

# **AGENDA**

## **Arts and Culture Advisory Committee**

**October 29, 2019  
12:00 pm**

**Conference Room A  
City Hall**

# ST. JOHN'S

## Arts and Culture Advisory Committee

October 29, 2019

12:00 p.m.

Conference Room A, 4th Floor City Hall

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<b>1. CALL TO ORDER</b>	
<b>2. APPROVAL OF THE AGENDA</b>	
2.1 Agenda of October 29, 2019	
<b>3. ADOPTION OF THE MINUTES</b>	
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<b>4. BUSINESS ARISING FROM THE MINUTES</b>	
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## MINUTES

### ARTS AND CULTURE ADVISORY COMMITTEE MEETING

November 5, 2018 – 12:00 pm – Conference Room A, 4<sup>th</sup> Floor City Hall

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- Present** Suzanne Mullett, Chairperson, Cultural, Indigenous & Intangible Cultural Heritage Representative  
Maggie Burton, Councillor at Large  
Ruth Lawrence, Film & New Media Representative (arrived at 1:20 pm)  
Rebekah Robbins, Music Representative  
Pete Soucy, Public – Business Representative  
Richard Stoker, Dance Representative  
Jen Winsor – Literary Representative  
Michele Haire, Cultural, Indigenous & Intangible Cultural Heritage Representative  
Terri Andrews, Public – Community Representative  
Elizabeth Lawrence, Director – Economic Development, Culture and Partnerships  
Théa Morash, Arts and Culture Development Coordinator  
Maureen Harvey, Legislative Assistant
- Regrets** Cheryl Hickman, Cultural, Indigenous & Intangible Cultural Heritage Representative  
Patrick Foran – Theatre Representative

#### APPROVAL OF THE AGENDA

The agenda was adopted as presented by unanimous consent on the motion of Richard Stoker and Michele Haire

#### ADOPTION OF THE MINUTES

The minutes of May 25, 2018 were adopted by unanimous consent on the motion of Rebekah Robbins and Terri Andrews.

#### BUSINESS ARISING

##### **Information Note dated May 17, 2018 re: Public Art**

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The above-noted was deferred from the previous meeting in May. The document is intended to provoke thought and discussion about what public art is and what its aim(s) can/should be, to consider how the city of St. John's can broaden how it encourages the development and creation of art in public, and how art in public can be reflected in the

City's new/renewed arts plan.

It was noted that the City's focus in terms of public art has been primarily in the realm of murals and it is thought that public art goes far beyond that and should be referenced more as "art in public" rather than "public art".

The information note goes on to explain that public art need not be limited to monuments, men on horses, or historical murals – it can be playful and provocative (Lego Bridge) nor does it need to have a permanent/indefinite life span – it may be transitory (Red Ball Project)

Other suggestions for art in public included:

- Matching artists with private property owners struggling with unwanted graffiti.
- Traffic Box Art Program (currently done in the City under the leadership of Clean St. John's). Maybe this could be expanded
- Neighbourhood street art painting traffic calming project (Treetop Drive)
- Rain activated street art – using a superhydrophobic "invisible spray" resulting in art appearing from nowhere when the surface is wet.
- Things that can be enjoyed year round. i.e. sculpture competitions in the winter at Bannerman Park.
- Expansion of public art in neighborhoods
- Public pianos – i.e. airport
- Film clips in public places
- Local music in bus stops, on the bus and in kiosks
- Local music when callers are on hold when they call city facilities
- Visual arts in shelters and on the buses
- Establishment of little free libraries (take a book, return a book – free book exchange) in City parks
- Using visual arts to replace graffiti throughout the City
- Greater promotion of the designs submitted for the City's bike rack design contest
- Local music at Bannerman Park
- Art work on City vehicles
- Projections on City buildings
- Higher unused space in the Wyatt Great Hall can be used.
- Expansion of the display of local films (currently facilitated Downtown St. John's)

Councillor Burton expressed an interest in having a more in-depth discussion about visual arts such that visual artists can have an opportunity to showcase their works. She also suggested a visual arts database and clearer guidelines about what is and is not permitted and how visual artists go about undertaking work in their neighbourhoods. It was noted that the visual arts representative on the Committee is vacant. It was suggested that a specific sub-committee to flesh out these matters may be warranted.

Upon question of the mechanics of how the City decides on public art submissions, it was agreed that the type of work being solicited would dictate how the City would reach out to artists. For example: often requests for proposals are used to solicit submissions for murals. It was agreed by consensus that there is a need for further discussion about the process of soliciting other forms of arts.

