

**MINUTES**  
**ARTS, CULTURE AND HERITAGE ADVISORY COMMITTEE**  
Held at Saanich Municipal Hall, Committee Room No. 2  
**Thursday, June 28, 2018 at 9:30 am**

Present: Councillor Brice (Chair), Sean Burns, Nathalie Chambers, John Crawford, Ken Johnson, Leanna Rathkelly, Kate Sykes-Waller

Staff: Kelli-Ann Armstrong, Sr. Manager Recreation, Chris Filler, Programmer II Parks and Recreation; Brenda Weatherston, Community Arts Specialist; Julie Lommorse, Park Planner Designer and Jeff Keays, Committee Clerk

Regrets: Lyris Agarat, Michele Sealey

Guests: James Lamb, Manager – CRD Arts Development Service.  
Pam Caroll, Member - Parks Trails and Recreation Advisory Committee

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**Minutes**

**MOVED by K. Johnson and Seconded by N. Chambers: “That the Minutes of the Arts, Culture and Heritage Advisory Committee meeting held May 24, 2018 be adopted as circulated.”**

**CARRIED**

**CHAIR’S COMMENTS**

The Chair advised that there would be no committee meetings over the summer months. The Clerk will send an email reminder to the committee members in late August.

**ARTS**

**CRD Arts Development Service**

The Chair introduced James Lam, Manager of the CRD’s Arts Development Service Department who provided the committee with a high level overview of the department, its programs and initiatives. The following was noted:

- Saanich has been a long-time contributor to the Arts Development Service (ADS).
- The purpose of the ADS is to support, promote and celebrate the arts throughout the Capital Region.
- The ADS’ main function is to fund the arts.
- In addition to the Operating Grant Program, and the Project Grant there are two new funding programs, the Equity Grant, and the Incubator Grant.
- The purpose of the new funding streams were to fill a gap and improve access to funding for non-arts organizations.
- The Equity Grant is to support arts initiatives by applicants from communities that are at-risk of exclusion or have difficulty accessing support for systemic reasons. Supported activities include, but are not limited to, support of artistic growth, development, production and dissemination
- The Incubator Grant is intended to enhance sustainability and resiliency in the arts by funding short term staffing, mentoring, workspace, training or other resources that assist in the acceleration of organizational development or in the development of new arts projects. In particular, the program is aimed at emerging organizations that are engaged in innovative, experimental or new artistic practices, and/or that have difficulty accessing startup funding or specialized expertise that will help to advance their practice.
- In 2017 CRD-funded organizations produced over 2996 events, attracting over 730k attendees.

- Regionally, 23% of individuals volunteer in the arts.
- A 2012 economic impact survey identified that over \$177M of GDP activity was attributed to the arts throughout the region. There will be a refresh of this survey in 2019.
- Organizations receiving operating grant support generated \$24,986,278 in total revenues of which the CRD provided 8.6% (via grant programs).
- Every \$1 invested by the CRD through operating grants, generates an additional \$10.60
- Organizations that received CRD operating grants provided employment for 3579 cultural workers.
- Saanich has one of the highest percentages of artists by population at 2.1%.

Committee discussion ensued the following highlights are noted:

- The outcome of the Building our Arts Future Together engagement initiative identified that the service's funding was good; however, the efforts in supporting or convening aspects of the arts was not on par.
- Accordingly the CRD developed a Community Engagement Strategy, which will be led by the newly created Community Outreach Coordinator.
- The new position will utilize non-traditional outreach efforts to engage and interact with non-traditional respondents and community members. These efforts will be further supported through the new Equity and Incubator grant programs.
- Not all funded projects will be presented public, as not all of the organizations have a mandate to display or present. Impacts can be personal, or specific to a community.
- This balance will be recognized during their assessment and will be reflected in the final aggregate reporting.

### **Arts Centre Update**

The Community Arts Specialist, thanked James Lam for his continued efforts in promoting the arts, noting that the two new programs make grants more accessible to a broader number of organizations. The Community Arts Specialist further noted that:

- Gorge on Art will take place on July 1<sup>st</sup> as part of the Gorge Canada Day Picnic.
- The Youth Arts Council will be holding a logo contest in September.
- There is a new volunteer coordinator for Arts exhibits at the municipal hall.
- Culture Days are from September 28-30, 2018 this year. The Arts Centre will serve as the hub for Culture Days and will showcase the arts and host numerous events.
- Culture Days will be a free event.

