reports:**

##### **8.1 MEMBERSHIP: (Membership, Membership Relations) ~ As of September 30, 2019**

Memberships:

New: 60  
Renewal: 101  
Total: 161  
Organization: 43

Suzanne reported that memberships are currently being moved to digital format, and away from paper, to save the cost of stamps, envelopes etc.

## 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

Sept 25<sup>th</sup> good attendance – Marnie Blair’s RDC VA students attended.

Oct 23 - need Board Member to represent at session (Suzanne double-booked). Please let Suzanne know if you can attend. Craig thinks he can attend.

Nov 27 – need to increase sales

Culture Days Sept 27-29 was a success, with several hundred people attending at Culture Services venue. Catena had a 500 person attendance!

Wrap-Up meeting with planning committee at Cronquist House on Oct 21 (today).

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

Craig informed the Board that Curtis LaBelle has tendered his resignation. Craig received an official email communication today, which he read aloud to the Board tonight. Curtis is still interested in volunteering when and where we may need him.

## 8.5 PORTFOLIO:

### 8.5 a: Visual Arts Committee - Chair: Diana Anderson

Diana advised not enough activity to create report (September meeting didn’t occur due to a scheduling snafu.) Will report with October together. Also requesting to attend November Board Meeting.

### 8.5 b: Literary Committee – Suzanne reporting

This Committee is project based.

Book Club Jamboree event had 70+ attendees and very positive feedback from planning committee and attendees. Broadened our visibility with the literary community. They want this to be an annual event.

Brave New Words Literary Open Mic – first event had 5 writers, 20+ attendees, very positive start.

Oct 11<sup>th</sup> event had 2 writers, partly due to Thanksgiving Long Weekend, partly due to venue change as Sweet Capone’s no longer maintaining a night time venue. Changed to LV’s Vinyl Café, cozy – max 24 attendees possible. Delores suggested Cronquist House as venue for future dates?

Bistro on Gaetz is another suggested venue to access (hours of operation may vary). Meeting Waters are closing early for the winter season. CAT Lounge may be an option. Craig will advise.

We need a regular home, the more we move around, the more people will lose interest, and we want to continue this on the second Friday of every month.

**8.5 c : Performing Arts Committee – Chair: Rob Ironside**

Rob is reporting;

The Performing Arts Committee hasn't had a meeting in a few months, so there is a meeting scheduled for November 12<sup>th</sup>. Unfortunately, Teresa's involvement on the Committee will now be restricted. As such, she left some suggestions:

Theresa suggested that we make our First Friday call outs by mid November. As well, the Red Deer Entertainment Awards should also remain on our radar, as Curtis was heading up this piece. We need to structure the jury/selection process, and we can involve anything except music.

Teresa is going to update the Minimum Fee Schedule, which hasn't been done since 2018. She will be in touch.

It was also suggested that we contact, and remain involved with Mike Bradford at Central Music Festival.

Suzanne has asked Diana to create a simplified version of the Emerging Artist Awards process, that we can use as a template to apply to the RDEA.

AB Culture Days update;

We went from 12 dance clubs to 6, but the new facility at Culture Services was great, and attendance was also good.

**c1) PAC Dance sub-committee**

Friday Family Dance with Dean Ray musician is this Friday, October 25<sup>th</sup>. Rob has asked David if he can attend the dance to promote Guitarz for Kidz, and the raffle tickets.

**c2) PAC Film sub-committee – Ranjit**

Ranjit is absent. No report.

**ACTION**

Red Deer Entertainment Awards remain on our radar.

Contact Mike Bradford at Central Music Festival.

Suzanne asked Diana to create an award template ASAP

**8.5 d: Culture and Heritage Committee: Delores, Chair**

Suzanne has discussed with Delores having a similar round-up session for Culture as she held for Literary in May. No further update.

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

David reports that both donations and requests slowed over the summer, but in the last week things have begun to pick up again. Raffle ticket sales are going well, please keep hammering away at those. Draw date is December 17<sup>th</sup>. Tickets need to be returned to David by the 16<sup>th</sup> of December.

David passed around an email that he wanted to share with the Board regarding a very happy recipient of a guitar from the Guitarz for Kidz program.

They are in need of donations for guitars at this time.

**ACTION**

Board members please return G4K raffle books/money to David by December 16<sup>th</sup>

**8.6 SCHOLARSHIPS and Awards – Chair: Craig Scott**

Nothing to report at this time.

**8.7 FUND DEVELOPMENT – Scott**

Nothing to report at this time.

