



Region of Waterloo Arts Fund

Minutes

Thursday, November 12, 2020

1:00 p.m.

Meeting held Electronically

Regional Administration Building

150 Frederick Street, Kitchener, Ontario

Present were: President B. Chesney, M. Braun, A. Dobkowski, L. Golds*, B.A. Keller, R. Nixon, I. Ring, S. Scott, K. Sheehy, C.A. Treitz and R. Waldeck

Not Present: H. Jowett and K. Redman

Also Present: S. Fletcher, Artist at Large Advisor, D. Kirton, Artist at Large Advisor, and P. Shannon, Artist at Large Advisor

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

None declared.

Declarations related specifically to the grant applications were made prior to the review of the Fall 2020 applications.

Approval of Minutes

Open Session – September 10, 2020

Moved by K. Sheehy

Seconded by S. Scott

That the Region of Waterloo Arts Fund approve the open session minutes of the meeting held on September 10, 2020.

Carried

Closed Session – September 10, 2020

Moved by I. Ring

Seconded by A. Dobkowski

That the Region of Waterloo Arts Fund approve the closed session minutes of the meeting held on September 10, 2020.

Carried

Business Arising From the Minutes

Communications Committee Update – Social Media Activity

S. Scott, Chair of the Committee, provided an update to the board; a copy of her [report](#) is appended to the minutes. Highlights of the report include a link to analytic information about the Arts Fund social media sites, as well as the hiring process and recent activities of the Social Media Coordinator. Grace Scheele will join the meeting to introduce herself to the Board.

Final Reports Review Update

B. Chesney, Chair of the Committee, provided a verbal update to the Board. He stated that there are current six (6) Final Reports submitted and under review and pending notification to the grantees; four (4) of which applicants have submitted Fall 2020 applications. The Final Reports received have been generally sound. He thanked the Committee for the work they've done.

New Business

Approval of Annual Liability Insurance Premiums

B. Chesney advised the board that he has approved the current year's insurance premiums on behalf of the board, given the timelines for approval. He added that he's been made aware that insurance renewals for most policies are increasing anywhere from 20-50%. According to staff in the Region's insurance pool, this is a minor increase of \$240 (just over 13%).

Moved by A. Dobkowski

Seconded by B. A. Keller

That the Region of Waterloo Arts Fund approve the expenditure of \$1987.20 (\$960.00 premium for Directors & Officers coverage, \$880.00 premium for Commercial General Liability plus 8% Ontario Sales Tax) for a one-year renewable insurance policy, effective November 8, 2020.

3453168

Carried

Ratification of Grantee Requests (approved via email exchanges)

The Board ratified the following requests which were approved via e-mail in advance of the November 12, 2020 Arts Fund Board meeting. Staff are directed to send written notification of the Board's decision.

Moved by B. A. Keller

Seconded by A. Dobkowski

That the Region of Waterloo Arts Fund approve the following requests:

- a) The New Quarterly (F19-31) Re: Request for Extension
 - Approval of an extension until December 31, 2021, at which time a Final Report will be due.
- b) Aislinn Thomas (S20-87) Re: Request for Project Continuation
 - Approval for the project continuation, with a new tentative start date of November 1, 2020, with the Final Report submission due on October 1, 2021.
- c) Jason Green (F19-23) Re: Request for Project Change and Extension
 - Approval for the change from a live performance and taping to an in studio recording and video edited version of each show and a project extension until August 31, 2021.
- d) Shama Saleh, ProjectUP (F19-54) Re: Request for Project Change
 - Approval of the change in project to feature the creation and history of Project UP (15-20 mins), while maintaining the project date of March 1, 2021 and a Final Report submission deadline of April 1, 2021.
- e) Isaac Mule, Page1 Theatre (F19-48) Re: Request for Extension
 - Approval to extend project until April 2021 when OutFest21 will be held with a Final Report submitted by May 2021.
- f) Amanda Lowry (F18-27) Re: Request for Extension
 - Approval of second extension until August 31, 2021 and the submission of the Final Report by October 31, 2021.
- g) Tara Butler (S20-10) Re: Request for Project Change

- Approval to revise the performance date from March 2021 to June 2021, with no change to the deadline for the Final Report submission.

