



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

MEETING MINUTES

March 18, 2019

Board of Directors Meeting

Cronquist House, 6:30

Present: Scott Barnabé, David Gilmore, Diane Hermary, Rob Ironside, Craig Scott, Doug Vint.

New Board Members: Mike Richard, Jan Underwood, Curtis LaBelle, Brian Barritt.

Regrets: Heidi Panameno, Ranjit Mullakady

Absent:

Staff: Suzanne Hermary

Volunteer:

Guests:

Meeting Called to Order:

Meeting called to Order at 6:37pm.

1. AGENDA

1.1 Additions or deletions

- 4.7 Creative Cities Conference
- 5.9 Safety letter to the City of Red Deer

Welcome new Board members! The Board performed round table introductions, to introduce the Board and the new board members. Board position and reasons for joining were shared.

Thanks to Delores for the last-minute use of the Cronquist House for our meeting, and for her past service as Treasurer for 6 years.

Welcome to Jan, Mike, Brian and Curtis as new Board members today!

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

2. MINUTES of February 19, 2019 meeting:

2.1 Errors or omissions.

Two errors: 4.3 "release" should be "lease"

8.5e, the Chair of the Guitarz for Kidz Committee is not David, it is Don Routley.

Approved (with corrections), by:

Stimulating, developing and promoting the arts in your community.

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

3. CITY OF RED DEER LIAISON REPORT

Wendy is absent. Nothing to report at this time.

4. NEW Business

4.1 Welcome New Board Members:

Mike Richard, Jan Underwood, Curtis LaBelle, Brian Barritt. See above.

4.2 Board Development Seminar:

The Provincial Government will likely happen sometime during the first two weeks in May.

4.3 Fundraiser Idea:

Craig and Suzanne discussed the Rocky Horror Picture Show fund-raising idea. To do this we would need a large, easily cleanable venue. We would provide (sell) prop kits so that we know exactly what kind of props enter the building.

Curtis let the Board know of his fund-raising background and passion. The Board will consider resurrecting the Fund-raising Committee. Enter in Minutes at 8.8 (and remove 7.2a) (see below).

Curtis suggested that we think about creating a Red Deer Arts Council Arts & Culture award (or an awards ceremony). Suzanne mentioned that, through the Red Deer Entertainment Awards (through Jesse Roads), we may already have that venue. Curtis suggests that we create an awards ceremony/fund-raiser to award all of our scholarships, with an exciting fund-raising tie in. People will pay the ticket price because of the benefits. Our current scholarship awards ceremony for 2019 will be in May, but next year is wide open for change.

ACTION

Curtis to send Suzanne a list of Red Deerians who have won any recent Provincial arts and culture awards.

ACTION

Suzanne to reach out to membership to populate the Fund-raising Committee.

ACTION

Diane to add the Fund-raising Committee back into the Minutes at 8.8 and remove 7.2a.

A second idea is based on an idea that Theatre Calgary used to put on; a gala coinciding with the Oscars. Contests for guessing 'Best' categories. The prize for all was upwards of \$10,000, but you have to get all 8 categories correct.

4.4 Performing Arts Database ~ Membership Campaign (from PAC):

Rob reports that PAC has had a discussion regarding database collection. He is seeking guidance on how this would look or if it even exists.

Scott reports that the RDAC website has drop down menus under the Members and Artists buttons, with links to their websites. But the artists are responsible for populating these tabs.

Rob notes that the RDAC, being the hub, may be the one that people contact when seeking artists or musicians, and having this information all in one place would be beneficial. How does FOIP pertain to this idea? We have received an artists database from the City, and are wondering how to proceed, and if we can.

This is a huge job, and we have few resources. We are currently working on this but always appreciate ideas and assistance.

Is this something that we can do directly on Facebook? We can post this to The Red Deer Scene Community page, there is a large gathering of musicians and artists on that site alone.

Curtis was wondering if advertising in The Scene (alone) is a worthwhile cause, should we add another advertising venue, remove The Scene altogether, or do both? Some discussion followed.

Craig suggests that we send the JOTFORM email to Craig, Curtis, Scott and David. As artists, they will assess it from a 'musician/artist' point of view.

ACTION

~Craig to contact Coffee News to get their ad cost prices.

~Craig, Curtis, David and Scott to review the JOTFORM as artists/musicians and report back at next meeting. (QR code).

