

# ST. JOHN'S

## Arts and Culture Advisory Committee

March 25, 2021

2:00 p.m.

Virtual

### Pages

<b>1. CALL TO ORDER</b>	
1.1. Approval to Share Committee Member E-mail Addresses	
<b>2. APPROVAL OF THE AGENDA</b>	
<b>3. ADOPTION OF THE MINUTES</b>	
3.1. Adoption of Minutes - January 19, 2021	1
<b>4. BUSINESS ARISING FROM THE MINUTES</b>	
4.1. Arts Plan Review	8
4.2. Incorporating Diversity/Inclusion in Decisions re: Calls	11
<b>5. OTHER BUSINESS</b>	
5.1. Cultural Laureate Jurisdictional Scan	14
<b>6. DATE AND TIME OF NEXT MEETING</b>	
<b>7. ADJOURNMENT</b>	

# ST. JOHN'S

## Arts and Culture Advisory Committee Minutes

January 19, 2021

2:00 p.m.

Virtual

Present: Councillor Debbie Hanlon  
Rhonda Tulk-Lane, MusicNL  
Daniel Rumbolt, Visual Artists of Newfoundland and Labrador-CARFAC  
Jen Winsor, Writers' Alliance NL  
Sarah Mackinnon, Canadian Heritage  
Tim Matson, Best Kind Productions  
Nicole Rousseau, RCA Theatre Company  
Lloydetta Quaicoe, Sharing Our Cultures Inc.  
Elizabeth Lawrence, Director of Economic Development, Culture and Partnerships  
Théa Morash, Arts & Culture Development Coordinator  
Shanna Fitzgerald, Legislative Assistant

Regrets: Jenelle Duval, First Light NL  
Pete Soucy, Citizen Representative (Business)  
Lynn Panting, Untellable Movement Theatre

1. **CALL TO ORDER**
2. **APPROVAL OF THE AGENDA**

**Moved By** Daniel Rumbolt  
**Seconded By** Tim Matson

That the agenda be adopted as presented.

**MOTION CARRIED**

**3. ADOPTION OF THE MINUTES**

**3.1 Adoption of Minutes - November 3, 2020**

**Moved By** Debbie Hanlon

**Seconded By** Daniel Rumbolt

That the minutes of the meeting held on November 3, 2020 be adopted as presented.

**MOTION CARRIED**

**4. BUSINESS ARISING FROM THE MINUTES**

**4.1 Election of Committee Chair**

The City Clerks Department received one expression of interest in the Chair position. The Committee was in agreement that Rhonda Tulk-Lane be appointed as the Chair for the Arts and Culture Advisory Committee.

**4.2 Terms of Reference Review/Advisory Committee Overview**

Members were advised that agenda submissions from members are encouraged but are subject to review. The Terms of Reference states:

Items initiated by the Advisory Committee itself would be subject to review and approval of Council, that such items are within the Committee's legislative authority. Specifically, the Committee will:

- Provide the perspective of the arts, culture, indigenous and intangible cultural heritage sectors to the City of St. John's Municipal Arts Plan.
- Provide advice and guidance on City policies which may be linked to arts, culture, indigenous and intangible cultural heritage matters.
- Promote the integration and linkage of arts, culture, indigenous and intangible cultural heritage matters as they relate to City plans, strategies, and policies.
- Advising on the implementation of applicable policies pertaining to arts, culture, indigenous and intangible cultural heritage.
- Advising on ways to further public awareness and understanding of arts, culture, indigenous and intangible cultural heritage issues as they relate to the City of St. John's.

- To provide advice in relation to arts and culture related goals in Roadmap 2021 and subsequent economic development plans.

Members were advised of the procedure for items to be placed on the agenda and referral to the Committee of the Whole and the Regular Council meeting. Items may be referred to the Arts and Culture Advisory Committee from Council or from other advisory committees.

