



City of Port Moody

Minutes

Arts and Culture Committee

Minutes of the meeting of the Arts and Culture Committee held on Monday, April 4, 2022 via Zoom.

Present

Councillor Zoë Royer, Chair
Jacquie Boyer
Katherine Holgate
Brenda Millar
Richard (Scott) Place (arrived at 7:15pm)
Tracey Schaeffer

Absent

Councillor Diana Dilworth, Vice-Chair

In Attendance

Devin Jain – Manager of Cultural Services
Jennifer Mills – Committee Coordinator

1. Call to Order

Call to Order

1.1 The Chair called the meeting to order at 7:12pm.

2. Adoption of Minutes

Minutes

2.1 ACC22/006
Moved, seconded, and CARRIED
THAT the minutes of the Arts and Culture Committee meeting held Monday, February 7, 2022 be adopted.

3. Unfinished Business

4. New Business

Fast Film Contest

4.1 Outdoor Arts Festival Subcommittee

The Manager of Cultural Services advised that Council approved a \$7,000 budget for the Fast Film Contest to be held in 2022.

The Outdoor Arts Festival Subcommittee provided an update about the Fast Film Contest, and the following was noted:

- a list of potential graphic designers has been generated and their work is being reviewed to determine whose services will be retained;
- an application for \$2,500 in financial assistance has been submitted to the BC Producers Branch of the Canadian Media Producers Association;
- the youth film workshop lead by Jason Karman is scheduled for three-days during the last week of July at the Library;
- a call for poster designs was issued and seven submissions were received;
- the poster designer will be selected by the end of this week and will receive \$400;
- a Social Media Manager will be retained for \$400 and their services could be considered for promoting arts and culture events and initiatives in the future;
- the soft launch will include Facebook posts and directed advertising, and press releases in the Tri-City News and other local newspapers;
- the mystery items for use in the films will come from local Port Moody artisans and will help ensure that the films are created specifically for the contest;
- the judging will require two panels: one to view the films to ensure they meet the requirements and one to select the winners;
- the film screening will be hosted at Inlet Theatre with tickets available for \$5;
- the awards show could include entertainment before and after the screenings;
- the awards show could be livestreamed so that viewers can watch the films in the same order as the live audience and feel more connected to the event; and
- the contest requires a Volunteer Lead and a member of the Committee could take on the role.

Richard (Scott) Place joined the meeting at this point.

The Manager of Cultural Services noted the following:

- Theatre Technicians can work up to 10 hours before incurring overtime and having one person work the entire show would be ideal;
- Inlet Theatre's film screen seating configuration allows for a maximum of 160 seats;
- Communications suggested adding individual entries in the City calendar for each event related to the *Frantic Breeze Fast Film Contest*, including the mystery item pick-up, youth film workshop, film screening, and awards show;
- Communications advised that the City website does not have a polling feature but that voting can be done through a hidden form, and that the films should be posted on the Event's Facebook page;
- Recreation can create a program for registering the film competition team members;
- Facebook Live can be used to stream the awards show from Inlet Theatre; and
- TV's in the Galleria can be used to stream the awards show.

The Committee suggested that an Arts and Culture Committee Facebook page be created, and the following was noted:

- a Social Media Manager could book Facebook advertisements, develop timelines for events and promotions, and determine the most beneficial way to use social media;
- the Committee's advertising budget could be used for a Social Media Manager's services;
- it may be challenging to obtain followers but if information was updated regularly it may be possible to generate more followers;
- the City's website is difficult to navigate and an Arts and Culture Facebook page could help direct and inform visitors to information;
- the Committee Facebook page could be a standing item on the agenda for the Committee to develop monthly social media posts;
- an Instagram account could be created as well as artist may use the platform more, and visually appealing posters with links could be used; and
- the Social Media Manager could be invited to Committee meetings to participate in the monthly social media post discussions.

The Manager of Cultural Services noted the following in response to Committee discussion about a Committee Facebook page:

- a Committee Facebook page would require Council approval and past direction to staff has been that City business should be located on the City's website or social media channels;
- a Facebook page for the *Frantic Breeze Fast Film Contest* does not require Council approval as the event is not being led by the City, and the City can be tagged in posts to help increase exposure;
- the Committee only meets ten times per year and could result in a Facebook page becoming inactive; and
- the logistics of administering a Facebook page by a Committee could be challenging.

Artist Payment Guidelines

- 4.2 Devin Jain, Manager of Cultural Services
Attachment: Artist Payment Guidelines for Event Organizers

The Manager of Cultural Services provided an overview of the Artist Payment Guidelines for Event Organizers and requested Committee member feedback.

The Committee advised that the first sentence of the second bullet of "Plan ahead for the event:" should be replaced with "Consult with the artists you are considering engaging during the planning stage.".

ACC22/007

Moved, seconded, and CARRIED

THAT the Artist Payment Guidelines for Event Organizers be approved as amended and made available on the City's website.

Meaning of Being City of the Arts

- 4.4 The Chair noted that the Committee has undertaken conversations about the meaning of being the City of the Arts, invited guests to speak about the creation of the moniker, and received a presentation from Mike Arsenault which suggested creating a campaign to reinvigorate the City slogan and change the narrative about the moniker.

The Committee reviewed the Bringing Meaning to "The City of The Arts" presentation by Mike Arsenault, and the following was noted:

- a campaign can feel artificial and may not have actions tied to it;
- the city needs to have more arts and culture events occurring to embody the moniker and create an arts hub;

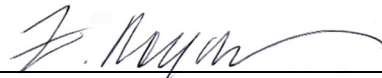
- a campaign could reach non-artists and create opportunities for them to recognize the diverse art forms that are reflected in their everyday lives;
- the City may not be in a financial position to fund a campaign; and
- a City campaign would be promoted through Communications and reach a broad and diverse audience.

5. Information

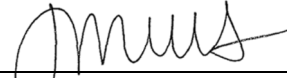
- Cultural Expressions** 5.1 The Committee expressed gratitude to the City for illuminating City Hall purple in recognition of Purple Day for Epilepsy Awareness.
- Staff Updates** 5.2 There were no staff updates at this time.

6. Adjournment

The Chair adjourned the meeting at 8:37pm.



Councillor Zoë Royer,
Chair



Jennifer Mills,
Committee Coordinator