~Curtis will approach Kyle Key regarding reducing our Scene costs.

4.5 Appointment of New Treasurer:

Scott nominated Heidy Panameno to be the new RDAC Treasurer. TBA.

4.6 New Accounting Software for RDAC Office:

Delores mentioned the website Tech Soup to purchase the SAGE accounting/office software we may need.

Suzanne mentioned the Microsoft Office software subscription that Diane is currently and temporarily using to perform Secretary duties, after a personal software crash.

Suzanne briefed the Board on cloud-based accounting software versions, and their costs. Craig instructed Delores and Suzanne to source and purchase the needed software.

ACTION

Suzanne and Delores will source and purchase accounting software.

MOTION

Scott moves that the RDAC purchase new accounting software. Motion not required, as per Craig, as funds were allocated in 2019 budget which was approved by membership at AGM.

4.7 Suzanne to apply for a grant to attend the Creative Cities Conference 2019:

Creative Cities Networks of Canada. We have been members in the past. Wendy Meeres and other CoRD employees (Culture Services etc) will be attending, in Regina, on October 1-3, 2019. This can be accessed via an Opportunities Grant through the CoRD.

Scott reported previous ideas stemming from Creative Cities networks conferences, and implemented by Saskatoon city planning. They moved their Culture Services department from under the umbrella of the Parks and Recreation Department, and into Tourism. This changes the mindset, but Culture Services Red Deer cannot lobby for that change, it must come from outside the city offices. This is where the RDAC may be able to step in. This could be a possible direct result of Suzanne's attendance of the conference. This alone has value.

David asked what would benefit us, if we became Creative Cities members? Online membership fee is \$125, and saves only \$100 on conference attendance fee.

Early bird is August 1st, so we have some time. TBA.

ACTION

Suzanne to begin the Creative Cities Opportunities Grant

MOTION

David moves that the RDAC apply for an Opportunities Grant in the amount of \$3,000 through the City of Red Deer, for Suzanne (and another attendee) to attend the Creative Cities Network Conference in Regina in 2019. Michael seconds. All in favour. Motion carried.

5. OLD Business arising from the previous minutes

5.1 Harassment Policy:

We need to approve and accept the Harassment Policy into our Bylaws. This policy comes to us through CAT. We would like to post this to the RDAC website and make it available to all who would also need such a policy.

MOTION

Rob moves to accept the Red Deer Arts Council Harassment Policy as presented. David seconds. All in favour. Motion carried.

Please refer to the copy of the Red Deer Arts Council Harassment Policy attached.

5.2 Celebrity Dance Off 2019 ~ Rob

Rob is suggesting that we pare down from \$1,000 to \$500 for our sponsorship this year.

Information was provided by email to consider. Attached with Agenda and Minutes.

Rob is reporting, and gave a short synopsis of the Sheraton Celebrity Dance Off, their goals, and our past involvement for the new Board members. We have, in the past, been Friends of the event, with our banner being set up, and providing music sponsorship. It will cost us \$1,000 for the sponsorship, but this year we would not be able to put up our banner. Is it worth it this year?

In past we have justified by providing a musical artists for the event (Claude Godin in the past). Rob has been in discussion with Claude regarding the sponsorship dollars being less, as he would have to agree to a lower rate as in the past. If we did this, we could place our stand-up banner behind Claude on the stage.

The event is April 13th, and we need a decision now. Craig reported that the \$500 we are discussing has already been approved towards the Celebrity Dance Off in the 2019 Budget. Suzanne reported that, through a Tourism grant, part of the past fees we sponsored to the Celebrity Dance Off (last year) were subsidized.

MOTION

Jan moves that the RDAC contribute a \$500 sponsorship to the 2019 Sheraton Celebrity Dance Off event. Diane seconds. All in favour. Motion carried.

5.3 AGM

Questions, comments or concerns?

Choose a venue that is open later, or start earlier. Or both. As such, we paid for an hour's entertainment and only received less than a half hour due to time constrictions.

We are extremely pleased with the attendance (34), and that the Board is at full capacity!

5.4 Audience Development: +Plus1 Idea from PAC

Great response from AGM attendees, several members interested in participating on this Committee.

Scott reports that the target market for this idea does not rest with the performers, but 'how do you develop the audience'? We need to train people to gather their crew.

'Give them what they want'. Don't do the same old. Entice people. Be unique. Offer choices.

