



Red Deer Arts Council  
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## MINUTES

Monday December 16, 2019  
Board of Directors Meeting  
The Cronquist House, 6:30 pm

Present: Scott Barnabe, David Gilmore, Rob Ironside, Craig Scott, Jan Underwood,  
Regrets: Diane Hermary, Ranjit Mullakady, Heidi Panameno, Mike Richard.  
Absent:  
Staff: Suzanne Hermary  
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 7:14pm.

### **1. AGENDA**

1.1 Additions or deletions

1.2 Approval: Agenda moved by Rob/David

Addition: Please see 4.2 Choirs Red Deer

### **2. MINUTES of November 18, 2019 meeting:**

2.1 Errors or omissions

2.2 Approval: Minutes, moved by Rob/Scott

It was requested that, at 4.4, the sentence "Scott has made it known that if no one else is interested he would be happy to volunteer." to "... he would be willing to volunteer."

It was requested that the final sentence of the first paragraph at 8.7, "Scott also read Robby Robertson's autobiography." be deleted.

### **3. GUEST Business:**

3.1 City of Red Deer Culture Liaison: Wendy Meeres to co-present with Suzanne re: Creative Cities Summit learnings.

CCDF, please fill out survey. Rob commented that this survey required thought and time, to fill it out properly. Wendy suggested that if it needs to be split into two or more sessions, simply skip the questions you previously answered. It's an in-depth survey.

Creative Cities

Suzanne and Wendy are reporting on this event.

The Creative Cities Network of Canada is an in-depth summit. Too much information to capture and report here, please refer to written report, attached.

Wendy has offered to disseminate information from this particular Summit of the Creative Cities website, as the City of Red Deer are members with access, and the Red Deer Arts Council are not.

Scott wondered if we can access the past year's topic information as well. Wendy was unsure about full summit past information access, but it seems that previous program information is available, listing speakers etc., which, with research, could divulge more information.

Jan suggested that we need to find a way to encapsulate all of the collaborative pieces being created/hosted by other organizations within the city, bringing us all together to share information gleaned from these different perspectives and events.

Wendy touched upon the Capstone project regarding injecting arts and culture into our city, through this new and expansive city development project, based upon the recent Creative Cities Summit ideas and learnings. Wendy reported that this hasn't happened as of yet, and will keep us updated as information comes in.

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

##### **4.1 New Fundraising Ideas for 2020 - Suzanne**

Suzanne reported the Booze Survivor results.

Please refer to ongoing updated information reports, included in the December Meeting Minutes package.

We needed to dip into our fund-raiser earnings to fulfill the winning package. Suzanne reported that this fund-raiser was extremely easy to keep track of, even with multiple 'teams'. Interestingly, the 'alcohol' issue was a 'turn off' for some people, so we will turn to something different (gift cards?) next time.

Our final number (earnings) was \$2,180, which has been deposited into the Casino account and will be subject to the AGLC rules of raffle spending.

##### **New Ideas**

Membership Renewal idea. \$20.20 for 2020! Suggesting a donation attached to your Red Deer Arts Council membership. Why not offer a \$50 donation to encompass your membership fee as well as a donation for our organization (we can provide a Charitable Tax Receipt).

Suzanne is also planning on a spring showing of a movie (Princess Bride) as a fund-raiser at Carnival. Jan to give Suzanne a contact at Carnival.

##### **4.2 Choirs Red Deer**

Michael brought up the topic of Choirs Red Deer, a not for profit organization. They have been having funding issues, we well as problems attracting volunteers and Board members. Problems with securing

grants etc. As such, they have had to amalgamate choirs to cut costs. There are very few organizations like this in the city. Choirs Red Deer is on the verge of folding, due to the above-mentioned concerns.

Suzanne reported that the cost of belonging to Choirs Red Deer, with many mandatory out of town attendance performances, costume purchases and other expenses, comes close to \$2,500/year. This is not only onerous to many, it's unsustainable.

Is there anything we can do? Unfortunately, this is the reality of the economy and times that we live in.

Michael wanted us to be aware of their struggles, as they are RDAC members. Craig suggested that we reach out to them, offering to pass on information regarding their plight. We need this information and request to officially come from them before we can proceed.

