

**ARTS COMMISSION**

Notice of Meeting on **Wednesday, April 28, 2021, at 4:00 p.m.**  
Room 488, 4th Floor, 625 Fisgard Street, Victoria, BC, and Electronic Participation

J. Loveday (Chair)	S. Epp	W. Gardner	C. Green	L. Hundleby
	D. Lajeunesse	G. Lemon	C. Plant	K. Roessingh

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**AGENDA**

1. Territorial Acknowledgement
2. Approval of Agenda
3. Adoption of Minutes of March 24, 2021  
Recommendation: That the March 24, 2021, minutes of the Arts Commission be adopted as read.
4. Chair's Remarks
5. Presentations/Delegations
6. Commission Business
  - 6.1. Arts Advisory Council Update
    - 6.1.1. Arts Advisory Council Chair's Report (Verbal)
    - 6.1.2. Arts Advisory Council Minutes for Information, April 6, 2021
    - 6.1.3. Arts Advisory Council *Activities by Council Summary*, April 6, 2021  
Recommendation: That the Arts Advisory Council Chair's verbal report, and minutes and *Activities by Council Summary* of April 6, 2021, be received for information.
  - 6.2. Outreach Update  
Recommendation: That the Arts Commission receive the Outreach Update for information.
  - 6.3. Potential for Regional Participation in the Arts & Culture Support Service Next Steps  
Recommendation: That a timeline to conclude the current initiative to increase participation in the Arts Service by July 1, 2021, be approved.
7. Correspondence
8. New Business
9. Adjournment

Next Meeting: May 26, 2021



Making a difference...together

## Minutes of a Meeting of the ARTS COMMISSION

Held Wednesday, March 24, 2021, in Room 488, 625 Fisgard St., Victoria, BC

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EP = Electronic Participation

**Present: Members (EP):** J. Loveday (Chair), S. Epp, W. Gardner, L. Hundleby, D. Lajeunesse, C. Plant, K. Roessingh

**Staff:** James Lam, Manager, Arts Development Service; V. Jeevanandam, Community Outreach Coordinator; N. More, Senior Administrative Secretary (recorder)

**Also Present (EP): Arts Advisory Council:** C. Heiman, Chair, M. Heinz, Funding Chair

**Absent:** G. Lemon, C. Green

The meeting was called to order at 4:12 pm.

### 1 Territorial Acknowledgement

### 2 Approval of Agenda

**MOVED** by Member Roessingh, **SECONDED** by Member Hundleby,  
That the agenda be approved as circulated.

**CARRIED**

### 3 Adoption of Minutes

The Commission noted

**MOVED** by Member Plant, **SECONDED** by Member Roessingh,  
That the minutes of the January 27, 2021, Arts Commission meeting be adopted as corrected, so that Paragraph 3 of section 7.3 shows the name W. Gardner, not C. Green.

**CARRIED**

### 4 Chair's Remarks

The Chair had no remarks at this time.

### 5 Presentations/Delegations: There were none.

### 6 Commission Business

#### 6.1 Arts Advisory Council Update

##### 6.1.1 Arts Advisory Council Chair's Report (Verbal)

Chair Heiman reported on the following:

- There would be several new members on the 2021 Arts Advisory Council, as some members have completed their maximum allowed terms.
- A subcommittee was formed to consider how more consistent information on the restricted funds that organizations report on in the financials for Operating Grants could be gathered. A line in the regular application was identified where the size and

- purpose of an organization's restricted funds could be reported. The goal is to add to the understanding of organizations' financial status and sustainability.
- A 2019 report showed over 9,000 jobs dependent on the arts. While it may be easy to talk about how the lack of live performances due to COVID-19 means missing the enjoyment of performances, it is important to remember the economic impact through loss of employment.
  - Equity, Incubator and IDEA Grants will be the next adjudication and the Council will bring those recommendations to the Commission at a future meeting.

