



Red Deer **Arts** Council
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MEETING MINUTES

Monday February 24, 2020

Board of Directors Meeting

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

Present: Scott Barnabe, Brian Barritt, David Gilmore, Ranjit Mullakady, Heidi Panameno, Craig Scott

Regrets: Diane Hermary, Rob Ironside, Mike Richard, Jan Underwood, Wendy Meeres

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 6:43pm.

1. AGENDA

1.1 Additions or deletions

6.1 Addition: Niek Theelen ~ Heidi

1.2 Approval: Agenda moved by David/Heidy.

2. MINUTES of January 20, 2020 meeting:

Modification: change the word "Agenda" to "Minutes".

2.1 Errors or omissions

2.2 Approval: Minutes, moved by David/Brian.

3. GUEST Business:

3.1 Wendy sends regrets but is happy to be back full time as of this week.

4. NEW Business

4.1 Volunteer Appreciation ~ Suzanne

Suzanne has been utilizing volunteers regularly and would like a way to thank them.

Through the Hub, we can design and create personalized buttons for 25c each! All materials provided, all you provide the art to stamp onto the button. They have a button machine.

Suzanne is suggesting that some of our members, artists and volunteers decorate some background papers, and we can add texts of gratitude and distribute. One piece of paper can generate 12 buttons, and this could even be used as a fundraising item.

Suzanne distributed examples for the Board to view.

These could be made and sold at the AGM, for example. Suzanne is asking for a budget of not more than \$100. This also supports the Hub.

MOTION

Heidy moves that the RDAC invest \$50.00 in the making of buttons of gratitude. Suzanne will make 200 buttons using materials on hand. Seconded by Ranjit. All in favour. Motion carried.

ACTION

Suzanne to organize button making.

4.2 Tourism Red Deer changes and fees ~ Suzanne.

There is now a \$262.50 annual fee to remain a part of Tourism Red Deer. There is no NFP distinction, so Suzanne proposes that we let this membership go. In the past, as an NFP, it was free. After determining cost vs benefit, it was decided to let this membership go. If a need becomes evident, we will re-evaluate.

MOTION

Brian moves that the Red Deer Arts Council no longer retain a membership with Red Deer Tourism. David seconds. All in favour. Motion carried.

ACTION

Suzanne to discontinue Tourism Red Deer membership.

4.3 Board Development opportunities ~ Suzanne

Suzanne is taking a course in Board Development, and it is open for others to attend. It occurs on Sat May 30 and has a course fee of \$95.00. Ask for more details, Suzanne is happy to pass on these opportunities. She will email a link to Board members.

MOTION

David moves that the RDAC sponsor two Board members interested in taking the Volunteer Central Board Development course, in the amount of \$95.00 per person. Seconded by. All in favour. Motion carried.

ACTION

Interested Board members make your interest known to Craig or Suzanne.

4.4 Carl Hahn (Feature Writer) mileage out of town ~ Suzanne

Carl writes our Featured Members article, taking the place of Lana Michelin and Paul Cowley, who have retired. Carl is also a past Board member.

Carl had an expensive experience while visiting to interview an out of town Featured Member. Carl is asking that perhaps, in future, the RDAC could cover costs of standard mileage fees when traveling out of town on Board business.

MOTION

David moves to award a pre-approved expense of (\$0.35/k) mileage rate to Carl Hahn upon performing out of town interviews. Seconded by Heidy. All in favour. Motion carried.

4.5 Annual General Meeting preparations ~ Suzanne

Suzanne wanted to remind all Board members that Committee reports are due for the AGM package. This includes the RDAC Chair report (Craig), the PAC Chair report (Rob), Guitarz for Kidz (David) and the Visual Arts Committee report, a committee for which Brian has graciously offered to be the Board liaison and working closely with Diana Anderson. The Plus One, Culture and Heritage, Communications and Programming committee reports were also discussed. Suzanne would like all reports turned in by March 11th, please.

The AGM will be held Wednesday March 18th, in the Nickel Studio, including a performance of Fully Committed.

ACTION

Committee Chairs please turn in your 2019 reports.

4.6 Autumn Fundraiser Idea ~ Suzanne

A timed painting competition, where you can watch the art being created. The paintings are then donated, and will be auctioned off the following evening at a related gala.

On Friday September 4, there is space available for this event to happen. The paintings could be auctioned at the event that evening, or displayed in the Hub Gallery throughout the month, to then either be sold on site, or auctioned off during Alberta Culture Days. Suzanne could reach out to Maureen McKenzie at the City of Lacombe who runs a similar fundraising event as part of the Encore Art Sale.