**Budget/Strategic Planning Engagement – Verbal Update from the Chair**

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The Chair indicated that she has been involved in budget and strategic plan. She noted there are many difficult budget decisions to be made. However, while she perceives the likelihood that there will be no increase in arts/culture funding, there was no indication that funding would be cut.

**NEW BUSINESS**

**Information Note dated October 20, 2018 re: City Grants**

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Thea Morash provided the Committee with information relating to City Grants noting that beginning in 2019 (deadline for 2019 grants is November 30, 2018) arts organizations will be assessed by an internal Grants Review Committee as opposed to a peer jury.

Also in the interest of consistency, a number of arts organization that were previously assessed in other categories will now be assessed in the “Arts Organizations” category.

The following represents “before and after” these changes.

2018		
Grant Category	Assessment	Budget Allocation
Artists and Arts Orgs	Peer Jury	203,000
<b>TOTAL</b>		<b>203,000</b>

2019		
Grant Category	Assessment	Budget Allocation
Arts Orgs	Review Ctte	198,000
Individual Artists	Peer Jury	72,000
<b>TOTAL</b>		<b>270,000</b>

1. Change to budget allocation resulting from shifting certain organizations from other grant categories to “Arts Organizations.”
2. Division between Arts Organizations and Individual Artists (for assessment method) reflects the average split between the two categories over the last three years.

Reasons:

- a. For consistency – arts organizations assessed in a pool with as all other nonprofit organizations.
- b. The peer jury who assessed arts organizations were limited in their ability to make sweeping changes to arts organization funding.

Discussion also took place on the means by which longstanding arts organizations can sustain their funding and continued operation verses the processing of applications for new talent. It was noted that each application is decided by the peer jury on merit with little consideration to the longevity of the organization/artist.

### **Decision Note dated November 1, 2018 re: Municipal Poet Laureate Position**

A call for applications to the position of City of St. John's Poel Laureate was circulated to the public, with an application deadline of September 21, 2018. A selection committee assessed the three applications received and have recommended that Mary Dalton be appointed the next Poet Laureate.

It was noted the process for the selection for this year's laureate was via application as opposed to previous years when they received through nomination. It was suggested that people would be less likely to apply as opposed to being nominated.

Discussion also resulted in a suggestion the City engage artists of other disciplines in the same manner as the Poet Laureate.

#### **Recommendation:**

**Moved – Jen Winsor; Seconded – Pete Soucy**

**That the recommendation from the Poet Laureate selection committee that Mary Dalton be appointed as City of St. John's Poet Laureate be forwarded to Committee of the Whole for approval.**

**CARRIED UNANIMOUSLY**

### **Update on Current Municipal Arts Plan**

It was reported that due to a number of variables, one being the economic development plan review, progress on the municipal arts plan has been slow.

The Committee discussed with agreement that the sub-committee established for review of the Municipal Arts Plan meet to chart the course for this review.

It was suggested that the sub-committee include a representative with a writing voice. Councillor Burton also requested that she be kept apprised on the progress of this review.

**DATE OF NEXT MEETING**

It was agreed that the next meeting be scheduled for mid-January. Ms. Morash to send a few potential dates to the Legislative Assistant who will conduct a doodle poll to see which date and time is preferable for the majority.

## **ADJOURNMENT**

There being no further business, the meeting adjourned at 1:32 pm.

Suzanne Mullett  
Chairperson

# INFORMATION NOTE

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**Title: Laneway Public Art Animation – Craft Council of NL Partnership**

**Date Prepared: July 20, 2019**

**Report To: Committee of the Whole**

**Councillor and Role:**

**Ward: N/A**

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**Issue: To provide an update on the laneway animation partnership between the City and the Craft Council of NL.**

**Discussion – Background and Current Status:** The City of St. John's and the Craft Council of NL are partnering to carry out a laneway public art animation public art project in Solomon's Lane in downtown St. John's (which runs between Water St. and Duckworth St., and contains entrances to both the Craft Council Shop and Gallery, and the Ship Pub). It is a well-travelled laneway in downtown St. John's, and a prime candidate for a public art project of this type, the main priorities of which will be to increase lighting in the area, generally enliven and introduce public art to the area, and contribute to a safe and welcoming environment. Through this partnership we are leveraging our annual public art programming, engaging community organizations, and developing a project that will help in creating interest, activity, and vibrancy in downtown.

The Craft Council will issue a Request for Proposals from proponents who wish to be considered as candidates to complete the project. The project should be completed no later than October 31, 2019.