#### ACTION

Michael to reach out to his contact at Choirs Red Deer to craft something that we can send out to our membership

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

**5.1 Marketing Company Investigations** – with \$2180 raised by fundraiser that must go into Casino account with spending regulations, would a \$5000 budget for a relaunch be a consideration, considering we will also have a casino coming late in the year?

Suzanne reported that one of the allowable uses of fund-raising earnings allocated to the Casino account is marketing. She has been in contact with Kirsten, and negotiations are still underway. Ranjit stated at the last meeting he had a negative experience with this company, and, Kirstin agreed, she was also unhappy with the way his project went but was out of her control at the time. We are looking for contacts to tell us stories about how things went right with this company before we sign up.

Suzanne would like to know whether we go with Kirsten for a marketing re-do/re-launch, or let her go and research another marketing firm. She works specifically with not for profit organizations.

Craig asked if this was the only company we are investigating, and that he would like to see some positive reviews.

Rob reminded the Board that, with the marketing package he sent out previously to the Board, we (the Board) could have a specific brainstorming marketing meeting and try to iron out our needs and see if we can meet some of them ourselves before paying out money that we may not have yet in the Budget. It would cost us time. He is certain we can craft a marketing plan ourselves, at least a start.

Craig is concerned about grants and how they may be reduced from last year. He would like to see us have a 2020 Budget in hand before making any expensive decisions.

Further to our marketing plan, Scott was asking how we could access Google marketing through Facebook and Google searches (pop up to the side of the screen). The answer is yes, and we can budget

whatever amount we need (\$5/day to start, etc). Social Media is a space we want to access. Suzanne will investigate.

#### ACTION

Schedule a budget meeting

Schedule a marketing plan meeting ~ Monday, January 6th at 6:30pm

Investigate pop ups advertising RDAC on social media

5.2 AGLC Liquor License & First Friday update ~ The Motion as voted in November is not workable based on updated info – Suzanne

\$50 version – Public Resale, \$1000 booze purchased for sale, marketable

\$10 version – Pay as you go private liquor license, resale/non-sale. No marketing.

It was decided that we will decide each cost based on the show and expected attendance.

5.3 AGM Date Selection – Suzanne

We are looking at the month of March.

Suggested date is March 18th (at CAT, we would like to use the Nickle Studio).

Suzanne suggests that we ask CAT to allow a short 'on command' performance as entertainment for our AGM. Suzanne reports that CAT would like to see at least 25 people in the room, to make this worthwhile. The show is a one-woman show, and it lasts roughly an hour.

#### ACTION

Craig will work with CAT on a price for an AGM command performance.

#### MOTION

Rob moves that the Red Deer Arts Council offer Central Alberta Theatre \$300 (with bar proceeds to go to RDAC) to perform their current one-act play as our Annual General Meeting entertainment at the Nickle Studio theatre. Seconded by David. All in favour. Motion carried.

5.4 Grant Advance – update, existing user feedback & special offer expiring Dec 23 with flexible terms – Suzanne

If we commit to joining by December 23, we can defer payment until January, and also defer using the grant search until we're ready to do so. The cost for a prepaid year membership is \$1,232, 5-year pre-paid is \$3,399 (and it's going up in 2020). There are stipulations of things we must do (sending out 95 letters minimum in the first 45 days).

If you don't receive results using Grant Advance during the first year, you get the second year for free, provided you've adhered to stipulations.

Suzanne can schedule a one on one session for those who need to see first hand. Craig suggested that we invite the groups we intend to share this access with, show them the process, and ask them to help us with the letter writing. This falls under Member Benefits.

Scott is wondering whether we can include our membership groups in this (Guitarz for Kidz, CAT, etc), in order to pool time, volunteers and cost. We receive one log in, but it can be used for multiple organizations as we wish.

**ACTION**

Reach out to membership regarding Grant Advance.

**MOTION**

David moves to buy a membership in Grant Advance for one year in the amount of \$1,232.00. Seconded by Rob. All in favour. Motion carried.

**6. ADDITIONS to the Agenda**

Please see 4.2 NEW business.

**6.1 Craig ~ 100 Men Red Deer**

Suzanne and Craig presented at the Hideout, for the Red Deer Arts Council, surrounding the topics of Guitarz for Kidz and MusicFest 2020. We were up 'against' 'A Better World', which is an amazing cause as well. This is structured like an episode of Dragon's Den. We were told that our presentation was the best, but our cause couldn't outshine Better World's! We can revisit next year, and must be nominated to attend.

