



Red Deer Arts Council
110-4818 50 Avenue
Red Deer, AB T4N 4A3
403-348-2787
info@reddeerartscouncil.ca

MINUTES

Monday January 20, 2020

Board of Directors Meeting

Central Alberta Theatre – Nagel Conference Room, 6:30 pm

Present: Scott Barnabé, Brian Barritt, David Gilmore, Diane Hermary, Rob Ironside, Ranjit Mullakady, Heidi Panameno, Mike Richard, Craig Scott

Regrets: Jan Underwood

Absent:

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 6:35

1. AGENDA

1.1 Additions or deletions

1.2 Approval: Agenda moved by Scott/David

2. MINUTES of December 16, 2019 meeting:

2.1 Errors or omissions

2.2 Approval: Minutes, moved by David /Scott

3. GUEST Business:

No guest. Nothing to report at this time.

4. NEW Business

4.1 Printer Opportunity - Ranjit

Ranjit has joined BNI. Through that organization, he became aware of a printer service that may interest the RDAC, perhaps save time and/or money. Ranjit brought forward the idea and circulated the brochure, and some discussion followed. We would have access to a quality printer, at not for profit rates (\$45/month). The printer would be in the RDAC office and could be used as needed. Our current printer requirements would not exceed the rental limitations. We supply our own paper, but included is any servicing the machine may need, as well as ink.

Suzanne reports that these printers are quality, and that it would be in-house, and suggested that we could involve the membership somehow by offering it's use.

Craig asked Ranjit to forward all of the printer information to the Board via email.

There is a list of current local users of this service on the back of the brochure. They can be contacted and asked about their thoughts on this service.

Craig asked the following questions:

How much do we currently spend?

Do we need something of this calibre?

What is the difference between the two?

Will we save money?

ACTION

Suzanne to investigate printer services.

5. OLD Business arising from the previous minutes

5.1 Marketing Progress

Suzanne drew the Board's attention to the marketing plan documents that had been emailed, as they were sent further to the Kirstin Heuer webinar that Rob and Suzanne attended. The pillars of authority are drawn from the seminar. Last week several board members and Suzanne held a marketing plan meeting, and these emailed documents are the result of this meeting.

The 5 pillars are Your Brand, Authority, Community, Inspiration, Promotion.

To further the marketing/branding of the Red Deer Arts Council, Suzanne asked that the Board please share any content deemed relevant, for social media posting and sharing. Any and all arts and culture content. The more we share, the more time Suzanne has to market on social media, and the more content we have to share to the community.

Rob asked if it were possible for Suzanne to compile the postal codes of current and past membership (500 is the target number) on an excel spreadsheet, to send to an analyst. The analyst will (free of charge) use algorithms to identify our target market. Suzanne isn't sure we have access to 500 postal codes. This is an ongoing process, without a deadline. Suzanne will investigate.

Each board member is asked to write an entry for the RDAC blog, and talk about how the arts interest you. Suzanne asked for four paragraphs (roughly 200 words) plus a photo of your choice. Please and thank you to each board member for completing this piece in a timely fashion and email it to Suzanne for posting.

ACTION

Suzanne to investigate postal code spreadsheet. In process.

ACTION

Board members submit photo and blog entry.

6. ADDITIONS to the Agenda

There were no additions at this time.

7. FINANCIAL Update

7.1 Presentation of the Financial Reports – Heidy

Please see below figures and attached report.

Changes are still required at the bank to add Scott, and remove Doug, and to complete transfers, access changes to web, and more.

Suzanne needs the budget numbers reviewed sometime withing the next week or two. Please forward to Craig.

7.2 Current Bank Balance:

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

September totals:	<u>PREVIOUS</u>	<u>CURRENT</u>
General	\$ 25,232.01	\$ 24,012.30
Casino	\$ 11,250.41	\$ 14,873.50
Community Spirit	\$ 11,590.11	\$ 11,527.92
GIC Term 1	\$ 7,500.00	\$ 7,500.00
GIC Term 2	\$ 7,500.00	\$ 7,500.00
NEW Servus Rewards 3 Account	\$ 9.69	\$ 9.69

Delores has mentioned that she would be willing to join the Board again at the March 18th AGM. It was reminded that Rob's term will be ending this AGM, after three consecutive 2 year terms! Thank you Rob!

We need to go to the bank to allow E-transfers to be accepted. The reason we need to do this is because our account requires double signatures for any action. This would need to be waived for this instance, and we need all signatories there to complete this paperwork at the bank.