David suggested a nominal payment for each artist. Craig suggests a catered event (something unique like a lobster boil), with artist recognition on site.

An alternative suggestion would be a paint night-like event, with on site artists coaching the painters. Attendees pay a fee to attend, all artist participants would get paid. We would buy the canvas, the artist supplies the paint, but inspired by an artist, not all doing one painting.

ACTION

More information re: a paint event to be gathered and reported at the next meeting.

5. OLD Business arising from the previous minutes

5.1 Budget for 2020 ~ Suzanne

Suzanne asked that present all Board members present review the Budget and asks for approval to present at the AGM in March. The Board gave their approval.

5.2 Printer opportunity ~ Ranjit

Suzanne reported that her scanner is not working, so she will forward the requested information via email. She also reported that, while our current printing costs are minimal, once a year we print AGM packages (outsourced) which can get quite expensive. If large format printing is available, we can print our own 11x17 posters (or posters and items for others).

The idea is also to outsource this advantage to our membership. By doing this we can easily make minimums (\$47/month) and perhaps even a small profit.

MOTION

David moves to contract printing services from CIP Office Solutions. Heidi seconds. All in favour, motion carried. Ranjit to contact Terry Guhl to activate account.

5.3 Marketing Update ~ Suzanne

Tabled until March. (Skipped.)

5.4 Children's Festival Planning ~ Suzanne seeking volunteers

The festival will include an 'instrument petting zoo' this year. This will include an area where children can roam free and experiment with different instruments. An area to do rock painting could also be of interest. This will be an outdoor festival, taking place at Rotary Park. There will also be a dance section for children to participate and learn.

6. ADDITIONS to the Agenda

6.1 Niek Theelen ~ Heidi

Suzanne was contacted by stand up comedian Niek Theelen regarding the recording of his live comedy album at Burgundy's Bar and Grill. He is asking for support and promotion of his event. He feels that, with our backing, he can get more access to funding, sponsorship and promotion. He is currently \$700 short of his \$1,000 goal, fundraising in order to facilitate the event. Niek has cerebral palsy, and as such is limited in mobility.

Much discussion followed, including questions surrounding the benefits of going through the RDAC or having Niek approach radio and advertising himself, the sharing of Niek's resume and impact on the community and his staunch support of comedy as an art form.

It was pointed out that we would be happy to promote Niek's event were he a member. This would, also, lend credence to his presence. The RDAC considers the art of Comedy under our umbrella, most definitely.

The event is dated for April 24. Once he becomes a member, we can advertise his event on our website, on all of our social media, through our email weekly listings, and even highlight it in the Scene Newsletter.

Suzanne reminded Heidy that there is still time to apply for our Emerging Artist Award. There is \$1,000 cash reward.

Niek asked, should he become a member, if he was then allowed to place the RDAC on his event promotional materials (posters, etc.)? Scott was concerned about control of our logo. Some discussion followed. It was decided that the RDAC needs to keep our logo integrity, so this would not be allowed.

6.2 Craig, speaking re: C.A.T.

Craig pointed out that, by the RDAC using meeting space on CAT premises (Craig is Chair for both organizations) it may be considered a conflict of interest.

The Central Alberta Theatre Board members have been asking Craig what the Red Deer Arts Council is willing to provide in terms of payment for use of said space. A suggestion from the CAT Board was to have a free membership in the RDAC. This would be a \$50 annual rental fee for us for use of monthly meeting space. Thank you very much, CAT!

Suzanne informed the Board that CAT had already paid for their membership, so Craig suggested we do it next year. Heidy suggested we simply pay them an annual \$50 fee. It was determined that the RDAC pay CAT a \$50 annual monthly-meeting space rental fee, and revisit again in 2021.

MOTION

Scott moves that the RDAC pays CAT a \$50 rental fee for annual monthly meeting space on CAT property. David seconds. All in favour. Motion carried. Suzanne to request invoice from Maureen at CAT.

7. FINANCIAL Update

7.1 Presentation of the Financial Reports – Heidy

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. \$4,800 needs to be transferred to Community Spirit account for Culture Days specific funding.

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	\$ 24,012.30	\$ 44,854.19
Casino	\$ 14,873.50	\$ 14,854.19
Community Spirit	\$ 11,527.92	\$ 11,527.90
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

CCDF 2020 Grant deposit made January 31, in the amount of \$28,800. \$4,800 needs to be transferred to Community Spirit account for Culture Days specific funding.

