



Region of Waterloo Arts Fund

Minutes

Thursday, January 16, 2020

3:05 p.m., Room 218

Regional Administration Building

150 Frederick Street, Kitchener, Ontario

Present were: M. Braan, A. Dobkowski, B.A. Keller, R. Nixon, K. Redman*, I. Ring, S. Scott, K. Sheehy, C.A. Treitz and R. Waldeck

Members Absent: L. Golds, H. Jowett

Also Present: H. Chimirri-Russell

B.A. Keller let the Board know that, due to a personal concern B. Chesney, would not be able to attend this meeting.

Election of Officers

a) Election of Officers

T. Plummer reviewed By-law 1 of the Waterloo Region Arts Fund.

Item 4.02 states: "From time to time the Board shall elect from among its members a Chair of the Board. The Chair of the Board shall, when present, preside at all meetings of the Board and of the members. In the absence of the Chair of the Board at a meeting of the Board, the directors present shall choose one of their number to be Chair of the meeting."

At the December meeting the Board appointed Bill Chesney to the role of Officer position of Chair of the Corporation, though with his retirement from the University of Waterloo he will no longer be able to be a voting member of the Board. The Board should also elect a Chair of the Board, though if the Board wants they can delegate the job of chairing the meetings to Bill or any member of the Board in attendance.

T. Plummer conducted the election of Board Chair. A call was made for nominations. A. Dobkowski was nominated and stated that she was willing to serve. A call was made for further nominations; no others were put forward.

Moved by S. Scott

Seconded by C.A. Treitz

That A. Dobkowski be confirmed as the Chair of the Region of Waterloo Arts Fund.

Carried

At this time there were no members willing to serve as Vice Chair of the Board. Election of Vice-Chair will take place at another meeting of the Board.

* K. Redman joined the meeting at 3:20 p.m.

The Board agreed that B.A. Keller would assume the Chair for the meeting.

Declarations of Pecuniary Interest Under the Conflict of Interest Policy of the Region of Waterloo Arts Fund

None declared.

Approval of Minutes

Open Session – December 12, 2019

Moved by I. Ring

Seconded by A. Dobkowski

That the Region of Waterloo Arts Fund approve the open session minutes of the meeting held on December 12, 2019.

Carried

Closed Session – December 12, 2019

Moved by S. Scott

Seconded by A. Dobkowski

That the Region of Waterloo Arts Fund approve the closed session minutes of the meeting held on December 12, 2019.

Carried

Business Arising from the Minutes

1. 2019 Retreat Review

B.A. Keller reviewed the work plan generated from the Retreat, noting which items have been completed and which are still being discussed; some of the items are included on this agenda for discussion.

T. Plummer will circulate the work plan to the Board, noting the status of each item.

2. Communications Business Plan

B.A. Keller noted that B. Chesney is beginning outreach to find someone who is well-connected in the local arts community for the part-time Social Media Resource position. The Board noted the importance of finding someone who is able to post regularly to Instagram as well as Facebook. There was agreement that there needs to be a strategy developed with the person around what needs to be done, how to source imaging and hashtags for Instagram, and establishing a style of communication to reflect the Arts Fund 'brand'. T. Plummer will circulate the job description for the Volunteer Communications Coordinator for review to see if it matches with what the Board needs from a Social Media Resource position. H. Chimirri-Russell noted that in the local arts community there those who are well connected with the Arts Fund and what they do, but also some who do not know about the Arts Fund and it's important to decide how best to connect with them. The Board will discuss this further at their next meeting.

3. Electronic Applications and One Stage Application

B.A. Keller reviewed B. Chesney's notes regarding the work done by L. Golds researching and contacting various vendors who provide grants management programs. She noted the reason for investing in a more robust system is that through gathering significant data the Arts Fund can be more of an arts advocate and track trends in the local arts community.

The Board reviewed the documents L. Golds provided. These include:

- A project update which identified next steps
- the WizeHive proposal which gives the steps suggested to launch the program successfully
- Application questions
- Rubric questions
- Email template language for confirmations & grantee notifications
- Tracking forms/information
- Final Report form

K. Redman left the meeting at 3:45 p.m.

H. Chimirri-Russell gave a high-level review of the WizeHive platform, noting L. Golds went into significant depth and detail with each of the potential vendors regarding what the Arts Fund needs from a Grant Management program. She said the scoring rubric the Board used during the Fall 2019 application review would become part of the online platform allowing Board members to access, evaluate and score each application electronically. She highlighted the importance of the Final Report as an opportunity to show accountability as well as gaining a better understanding of the impact of an Arts Fund grant. Currently only the Final Report Review Committee see the final reports, and there is no concrete assessment of the outcome of granted projects.

Moved by A. Dobkowski

Seconded by I. Ring

That the Region of Waterloo Arts Fund contract with WizeHive Inc. to provide a Grant Management System at a cost of \$7,000 US annually for a period of three years; and

That the Region of Waterloo Arts Fund appoint Betty Anne Keller to sign the Software License Agreement on behalf of the Arts Fund.

