

**Brantford Cultural Advisory Committee
MINUTES**

Wednesday, January 9, 2019

3:30 pm

Brantford Visitor & Tourism Centre – Tim Hortons Community
Room

1. Roll Call

Present: Vern Payne (4:12pm), Frank Zaunscherb, Lorna Stratton, Councillor Cheryl Antoski, Councillor Joshua Wall, David McKee, Craig McKibbon, James Clark, Sara Munroe (staff), Ela Stypa Jones (recording secretary).

Regrets: Pat Davies, Ana Olson

Frank Zaunscherb called the meeting to order at 3:44pm

Aleah Durham submitted her resignation from the BCAC. Her term was up and she is not reapplying

2. Declarations of Conflicts of Interest

None declared.

3. Presentations / Delegations

None.

4. Items for Consideration

4.1 Election of Vice-Chair

Moved by Craig McKibbon
Seconded by Councillor Joshua Wall

**THAT Frank Zaunscherb BE NOMINATED for the position of Vice Chair of the
Brantford Cultural Advisory Committee.**

CARRIED

Frank Zaunscherb accepted the nomination. With no further nominations, Frank Zaunscherb was appointed as Vice Chair.

4.2 2019 Priorities for the Brantford Cultural Advisory Committee

Councillor Cheryl Antoski said the both consultants for the current studies, Feasibility Study for a Mid-Sized Performance Space in Brantford and the City of Brantford Arts & Culture Economic Impact Study, have recognized the need for cultural development amongst the arts community in Brantford. What can be drawn from those two reports to set a priority project for the BCAC?

Lorna Stratton asked that, based on the consultants' reports, what projects are Tourism Brantford-directed and what can the BCAC do? Sara Munroe said that the priority project does not need to be decided upon at this meeting, it is just open for discussion. Based on past minutes, members of the BCAC would like to have an actual project to work on. The economic impact report is going to Council in March and there will be a preliminary report for the mid-sized performance space. A past idea for a BCAC project was cultural mapping that this group can work on outside of the meetings.

The Vice-Chair, Frank Zaunscherb, asked that the group take 10 minutes to brainstorm on some ideas.

Lorna Stratton said that the BCAC/BPA have all spoke about an arts/business conference. Sara Munroe stated that the City of Brantford Economic Development and Tourism Strategy Review and Update (2016) recognized a cultural symposium or networking event. There is backup from the document for this to happen.

Frank Zaunscherb read the Waterfront Masterplan and it recognized a cultural district. Are there other studies that reinforce Arts & Culture? Sara Munroe stated that there are difference types of studies (i.e. Parks & Recreation). She will send links for background document review for the committee.

Councillor Joshua Wall asked what the priorities for the BCAC in 2018 were. Sara Munroe said they were to support the Task Force to investigate a Mid-Sized Performance Space and to raise awareness of the City's Public Art collection. Sara Munroe suggested that the BCAC work on an actual project.

Lorna Stratton said at the BPA meetings there is talk about the Sanderson's 100th anniversary later this year. Are there ways to hold events surrounding that milestone?

Councillor Joshua Wall spoke to events he has done at the Brantford Convention Centre and provided some ideas he has had for a full day cultural event in the Brantford. Some possible aspects could be: one act plays, dance troupes, art vendors,

speaker series and musicians. It would be a celebration of art. Lorna Stratton said this is hard to coordinate for volunteers. If there was a group to spearhead this event, it would be a great way for smaller groups to get involved. Sara Munroe said that as an example, the Ontario Museum Association Annual Conference needs at least a year to organize its event. This may be a project that takes two years to organize and get in front of Council to help pay for the event.

Councillor Cheryl Antoski said the BCAC needs to find more opportunities to get in front of Council that isn't just to present their annual report.

James Clark said that the consultants discussed an arts award. This might be something to keep in mind leading up to an arts & culture event. Councillor Cheryl Antoski noted, that like other advisory committees, it can be an award or recognition that happens during a Council meeting. Sara Munroe suggested that the BCAC could start an award program for this year that could lead into the 2020 event.