8. COMMITTEE Reports:

8.1 MEMBERSHIP: (Membership, Membership Relations) ~ As of January 1, 2020

Memberships:

New:	10
Renewal:	41
Total:	51
Organization:	8

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

Suzanne to report.

Please see Coordinators report for more info.

Ranjit is still interested in filming the Executive Board's stories of their love of arts and what brought them to join the Red Deer Arts Council. Each member please write their 'story', and he would also like to feature Guitarz for Kidz, using actors to portray kids receiving gifts, as a pre-cursor to David's story and how the RDAC has benefitted his organization. Suzanne suggested that Ranjit could also tour the Studio Tour with his camera and take video of artists while they are actually set up and working. Heidi wants to keep these stories short, 40 seconds to 60 seconds. Ranjit suggested 30 seconds, even. This will be a member feature as well. Ranjit and Heidi shared questions via email, and discussion surrounding logistics of filming was discussed (filming, sound, editing).

ACTION

Suzanne to schedule a meeting with all involved for member videos. TBA.

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

Suzanne reminded the Board of the importance of their attendance at RDAC events, including First Fridays.

March 10 ~ Troubled Monk social

March 16 ~ RDAC Board Meeting

March 18 ~ AGM

March 22 ~ Princess Bride fundraiser, 1pm

March 25 ~ Hanging art for home and gallery with MAG Technician Peter Allen.

March 28 ~ Red Deer Entertainment Awards

Suzanne suggested that we postpone the March 16th meeting to March 23rd, to provide some breathing room between events.

Some other events coming up are First Friday, the Literary Open Mic and Alberta Culture Days.

Some discussion followed surrounding voting for the Rising Star RDAC sponsored award for the RDEA. The final 5 nominees were pulled from a hat, and the final winner will be chosen by member vote. Suzanne needed a Board member to test the survey and approve the idea that a name needs to be attached to each vote to ensure it is member driven. This link can now go live and be distributed via email to the membership.

Suzanne reported that the February 12th Art Speaks event was packed. Heidi attended, and there was fantastic audience response. Attendees numbered over 44 people.

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

Craig mentioned that this will be Rob's last few meetings, as his term is up during the AGM. Please bring forward anyone who is interested in joining the Board, or any Committees. Delores is interested in returning to the Board.

8.5 PORTFOLIO:

8.5 a: Visual Arts Committee - Chair: Diana Anderson

Please see Chair report attached.

Brian Barritt has agreed to represent the Visual Arts committee to the Board of Directors and will attend VAC meetings as able, or receive details from Marlene Kallstrom-Barritt in his absence. Marlene has chosen to avoid potential conflict of interest and not join the Board.

Brian spent a few moments promoting arts events coming up in Red Deer. The Open Studio Tour will be taking place on June 13/14. Craig mentioned how great this event is. First Fridays were also mentioned, and that it would be great to see all Board members present at this, our signature, monthly event. The March 6th First Friday will showcase the Member's Show. The April First Friday will proudly present a musical performance as well as the artist show. The May First Friday is, as usual, middle school, Awesome Art. The June First Friday will showcase the work of our high school students. Thank you, Brian and Suzanne for this report.

8.5 b: Literary Committee – Suzanne reporting

"Writes of Spring" writing workshop with Dr. Jenna Butler at Kerry Wood. May 3rd was the best date. The fee is \$50 for non-members, and \$30 for members (not \$25 as previously discussed to ensure event would continue with only 15 registrants). Jenna's fee is \$350, this is a co-production with KWNC featuring a nature walk for inspiration pre-workshop. Purchasing set up through Square, currently live but un-advertised on our website, awaiting testing from LAC members.

Our partnership with the Kerry Wood Nature Centre not only allows us to offer the exclusive nature walk aspect of this workshop, but it also reduces our venue cost considerably. Light refreshments will be served.

Vending Machine idea: includes creating a contest for youth writers, with a prize similar to a journal, or something surrounding writing. This could be an annual event, to fill up the machine with new content regularly. Suzanne plans on offering this to schools in April. We can also seek out writing from Ink Blots, Writer's Ink, and ask them to provide writing offerings per dedicated month. These ideas mitigate costs for us and also help writer communities.

8.5 c : Performing Arts Committee – Chair: Rob Ironside

Rising Star Award – survey sent to Board for discussion on requiring member name to validate voting. No responses as yet. Required by Wednesday, February 26th to publish with/without modifications to membership for voting on 5 names that were pulled from the hat.