## **RECREATION MARKET ANALYSIS**

The Senior Manager of Recreation Services provided committee members with an overview of the recreation market analysis study process, intended goals and timelines. The following was noted:

- Parks and Recreation is undertaking the analysis in order to better understand the growing and changing demands of the community.
- The study will guide the actions of the Parks and Recreation for the next 10 years and will include recommendations on creating a healthy and thriving community; recommendations for programming and facility development; operational changes to improve service delivery and effectiveness and recommendations to the department's business model and operations.
- The District has retained LEES + Associates to assist with the study.
- The final report is targeted for Council in February 2019.
- A survey is available on the District's website.
- The scope of the study does not include parks or playing fields as it is focused on services, programs and activities.

Following the overview, the Senior Manager of Recreation Services introduced the Programmer II, Chris Filler who took the committee through a facilitated discussion focusing on the following:

- Trends
- Needs
- Barriers

After the facilitated discussion the Senior Manager, Recreation thanked the committee for their participation and input and noted that staff, in conjunction with the consultants, will continue with public engagement throughout the summer. The data collected from these engagement activities will then be analyzed, and form the draft report which will be coming back to committees in the fall.

## HERITAGE

### Foundation Report

K. Johnson provided the committee with a verbal update on the Saanich Heritage Foundation. The following highlights are noted;

- Application for 286 Burnside is on hold.
- House grants are working well.
- Kitchen renovations on the Foundation's rental property on Burnside are completed. They came in on-time and under budget. Tenants are pleased with the work.
- A Japanese cultural pre-school is opening at the Craigflower school house. Classes will be daily in the AM.

## SAANICH HERITAGE FOUNDATION MINUTES

**Motion: Moved by L. Rathkelly and Seconded by K. Sykes-Waller "That the Arts, Culture and Heritage Advisory Committee receive the minutes of the May 8, 2018 and June 12, 2018 Saanich Heritage Foundation meetings."**

**CARRIED**

### Memorial Avenue Update

The Park Planner and Designer, provided the committee with an update on the status of the Shelbourne Ave. "Street of Unfinished Dreams" memorial project. The following highlights are noted:

- Shelbourne Ave. was constructed in 1916.
- 600 London Planetrees were planted after World War I
- Many trees have been lost due to development or road widening.
- The committee has developed a 6 point action plan to restore prominence to this important community amenity. The plan includes:
  1. Commemorative ceremony
    - Committee is looking at September for the ceremony.
  2. Interpretive signage and wrapped utility kiosks.
    - 4 Interpretive signs: Browning Park, Gore Peace Park (2) and the Shelbourne Boulevard at San Juan and Elnido Crescent.
  3. Conservation management plan
  4. New trees
  5. Memorial gate posts
  6. New memorial avenue symbolic street signs.

\*\*\*\* S. Burns left the meeting at 11:10 a.m. \*\*\*\*

Julie Lommerse, the Park Planner and Designer, provided the committee with examples of the proposed signage and kiosk wraps, as well as several examples demonstrating the evolution of the proposed street signs, including a prototype of the proposed final design.

The following highlights are noted:

- Staff are working to finalize the designs of the interpretive signs and kiosk wraps.
- The final design of the commemorative street signs incorporates Memorial Avenue, and Lest We Forget into the outer white ring. Additionally, the outer ring will also depict two poppies.
- A red London Planetree will figure prominently in the middle of the signage.
- The rings will be affixed to the top of the street signs.
- There will be approximately 30 from N. Dairy to Mt. Douglas.
- Plan to have them in place in time for the ceremony in September.

Committee discussion ensued the following highlights are noted:

- Memorial Committee is aware that the colour of the London Planetree autumn leaf is yellow.
- The committee will utilize public education tools (news release, website to help explain the symbolism of the red (sacrifice) Plane Maple.
- After consulting with a forester it was determined that artistic interpretation was okay in this instance as it is reflective of the symbolism associated with sacrifice.
- The memorial committee has reached out to both the Legion and the Army to support the commemorative ceremony.
- The Memorial committee would like to include a parade as part of the ceremonial event; however, they will require a partner to provide the insurance and secure the road closure permits.
- Would the signs be eligible for one of the CRD arts grants?
  - Street sign blades were not eligible for a BC Heritage Grant; however, the interpretative signs may be eligible.
- The Victoria Children's Choir could be available for the event. Committee member will forward staff contact information.

#### **Canada 150 time capsule invitation**

The event will be taking place on Sunday, July 15, 2018 from 11:00 a.m. - 1:00 p.m. at the Darwin Street entrance to the Saanich Municipal Hall. Committee members are encouraged to attend.

#### **ADJOURNMENT**

The meeting adjourned at 11:30 am

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Councillor Brice, Chair

I hereby certify these Minutes are accurate.

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Committee Secretary