#### **4.3 Incorporating Diversity/Inclusion in Decisions re: Calls**

At the meeting of November 3, a question was raised about ethnic minority representation in projects. Members felt there should be a specific provision for the promotion of diverse and inclusive representation and proposed that the Committee draft language wording appropriate to furthering that objective.

The discussion will be referred to a working group for consultation between members from the Inclusion Advisory Committee and the Arts and Culture Advisory Committee. Proposed draft language can then be prepared.

Members requested further information about language that is currently used. It was also requested that if members have any knowledge of language that has already been developed and would be adaptable to a City call context to send information to Théa for her to compile in anticipation of the subcommittee discussion.

The subcommittee will consist of staff lead Théa Morash and Council lead Councillor Hanlon as well as members Daniel Rumbolt, Nicole Rousseau and Jen Winsor. Théa will reach out to staff lead Natalie Godden for the Inclusion Advisory Committee to create a collaborative working group.

#### **4.4 Arts Plan Review Subcommittee**

At the last two previous meetings of the Arts and Culture Advisory Committee, a subcommittee to review the Municipal Arts Plan was discussed. As the membership of the Arts and Culture Advisory Committee has changed, the subcommittee was renewed with new members. Members Rhonda Tulk-Lane, Daniel Rumbolt, Lynn Panting, and Councillor Debbie Hanlon volunteered to participate. The Municipal Arts Plan can be found on the City of St. John's website at the following [link](#).

The subcommittee members have divided up the sections of the plan and review has begun. Elizabeth Lawrence and Théa Morash will support the

subcommittee where possible regarding this work. Updates will be provided for the next meeting.

**5. OTHER BUSINESS**

**5.1 Poet Laureate Term Extension**

The current Poet Laureate, Mary Dalton, began her term in 2019. When reviewing the Poet Laureate terms of reference before circulating the call for the current Poet Laureate in 2018, the Arts and Culture Advisory Committee recommended that the term be shortened to two years (the calendar years 2019 & 2020), with a possible extension of two years (the calendar years 2021 & 2022) to a total term of four years (which would be commensurate with the four-year terms of the City's past Poets Laureate). A main contributing factor to this recommendation of a shorter term was due to committee discussion around the concept of broadening the municipal Laureate position to be inclusive of other arts disciplines (following the Decision Note dated January 18, 2018 "City of St. John's Laureate Position"), and the committee's intention to continue that discussion for possible action following a two-year rather than a four-year term timeline.

Because a recommendation has not come forward regarding a "cultural laureate," "artist in residence," or other similar appointment that the Poet Laureateship may evolve into and considering that the 2020 calendar year presented understandable challenges to taking full advantage of the possibilities a Poet Laureateship might present, it is reasonable that Mary Dalton's term as Poet Laureate should be extended to a four-year term, as indicated in the Poet Laureate Terms of Reference.

A subcommittee will be created to review the recommendation of a cultural laureate.

**Recommendation**

**Moved By** Daniel Rumbolt

**Seconded By** Jen Winsor

That Council extend Mary Dalton's term as Poet Laureate to include the calendar years 2021 and 2022, as referenced in the Poet Laureate Terms of Reference.

**MOTION CARRIED**

**5.2 Art Procurement Selections 2020**

Members were presented with the Art Procurement Selections for 2020. The selected artworks are in the process of being delivered to the City Archives for cataloguing and inclusion in the Civic Art Collection. Economic Development, Culture and Partnerships (EDCP) staff will work with Communications staff to determine the most appropriate means through which an announcement concerning the selected pieces may be shared. A reception will not take place due to the pandemic.

The Committee suggested advocating for an increased budget for this project. There will be further discussion at a future meeting.