Please refer to 8.3 above.

c1) PAC Dance sub-committee ~ Rob

Rob is absent. No report.

c2) PAC Film sub-committee ~ Ranjit

Ranjit reports that CAFF is showing eight films, at Hamlet's extended care home located in Gasoline Alley, March 14th. These are short films, the longest is 44 minutes.

Ranjit also reports that he has a screen, but it may not work very well in Festival Hall for the Princess Bride screening. Some discussion on how to secure the screen for the showing ensued. Ranjit is concerned about light bleeding through from behind the screen, as there are windows behind the stage.

Also please refer to 8.2 above.

8.5 d: Culture and Heritage Committee: Delores, Chair

No further update.

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

David reports that Guitarz for Kidz is still receiving guitars on a regular basis. There was a Facebook post about bass guitars that was shared by Zed99 radio on their Facebook page, and within 2 days there were three extra requests for instruments directly from this exposure, and still going.

8.6 SCHOLARSHIPS and Awards – Chair: Craig Scott

Submissions are due March 1st. There are several ArtWalk award submissions, one Emerging Artists award submission, but no scholarship submissions as yet. We will have re-sent the package to stakeholders (teachers, schools) to share with their high school and college aged students. Heidi and David offered to share on their social media accounts.

8.7 FUND DEVELOPMENT – Scott

Nothing to report at this time.

8.8 FUND-RAISING COMMITTEE – Reporting: Suzanne

Sunday March 22, 1pm showtime. Approval received to screen at Festival Hall, event booked and payment due to Criterion Pictures/Global Eagle for rights. Ticket purchase webpage I progress and will be done through Square again. Have noted that costumes are welcome. Food and beverage available for sale. \$5 for a drink and popcorn. Any candy can we obtain for resale? Craig offered some Mars bars and Heidi has boxed candy left over from Hallowe'en!

A dance night for ladies only? We could hire Natalie to teach a Chair Tease class, venue Bo's or a larger room venue (Festival Hall?). This would be considered a Performing Arts fundraiser.

9.0 COORDINATOR's Report:

Please refer to attached report.

10.0 OPEN Discussion:

I KNOW SCOTT SAID OFF THE RECORD BUT THIS WAS AWESOME. EDIT OR DELETE AS NEEDED

10.1 Scott noted how supportive Lisa at LV's Vinyl Café seems to be, regarding not only downtown businesses, but all-over Red Deer. She did a short promotional video for over a dozen local businesses, just by walking Ross Street and Little Gaetz back in December. She also has a Guitarz for Kidz art guitar hanging in her café. Just a shout out to those who 'get it'. She also offers space for the literary committee to meet, and Suzanne has the 'run' of her business so she can sell items, coffee and alcohol as Lisa is a single mother and can't be there after hours. Suzanne would like to feature LV's somewhere, somehow, in a big way.

Craig suggested that, because of her tireless supporting of the arts, as well as her support of the Arts Council Literary Committee specifically, perhaps we could consider making her an honorary member of the RDAC. There was some concern regarding 'precedent setting' with awarding an honorary membership, so Scott graciously offered to gift Lisa an RDAC individual membership. Between members at the table, Lisa is now an official member of the Red Deer Arts Council. Suzanne will pass the word on!

Thank you to all present Red Deer Arts Council Board members who contributed!!

11.0 ACTION item review:

Action Items were reviewed and removed as necessary.

12.0 VOLUNTEER Hours:

<u>2020</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	9											
Craig	15											
Brian	6											
Rob												
Heidy	6											
Diane	7.5											
David	11											
Michael												
Ranjit	13											
Jan												
Suzanne												

NEXT Meeting: Meeting is changed from March 16, to **March 23rd**, 2020. Location Central Alberta Theatre – Nagel Conference Room (3rd Floor), 6:30pm

13. ADJOURNMENT:

Moved by Scott at 9:21pm.

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 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
- ~ 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.

ACTION ITEMS resulting from THIS meeting:

- ~ Suzanne to organize button making
- ~ Suzanne to discontinue Tourism Red Deer membership
- ~ Board members interested in the ArtsVest Board Development course tell Craig or Suzanne
- ~ More information re a paint event to be gathered and reported at the April meeting
- ~ Committee Chairs please turn in your 2019 reports
- ~ Suzanne to schedule a meeting with all involved for member videos. TBA

Meeting Dates 2020

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.