



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

MEETING MINUTES  
June 17, 2019  
Board of Directors Meeting  
Cronquist House, 6:30

**Present:**

Scott Barnabé, Brian Barritt, David Gilmore, Diane Hermary, Rob Ironside, Ranjit Mullakady, Heidy Panameno, Mike Richard, Doug Vint.

**Regrets:** Craig Scott, Curtis LaBelle

**Absent:** Jan Underwood

**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 6:35pm.

**1. AGENDA**

1.1 Additions or deletions

1.2 Approval: Agenda moved by David. Seconded by Brian.

**2. MINUTES of May 13, 2019 meeting:**

2.1 Errors or omissions.

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

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

Wendy is reporting on the new building (on Central School grounds) now occupied by the City of Red Deer Culture Services. The grand opening week is July 2-5, with lunchtime (12:15, 12:30) tours. July 5<sup>th</sup> falls on First Friday.

The Gallery on site will be allowing those who were slated to show at the Harris-Warke Gallery to show in the new Viewpoint Gallery located in the building.

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*Stimulating, developing and promoting the arts in your community.*

Renovations are still ongoing, and progressing in a timely manner. They currently occupy the first and second floor, and there are minimal renovations remaining.

There are many spaces opening up as a result of this move. The building on 39<sup>th</sup> street will be returned to the Catholic School board, and they will use it to house their IT department.

Rob asked whether there will be small meeting rooms that we can use as the Red Deer Arts Council (Visual Arts Committee, PAC, and Board meetings). As long as there is a city representative involved, we can use space for meetings free of charge (all three have reps).

#### **4. NEW Business**

##### **4.1 Best of Red Deer ~ pay for Advocate ad space?**

We have been nominated as one of the Top 3 under the Gallery category. This is for the Kiwanis Gallery in the Red Deer Public Library (downtown).

These will be coming out next weekend in the Advocate. We are allowed to market that we have been nominated, but we don't know who the winners are just yet. This is an amazing opportunity to be 'seen', and all three nominees are receiving great recognition.

The Advocate wants to sell us some ad space, to thank the city for voting. Prices range from \$350-\$1,500 for ad space.

Suzanne spoke with Craig before he left for vacation, and Craig wasn't on board with spending this kind of money. The consensus around the table was no, but we should blitz this on both our website, and facebook.

##### **4.2 CARFAC (Canadian Artists Representation) Invitation ~ visual arts advocacy organization, requires commitment to pay negotiated rates at all times, which we may not be able to always afford.**

We use CARFAC to pay our artists, especially during Alberta Culture Days. The Gallery fees that we've paid this year are \$451/artist showing. We, as the Arts Council, choose to follow CARFAC, exceptions being when we absolutely can't afford it (for example, we had a show last winter that involved over 20 artists, so we couldn't pay each a CARFAC rate). Their annual membership fee is \$95. Suzanne is looking for a 'professional affiliation' connection.

The City of Red Deer Culture Services does have a CARFAC membership (as does MAG) that we can use, under their umbrella, without becoming a member ourselves. In September, representatives from CARFAC will be doing a meet and greet at Culture Services, and we can find out more then. These are opportunities for connections, networking, partnerships, exhibitions etc.

David suggested that we send all CARFAC information out to our membership, suggesting that visual artists seek them out and review the opportunities they offer.

#### 4.3 RDC Music Scholarship

Please see 8.6 Scholarships.

#### 4.4 Literary Arts Event ~ Budget request for event planning 2019

Suzanne hosted this event at Sweet Capones, and it was very successful. Writer's Ink wasn't specifically involved, but many other writing groups, writers and artists attended. We have received at least one member from this, and Suzanne was asking that those who belong to organizations, if they attend, to please join our membership.

The writers are excited, and two-fold projects have emerged. The first is a Spoken Word Open Mic night (also to be held at Sweet Capones). They are planning a bi-monthly gathering, and are also interested in incorporating musicians.