ACTION

Suzanne forward Budget to Craig for review

Executive and Suzanne to meet at the bank, date and time

8. COMMITTEE Reports:

8.1 MEMBERSHIP: (Membership, Membership Relations) ~ As of December 31, 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.

Suzanne spoke about the Red Deer Arts Council Blog. Please see 5.1 for more blog discussion and action item.

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

Jan 22 – Social Media Marketing for Visual & Performing arts w/Marnie Blair, Erin Boake, Lisa Spencer-Cook & Curtis LaBelle, Takes place at MAG, and cost is \$8 for RDAC, as well as MAG members, codeword Creativity. \$10 regular fee.

Feb 12 – Collecting & Reinventing Fashion w/Jesslyn Miller

March (date TBA) – hanging art for home and gallery, possibly with Peter Allen.

We have been focusing on programming partnerships and strengthening these bonds. This shares costs as well.

Suzanne reported that Programming requires a line item in the budget.

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

Craig asked that the Board please actively recruit in anticipation of the AGM in March. Rob reported that Delores has expressed interest in returning to the Board, perhaps coming back as treasurer. Brian also reported that Marianne Kallstrom-Barritt is interested in joining the Board as our visual arts representative.

As advised, we are actively seeking Board members with specific skills, for example, a lawyer and an/or accountant.

Suzanne's performance review is pending. Craig asked that the Board please render comments regarding Suzanne's performance as RDAC Coordinator, via direct email to him.

Scott is asking if we have policy surrounding the performance review timeline. After some discussion by the Board, it was decided that the Board Chair will conduct annual reviews, as opposed to the current timeline of every three months.

ACTION

Please send comments regarding Suzanne's performance as the RDAC Coordinator, directly to Craig via email.

8.5 PORTFOLIO:

8.5 a: Visual Arts Committee - Chair: Diana Anderson

Please see Chair report attached.

Galleries West Subscription – Galleries West 'enhanced' subscription has been cancelled

Submissions for the 2020 members show have been received.

8.5 b: Literary Committee – Suzanne reporting

Short Story/Poetry dispenser: Craig has found such a vending machine online, need to format an affordable/effective royalty fee system for contributors – LAC suggested student writing competition?

Hoping to plan an April ½ day writing workshop with Jenna Butler at Kerry Wood. This would occur on April 18 or 25, with an entry fee of \$40 for non-members, and a \$30 members fee. Jenna \$100/hr, co-production with KWNC-led nature walk for inspiration pre-workshop. Craig has agreed to be our representative on site, greeting people.

Regarding the entry fees for the above workshop, Craig would like the fees to be \$50 for non members and \$25 for members.

We are still actively seeking a vending machine. It has been suggested that we hold a student's writing contest. The winner gets a prize and we would be able to use all entries in the vending machine.

Ideas .. we pay for literary work's 5 time use with the contingency that we can use it 6 times.

8.5 c : Performing Arts Committee – Chair: Rob Ironside

Please see December meeting minutes attached.

Rising Star Award – open for nominations by the membership.

Suzanne asked the Board to choose the nomination process for the RDAC sponsored, Red Deer Entertainment Awards Rising Star Award. It was decided that one vote gets one entry, write them on a piece of paper and pull the winner out of a hat.

IDEA: Scott reports that there is a Monday night jam at the Hub, long standing. Seeing that we are required to 'program' to keep our STATUS...WHY? Why don't we consider programming The Hub's Monday night jam night? If we do this, we can also integrate Guitarz for Kidz into this idea, creating a partnership between three entities. This connects with Programming 8.3 above.

ACTION

Scott will speak with the Hub regarding Monday night shared programming

Suzanne will continue to monitor the Rising Star award voting process

c1) PAC Dance sub-committee

Family dance February 28, 5th anniversary. Trent is booked to return to play, after playing the inaugural family dance 5 years ago. The Friday family dance is still looking for a corporate sponsor (Craig suggested CoOp). This would be through ArtsVest, as the Family Dance and the RDAC have both been approved for the ArtsVest grant, as long as we have a matching sponsor.

c2) PAC Film sub-committee – Ranjit

Ranjit asked if the RDAC could partner with CAFF in hosting their Cell Phone Challenge, and event attached to the upcoming Central Alberta Film Festival. The idea of creating a stand alone scholarship for this event was discussed.

Ranjit would like to organize, through CAFF, a party including all literary, dance and visual genres, to get everyone together. Troubled Monk-like?

Ranjit is looking for someone to score an original piece of music. Some discussion followed.