Carried

L. Golds has asked the Board to review the questions that will be submitted to WizeHive to build the framework for the online application. T. Plummer will circulate the question documents electronically to the Board and all will respond within two weeks to L. Golds and B. Chesney with comments. The Board endorsed the timeline regarding application deadlines and Board meeting dates as set out by L. Golds.

The Board agreed that the Arts Fund grant process should move to a one-stage application along with the launch of this online application platform.

The Board agreed that a communication plan will be key to getting the message out into the community. A. Dobkowski suggested focus groups and looking at opportunities to coordinate with supporting agencies such as local libraries.

The Board decided to have another meeting in March to further discuss the grants management system, how to manage the transition from paper applications, and a communication plan regarding the online application. T. Plummer will discuss with L. Golds when she would be available and then survey Board members for a meeting date.

B. Chesney will discuss with Regional Chair Redman the possibility of involving the Region in cost-sharing for the WizeHive application management platform.

The Board thanked L. Golds for the significant work she's done moving this project forward.

4. Application Timelines and Board Meetings for Fall 2020

The Board reviewed their current meeting schedule and discussed amended application timelines for the Fall 2020 grant round.

Moved by A. Dobkowski

Seconded by R. Waldeck

That the Region of Waterloo Arts Fund Fall 2020 grant deadline be revised to Friday, October 16; and

That the Region of Waterloo Arts Fund revise the 2020 Board meeting schedule to cancel the October 6, 2020 and December 10, 2020 meeting dates and add a Board meeting on November 12, 2020.

Carried

T. Plummer will amend the 2020 Arts Fund Application Timelines document and 2020 Schedule of Meetings and circulate to the Board.

5. 2020 Communications Plan (Postcards)

Moved by I. Ring

Seconded by R. Waldeck

That the Region of Waterloo Arts Fund approve an expenditure for the design and production of the 2020 promotional postcard not to exceed \$500.

Carried

Considering the enhanced communications and outreach the Board is anticipating they will print 1,000 postcards for distribution in 2020. T. Plummer will circulate the distribution spreadsheet to the Board for review.

Correspondence

1. Crystal Mowry, K-W Art Gallery (F18-23), Re: Project Extension

The Board discussed the request for a project extension. Staff are directed to send written notification of the Board's decision.

Moved by K. Sheehy

Seconded by S. Scott

That the Region of Waterloo Arts Fund approve the request for a project extension for Crystal Mowry, K-W Art Gallery's project, Public Domain (F18-23), until June 12, 2020, at which time a Final Report will be due.

Carried

New Business

1. Region of Waterloo Arts Fund Granting Philosophy – Draft Discussion Paper

B.A. Keller reviewed the potential actions included with the discussion paper. H. Chimirri-Russell suggested the Board include this document as they review the questions for the online application. A. Dobkowski noted that with the new application process there will need to be a refresh of the website as well as a review of the application guidelines, which can be discussed at the March Board meeting. B Chesney will be asked to continue work on the definitions.

2. Repeat Funding – Draft Discussion Paper

B.A. Keller reviewed the discussion paper, suggesting this be deferred for further discussion as the online application system is developed.

Other Business

1. M. Braan, S. Scott and B. Chesney attended the North Dumfries New Year's levy. While they felt it was not very well attended it gave them the opportunity to speak with Mayor Foxtan and identify other opportunities for the Arts Fund to attend to spread awareness in the Township. They also attended the Cambridge New Year's levy on January 11, which was another outreach opportunity. The Board is arranging an Open House at the Old Post Office in Cambridge on January 29, and M. Braan is working with a local artist on a poster. She will circulate the artwork with the Board for general approval. The Board discussed the possibility of having a banner that can be used as they attend events throughout the Region. The Board thanked S. Scott and M. Braan for taking on these outreach opportunities.

Moved by M. Braan

Seconded by S. Scott

That the Region of Waterloo Arts Fund approve spending up to \$200 for an Arts Fund display banner to be used at promotion events.

Carried

M. Braan will follow up and circulate information to the Board regarding artwork and costs.

2. Chair's Information

B.A. Keller shared with the Board B. Chesney's notes regarding his four major goals for 2020:

- One stage applications starting Fall 2020
- Online application process starting Fall 2020
- Continuing efforts as laid out in the approved Region of Waterloo Arts Fund Outreach and Communications Plan 2020-2022
- Board renewal

He thanked the Board for all their hard work throughout the last year, saying changes to decision-making processes, and to outreach and communications has created an atmosphere of dynamism and willingness. He also thanked B.A. Keller and A. Dobkowski for their guidance to the Board over the last two years.

Next Meetings

- **Tuesday, February 4, 2020, 5:00 – 7:00 p.m. – Spring Open House**
- **April 2, 2020, 1:00 p.m. (Spring 2020 Stage 1 review)**

Adjourn

There being no further business, the meeting adjourned at 5:00 p.m.

Carried

Past Chair, B.A. Keller

Corporate Clerk, T. Plummer