



Red Deer Arts Council
110-4818 50 Avenue
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MEETING MINUTES

Monday July 15, 2019
Board of Directors Meeting
Cronquist House, 6:30 pm

Present: Scott Barnabé, Brian Barritt, David Gilmore, Diane Hermary, Rob Ironside, Curtis LaBelle, Heidy Panameno, Mike Richard, Craig Scott, Jan Underwood, Doug Vint
Regrets: Wendy Meeres, Ranjit Mullakady
Absent:
Staff: Suzanne Hermary
Volunteer:
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 6:33pm.

1. AGENDA

1.1 Additions or deletions

6.1 ~ Jesse RDEA

1.2 Approval: Agenda moved by David/Mike.

2. MINUTES of June 17, 2019 meeting:

2.1 Errors or omissions

8.5e ~ Guitarz for Kidz correction

Amend to "David has secured a space in The Imperial Block building from Ben Heuven of Savannah Properties for no charge."

2.2 Approval: Minutes, moved by Doug/Heidy.

3. CITY OF RED DEER LIAISON REPORT

Wendy sent regrets, nothing to report at this time.

4. NEW Business

4.1 TENT Pickup – Heather Christenson's husband has an RDAC tent in his possession, offering it back to us. Have accepted, but we need 2 people & a truck to pick it up from him in August.

David and Curtis have offered. Suzanne will notify when necessary.

4.2 Meet the New City Manager – July 25 4:30-6pm by invite only. RSVP required.

David Seabrooke is our new City Manager. Please RSVP to Suzanne if you'd like to attend the meet and greet. Rob & Mike requested the email, Suzanne to attend.

4.3 Meet with Lisa of Choirs Red Deer –

Lisa Ward has attended a workshop that we are interested in, so we would like to talk to her about her thoughts. Lisa is currently unavailable. TBA.

4.4 Canada Council Profile – We've been approved to apply for grants.

Suzanne reports that we have been approved to apply for grants. This is huge! We can access operating grants and projects through this partnership. We also may be able to partner with other not for profits, ie the Hub.

This is the website that, once applied and approved, we can access grants that they will match for us.

Now that we have access through the Canada Council, we can access grants through such websites as the Digital Strategy Media Fund.

4.5 Free Market Stall – donate space to Family Dance on Oct 12th? Dance on 25th.

MOTION

David moves to donate our October 12 market stall to Country Pride Dance to promote the Family Dance. Scott seconds. All in favour. Motion carried.

4.6 Free Storage Space – Have asked Diana w/Scott Block, awaiting reply.

5. OLD Business arising from the previous minutes

5.1 CARFAC Invitation – followed up, not as absolute as first seemed, following a discussion with Sharon.

Suzanne reports that, as long as we indicate that we are striving towards paying full CARFAC fees when possible, its suitable enough. The concern is that most not for profits can not afford full fees for every artist all the time. Our artist fees do generally match with CARFAC already, but artists are told up front and agree to all fees paid.

Do we need to keep our CARFAC membership up to date at this time? Suzanne reported that, being a CARFAC member does give us a certain amount of 'clout'. Fees are \$100/year. This is



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specific to visual artists, but a benchmark for all in the arts community. Whether we keep our membership or not, nothing changes in the way we deal with and pay artists.

Suzanne provided information on what membership actually entails.

MOTION

Rob moves that the RDAC remain a CARFAC member with fees at \$100/year. Brian seconds. All in favour. Motion carried.

5.2 Parsons' House & Provincial Appeals – Mike Richard

Mike is reporting that the letter has been drafted and revised. It includes a welcome to the new Alberta Minister of the Arts. Please refer to attached letter.

Several Board Members agreed to add their names to the letter. Please download, revise and add your own name.

6. ADDITIONS to the Agenda

6.1 Suzanne spoke to Jesse Roads regarding the RDE Awards.

Jesse would like us to pick three categories and suggest/set up the submissions in our categories. It will be multi disciplinary, and we will compile our own jury. The award will be the Red Deer Arts Council award, and will encompass any member who wants to submit through us ... visual, literary, performing. All are open to submit. Curtis suggested we call it "The Rising Artist Award, presented by the RDAC".

Curtis suggests that we submit three, and Jesse and his group would jury it. Suzanne reminded the board that we would need to segregate this award from our Emerging Artist scholarship monetary award. More discussion arose. This piece needs to be fleshed out, Curtis offered to start the ball rolling.