Councillor Joshua Wall made the suggestion, that since the event will be held in 2020, it can use taglines similar to "20/20 Vision: Seeing the Arts Community" or "20/20: The Cultural Lense".

**Moved by Craig McKibbin
Seconded by Lorna Stratton**

THAT the BCAC **DEVELOP** a cultural recognition/awards program in 2019;

AND that the BCAC work towards **HOSTING AN EVENT** that links this award program to cultural development in Brantford in 2020 (TBD).

CARRIED

Councillor Cheryl Antoski noted that the Environmental Policy Advisory Committee has an awards program in place that can be used as a model for this.

Frank Zaunscherb asked what the next steps are to start this project. Sara Munroe stated that the BCAC can form a working group.

Sara Munroe stated that Tourism staff does capacity building. If there is an entertainment component this would be a Parks & Rec assignment.

Vern Payne asked what is the working committee's main focus? Councillor Cheryl Antoski noted that the working group will establish what it wants to do, build a framework and bring that information back to the BCAC. The working group is to decide what the purpose of the award will be.

Moved by Councillor Joshua Wall
Seconded by Vern Payne

THAT the BCAC **ESTABLISH** a working group for a cultural recognition/awards program that reports back to the BCAC consisting of: Vern Payne, Councillor Joshua Wall, Frank Zaunscherb and Lorna Stratton.

CARRIED

The Chair was transferred back to Vern Payne at 4:27

5. Consent Items

5.1 Minutes

Moved by David McKee

Seconded by Craig McKibbon

THAT the Minutes of the November 14, 2018 Brantford Cultural Advisory Committee **BE ADOPTED.**

CARRIED

5.2 Council Update

Councillor Antoski provided the following updates:

There was a public meeting for the Mohawk Lake District Plan. This was one of the most well attended public consultation programs. The meeting showed three possible options: 1. More of a cultural focus, green space and activity driven. 2. Mixed use of cultural, green space, housing and commercial 3. More developed with housing and commercial buildings. There is lots of support for the first option. This is an opportunity for the BCAC to speak as a delegation to Council about its support of an option. If the BCAC feels that there is an issue that needs to have attention, a resolution can be presented to get on the Council agenda. Craig McKibbon noted there could be an opportunity for this space to hold a mid-sized performance space. The Cultural and Built Heritage Grant Program Advisory Committee has discussed that funds from that program could be used towards this. It could also be a place for the Brant Historical Society/Brant Museum & Archives. There has to be a conversation of how to tie all the museums in the area together. He didn't really see a space option for a cultural space. Councillor Cheryl Antoski said the buildings depicted on the options have cultural designation.

Sara Munroe noted that the Mohawk Lake District Plan is the first major staff initiative that has come to ask staff about a public art project. They have acknowledged that funding needs to be set aside for that program.

Sara Munroe, Councillor Cheryl Antoski and Councillor Rick Weaver met with Jaqueline Norton, who started the film office in Hamilton, to discuss the development of a film office in Brantford.

5.3 Department Update

Ela Stypa Jones provided the following updates:

The Heritage Day Workshop will be held on Friday, February 15, 2019 at the Sanderson Centre for the Performing Arts. There are 200 tickets available and 175 are already sold.

The Ontario Museum Association Annual Conference will be held in Brantford October 23-25, 2019. The Programming Committee starts meeting next week.

Tourism staff recently produced two blogs of interest: 1. [Training & Networking for Creative Industry Professionals](#). The consultants for the City of Brantford Arts & Culture Economic Impact Study noted the need for the arts community to have access to more networking opportunities. Sara Munroe will be providing a monthly blog that notes all the free and low cost opportunities for networking and training that is geared towards the arts community. 2. [Community Events Listings](#).

This blog gathers together all the free and low cost options for not-for-profit groups to market their events. Includes newspaper, radio, online. If there are any other free marketing opportunities that BCAC members are aware of, please let Ela Stypa Jones know and she will have it added to the blog.

