



Hamilton

MINUTES: Arts Advisory Commission
Tuesday, July 26, 2011 – Time 5:45
Location ROOM 400A, City Centre, 77 James St. N.

CHAIR: Jennifer Kaye (acting) **MINUTE TAKER:** Pam Mulholland

PRESENT: Anupam Bagchi, Diane Beatty-Wearing, Anne Cibola, Astrid Hepner, Karen Logan, Earl Walker, Tobi Bruce, Tricia LeClair, Gary DePodesta, Patti Beckett

GUEST: Mike Cameron

REGRETS: Annelisa Pedersen, Colina Maxwell, Matt McInnes, Darrell Hicks, Councillor Jason Farr, Eli Tshibwabwa, Matt Jelly, Josefa Radman, Lil Acevedo, Renee Wetselaar, Donna Reid, Nancy Gray, Barbara Milne, Jahan Zeb

1. ACCEPTANCE OF AGENDA

Agenda distributed in advance of meeting. No additions.

2. DECLARATION OF CONFLICT OF INTEREST

None.

3. APPROVAL OF MINUTES – May 24, 2011

Minutes were not approved as quorum not achieved. Item moved to August meeting agenda.

4. ARTS AWARDS REPORT TO COUNCIL

4.1. Overview

Review of Arts Awards vision and mission statements.

4.2. Direction from Council

AAC members aware of Council's April 7, 2011 direction to staff regarding the Arts Awards program, including

- Recommendation to staff to investigate sponsorship to offset costs

- Council requested more 2011 budget detail with respect to third-party service provider costs (and the related services delivered) and marketing costs
- Staff to report back to Council with a review of 2011 program and options for 2012 program based on this year's experience; each option to include budget detail.

4.3. Feedback from the community for the 2011 program

Documents distributed to AAC members via email in advance of meeting that provided community feedback were as follows:

- Survey results (percentages and comments)
- Feedback received by email or over the phone – all emails received from the public and comments received from AAC and Arts Awards Steering Committee
- Email communication from Jim Riley suggesting Film and New Media changes
- AAC evaluation of adjudication sessions
- Recommendations from ICCA

Summary of AAC member feedback for the 2011 program:

Overall

- Discussion about the extent to which the Arts Awards is either an event for the general public or an event where those attending have a direct connection to the arts sector (as creators, marketers, producers, business partners etc). General consensus that event is for those who have a direct connection to the arts sector.
- Consideration of presenting the event "live" to expand the reach and bring to broader public.

Categories

- Strong support of maintaining the "emerging" category. Consensus that there should not be an "Emerging Lifetime Achievement" award.
- There needs to be a baseline (e.g. age, level of education etc.) for "emerging" to avoid students as nominees.
- Distinguish "theatre" from "performance"
- Discussion about whether the program is about recognition or funding and whether it is for individuals or organizations. Consensus that it was about both recognition and funding and that it is a program for individuals, not organizations. Organizations are funded through the City's Community Partnership Program.

Promotion

- The connection between marketing and sponsorship i.e. if the program is financed primarily through sponsorships then that necessitates an increase in marketing costs.
- Word of mouth was strongest method of promoting program.

Admin/Process

- Nomination forms should be sent out by end of 2011 for a 2012 program.
- Expand the Steering Committee to include a person with crafts experience/contacts and a person with media arts experience/contacts.
- Jurors must read applications before jury day.
- Recommend creation of an orientation document for potential jurors on "what to expect".
- Provide evaluation tool and criteria in advance e.g. Ontario Arts Council jury practise.

4.4. Summary of key proposed changes to the 2012 program

AAC members present were supportive of 2012 proposed program changes presented, as follows:

Overall

- Provide more context about the Award Program in published materials
- Begin planning in the fall
- Add two new members to Steering Committee to increase representation from under-represented categories

Categories

- Better define "established" vs. "emerging" using 3 years of exhibition/performance record as dividing line
- Redefine "new media" to "media arts" as outlined in Jim Riley's email
- Clarify distinction between theatre and performance categories

Nominations

- Change Lifetime Achievement nomination process to a more narrative approach

- No self-nominations
- List evaluation criteria more clearly in nomination forms

Promotion

- Focus on direct outreach instead of marketing (except as it pertains to sponsorship)

Event

- Engage an MC with arts community connections and public speaking experience
- New venue that can meet the many venue requirements of the event, including AODA requirements and access to public transit.

Pending

- Whether to make short-list public

4.5. Strategy for reporting to Council

Staff reviewed Option for the 2012 Arts Awards Program and related budgets, as per the meeting handout "Options for the 2012 Arts Awards Program". Summary of Alternatives:

1. Service contract reduction and increase revenue goal
2. No Awards for Emerging Artist in addition to suggestions in Alternative #1
3. No stand alone Arts Awards event and eliminate sponsorship opportunities. In addition, no Emerging awards and reduced service contract
4. Suspend program indefinitely

Discussion:

- Consensus that, because of current financial climate, the program cannot have additional costs over and above the 2011 budget, even though the survey results recommend this direction.
- The following are program requirements:
 - a professional/arms length administered adjudication process
 - established artist awards
 - \$ for marketing in order to have professionally created application and be able to tell the community at large that nominations are happening

Recommendation: Alternative #1 and Alternative #2 be included as options in report to Council.

AAC not prepared to include Alternative #3 because there would be no event nor Alternative #4 because it contradicts the community survey results.

Recommendation: If staff are to be responsible for additional program administration in Alternative #1 or #2, that the report include the hours that staff worked on the event in 2011 and the additional hours that would be required to deliver 2012 event.

5. UPDATE ON HAMILTON ENTERTAINMENT AND CONFERENCE FACILITIES INCORPORATED (HECFI)

Item moved to August agenda.

Action item: Staff to send out information to AAC electronically.

6. OTHER BUSINESS

Update Hamilton Arts Council:

- The Annual General Meeting of Arts Hamilton was held June 28th at the Pearl Company. Members of the AAC were in attendance. An organization name change was voted into effect. Arts Hamilton will now be known as the Hamilton Arts Council. This name change does not change the mandate of the organization but the Board Chair noted it represents an effort to better reflect the organization's role in the community.
- Jeff Feswick resigned as Chair of the Board of Directors. The new Chair is Ilya Pinassi.
- Stephanie Vegh has been hired as the organization's new Executive Director.

Announcement about *artsVest*:

- Hamilton was been selected to participate in artsVest Ontario. Administered and funded by Business for the Arts, artsVest is a program that provides cultural organizations with the expertise and training they need to secure corporate sponsorships. For the organizations that are successful, artsVest will match dollar for dollar the investment of new business sponsors up to \$10,000 per organization. The program will inject \$75,000 in matching incentive funds for Hamilton's small to mid-sized arts and heritage organizations over the next year.
- The City will launch artsVest in late September. More information to follow at August meeting.

7. ADJOURNMENT

8:20 p.m.

8. NEXT MEETING

Tuesday, August 23 at 5:45 p.m.

77 James St. N., Ste. 305