**7. FINANCIAL Update**

**7.1 Presentation of the Financial Reports – Heidi, Suzanne Reporting**

Please see below figures and attached report. Changes still required at bank to add Scott, remove Doug and complete transfers, access changes to web, and more.

A date to meet at the bank was scheduled for December 20th, Craig, Scott, Diane, Suzanne to attend. Time TBA.

Three of our four expected grant payments have come in.

**7.2 Current Bank Balance:**

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

General	\$ 22,921.53
Casino	\$ 10,943.51
Community Spirit	\$ 11,597.92
GIC Term 1	\$ 7,500.00
GIC Term 2	\$ 7,500.00
NEW Servus Rewards 3 Account	\$ 9.69

**8. COMMITTEE Reports:**

**8.1 MEMBERSHIP:** (Membership, Membership Relations) ~ As of November 30, 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.

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

Jan 22 – Social Media Marketing for Visual & Performing artists w/Marnie Blair, Erin Boake, Lisa Spencer-Cook & Curtis LaBelle, 6:30-8pm.

Each presenter is being paid \$100 to do this. MAG is absorbing costs and will expense us after the fact. Thank you Curtis, for coming to the table as a late addition.

Feb 12 – Collecting & Reinventing Fashion w/Jesslyn Miller

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

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

Please begin searching for nominations for the Board, the AGM is in March. Suzanne has been urged to seek out an RCMP member, and a lawyer or accountant.

**8.5 PORTFOLIO:**

8.5 a: Visual Arts Committee - Chair: Diana Anderson

Please see Chair report attached.

Committee decided no need to spend \$315/ year on Galleries West Subscription. MAG has ceased, but still have 'Enhanced Listing' status.

8.5 b: Literary Arts Committee – Suzanne reporting

Please see LA Committee minutes, attached.

Committee decided keep 2nd Friday of month, but not if a long weekend (Good Friday would be cancelled.) Asked to bolster attendance.

Poet Laureate idea canned – it's a paid role, no one likely interested in extra spending.

Short Story/Poetry dispenser: investigated pricing of Calgary Library's dispenser about \$10K when shipped from Europe. Considered Saskatoon's Scummy Magic vending machine as low-cost option. Use bubble capsules, charge \$1 per item, but re-purpose same story 5 times, pay \$5 to writer for use of text. Craig has found such a vending machine online, but didn't receive a reply from that person. Another has been located online for \$300. TBA. On Amazon we can get 700 plastic balls for \$225.

Before we move to purchase a vending machine to further this idea, the Literary Committee needs more time to discuss details. The next Literary Arts Committee meeting will take place January 7th, 1pm, at the Red Deer Public Library.

#### ACTION

Vending machine purchase for Literary Committee.

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

Please see November meeting minutes attached.

##### c1) PAC Dance sub-committee

Please find the November 12 meeting minutes attached. Rob is reporting.

The PAC Committee did not meet in December, and will resume in January. The Friday Family Dance is coming up on the 5 year anniversary (February 28th is the next dance), and Rob is seeking to book the same musical artist as the opening Family Dance. Trent Agecutay.

Thank you to all involved; the City of Red Deer, Country Pride Dancers, The Red Deer Arts Council, Red Deer Culture and Heritage Society, and Peavy Mart for past sponsorship. The Friday Family Dance is currently seeking sponsorship.

Jan suggested connecting with the Red Deer Aboriginal Dance Troupe.

##### c2) PAC Film sub-committee - Ranjit

Ranjit sent regrets. Nothing to report at this time.

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

The Red Deer Culture and Heritage Society is hosting a New Year's Dance. St. James Gate will be playing at Festival Hall for this event. Please share this event throughout social media (it's in the Scene as well).

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

Raffle update. Collect all tickets/cash sold.

David reported that the raffle draw is tomorrow. Tickets and money were collected from participating Board members. David reported that they have received donations of a number of very high quality instruments.

Scott suggested that Guitarz for Kidz could organize a (group) beginner/intermediate guitar lesson, perhaps at the upcoming Music Fest 2020, or Alberta Culture Days. Scott has resources to offer if this idea moves forward.