**8.8 FUND-RAISING COMMITTEE – Chair: currently needs a Chair**

Rocky Horror licensing rights were denied by Fox Pictures, no reasons given, but contact at intermediary company (Criterion) suspected the fundraising factor was a concern. Criterion holds “Sound of Music” and “The Princess Bride” rights without such hoops, \$275 up front or 35% of ticket takings. Consider a ‘come sing with us’ Sound of Music Presentation (NOT a Sing-Along – different company holds these rights for 10x the price.) Princess Bride perhaps in springtime for a similar event to Rocky Horror?

For 2019 – look at booze survivor – Raffle, non-event and Sound of Music pre-Christmas?

We are still waiting to hear from Carnival Cinemas regarding the Sound of Music showing.

**MEAT DRAW**

ACT is now getting their meat from Costco, not CoOp.

**9.0 COORDINATOR’s Report:**

Please refer to attached report.



Volunteer Central courses have not resumed for the year.  
Suzanne is looking for content for the Creativity Blog on our website.

Pop Up Art Gallery honorarium. Suzanne is asking if we can pay Erin an artist fee which can be forwarded as a donation to the Woman’s Shelter if funds remain after all other costs are paid.

**MOTION**

Scott moves that the RDAC cut the check in the amount of \$200 to Erin if funds allow. David seconds. All in favour. Motion carried

**10.0 OPEN Discussion:**

10.1 Tourism resignation

**11.0 ACTION item review:**

Action Items were reviewed and removed as necessary.

It occurs to me that Delores has helped a lot of late, should volunteer hours reflect this?

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

**NEXT Meeting:** November 18, 2019. Location CAT, 6:30pm.

**13. ADJOURNMENT:**

Moved by David at 8:57pm.

**PARKING Lot:**

1. Leave of absence policy (health leave).

### **CALENDAR of Important Dates:**

CCDF Report	January 30 <sup>th</sup> & July 30 <sup>th</sup>
CCDF Opportunities Report	30 days after event/opportunity (Nov 3 CCN, Training TBD)
CCDF Sustainable Operations	January 30 <sup>th</sup> &
CIP (floating deadline)	Need to report 2 years after receiving \$
Charitable Status	April 1 <sup>st</sup>
AFA Public Galleries	April 1 <sup>st</sup>
Red Deer Com. Foundation	April 1 <sup>st</sup> /Oct 1 <sup>st</sup>
CRA Tax Filing	June 30 <sup>th</sup>
AGLC Casino Reporting	May 5 <sup>th</sup>
Lifelong Learning Council RD	August 15, 2020 (HUB Ross Street Singers)
AB Culture Days Grant	November 1 <sup>st</sup>
AFA (Client Statistics Report)	April 1 <sup>st</sup> - Previous year's report on grant spending
AB Registries Society annual return	Nov/Dec ~ 2 years to submit (Jan 31 <sup>st</sup> )
Casino Upcoming	<b>Q3 2020</b> (updated)
September Tax Exemption	Sept 30 <sup>th</sup> each year for office
AGLC Current Use of Proceeds	September 30 <sup>th</sup> each year for office rent to be allowed
Mayor's Recognition Awards	March 1 <sup>st</sup> , 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.
- ~ **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
- ~ Diane and Craig will go to the bank to transfer funds
- ~ Suzanne to take out Activity Guide ad for spring
- ~ Rob and Suzanne will move forward with grant funding for MusicFest 2020. ONGOING
- ~ Suzanne will revisit re marketing, Heuer Designs & Quarter Section Creative. ONGOING
- ~ **Curtis** will send thoughts/ideas re RDEA Rising Artist Award to Board via email.
- ~ 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.

### **WHAT DO WE DO ABOUT ALL THE CURTIS ^ STUFF?**

**ACTION ITEMS resulting from THIS meeting:**

- ~ Diane and Suzanne to decide whether (#3) remain an agenda item or to add quarterly
- ~ Suzanne will draft a Curator Workshop proposal
- ~ Craig will ask Diana to return the RDAC office keys
- ~ Suzanne will pursue wine survivor further/investigate liquor store owners for assistance
- ~ Marketing company investigation still in process, Suzanne will continue to report
- ~ Mission/Vision statement rewrite still in process, Suzanne will continue to report
- ~ Suzanne obtain 2 quotes re sign list
- ~ 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 By Law rules
- ~ Suzanne to ask the VA Committee to give us input on value of Galleries West subscription

**Meeting Dates 2019**

November 18                  December 16

**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.*