The second is a Book Club Extravaganza. To be held in the Snell auditorium, and will try to involve all local book clubs, and many local writers. The hope is to encourage local book clubs to schedule books by local authors. The date they have selected for this is September 21<sup>st</sup>, and this idea is in the works and rolling.

Michael has spoken with John at The Bistro on Gaetz, and he is interested in staying open late to host RDAC events if necessary.

Suzanne is wondering if we have any budget funds so that we can host a writer's event at the Snell, similar to First Friday, with food and wine (the September 21<sup>st</sup> event). This could be easily justified if the writer's groups joined the membership. Suzanne is requesting \$200 for food and marketing items.

#### **MOTION**

Scott moves that Suzanne be given \$200 for the Red Deer Arts Council to host an writer's event in September. Mike seconds. All in favour. Motion carried.

#### 4.5 Results of Strategic Planning Workshop ~ review docs from Shari

The Board reviewed the documents sent out.

If we wanted to change our Vision/Mission, we would need to submit a change to the Bylaws. The Board has decided that we need to discuss these changes further. Consensus has not been reached at this time. ONGOING.

#### ACTION

The Board meet to specifically discuss Mission/Vision statement changes.

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

**5.1 Computer Security Motion** ~ update required to a 3 year term purchase (\$280+GST)  
We had previously set aside \$100/year to upgrade and keep the computer safe and secure. This program is only sold in a 36 month block, is the same amount, but changes the expenditure parameters.

### **MOTION**

Rob moves that the RDAC move to a 3 year model for security and protection in the amount of \$280+GST. Mike seconds. All in favour. Motion carried.

**5.2 Parson's House Provincial Appeals** ~ Mike Richard

Mike has received the name of the new provincial Minister for Culture, Multi-Culturalism, and the Status of Women. Her name is Leela (Sharon) Aheer. He has drafted a letter regarding our Parson's House request, and has sent a link with the draft to the Board. Ongoing.

### **ACTION**

Board members please review and offer recommendations regarding Parson's House letter.

**5.3 Canada Council Update**

Suzanne has begun to create a profile for the RDAC. Michael is partnering on this. Our profile is in the process of being created, as it requires information from Diana to do it properly.

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

No additions at this time.

## **7. FINANCIAL Update**

**7.1 Presentation of the Financial Reports** ~ Heidi

Please see below figures and attached report. For information.

Suzanne: April bank reconciliation was impossible, even with Delores' side by side assistance. Have TEMPORARILY placed \$896.25 in suspense until we resolve these irreconciled funds. Still waiting to find out if Lana and Paul will be allowed to be paid from Casino funds, as well as having to cover the disallowed payment to Claude. ONGOING.

### **ACTION**

Suzanne to report back when Casino and suspended financial answers are forthcoming.

**7.2 Finance (Budget, Grants, Fundraising, Audit)** ~ Chair, Heidi

The Comparative Income Statement and Balance Sheet were addressed. Heidi and Suzanne walked the Board through the financials.

7.3 Current Bank Balance:

<b>General</b>	\$22,041.28
<b>Casino</b>	\$11,275.34
<b>Community Spirit</b>	\$32,134.82
<b>GIC Term 1</b>	\$7,500.00
<b>GIC Term 2</b>	\$7,500.00

**8. COMMITTEE Reports:**

**8.1 MEMBERSHIP: (Membership, Membership Relations)**

Memberships:

New: 47  
Renewal: 99  
Total: 146  
Organization: 41

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

Chair: Suzanne to report.

Please see Coordinators report for more info.

Website now has all photos of scholarships from the event. We have also been encouraged to start a Blog. We could have a blog as a Board participatory event (this would equal two blog entries per year per board member). We could also throw this out to the membership, or volunteers, to participate. Interviews could also be conducted. The possibilities are many.

Suzanne created an Instagram account for the Red Deer Arts Council today. Twitter, facebook and Instagram are the top three social media sites that we should be accessing.

