

City of Port Moody

Minutes

Arts and Culture Committee

Minutes of the meeting of the Arts and Culture Committee held on Monday, May 2, 2022 via Zoom.

Present

Councillor Zoë Royer, Chair
Jacquie Boyer
Katherine Holgate
Brenda Millar
Richard (Scott) Place

Absent

Councillor Diana Dilworth, Vice-Chair
Tracey Schaeffer (Regrets)

In Attendance

Devin Jain – Manager of Cultural Services
Kelsey Guenette, Recording Secretary, Raincoast Ventures Ltd.

1. Call to Order

Call to Order

1.1 The Chair called the meeting to order at 7:00pm.

ACC22/008

Moved, seconded, and CARRIED

THAT the agenda of the Arts and Culture Committee meeting held on Monday, May 2, 2022 be adopted.

2. Adoption of Minutes

Minutes

2.1 ACC22/009

Moved, seconded, and CARRIED

THAT the minutes of the Arts and Culture Committee meeting held Monday, April 4, 2022 be adopted.

3. Unfinished Business

4. New Business

2022 Artist Grant 90(1)(b)

4.1 ACC22/010

Moved, seconded, and CARRIED

THAT, pursuant to section 90 of the *Community Charter*, this portion of the Regular Meeting of the Arts and Culture Committee be closed to the public as the subject matter being considered relates to the following:

- **90(1)(b) – personal information about an identifiable individual who is being considered for a municipal award or honour, or who has offered to provide a gift to the municipality on condition of anonymity.**

The Regular meeting of the Arts and Culture Committee was recessed at 7:01pm and reconvened at 7:15pm.

Fast Film Contest Update

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

- a graphic designer and social media manager have been hired;
- a soft launch social media campaign will occur in mid-May 2022;
- a detailed timeline has been created;
- the Subcommittee is working on contest rules;
- two celebrity judges, Fred Ewanuick and Dana Gee, have been confirmed;
- the contest is scheduled to begin on August 26, 2022 for 72 hours;
- the regular registration for the contest will take place between August 15-19, 2022;
- the awards show is scheduled to occur on September 10, 2022;
- the Subcommittee is in contact with Sandpiper Designs regarding sponsorship and possible printing opportunities for the event; and
- next steps include:
 - contacting potential sponsors for additional funding/donations for swag;
 - filling three additional judge slots; and
 - finding a Volunteer Coordinator.

The Committee noted the following in discussion:

- the Committee Chair could present the prize for “Best of Port Moody” at the awards show;
- the front of house volunteer services at the awards show will be provided by Jacquie Boyer and Brenda Millar;
- there is still a need for initial film screeners to help ensure films adhere to contest rules and narrow down submissions to approximately 10-12 films;
- the film screener volunteers will be Brenda Millar, Jacquie Boyer, and Katherine Holgate;
- each film will be approximately 4-7 minutes in length;
- screening is scheduled to occur between August 29-September 1, 2022;
- Val Simons and Corene Brown could be potential volunteer film screeners;
- if enough donations are collected, buskers could be hired to provide light entertainment prior to the awards show;
- early intake registration for the contest would also occur in the summer, but no date has been set; and
- Jacquie Boyer could visit businesses in person to request sponsorships/donations with Richard (Scott) Place.

2022 Work Plan Review

4.3 Attachment: 2022 Arts and Culture Committee Work Plan

The Chair noted that there is room in the Work Plan for additional items due to the cancellation of the Outdoor Arts Festival and that amendments to the Work Plan require Council approval.

The Committee noted the following in discussion:

- the Arts and Culture Master Plan may need to be refreshed at the 10-year mark to ensure relevance; and
- the Committee could consider implementing a monthly art theme for the city (e.g., outdoor music, pottery, painting, etc.) should the budget be approved by Council.

The Manager of Cultural Services noted that the Arts and Culture Master Plan was intended to be a 10-year plan; however, has been stalled due to the pandemic.

Meaning of Being City of the Arts

4.4 The Committee reviewed a social media post regarding the City of Port Moody sign, and the following was noted:

- \$1,400 of the marketing budget is unallocated and could be used towards a campaign to help those outside of the city understand the motto “City of the Arts”;
- the Committee’s focus has been on making art happen post-pandemic rather than marketing;
- the city should be showcased through means other than large events (i.e., live music at bars/breweries during the winter to keep momentum going);
- the City’s Instagram account has no mention of arts events in 50 recent posts; and
- an online calendar with events could be created for public access.

The Manager of Cultural Services shared that a previous monthly Inlet Theatre newsletter is hoped to be revived in 2023 with more of a focus on all arts activities and suggested that a “theme of the month” or other marketing ideas could possibly also be incorporated.

The Committee noted the following in discussion regarding an arts and culture newsletter:

- others residing in Port Moody involved in different aspects of the arts could be featured in the newsletter;
- venues that host/promote live music and other art could be promoted in the newsletter;
- the City could send a photographer to events put on by businesses for promotion; and
- marketing a multitude of events can help bring people to the city and let them know there is something to do all year round (i.e., make Port Moody a destination).

Action: The Manager of Cultural Services to invite Mike Arsenault to a future Arts and Culture Committee meeting to discuss marketing.

5. Information

Cultural Expressions

5.1 The Committee noted the following regarding Cultural Expressions:

- a film titled "Spirit of Port Moody" featuring Mary Anne Cooper won a Platinum Remi Award at the Houston International Film Festival in the category Cultural and Historical Programming and will be distributed to all schools in the province;
- there is a great walking tour including signage through the old loco Townsite; and
- a report given at a Library Board meeting regarding the film contest was met with excitement and received positive feedback.

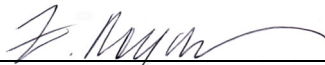
Staff Updates

5.2 The Manager of Cultural Services provided the following updates:

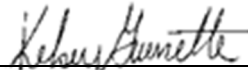
- Artist Payment Guidelines are scheduled to appear before Council in May 2022; and
- the recently redeveloped church on St. John Street is organizing a large mural project for an exterior wall.

6. Adjournment

The Chair adjourned the meeting at 8:37pm.



Councillor Zoë Royer,
Chair



Kelsey Guenette,
Recording Secretary