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

Review of the Scholarship and awards applications forms, etc. for 2020.

The Volunteer Appreciation/Scholarship Awards Ceremony in the spring was discussed.

The Red Deer Entertainment Awards were discussed. Curtis was assigned to the RDEA, so the 'Rising Artist' award needs a champion. The RDAC is unsure of our role in this event, and David suggested that perhaps we sponsor a specific award. For example, we would pay to have a plaque engraved for the songwriter of the year award. It would be easy, our name would be in the program, and lend our credibility to the event.

Suzanne suggested that we send out a two question survey to our membership, asking them to nominate a 'non performance related' Rising Star artist. Then Suzanne compiles the names and two weeks later sends out another email to the membership, asking them to vote for their favourite on the list. This way the voting is peer recommended, coming directly from our membership.

**ACTION**

Suzanne to begin the RDEA voting process

**8.7 FUND DEVELOPMENT** – Scott

**8.8 FUND-RAISING COMMITTEE** – Reporting: Suzanne

Wine Survivor extended to Dec 6th for sales, drawn Dec 11th. Enough teams joined to make it worthwhile, but some 'entry fee' money was used to buy the prizes. \$2180 deposited after purchases, into Casino account with associated spending restrictions.

**9.0 COORDINATOR's Report:**

Please refer to attached report.

**10.0 OPEN Discussion:**

10.1

10.2

**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	9.5	
Craig	14	11	12	12	11	31	10	10	20	?	15	
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	9	
David	7	10	7	10	14	18	7	15	12	10	14	
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	?	0	
Michael	x	x	3	4	9	10	4	4	4	7	6	
Brian	x	x	7	3	9	5	4	9	8	8	?	
Suzanne	4.5	6	6	10	6	4	4	4	10	5	4	

**NEXT Meeting:** January 20, 2020. Location Central Alberta Theatre – Nagel Conference Room (3rd Floor), 6:30pm.

**13. ADJOURNMENT:**

Moved by Scott at 9:51pm.

**PARKING Lot:**

1. Leave of absence policy (health leave).

**CALENDAR of Important Dates:**

CCDF Report	January 30th & July 30th
CCDF Opportunities Report	30 days after event/opportunity (Training Jan 30)
CCDF Sustainable Operations	January 30th
CIP (floating deadline)	Need to report 2 years after receiving \$
Charitable Status	April 1st
AFA Public Galleries	April 1st
Red Deer Com. Foundation	April 1st/Oct 1st
CRA Tax Filing	June 30th
AGLC Casino Reporting	May 5th
Lifelong Learning Council RD	August 15, 2020 (HUB Ross Street Singers)
AB Culture Days Grant	November 1st
AFA (Client Statistics Report)	April 1st - Previous year's report on grant spending
AB Registries Society annual return	Nov/Dec ~ 2 years to submit (Jan 31st)
Casino Upcoming	Q3 2020 (updated)
September Tax Exemption	Sept 30th each year for office
AGLC Current Use of Proceeds	September 30th each year for office rent to be allowed
Mayor's Recognition Awards	March 1st, 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 THIS meeting:**

- ~ Michael to reach out to Choirs Red Deer to craft a note that we can send to membership
- ~ Schedule a marketing plan meeting
- ~ Schedule a Budget meeting ~ Monday, January 6th at 6:30pm

- ~ Investigate 'pop ups' advertising RDAC on social media
- ~ Craig will work with CAT on a price for an AGM command performance.
- ~ Reach out to the membership regarding Grand Advance
- ~ Vending machine purchase for Literary Committee.
- ~ Suzanne to begin the RDEA voting process

**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 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.
- ~ Suzanne will draft a Curator Workshop proposal. IN PROGRESS.
- ~ Craig will ask Diana to return the RDAC office keys
- ~ Mission/Vision statement rewrite still in process, Suzanne will continue to report
- ~ Craig will investigate contacts for 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. DONE, awaiting verdict.
- ~ Two signatories to return to bank to transfer funds, update website access, turn on receipt of e-transfers, change Doug to Scott for signatory. Time and date TBA.

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. DONE BY SUZANNE
- ~ Curtis will send thoughts/ideas re RDEA Rising Artist award to Board via email. DONE BY SUZANNE

**Meeting Dates 2020**

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.