Tourism staff members are now reverting back to their original positions. Nicole Drake - Manager, Tourism & Marketing, Sara Munroe – Arts & Culture Coordinator and Ela Stypa Jones – Tourism Marketing & Services Assistant. Craig McKibbin noted his appreciation for Ela Stypa Jones' role as Arts and Culture Coordinator over the past 9 months. She did an excellent job, and they will miss regularly seeing her at arts and culture events.

6. Working Groups, Sub-Committees and Liaisons

6.1 Tourism Advisory Committee

Carol Ann Wilson has resigned from TAC. She has been involved in many committees and is now cutting back.

Tourism Marketing Plan will be worked on now that Nicole Drake has returned.

Ontario Museum Association Annual Conference will be held Oct 23-25, 2019.

Municipal Sport Tourism Strategy Task Force met in November.

Explore the Grand will be a digest size publication set for an April launch.

Accessible Website Workshop was held on December 4, 2019.

Arts & Culture Economic Impact Study is to be complete by 2018 with a report ready for March 2019

The Tourism brochure rack at the Wayne Gretzky Sports Centre has been moved to a more accessible space.

6.2 Brant Museum & Galleries Association

No report

6.3 Brant Performing Arts

At the next BPA meeting, they will receive a presentation from the consultants for the Feasibility Study for a Mid-Sized Performance Space. At the last BPA meeting, a demonstration was given by the Brantford Public Library of their Grant Connect software. It is a database of funders and grants available across the country. It can be used to target specific funds to arts and culture groups and programming. It can only be accessed on the BPL computers or when connected to their WiFi in the building. Anyone can access the program, not just library card holders.

There is increased concern with the BPA about the Ontario Trillium Fund (OTF) grants and funding cuts to the program. A letter was sent from the BPA to MPP Will Bouma to express their concern. They received a response from his office that they were unaware of cancelation of arts funding from the government of Ontario.

The OTF website has no dates for submission to the seed grants. If you don't have a home base, you don't qualify.

Help is needed to connect business to the arts groups.

6.4 Task Force to Investigate a Mid-Sized Performance Space

Councillor Cheryl Antoski said the consultants will be conducting three focus groups at the end of the month, each with a local organizer : Leadership Panel (Councillor Cheryl Antoski), Operating Model Panel (Kevin Finney, Director Ec Dev & Tourism), Program Development (Councillor Joshua Wall).

The Feasibility Study consultants will be coming to meet with the Brant Performing Arts group on Thursday, January 17, 2019.

6.5 Cultural and Built Heritage Grant Program Advisory Committee

No report

6.6 Public Art Sub-Committee

No report

6.7 Community Liaisons

Lorna Stratton: ICHTHYS Theatre is now in rehearsal for Burs of a Feather (March 29-31 & April 5-7). They are partnering with the Brantford Public Library for a full day event (May 25) for Quagmire's Quandary).

Councillor Joshua Wall left at 4:50pm

Craig McKibbin left at 4:55pm

Councillor Joshua Wall returned at 4:55pm

Vern Payne: The Paris Friends of the Library will be holding a fundraiser on Friday, January 25, 2019 at the Syl Apps Arena.

James Clark: Brantford Public Library computers in their digital lab have all of the major Adobe Creative Cloud programs installed on them. This includes: Photoshop, Illustrator, InDesign, Lightroom, Premiere (for video editing), Dreamweaver, plus a number of Adobe animation programs.

Moved by Councillor Cheryl Antoski

Seconded by Councillor Joshua Wall

7. THAT the Working Groups, Sub-Committees and Liaisons updates BE ACCEPTED.

8. CARRIED

9. Resolutions

None

10. Notices of Motion

None

11. Date of Next Meeting

Wednesday, February 13, 2019 at 3:30pm

Brantford Visitor & Tourism Centre

12. Adjournment 4:59 pm