Any submission applicant would have to be 18 or older, as the awards ceremony is in a bar.

ACTION

Curtis will write a blurb introducing this award, it's name and description.

7. FINANCIAL Update

7.1 Presentation of the Financial Reports – Heidy

Please see below figures and attached report.

- Scholarship cheques (\$4000) came out of General. Suzanne suggested a transfer from Community Spirit to replace these funds. Award and scholarship money is being kept there.



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- 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.

Discussion surrounding Alberta Culture Days plans and expenditures. We have monies in place to secure performers for the schools and RDC. We now have \$4,800 to spend specifically on the Friday events, and we would not have to rely on provincial granting, which is iffy right now for arts and culture. This performance will happen at the college, and Jan reminded us to ask for free space or at least greatly discounted. Suzanne assured the Board that the college is working with us.

7.2 Current Bank Balance:

The Comparative Income Statement and Balance Sheet were addressed.

General	\$13,612.50
Casino	\$10,968.89
Community Spirit	\$39,136.25
GIC Term 1	\$ 7,500.00
GIC Term 2	\$ 7,500.00

(AFA quarterly payment of grant was received in July for \$4208.81.)

Some discussion surrounding Alberta Culture Days expenditures and where it will be withdrawn from. General account vs Community Spirit.

MOTION

Heidy moves to take \$7,000 from the Community Spirit account and move to a GIC, and \$4000 from Community Spirit to General as scholarships were withdrawn from General funds. Scott seconds. All in favour, motion carried.

8. COMMITTEE Reports:

8.1 MEMBERSHIP: (Membership, Membership Relations) ~ As of June 30, 2019

Memberships:	
New:	52
Renewal:	100
Total:	152
Organization:	41

Over 150 for the first time ever. Congratulations!

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



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Suzanne to report.

Please see Coordinators report for more info.

Suzanne has fixed email issues. info@. We will receive a bill from Edge for computer work.

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

Sept 25th will be 'How to write a CV' at the MAG. We are joint presenters.

AB Culture Days – Annette has contingency funding to replace what provincial grant would have funded. No word yet.

We are co presenting with MAG in this workshop, with possibly more to follow. We will be using their space. Lynn LeCorre is organizing this workshop. Our intention is to charge a nominal fee, to cover the presenter, mainly.

Craig asked if we could have two different entry fees, one for members and one for non members. Suzanne will organize and promote.

ACTION

Suzanne will organize and promote 2 fees for MAG workshop.

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.

The Open Studio tour had great weather and great attendance. Attendance varied from studio to studio.

8.5 b: Literary Committee – Suzanne reporting ~ still needs a Chair

Plans for the Book Club event are going well. The Literary Committee will be seeking sponsorship to cover some extra refreshments costs for the event as they believe a full house is quite likely. Clubs they have reached out to are VERY excited to attend.

September 21 from 12-3pm at Snell Auditorium.

Literary Open Mic nights will start September 13th, 2nd Friday of each month at Sweet Capone's.

Elena Rousseau has high hopes for a Red Deer Multidisciplinary Arts Centre. Please keep your ears to the ground for any available spaces we can gather together as artists.

8.5 c : Performing Arts Committee – Chair: Rob Ironside

Please refer to the PAC meeting minutes attached.

PAC has not had a meeting in July. Family dance is Oct 25. AB culture days meeting was today, and the city has pledged monies to support the Celebration of Dance (Saturday of AB Culture Days). This will ensure it proceeds, despite possible provincial grant cancellations.

Rob attended the last ArtsVest meeting, as well as Suzanne. July 25 is the deadline for anyone wanting to enter into this training session.

c1) PAC Dance sub-committee

Family Dance is upcoming October 25th.

The Country Pride Dancers will be advertising the dance at the RDAC Farmer's Market stall on October 12.

c2) PAC Film sub-committee – Ranjit

Nothing to report at this time.

8.5 d: Culture and Heritage Committee: Delores, Chair

Need to convene a meeting for this committee after Canada Day.

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

David is reporting that Normandeau school has sent cards and letters of thanks, and that the recipient of the 53rd street donated ukulele was thrilled.

Michael Huyzer has agreed to take 11 guitars to paint as part of a workshop at A+ Art Gallery, for the art guitar project. Another supporter bought 4 guitars for a \$600 donation, so money is beginning to flow into Guitarz for Kidz, and projects are up and coming.