### **5.3 Trail Mix Project**

The Holiday Trail Mix project was created in partnership with MusicNL and took place over 2 weeks from December 21 to January 4. Local musicians curated a playlist of their holiday music and posted it online at [musicnl.ca/holidaytrailmix](http://musicnl.ca/holidaytrailmix). There were temporary signs on trails in some City parks and the Grand Concourse which gave direction on how to listen on your smartphone using QR codes. This project was put in place to encourage enjoyment of the outdoors during the holidays. Artists were paid an honorarium for use of their music for those two weeks.

The Holiday Trail Mix project was a new opportunity to present public art outside the standard public art display which built an audience while building a healthy community. These types of opportunities will be explored further using what was learned from this pilot project. There are also opportunities to explore other initiatives. It was proposed that the Writers' Alliance of Newfoundland and Labrador (WANL) may also be interested in such a partnership and writers could submit readings.

The City releases a Call for Performers annually which allows for people to submit their applications to be added to the list that the City uses to pull from for events throughout the year. In the past it was noted that primarily musicians apply but the call is open to all and the request is written to include all performances. It was suggested that more language could be used to encourage others outside of musicians to apply. Members were encouraged to advise their various disciplines of this open call. People of diverse cultural backgrounds should be connected to this initiative. The call will be posted on the City website at the following [link](#).

### **5.4 Music @ Concerts 2021**

Music @ Harbourside has become a staple of the St. John's summer. Every Friday during the summer months at 12:30 p.m. some of the

province's best performers are joined by rising young stars to present a concert in the sun.

In 2020 this was moved to a virtual platform. The annual Music @ Harbourside concert series were available as a virtual event for 2020, beginning October 5 and running until Thanksgiving, October 12. A series of eight concerts premiered on the City of St. John's YouTube channel daily at 12:30 p.m., featuring incredible local talent, including up-and-coming youth performer opening acts coordinated in partnership with the Newfoundland and Labrador Folk Arts Society.

Members were provided an update on the LSPU Hall. During the pandemic there were some challenges to maintaining programming. The Hall was closed for 9 months during the pandemic. They developed a strategy to draw people closer to the Hall by presenting zoom performances from the stage and one on one performances outside. The Hall reopened in December for five performances. Five performances were organized due to the restrictions and limited capacity as a result of the pandemic. An exit survey provided positive feedback in response to in-person performances and that safety procedures in place allowed for the performances to be enjoyed and well attended.

During discussion, it was agreed there should be consideration made for virtual presentations, preregistration for attendees, smaller groups, or a hybrid model of an in-person performance that would be recorded and made available online after the event for a period of time. This would make performances accessible to a broader audience that may not have access or opportunity to attend. There is an expectation that when things go back to normal, in-person events will be streamed and/or recorded to allow for people to attend virtually.

## **5.5 Public Art Projects 2021**

Members were invited to provide creative suggestions/ideas for Public Art 2021 as well as potential opportunities for partnerships in the arts community.

Formal partnerships were developed to create an opportunity to bring art to the community. Members viewed pictures of the Mural Public Art Project of 2020. The art collection consists of mural pieces to be installed outdoors on the fence facing Blackmarsh Road at the City Depot with a theme of appreciation for essential workers. There will be a temporary

indoor display with details forthcoming. Indoor open spaces including the Avalon Mall are being explored for the winter indoor display.

**6. DATE AND TIME OF NEXT MEETING**

The next meeting of the Arts and Culture Advisory Committee is scheduled for March 25, 2021 2-4 pm.

Items for future meetings:

- Pedestrian Mall – Incorporation of Arts and Culture
- Update from Municipal Arts Plan Review Subcommittee

**7. ADJOURNMENT**

There being no further business, the meeting adjourned at 3:43 pm.

---

CHAIRPERSON

# INFORMATION NOTE

---

<b>Title:</b>	Arts Plan Review
<b>Date Prepared:</b>	March 18, 2021
<b>Report To:</b>	Arts & Culture Advisory Committee
<b>Councillor and Role:</b>	Councillor Debbie Hanlon, Tourism Culture & Immigration
<b>Ward:</b>	N/A

---

**Issue:** To help develop and prioritize the various components of an arts plan that reflects a shared vision for the City and the arts, City staff are proposing a thought experiment. Advisory Committee members are asked to consider the below in advance of the upcoming meeting (March 25, 2021) and come prepared to discuss.