The idea of the Gallery Guide has been resurrected and Suzanne has taken the lead on creating this publication again. Suzanne will contact Jo regarding the printing of the Gallery Guide, as we are certain that the City used to print and distribute these guides.

ACTION

Suzanne to contact Jo DeBeaudrap regarding history and printing of the Gallery Guide.

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

Chair: Suzanne to report.

Please see Coordinators report for more info.

Joint programming with MAG ~ looking to source instructors from MAG staff and community to whom we can pay a nominal fee instead of CARFAC rates as this has not been budgeted in either organization's plans.

We have an upcoming workshop on September 25<sup>th</sup>; 'How to write an artist CV' (resume). Suzanne and Wendy will discuss involving CARFAC in these workshops (they come and teach for free). Half of this programming is for artists, and the other half is for the public (education and understanding of the arts). Wendy suggested that MAG also contact CARFAC as they are members.

No word on our Alberta Culture Days grant application yet.

#### ACTION

Suzanne and Wendy to discuss CARFAC and workshops

**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**

Diana sends regrets. With Craig home following surgery, and the Open Studio Tour planning, she has not had time to create a VAC Chair report. In July, she will create one for both May and June.

A suggestion for next year; create space in the brochure for the Studio Tour indicating which studios are wheelchair accessible.

##### **8.5 b: Literary Committee ~ Currently needs a Chair**

Writer's meeting went very well, lots of interest and motivation to pursue ideas. More project-based contributions, rather than ongoing committee membership is of interest. Please see 4.4 for further discussion.

An Open Mic Poetry/Reading nights was a hit of an idea, to be done at Sweet Capone's. An idea for a Book Club Extravaganza to meet the writers, consider their books being added to year's reading list, wine and cheese, collaboration and cooperation, reaching out to RDPL for Snell and/or a greater partnership. Requesting a \$200 budget in New Business to provide some funding towards event planning, (food, etc). Again, see 4.4.

##### **8.5 c: Performing Arts Committee**

**Chair, Rob Ironside**

The PAC Committee is interested in creating a universal marketing plan, that we can share with all of our membership and other artists and organizations. This is tied into the ArtsVest program because it is their theme this year. We now have a template, that originated from ArtsVest. This is an exciting prospect, and many

members of the PAC Committee are interested in forming a committee to get this done. ArtsVest training begins tomorrow.

c1) PAC **Dance** sub-committee

Owen Selent has been selected to chair the Alberta Culture Days dance events, through Country Pride Dance club, to be performed at the Celebration Plaza on the CWG (Central School) site. Weather permitting, and there is space indoors to move this to if necessary.

The Family Dance Committee had a strategic planning meeting recently, and this incorporates eight organizations' involvement.

c2) PAC **Film** sub-committee

Ranjit is wondering if the City of Red Deer Culture Services has any room to incorporate a green room for filmmaking. Wendy is unsure if there is space currently available. Wendy will add CAFF to the list of interested community members. Further discussion revealed that there are no suitable rooms in the building.

Some discussion surrounded how a green screen room/set could be achieved.

Ranjit also discussed the idea of having a large, community digital sign. Businesses can rent spots on this sign (30 seconds per organization) for advertising, in a prime location in the city. This idea is still being fleshed out.

8.5 d: **Culture and Heritage** Committee ~ Currently needs a Chair

Delores is very busy with Canada Day. She is still looking for community performers. Suzanne is singing 'O Canada' at 2pm at Bower Ponds on Canada Day.

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

David is reporting that Guitarz for Kidz has to move their guitars from the Hub, as they (it's a government agency) were going to charge them market value square footage rates for rent. David has secured a space from Ben at A+ Art Galleries for no charge. A+ is also very excited for this connection, and has offered other 'perks' such as sidewalk space to advertise Guitarz for Kidz, during the Parade. This is an excellent partnership between for and not for profit organizations.

Guitarz for Kidz have decided to do another raffle this year, so a licence needs to be procured. Only books of \$5 tickets will be printed. David (Gilmore Guitars) is donating a hand-crafted ukulele from his shop. Their goal is to raise \$2,500 from this raffle. It will probably run from August until November 2019.