8.5 d: Culture and Heritage Committee: Delores, Chair

The New Year's fundraiser remained in the black. The profit for the evening was \$2,700.

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

The profit made from the Ukulele raffle came in at \$2,900.

Guitar requests have been made, and some donations received.

8.6 SCHOLARSHIPS and Awards – Chair: Craig Scott

Launched Jan 17th, due March 1st.

Suzanne has defined the Central Alberta designation and sent communication to any qualifying region via local agencies, via a map which allows certain areas to define their eligibility. Response from this launch is promising.

8.7 FUND DEVELOPMENT – Scott

Nothing to report at this time.

8.8 FUND-RAISING COMMITTEE – Reporting: Suzanne

Need assistance to organize March Princess Bride watch party.

Suzanne has spoken to Carnival Cinemas regarding booking space for this party. This movie, we have discovered, also needs to go through Criterion to see if the Disney purchase affects rights, and the cost. Suzanne needs to know how to charge for attendance. There was some discussion surrounding a venue. The RDC is no longer a viable partner, as they no longer provide discount space for use by not for profit agencies.

One show, \$20/ticket, \$10 kids (12 and under). Theatres range in size from 100-200 seats. It was suggested to start with the smaller theatre. If we end up selling out, Carnival will simply bump us up to the 200 size.

Heidy will help Suzanne organize this fundraiser. The date of March 21st has been chosen.

9.0 COORDINATOR's Report:

Please refer to attached report.

10.0 OPEN Discussion:

10.1 Ranjit reported to the Board that October 17, 2020 will be the scheduled CAFF Gala, happening at Carnival Cinemas.

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	7
Craig	14	11	12	12	11	31	10	10	20	7	15	5
Delores	10	6	X	X	X	X	X	X	X	X	X	X
Rob	4	12	4	15	6	6	2	0	10	10	4	4
Heidy	6	4	6	4	8	4	4	4	4	4	3	1
Diane	12	14.5	10	12.5	14.75	10.75	10	2	8.5	9	6	8
David	7	10	7	10	14	18	7	15	12	10	14	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	2	1
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	5
Brian	x	x	7	3	9	5	4	9	8	8	4	4
Suzanne	4.5	6	6	10	6	4	4	4	10	5	4	6

NEXT Meeting: February 24, 2020. Location Central Alberta Theatre – Nagel Conference Room (3rd Floor), 6:30pm.

13. ADJOURNMENT:

Moved by Brian at 8:12pm.

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)
CCDF Sustainable Operations	January 30 th
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 /Oct 1 st
CRA Tax Filing	June 30 th
AGLC Casino Reporting	May 5 th
Lifelong Learning Council RD	August 15, 2020 (HUB Ross Street Singers)
AB Culture Days Grant	November 1 st
AFA (Client Statistics Report)	April 1 st - Previous year's report on grant spending
AB Registries Society annual return	Nov/Dec ~ 2 years to submit (Jan 31 st)
Casino Upcoming	Q3 2020 (updated)
September Tax Exemption	Sept 30 th each year for office
AGLC Current Use of Proceeds	September 30 th each year for office rent to be allowed
Mayor's Recognition Awards	March 1 st , 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:

- ~ Suzanne to investigate printer services
- ~ Suzanne to investigate postal code spreadsheet. IN PROCESS
- ~ Board members submit photo and blog entry
- ~ Suzanne forward Budget to Craig for review
- ~ Executive and Suzanne to meet at the bank, date and time
- ~ Send comments regarding Suzanne please send directly to Craig via email.
- ~ Please send comments regarding Suzanne's performance as the RDAC Coordinator, directly to Craig via email
- ~ Scott will speak with the Hub regarding Monday night shared programming
- ~ Suzanne will continue to monitor the Rising Star award 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, Curtis, 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 the Board to describe what a Volunteer/Membership Appreciation event could look like, where it might be held and what you would like to see.
- ~ 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 PROGRESS
- ~ Craig will investigate contacts for APP development. IN PROGRESS
- ~ Craig will address meeting non-attendees, citing Bylaw rules.

- ~ 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.
- ~ Michael to reach out to Choirs Red Deer to craft a note that we can send to membership
- ~ Investigate pop up advertising RDAC on social media
- ~ Craig will work with CAT on a price for an AGM command performance
- ~ Reach out to the membership regarding Grant Advance
- ~ Vending machine purchase for Literary Committee
- ~ Suzanne to begin the RDEA voting process via email to membership IN PROCESS

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?

Meeting Dates 2020

March 23	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.