## **Discussion – Background and Current Status:**

Picture it: St. John's, NL; the year 2025. The capital city of Newfoundland and Labrador is facing economic challenges. The population is aging, yet we focus on welcoming more people from many countries as new residents. Since the pandemic, we recognize that we have an opportunity to do things differently. We can reimagine how to deploy technologies to accomplish goals in new ways, including how to best support and encourage arts and culture to thrive in the City.

The City of St. John's continues to have responsibilities for neighbourhood programming, tourism support, place marketing, infrastructure, operational and capital maintenance, and economic strengthening, alongside the need to be mindful of financial, economic, and environmental sustainability parameters.

With all this in mind, what are the three things you need/want to see in the St. John's of the near future, within an arts/cultural landscape? In a few sentences, describe that ambitious St. John's. Don't be afraid to be specific!

## **Key Considerations/Implications:**

1. Budget/Financial Implications: N/A
2. Partners or Other Stakeholders: N/A
3. Alignment with Strategic Directions/Adopted Plans: Our City, Our Future – Strategic Plan 2019-2029: "A Sustainable City - Facilitate and create the conditions that drive the economy by being business and industry friendly; and being a location of choice for

# ST. JOHN'S

residents, businesses and visitors;” “A Connected City – Increase and improve opportunities for residents to connect with each other and the City,” and “Develop and deliver programs, services and public spaces that build safe, healthy and vibrant communities;” Planning for a Creative Future – The City of St. John’s Municipal Arts Plan; Roadmap 2021 “A Leading Canadian Artistic Metropolis.”

4. Legal or Policy Implications: N/A
5. Privacy Implications: N/A
6. Engagement and Communications Considerations: N/A
7. Human Resource Implications: N/A
8. Procurement Implications: N/A
9. Information Technology Implications: N/A
10. Other Implications: N/A

**Conclusion/Next Steps:** Arts and Culture Advisory Committee members should prepare their answers for discussion and submission at the upcoming Advisory Committee meeting, scheduled for March 25, 2021.

### Report Approval Details

Document Title:	Information Note Arts Plan Review ACAC March 25 2021.docx
Attachments:	
Final Approval Date:	Mar 22, 2021

This report and all of its attachments were approved and signed as outlined below:

**Elizabeth Lawrence - Mar 19, 2021 - 5:06 PM**

**Tanya Haywood - Mar 22, 2021 - 9:59 AM**

# INFORMATION NOTE

---

**Title:** Incorporating Diversity/Inclusion in Decisions re: Calls

**Date Prepared:** March 19, 2021

**Report To:** Arts & Culture Advisory Committee

**Councillor and Role:** Councillor Debbie Hanlon, Tourism Culture & Immigration

**Ward:** N/A

---

**Issue:** Ongoing committee discussion surrounding the incorporation of diversity/inclusion in decisions re: calls for arts and cultural programming, services, etc.

## **Discussion – Background and Current Status:**

The Arts and Culture Advisory Committee has been discussing how best to incorporate language around diversity and inclusion into various calls for art/artists that the City might undertake; for example, RFPs seeking proposals from muralists, the annual Art Procurement program, etc. Committee Members felt there should be a specific provision for the promotion of diverse and inclusive representation and proposed that the Committee draft language appropriate to furthering that objective.

The City's Arts and Cultural Development Coordinator has begun discussions with the City's Manager, Family & Leisure Services (also the staff lead for the City's Inclusion Advisory Committee and its Anti-Racism Working Group (in development)). Although no language or policies/procedures currently exist to address this, the inclusion advisory committee/anti-racism working group should be involved as this initiative progresses.