The BBQ event that has been slated for the Gilmore Guitar open house, barbeque and fundraiser (August 24 from 12-4) is on track and progressing nicely.

Three more guitars have been given away to kids, since our last meeting!

#### 8.6 SCHOLARSHIPS and Awards ~ Chair: Craig Scott

The Volunteer Appreciation/scholarship presentation event was a success, all four (4) scholarships and two (2) awards were disbursed this year. Our partnership with MAG was also a great success.

The RDC Music Scholarship has been finalized by Scott, and there will be about \$7,000 forthcoming towards new scholarship. We will be administering this scholarship; adjudicating and awarding a prize of \$750/year. The criteria is that this scholarship will be awarded to a post secondary student from Central Alberta.

Diane and Craig may need to return to the bank regarding the GIC's.

#### ACTION

Diane and Craig to return to the bank. Time and date TBA.

#### 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 is reporting for Curtis, who sent regrets.

Suzanne presented posters for the rummage sale that Curtis has mocked up, to happen in July. Curtis is anticipating being asked by participants, 'what do we get for our \$25 donation' and asking whether we can gather some care packages to entice neighbourhood homes. He has a team ready to go, to garner interest, deliver posters, collect their entry money on site (\$25), and do all the marketing (signs etc). What could we place in a 'care package' that we can realistically deliver to more than 60+ homes?

Chandra from the Red Deer Symphony Orchestra has asked for further discussions with RDAC regarding the Black & White ball (New Year's Eve ball) and other fundraising events they are discontinuing, but that still have a drive, an audience and fundraising potential. RDSO is in process of becoming a member. The deciding factor in their giving this up is volunteers. We need a meeting between Chandra and Curtis ASAP. This can be a co-sponsored event, with us giving a percentage of funds raised to the RDSO during



our inaugural year, which would also create more buy-in from their past (and loyal) attendees (who are Symphony supporters).

**ACTION**

Curtis to investigate the RDSO fundraising event offer

**9.0 CO-ORDINATOR's Report:**

Please refer to attached report.

**10.0 OPEN Discussion:**

10.1 Please attend Open Studio tours this weekend, June 22<sup>nd</sup> (12-4pm) and Troubled Monk social tomorrow (June 18<sup>th</sup>) 6:30-8pm.

10.2 Best wishes to Curtis on his marriage to Jared this coming weekend!

10.3 Ranjit is interested in doing interviews with Arts Council board members. Shaw is interested in community programming.

10.4 Suzanne is asking if the brochure is ok to go out for printing as is.

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

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**13. ADJOURNMENT:**

Moved by David at 8:47pm.

**NEXT Meeting:** July 15, 2019. 6:30pm. Venue TBA.

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**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 <sup>st</sup>
AFA Public Galleries	April 1 <sup>st</sup>
Red Deer Com. Foundation	April 1 <sup>st</sup>
AFA (Client Statistics Report)	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	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
- ~ 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 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.
- ~ Suzanne will give Scott contact numbers from interested Committee hopefuls.
- ~ Heidi/Suzanne to add computer antivirus as a Budget line item.
- ~ Suzanne and Mike to create a profile through Canada Council for the Arts. ONGOING, TBA.

**ACTION ITEMS resulting from THIS meeting:**

- ~ The Board meet to specifically discuss Mission/Vision statement changes.
- ~ Board members please review and offer recommendations regarding Parson's House letter.
- ~ Suzanne to report back when Casino and suspended financial answers are forthcoming.

- ~ Suzanne to contact Jo DeBeaudrap regarding history and printing of the Gallery Guide.
- ~ Suzanne and Wendy to discuss CARFAC and workshops
- ~ Diane and Craig to return to the bank. Time and date TBA.
- ~ Curtis to investigate the RDSO fundraising event offer

Meeting Dates 2019

September 16

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.*