Can the +Plus1 Committee BE our marketing plan? Or a part of it? Or the catalyst for it?

ACTION

~Suzanne will give Scott contact numbers from interested Committee hopefuls.

~Scott to draft a call out to populate this Committee.

5.5 Princess Margaret Scholarship request from Tara O'Donnell

We are waiting on a reply from Tara. TBA.

Craig brought all Board members up to date regarding this issue. It was surmised by the CoRD that the RDAC contributed half (\$250) of this scholarship award to the city. We have no record of this (since the 1980's), and have let her know that we simply administer (call out, adjudicate, coordinate, present) this scholarship, but it is fully funded (and always has been) by the City.

5.6 Troubled Monk Social ~ to continue?

Happening tomorrow, March 19 with the City of Lacombe and the Lacombe Performing Arts Centre presenting. If there are less than 10 attendees, we will reconsider continuation.

Craig described this social for the new Board members. Please attend tomorrow if possible. This is advertised through social media, membership email, and in The Scene. We invite local members to present their upcoming events and socialize to build community.

Curtis suggested that, instead of cancelling if we don't meet quote, perhaps consider moving the location. TBA.

5.7 Board Evaluation ~ Results and Discussion

Craig asked, regarding the Board Evaluation results, what two questions surprised you the most? What two questions do you think that we should focus on?

Craig described this process. He is requesting that the rest of the Board members who have not responded to the above ^ questions, to please do so. This will be part of our upcoming. Strategic Planning session.

ACTION

All Board members please respond to Craig with your Board Evaluation questions results.

5.8 Strategic Planning and Board Orientation ~ tabled until Province contacts us
Possibly late April or early May. TBA.

5.9 Safety letter DRAFT to the City of Red Deer:

Suzanne sent out a copy of this DRAFT letter via email. It has been suggested that we contact Turning Point, Safe Harbour etc. for some extra information from boots on the ground.

Discussion followed regarding the idea and content of this letter, to the membership. This letter, as is, could be considered inflammatory. Also, new information has been recently released by the CoRD regarding a new Shelter to be added into the city (location unknown at this time). It was stressed that this letter is to be 'cut and pasted' by the membership to 'make it their own', but the suggestion was that people will print it, sign it, and send it without reading or editing.

Craig asked, should we table this letter based on the new information provided by the city. Should we have the Board disseminate this letter and re-write it? Should we frame it as congratulatory regarding the new shelter, and then share our concerns? Should we add a 'petition' or names of members who are afraid to come downtown, to add weight to our stance.

ACTION

Board members please review the Safety Letter and send Suzanne your changes/ additions/ comments.

6. ADDITIONS to the Agenda

Please see 4.7, 5.9 ^ above.

7. FINANCIAL Update

7.1 Presentation of the Financial Reports

Please see below figures and attached report. For information.

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

The Comparative Income Statement and Balance Sheet were addressed.

Budget numbers for CCDF grants were entered incorrectly.

7.3 Current Bank Balance:

General	\$51,324.30
Casino	\$11,194.67
Community Spirit	\$32,130.75

ACTION

Diane and Craig to meet at the Servus downtown branch March 25 at 4pm to move some funds from General Account to GICs.

8. COMMITTEE Reports:

8.1 MEMBERSHIP: (Membership, Membership Relations) ~ As of February 28, 2019

Memberships:

New:	20
Renewal:	59
Total:	79
Organization:	20

Some strategies to encourage Membership were discussed.

Re-posting on social media (Facebook, Twitter etc) ... we have discussed rules/benefits as such: If we have had a request from an arts related group or function to share on social media, we will do so for both members and non-members. The internal Weekly Listings (via email) are for members only.

Member Benefits: Curtis asked for a synopsis and Craig outlined the benefits of membership.

ACTION

Suzanne will email the two page Membership Benefits document via email to all.

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

Chair: Suzanne to report.

Please see Coordinators report for more info.

Discussions regarding promotions and marketing above ^.

Suzanne met with a rep from William Joseph marketing company. It was primarily for not for profit groups with no marketing plans. Suzanne has the contact's information, and Rob reported that WJ bare bones minimum rate is \$5,000 for a marketing plan, which is just to start. Rob suggested that we speak to the 'Red Deer Choirs' group, who have recently hired them to refresh their marketing. It was also noted that Volunteer Central also has free marketing courses.