## **Key Considerations/Implications:**

1. Budget/Financial Implications: N/A
2. Partners or Other Stakeholders: Inclusion Advisory Committee, Anti-racism working group.
3. Alignment with Strategic Directions/Adopted Plans: Our City, Our Future – Strategic Plan 2019-2029: "A Connected City;" Planning for a Creative Future – The City of St. John's Municipal Arts Plan; Roadmap 2021 "A Leading Canadian Artistic Metropolis."
4. Legal or Policy Implications: N/A
5. Privacy Implications: N/A

# ST. JOHN'S

6. Engagement and Communications Considerations: N/A
7. Human Resource Implications: N/A
8. Procurement Implications: N/A
9. Information Technology Implications: N/A
10. Other Implications: N/A

**Conclusion/Next Steps:** A small working group of Arts and Culture Advisory Committee members will draft language and meet with members of the Inclusion Advisory Committee/Anti-racism working group to discuss and amend if necessary.

**Report Approval Details**

Document Title:	Information Note Inclusive Language ACAC March 25 2021.docx
Attachments:	
Final Approval Date:	Mar 22, 2021

This report and all of its attachments were approved and signed as outlined below:

**Elizabeth Lawrence - Mar 19, 2021 - 5:05 PM**

**Tanya Haywood - Mar 22, 2021 - 9:58 AM**

# INFORMATION NOTE

---

<b>Title:</b>	Cultural Laureate Jurisdictional Scan
<b>Date Prepared:</b>	March 18, 2021
<b>Report To:</b>	Arts & Culture Advisory Committee
<b>Councillor and Role:</b>	Councillor Debbie Hanlon, Tourism Culture & Immigration
<b>Ward:</b>	N/A

---

**Issue:** To further explore the concept of a broadened “cultural laureate” position, and the ways and extent to which such a position has been instituted in other areas, City staff will undertake a jurisdictional scan, including a short questionnaire for those jurisdictions.

## **Discussion – Background and Current Status:**

In order for City staff to undertake a cultural laureate jurisdictional scan as described above, we are looking to the members of the Arts and Culture Advisory Committee to assist in formulating the most helpful and productive questions to pose in a questionnaire to be distributed to the included jurisdictions (to be determined).

City staff is asking each Committee member to please draft up to three questions, the answers to which would prove most helpful as we continue to explore whether to recommend a broadened “cultural laureate” position for the City of St. John’s following the term of the current Poet Laureate, which will be completed at the end of 2022.

These questions will then be incorporated into a questionnaire that will form part of the jurisdictional scan, the results of which will be reported back to this committee at a future meeting.

## **Key Considerations/Implications:**

1. Budget/Financial Implications: N/A
2. Partners or Other Stakeholders: N/A
3. Alignment with Strategic Directions/Adopted Plans: Our City, Our Future – Strategic Plan 2019-2029: “A Connected City;” Planning for a Creative Future – The City of St. John’s Municipal Arts Plan; Roadmap 2021 “A Leading Canadian Artistic Metropolis.”
4. Legal or Policy Implications: N/A
5. Privacy Implications: N/A

# ST. JOHN'S

6. Engagement and Communications Considerations: N/A
7. Human Resource Implications: N/A
8. Procurement Implications: N/A
9. Information Technology Implications: N/A
10. Other Implications: N/A

**Conclusion/Next Steps:** Arts and Culture Advisory Committee members should prepare their questions for discussion and submission at the upcoming Advisory Committee meeting, scheduled for March 25, 2021.

### Report Approval Details

Document Title:	Information Note Cultural Laureate Jurisdictional Scan ACAC March 25 2021.docx
Attachments:	
Final Approval Date:	Mar 22, 2021

This report and all of its attachments were approved and signed as outlined below:

**Elizabeth Lawrence - Mar 19, 2021 - 5:07 PM**

**Tanya Haywood - Mar 22, 2021 - 10:21 AM**