Discussion and clarification ensued on the following topics:

- First Nations groups have access to grants if they meet the basic criteria and have been funded through both Project and Equity Grants. There are impediments to support of First Nations groups that are based in non-participating jurisdictions. Arts staff are examining this issue through CRD First Nations Relations.
- The Commission suggested an orientation for new members of the Arts Advisory Council would be beneficial.

#### **6.1.2 Arts Advisory Council Minutes for Information: Feb. 2 and March 3, 2021**

#### **6.1.3 Arts Advisory Council Activities by Council Summary: Feb. 2 and March 3, 2021**

**MOVED** by Member Roessingh, **SECONDED** by Member Gardner,

That the Arts Advisory Council (AAC) Chair's report, the AAC minutes February 2 and March 3, 2021, and Activities by Council Summary of February 2 and March 3, 2021, be received for information.

**CARRIED**

### **6.2 January 2021 Project Grant Recommendations**

J. Lam shared the covering list of the grant recommendations, now on file at CRD Finance and Technology. He provided highlights of the report and the grant recommendations.

M. Heinz provided information on the adjudication process and feedback given to applicants.

The Commission sought further information on:

- The reasons some applicants were not successful in obtaining a grant.
- Applicants provide financial information and project budgets in their applications, the clarity of which informs the adjudication.
- Applicants get a letter noting the reasons for decisions; part of the Arts & Culture Service grant purpose is developing organizational capacity, so the feedback to applicants is relevant.
- This first intake of two in the year amounts to slightly less than 50% of the \$240,000 total funds of the Project Grant program.
- Grant recommendations balance the level of request and the available funding. Fewer applicants at this intake and a consideration of revenue generation issues due to COVID-19 restrictions resulted in a higher level of support than is typical.

**MOVED** by Member Roessingh, **SECONDED** by Member Plant,  
That the January Project Grant recommendations for 2021 be approved as presented.

**CARRIED**

**D. Lajeunesse left the meeting at 5:00 p.m.**

### **6.3 Outreach Update**

#### **6.3.1 Results of Survey on Impact of COVID-19 on Funded Organizations**

V. Jeevanandam provided highlights of the report and responded to questions from the Commission.

- 12% of respondents who reported increased budgets during COVID-19 situation were likely smaller organizations benefitting from emergency support from other levels of government.
- Survey results will be communicated by staff via media release with the Arts at a Distance report appended. Results will also be included in the regular eNewsletter to arts organizations, by the Chair in outreach to non-participating jurisdictions and by Commission members to colleagues on their respective councils.
- The resilience shown in the arts community is worth acknowledging; finding creative ways to work under the Health Authority orders is a huge challenge and learning how to do things online is not a simple thing.

**MOVED** by Member Roessingh, **SECONDED** by Member Epp,  
That the Results of Survey on Impact of COVID-19 on Funded Organizations be received for information.

**CARRIED**

#### **6.3.2 Outreach to Non-Participating Jurisdictions (Verbal, Chair Loveday)**

Chair Loveday reported on the outreach activities to non-participating jurisdictions.

- A letter was sent to councils offering a presentation by Chair Loveday and J. Lam on the benefits of joining the service, including benefits to organizations within the jurisdictions. Responses were received from some jurisdictions, while others did not respond or only received the letter as information.
- Chair Loveday and J. Lam were invited to present to Sidney and Colwood councils. Colwood council has requested a follow up presentation for further information.

Discussion included the following points

- The CRD Board adopted as a strategic priority 100% participation in the arts services.
- The Board also said the Arts Commission would lead the pursuit of 100% participation.
- Jurisdictions that already participate are subsidizing those who benefit but who are not supporting it. From the *Building our Arts Future* study, people agree that the arts service should be regional.

- After the outreach is done, if 100% is not reached, it was suggested that the Commission may recommend to the Board that participation should be mandatory as part of a regional service.
- An end date to this engagement period should be established, so there is a timeline to receive a response or note of interest, and another letter sent to the non-participating jurisdictions with a requested response time.
- At the close of the engagement period, if 100% participation was still not reached, then the Commission could discuss reporting back to the Board on the delegated priority and what the Commission's recommendation to the Board would be.