Total funding for the Project will be Twenty Thousand Dollars (\$20,000.00). The City will provide the Craft Council a total sum of Fifteen Thousand Dollars (\$15,000.00). The Craft Council's contribution to the Project will be Five Thousand Dollars (\$5,000.00).

The City and the Craft Council agree that a committee will be formed to help oversee the project. The Craft Council will be responsible for the implementation and oversight of the Project with the assistance of the Committee. One or more representatives from City staff shall sit on the Committee, along with representatives from the Craft Council, Downtown St. John's, the City's Arts and Culture Advisory Committee, and other stakeholders as appropriate. The Committee shall review submissions, select the successful candidate for the Project, and assist the Craft Council with administration and coordination of the Project as required.

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**Key Considerations/Implications:**

1. Budget/Financial Implications: The City will contribute \$15,000 of its approved Public Art and Murals budget to the project
2. Partners or Other Stakeholders: Downtown St. John's will be invited to sit on a multi-organization committee along with representation from City staff, City Arts and Culture Advisory Committee, and Craft Council of NL.
3. Alignment with Strategic Directions/Adopted Plans: Aligns with Economic Roadmap 2021
4. Legal or Policy Implications: The Craft Council will enter into an agreement with the City which outlines roles and responsibilities for all parties.
5. Privacy Implications: N/A
6. Engagement and Communications Considerations: The Craft Council of NL and the City of St. John's will use various communications and outreach to make aware the project call.
7. Human Resource Implications: N/A
8. Procurement Implications: N/A – the Craft Council is the administrative lead on this project and is responsible for circulating the RFP.
9. Information Technology Implications: N/A
10. Other Implications: N/A

**Conclusion/Next Steps:** The City-Craft Council agreement is with the Craft Council of NL now for review and signing; as soon as that is complete, City staff will assist the Craft Council with the finalizing of the RFP for circulation as necessary and convene the aforementioned committee.

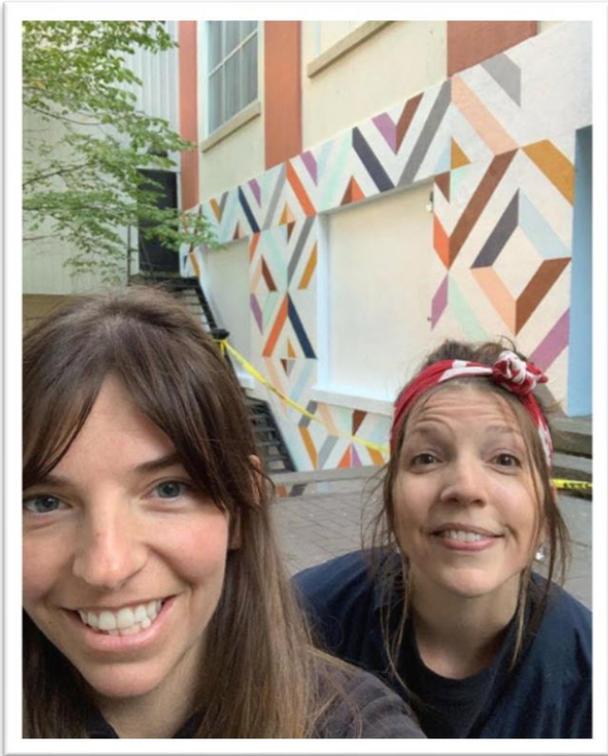
**Prepared by/Date:** Théa Morash/July 2, 2019

**Reviewed by/Date:** Elizabeth Lawrence, Director, Economic Development, Culture and Partnerships

**Approved by/Date:**

**Attachments:**

Solomon's Lane Images



# INFORMATION NOTE

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**Title:** Grants to Artists and Arts Organizations Program - Update

**Date Prepared:** September 26, 2019

**Report To:** Committee of the Whole

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

**Ward:** N/A

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**Issue:** Updating elements of the Grants to Artists and Arts Organizations Program, to be in effect for the 2020 grant cycle and beyond. Based on feedback, and reflecting the importance of continuous improvement in arts grants programming, these changes will increase clarity for applicants, improve the consistency and administration of the grants, and in some cases align the program with the guidelines of other funding agencies.

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

In 2016, a new Policy on Grants to Artists and Arts Organizations (04-04-09) was approved and adopted by Council. Subsequently, beginning with the 2019 grant cycle, an additional modification was made to improve the program and its administration, and to increase consistency with the City's other grant programs (Community, Special Events and Festivals, etc.): the assessment of arts organizations was separated from the peer-jury assessment of individual artists, and placed with the Grants Review Committee (which had already been assessing all other organizational grant applications). This shift has been a successful move toward greater consistency.