Robin O'Brien, who was at the AGM, has offered to come into the office to help Suzanne with grant writing.

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

Chair: Suzanne to report.

Please see Coordinators report for more info.

Suzanne reported that the meetings for Alberta Culture Days (September 27-29, 2019) have started. The theme this year is 'Creativity, the Arts and Well Being'. As such, it was suggested that perhaps we could reach out to artists at the Ronald McDonald House, or local nursing homes, for example, in addition to partnering with schools as we have been doing in the past (and is still required as per our CCDF grant funding.) Aspire was suggested as a potential fit. Suzanne is asking that, if you have ideas that would help facilitate this, please share them via email before April 1st.

8.4 EXECUTIVE: (Board recruitment, Staffing, Volunteers ~ Chair: Craig

Board Evaluation, TBA. See 5.7 above.

We now have a full Board at 12 members!

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

No chair.

Contact received from a writer, interested in becoming involved. Suzanne has replied.

8.5 c: Performing Arts Committee

Chair, Rob Ironside

Rob, Scott reporting. Please refer to the PAC meeting minutes attached.

Dance Off as above ^.

The Canada Winter Games information capture was discussed, and can be disseminated to local groups as well as future CWG Committees.

April 26th is the next Friday Family Dance.

See +Plus1 discussion above ^.

8.8 FUND-RAISING COMMITTEE ~ Chair: Curtis

9.0 CO-ORDINATOR's Report:

Please refer to attached report.

10.0 OPEN Discussion:

10.1 Vision and Mission statements will from now on be present on our copies of the Agenda, as well as the Minutes, to remind us of our focus.

10.2 Curtis asked for a list of all our fundraising events in 2018. Arts and Craft Beer, Ghoul's Night Out was our only fundraiser last year.

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										
Craig	14	11										
Delores	10	6										
Rob	4	12										
Heidy	6											
Diane	12	14.5										
David	7	10										
Doug	2	2										
Ranjit	0											
Curtis	x	x										
Jan	x	x										
Michael	x	x										
Brian	x	x										
Suzanne	4.5	6										
Diana	42.75	40										

13. ADJOURNMENT:

Moved by Scott at 9:52pm.

NEXT Meeting: April 17, 2019.Cronquist House, 6:30pm.

PARKING Lot:

1. Leave of absence policy (health leave).
2. Culture Services move to Central Middle School after CWG? Potential gallery space.

CALENDAR of Important Dates:

Fee for Service (CCDF) Report	January
CIP (floating deadline)	Need to report 2 years 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:

- * 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:

- ~ Rob will explore hosting or sharing the hosting of a volunteer appreciation evening for 2019.
- ~ 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
- ~ Board to choose a date for the Strat Plan Session ~ WAITING ON PROV GVT
- ~ Suzanne asked for Board members to attend a meeting with Brad Lundgren of MAG ~ TBA
- ~ Scott and Suzanne to send a call out for bodies to populate a +1 Committee
- ~ We will have a table at the National Volunteer Fair on April 6, 11-4
- ~ Create an RDAC Awards Ceremony

ACTION ITEMS resulting from THIS meeting:

- ~ Curtis to send Suzanne a list of Red Deerians who have won any recent Provincial arts and culture awards
- ~ Suzanne to reach out to membership to populate the Fundraising Committee.
- ~ Diane to add the Fundraising Committee back into the Minutes at 8.8 and remove 7.2a
- ~ Craig to contact Coffee News to get their ad cost prices.

- ~ Craig, Curtis, David and Scott to review the JOTFORM as artists/musicians and report back at next meeting. (QR code).
- ~ Curtis will approach Kyle Key regarding reducing our Scene costs.
- ~ Suzanne to begin the Creative Cities Opportunities Grant
- ~ Suzanne will give Scott contact numbers from interested Committee hopefuls.
- ~ Scott to draft a call out to populate the +1 Committee.
- ~ All Board members please respond to Craig with your Board Evaluation questions results
- ~ Diane and Craig to meet at the Servus downtown branch March 25 at 4pm
- ~ Suzanne will email the two page Membership Benefits document via email to all
- ~ Suzanne to extend the Waskasoo scholarship submission date to April 10th.
- ~ Suzanne to send scholarship criteria to both Scott and David for dissemination.

Meeting Dates 2019

May 20	June 17	July 15	August 19	September 16
October 21	November 18	December 16		