**MOVED** by Member Plant, **SECONDED** by Member Roessingh,  
That the Outreach to Non-Participating Jurisdictions verbal report be received for information.

**CARRIED**

**MOVED** by Member Plant, **SECONDED** by Member Roessingh,  
That the Chair and the Manager, Arts & Culture Support Service, propose at the next Arts Commission meeting a timeline and strategy for the Arts Commission to seek 100% participation in the CRD Arts Service.

**CARRIED**

#### **6.4 Funding Sources for Continued Support of Greater Victoria Arts Impact Award**

J. Lam provided highlights of the report. The Commission discussed that money in the reserve gives flexibility to champion arts in the region by sponsoring the award.

**MOVED** by Member Plant, **SECONDED** by Member Hundleby,  
That the Arts Commission continue to fund the award for the 2021 year from the operating reserve if requested.

**CARRIED**

#### **6.5 Impact of \$246,000 Increase to Operating Grants Budget over 3, 4 and 5 Years**

J. Lam provided highlights of the report.

The Commission discussed the report in light of the previous discussion on attaining 100% participation in the service and that the information would best be brought forward at a later date.

**MOVED** by Member Plant, **SECONDED** by Member Hundleby,  
That the Impact of \$246,000 Increase to Operating Grants Budget over 3, 4 and 5 Years report be received for information.

**CARRIED**

### **7 Correspondence**

- Victoria On Stage Musical Theatre Society, 16 February 2021

**MOVED** by Member Roessingh, **SECONDED** by Member Hundleby,  
That the correspondence from Victoria On Stage Musical Theatre Society of 16 February 2021  
be received for information.

**CARRIED**

**8 New Business:** There was no new business.

**9 Motion to Close the Meeting**

**9.1 Motion to Close the Meeting**

**MOVED** by Member Loveday, **SECONDED** by Member Plant,

1. That the Arts Advisory Council Chair and Funding Chair remain present for the closed meeting.
2. That the Commission close the meeting in accordance with the *Community Charter* Part 4, Division 3, Section 90(1) (a) personal information about an identifiable individual who holds or is being considered for a position as an officer, employee or agent of the regional district or another position appointed by the regional district.

**CARRIED**

**The Commission moved to the closed session at 5:30 p.m.**

**The Commission rose from the closed session at 5:49 p.m.**

**10 Rise and Report**

The Arts Commission reported on the following appointments and reappointments:

The following persons were appointed to the **Arts Advisory Council** for an initial one-year term ending March 2022: Deb Beaton-Smith, Will Greaves, Kari Huhtala, and Elizabeth Matheson.

The following person was reappointed to the **Arts Advisory Council** for a term of three years ending March 2024: Ari Hershberg.

**11 Adjournment**

**MOVED** by Member Hundleby, **SECONDED** by Member Gardner,  
That the meeting be adjourned at 5:49 p.m.

**CARRIED**

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CHAIR

\_\_\_\_\_  
RECORDER

## ARTS ADVISORY COUNCIL

### Minutes of a meeting of the Arts Advisory Council, Capital Regional District Held Tuesday, April 6, 2021 via video conference

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**Members:** (Present Electronically): D. Beaton-Smith, B. Crook, W. Greaves, C. Heiman, M. Heinz, K. Huhtala, B. McLean, E. Matheson, J. Verano

**Arts & Culture Staff:** J. Lam, Manager, V. Jeevanandam, Community Outreach Coordinator, H. Heywood, Admin Assistant (recorder)

**Regrets:** A. Hershberg

Chair Heiman called the meeting to order at 5:01 pm and gave a territorial acknowledgement.

#### 1. Approval of Agenda

**MOVED** by B. Crook, **SECONDED** by D. Beaton-Smith, to approve the agenda as circulated.

**CARRIED**

#### 2. Introduction of new members

New members had an opportunity to introduce themselves and provide a brief background.