As we continue to review and assess our grant programs' effectiveness, several new changes to improve the consistency and administration of the grants program are detailed below:

- **For individual artist applications, define a maximum grant request amount/amount awarded of \$3,000.**
  - We don't currently define a maximum request amount/amount awarded, which often results in request amounts that exceed what the current grants budget is able to reasonably consider.
  - The suggested amount of \$3,000 is based on historical amounts granted to individual artists over the past several years.

- **Add the following Applicant Eligibility Criteria:**
  - An applicant may only apply for ONE project at a time.
  - An applicant who has received City funding for a previous project must have completed the project before applying again.
  
- **For Grants to Arts Organizations, make the following amendment to eligibility criteria:**
  - “Organizations ~~should~~ **must** be federally or provincially incorporated as a registered charity or not-for-profit corporation (see “Definitions”). Proof of the incorporation must be submitted with the Grants to Artists and Arts Organizations application. ~~In some cases an exception may be permitted; in such cases the organization must complete and submit with their application an Acceptance of Liability for Unincorporated Applicant form (CS-1010A).~~
  
- **For Grants to Arts Organizations, carry over from the “Policy on Requests for Grants and Subsidies” (04-04-01) the following clause to the “Policy on Grants to Artists and Arts Organizations” (04-04-09) for consistency:**
  - “An organization receiving 80% of its funding from other levels of government will not be considered for a City grant. It is assumed that such a project is adequately funded by the government sector and should be sufficiently supported by the private sector to meet the additional 20% funding needed. Exceptions may be made to this guideline where deemed acceptable.”
  
- **Create two sub-categories for grants to individual artists, as follows:**
  - Creation Project:
    - Examples of creation projects: writing a novel, creating new artwork, writing songs for new album, developing new dance pieces, script dramaturgy, etc.
    - Applicant’s subsistence costs considered an eligible expense, up to \$2,000 per month for full-time work on a project. If the applicant has other sources of income, this should be subtracted from the maximum subsistence cost (e.g. if an applicant’s unrelated part-time work equals \$1,000 per month, only \$1,000 per month would be considered an eligible subsistence cost). *Subsistence costs are costs that are unrelated to the project’s activities but incurred by the applicant in order to be able to take the time to work on the project.*
  
  - Production Project:
    - Examples of production projects: recording an album, staging a theatrical production, producing a film, etc.
    - Fee/honoraria to applicant considered eligible, but not subsistence costs. The remuneration should be accompanied by an explanation/documentation (e.g. CARFAC fee schedule).

- **Enhance clarity in list of ineligible expenses, as follows:**

<b>Proposed Additions/Amendments (new, to be removed)</b>
1. Civic departments, commissions, or committees (libraries, community centres, etc.).
2. Expenses incurred before the application deadline date.
3. Educational institutions (schools, colleges, etc.).
4. Work created as part of an academic program (e.g. Master’s dissertation).
5. Scholarships, prizes, and awards.
6. <del>Groups</del> Raising funds for non-cultural causes.
7. Travel, accommodation, and tours outside St. John’s.
8. <del>Capital projects (facility construction or purchase, equipment purchase, etc.).</del>
9. Capital expenses (including but not limited to facility construction or purchase, etc.).
10. Purchase of equipment, instruments, computers, or software.
11. Protest events, political campaigns, or political rallies.
12. <del>Deficit reduction.</del>
13. Recovering the cost of a project deficit or an organization’s financial deficits.
14. Professional development for individual applicants (workshop fees, course tuition, etc.).

**Key Considerations/Implications:**

1. Budget/Financial Implications:
2. Partners or Other Stakeholders:
3. Alignment with Strategic Directions/Adopted Plans:
4. Legal or Policy Implications:
  - Amendment of Policy 04-04-09: Policy on Grants to Artists and Arts Organizations
5. Privacy Implications:
6. Engagement and Communications Considerations:
  - Notification to arts organizations and individual artists about the above changes.
7. Human Resource Implications:
8. Procurement Implications:
9. Information Technology Implications:

10. Other Implications:

**Conclusion/Next Steps:** The above changes will be in effect for the 2020 Grants to Artists and Arts Organizations (submission deadline November 30, 2019)

**Prepared by/Date:** Théa Morash; September 26, 2019

**Reviewed by/Date:**

**Approved by/Date:**

**Attachments:**