12 guitars have gone out in the last couple of weeks towards art projects. 40% of what they generate will come back to Guitarz for Kidz. The Guitarz for Kidz art project is moving into exciting territory and moving quickly!

David will be raffling off another mandolin, and brought raffle tickets with him for us to take away. They are planning the raffle just in time for Christmas.



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Jesse Roads is hosting a Guitarz for Kidz fundraiser on August 11th at the Memorial centre, with several acts performing,

The second annual Guitarz for Kidz BBQ fundraiser will take place on August 24th.

8.6 SCHOLARSHIPS and Awards – Chair: Craig Scott

The Red Deer Arts Council has received a \$7,000.00 donation cheque from the Red Deer College Student's Association on behalf of the Red Deer College Music Society. Deposited to Community Spirit account.

Thank you so much for this donation. On behalf of the outgoing Student Music Program at Red Deer College. Adult students attending college or university for music are eligible to apply for this new scholarship, we will begin awarding this next year.

Suggested to draft media release, thank you in SCENE to acknowledge donation from RDC and announce scholarship for 2020.

8.7 FUND DEVELOPMENT – Scott

Nothing to report at this time.

8.8 FUND-RAISING COMMITTEE – Chair: Curtis

Results of meeting with Chandra from RDSO: re the Black and White Ball.

Curtis presented a mock budget for this event, Festival Hall will be our venue of choice. Please refer to attached budget for reference.

Curtis spoke at length regarding budgets and actual fundraising profitability. The RDSO has 300 regular ticket buying attendees. They will reach out to this clientele so as not to have to rebuild, asking them to continue to support the local arts community. Add to this that it's 2020, so we could adopt a 20's theme and have a great big party!

The RDSO is not expecting any kickback, percentage or monetary recompense in any way. They will simply give us this already established event.

This event has been held at the Sheraton which accounts for the very high venue costs. We have already checked with Delores about Festival Hall, and as far as we know it's available.



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The RDSO was seeking out sponsorships for each mini event on site (photo booth, magician, food ... is the ask would be to sponsor an element of this event). It seems sponsorship has been a struggle in the past, and are wondering if that is still an issue.

We would need 200 people to break even. At 300 people we can start making some money.

David asked if this has to be on New Year's Eve, the answer is no. We can have a black and white roaring 20's party the weekend or two before New Years, and beat the rush.

Craig is asking whether the perception of those who have attended in the past would be tarnished due to a change of the Sheraton venue to Festival Hall. What kind of emotional connection do these supporters have for this event? They are used to supporting the RDSO, likely for a reason. Can we afford a venue other than the Sheraton?

After much discussion, Curtis will go back to the drawing board regarding a Christmas event, our Halloween Rocky Horror Movie event and maybe moving the Black and White Ball to another date in January.

ACTION

Curtis will investigate RDSO/other options and report back by email, as no Aug meeting.

9.0 COORDINATOR's Report:

Please refer to attached report.

10.0 OPEN Discussion:

10.1 Our Vision statement is Creativity Understood, and apparently it isn't being understood. Suzanne has asked marketing people and they didn't 'get it'. Our Mission statement is also being reworked. It needs to be a statement, not bullet points. Suzanne please make it a statement, and send it for voting by email. Perhaps these two words could be our 'tag line' instead? Or "Helping Make Creativity Understood"? It's very memorable!

We need to check the Bylaws to see if we can change the Vision Statement without complication.

Action

Suzanne to check Bylaws, and rework Vision/Mission statements



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10.2 Breaking Stigmas was aired on Telus Optic today, with an October screening to follow!

Congratulations to Heidi for her Woman of Excellence win!!

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

NEXT Meeting: September 16, 2019. Location Culture Services DOWNTOWN, 6:30pm.

13. ADJOURNMENT:

Moved by Scott at 8:26pm.

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



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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
Mayor's Recognition Awards	March 1 st , Awarded in June

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

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.
- ~ Heidi/Suzanne to add computer antivirus as a Budget line item.
- ~ Craig and another signer to return to the bank. Time and date TBA.

ACTION ITEMS resulting from THIS meeting:

- ~ 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
- ~ Curtis will investigate RDSO/other options and report back by email, as no Aug meeting.
- ~ Board members please adjust letter, and sign name/deliver Parson's House letter to AB gov't.

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.

Stimulating, developing and promoting the arts in your community.