#### 3. Minutes

##### 3.1 Arts Advisory Council

**MOVED** by M. Heinz, **SECONDED** by B. McLean, that the minutes of the Arts Advisory Council meeting on 2021/03/02 be approved as circulated.

**CARRIED**

##### 3.2 Arts Commission Minutes

**MOVED** by B. Crook, **SECONDED** by B. McLean, that the minutes of the Arts Commission meeting on 2021/03/24 be received for information.

**CARRIED**

#### 4. ABC'S (Activity By Council Summary)

Council reviewed a list of ABCs previously circulated.

**MOVED** by M. Heinz, **SECONDED** by D. Beaton-Smith, to receive the ABCs for information.

**CARRIED**

**5. Chair's Report**

Chair Heiman advised members that B. McLean will be leaving Council in June.

It was noted the Arts Commission approved the January project grant recommendations and committee members were thanked for their work on this adjudication.

J. Lam provided a brief overview of the adjudication process for the benefit of new members.

**MOVED** by W. Greaves, **SECONDED** by M. Heinz to receive the Chair's Report.

**6. 2021 Grant Adjudication**

A schedule of grant adjudication dates was provided for members' review.

J. Lam reviewed the Operating grant adjudication schedule in particular, noting that all members take part in the adjudication for this program.

**7. Operating Grants – Internally Restricted funds**

C. Heiman provided a background of the discussion about internally restricted funds and the resulting addition to the Operating grant application budget page.

**8. Outreach Update**

V. Jeevanandam, Community Outreach Coordinator, highlighted some of the results from a recent COVID-19 impact survey of CRD project and operating grant recipients. This was a follow up to a similar survey in June 2020. The survey found, overall, that while dealing with significant challenges, organizations are generally experiencing a more positive situation than predicted. Results of the survey will be made public in the next two weeks.

**9. New Business – none**

**10. Correspondence**

- Victoria on Stage
- Victoria Arion Male Voice Choir were received for information.

**MOVED** by M. Heinz, **SECONDED** by D. Beaton-Smith, that correspondence from Victoria on Stage and Victoria Arion Male Voice Choir be received for information.

**CARRIED**

**11. Adjournment**

The next meeting is scheduled for May 4, 2021.

**MOVED** by M. Heinz to adjourn at 5:56 pm.

**CARRIED**



**Arts Advisory Council Meeting – Tuesday, April 6, 2021**

**ABC'S (Activities by Council Summary)**

AAC members recently attended the following events in the region:

Belfry, Refuge Project

BC Black History Awareness Society - performances by Khari McClelland, Fana Sora, Shayna Jones and Maju Maju

Artist talk 1-877-Be Calm: Art & Connection through the Telephone by Kathryn Calder

Anti-Racism and Multiculturalism Awards with performances by poet Jillian Christmas

Kwantlen First Nation singing and drumming by Kevin Kelly and Michael Kelly Gabriel

Legacy Gallery, Life Stories

## REPORT TO THE ARTS COMMISSION MEETING OF WEDNESDAY, APRIL 28, 2021

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### **SUBJECT**     Outreach Update

### **ISSUE SUMMARY**

This report describes the latest promotion and plans to advance the Capital Regional District (CRD) Arts & Culture Support Services Strategic Plan, while adapting to the ongoing state of emergency and Public Health Officer (PHO) order on province-wide restrictions

### **BACKGROUND**

Due to the COVID-19 pandemic, artistic and cultural events continue to be suspended until at least May 25, 2021. Youth extracurricular activities and art galleries may remain functioning, with adaptations. The regional arts community continues to adapt to circumstances, with many programs being delivered online. In order to reach out to arts organizations and the general public, staff have delivered the following modified outreach components:

- Informational events to potential grant applicants via online platforms (i.e. Zoom):
  - IDEA, Equity and Incubator Grant info event – March (29 attendees)
  - Project Grant info event – April (10 attendees)
- E-newsletter to arts organizations about funding and other relevant opportunities and information:
  - Feb. newsletter: 789 sent, 424 opened (53.74%) and 113 clicked (14.32%)
  - April newsletter: 789 sent, 392 opened (49.31%) and 71 clicked (8.93%)
- Social media to distribute information about CRD Arts & Culture opportunities, including grants, volunteer opportunities, and programming by funded organizations. Indicators of reach are:
  - Facebook (March 24–April 20) post reach: 9121; post engagement: 618
  - Twitter (March 24–April 20) impressions: 2511; profile visits: 313
  - Instagram (March 22–April 20) impressions: 1588; accounts reached: 465
- *Arts at a Distance* pdf summary of available arts activities
- Virtual municipal roundtable with Arts & Culture staff
- Planning for a Fall 2021 summit with a focus on next directions for arts organizations
- Developing the 2020 Progress Report, incorporating information, stories and data relevant to the changed arts ecosystem

### **IMPLICATIONS**

Maintaining outreach and communications with adjusted methodologies allows for progress on the Arts and Culture Support Service Strategic Plan.

### **CONCLUSION**

As with most sectors, COVID-19 continues to alter the way the Arts and Culture Service provides support and promotion of the arts sector through increased digital outreach activities and additional tracking mechanisms.

### **RECOMMENDATION**

That this report be received for information.



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Vimala Jeevanandam  
Community Outreach Coordinator  
Arts & Culture Support Service



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James Lam  
Manager  
Arts & Culture Support Service

**REPORT TO ARTS COMMISSION  
MEETING OF WEDNESDAY, APRIL 28, 2021**

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**SUBJECT**      **Potential for Regional Participation in the Arts & Culture Support Service  
Next Steps**

**ISSUE SUMMARY**

Through Capital Regional District (CRD) Board initiative 12a-1, the Arts Commission was charged to report on the potential for region-wide participation in the Arts & Culture Support Service. This report summarizes activities to date as well as the proposed next steps.

**BACKGROUND**

At their meeting of October 9, 2019, the CRD Board adopted a motion directing the Arts Commission to report on the potential for region-wide participation in the Arts & Culture Support Service (Arts Service). As a result of this request the Arts Commission undertook to contact each CRD jurisdiction not currently participating in the service. A letter was sent to each jurisdiction outlining the benefits of participation and requesting an opportunity to present to Council or to the electoral area director.

Currently eight municipalities and one electoral area participate in the service. Participating jurisdictions are Saanich, Victoria, Oak Bay, Esquimalt, View Royal, Metchosin, Highlands, Sooke and Southern Gulf Islands. Three non-participating jurisdictions responded to the letter. Sidney and Colwood councils requested presentations, and Central Saanich acknowledged receipt of the letter.

The Chair of the Arts Commission and the manager of the Arts Service have provided presentations to Colwood and Sidney councils and provided follow up information on request. As part of their recent budget deliberations both municipalities have declined to join the Arts Service.

At their meeting of March 24, 2021, the Arts Commission resolved that the Chair and the Manager of the Arts Service propose a timeline that would conclude the current initiative and enable a report to the Board on outcomes. The Chair and Manager have determined that follow-up will take place with remaining non-participating jurisdictions with a request for responses by July 1, 2021. The Arts Commission will then report to the Board on outcomes and recommendations.

**ALTERNATIVES**

*Alternative 1*

That a timeline to conclude the current initiative to increase participation in the Arts Service by July 1, 2021, be approved.

*Alternative 2*

That this report be referred back to staff for additional information.

**IMPLICATIONS**

*Alignment with Board & Corporate Priorities*

Reporting on the potential of 100% participation in the Arts Service is in fulfilment of Board initiative 12a-1 of the 2019-2022 Corporate Plan.

**CONCLUSION**

By examining the potential for region-wide participation in the Arts & Culture Support Service the Arts Commission is acting on CRD Board initiative 12a-1 of the CRD 2019 – 2022 Corporate Plan.

**RECOMMENDATION**

That a timeline to conclude the current initiative to increase participation in the Arts Service by July 1, 2021, be approved.



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Manager  
Arts & Culture Support Service