Carried

Grant Repayment – Veda Hingert-McDonald (S20-15)

B. Chesney advised that the grant of \$5800 to commission a composition by Keenan Reimer-Watts has been returned to the Fund since the grantee has decided not to proceed with the project.

Chris Torti, The Enchanted Forest & the Star of Evermore (S20-30) Re: Request for Project Change

The Board discussed the request received and directed staff to send written notification of the Board's decision.

Moved by I. Ring

Seconded by S. Scott

That the Region of Waterloo Arts Fund approve the request for change, as requested by Chris Torti in his email communication dated October 14, 2020.

Review/Approval of 2021 Application Timelines

The board discussed time involved to review the applications; most agreeing that they were able to review ten (10) per day. The board agreed that they would like an extra week or two to review. The Timelines document, as presented, will require revision and consideration. This item was deferred to the January 14, 2021 meeting.

Review/Approval of 2021 Schedule of Meetings

For the reasons noted regarding the 2021 Application Timelines, this item was deferred to the January 14, 2021 meeting.

Review of Fall 2020 Applications

L. Golds requested that all members provide her with written feedback about the online system. She'll send email to all following this meeting and will give a month for members to provide feedback.

Declarations of Pecuniary Interest under the Conflict of Interest Policy of the Region of Waterloo Arts Fund – Specific to Grant Applications Closed Session

The following declarations of pecuniary interest, related to applications, were made by the Board members in Open Session:

Application ID	Board Member	Reason:
All the Performance/ Event / Multipurpose applications	Bill Chesney	He's directly involved with F20-59.
F20-54	Kathleen Sheehy	She sits on the board for the Festival.
F20-28	Sylma Fletcher	She is a project sponsor.
F20-27	"	She is a project sponsor.
F20-57	Monica Braan	She has been a direct supporter of the artist.
F20-39	Monica Braan	She has been a direct supporter of the artist.
F20-34	Monica Braan	She has been a direct supporter of the artist.
F20-10	Peter Shannon	He is involved with the project.

The board took a recess at 1:50 p.m. and reconvened at 1:55 p.m.

Moved by K. Sheehy

Seconded by I. Ring

That a closed meeting of the Region of Waterloo Arts Fund be held on November 12, 2020 at approximately 1:55 p.m. electronically, for the purpose of considering the following subject matters:

- a) Personal matters about identifiable individuals related to current applications

Carried

The meeting recessed at 4:05 p.m. and reconvened at 4:10 p.m.

* L. Golds left the meeting at approximately 6:25 p.m.

The closed portion of the meeting adjourned at 7:02 p.m.

Motion to Reconvene Into Open Session

Moved by A. Dobkowski

3453168

Seconded by M. Braan

That the Region of Waterloo Arts Fund reconvene into Open Session at 7:02 p.m.

Carried

Moved by I. Ring

Seconded by A. Dobkowski

That the following Fall 2020 applications receive Arts Fund grants, as follows:

AF ID #	Organization Or Collective	First Name	Last Name	Project Title	Grant
F20-02		Jackie	Partridge	Acrylic Paintings and Video Tutorials From Waterloo Region	\$1,600
F20-08		John	Maksym	New Vibration Music Video	\$7,500
F20-10	O:se Kenhionhata:tie Land Back Camp	Shawn	Johnston	Stories from Land Back Camp	\$4,630
F20-13	Bring on the Sunshine and Ian Mark Kimanje	Ian	Kimanje	Doing Life With my Neighbor	\$7,500
F20-15	Neruda Arts	Isabel	Cisterna	Community Describer Workshop	\$2,450
F20-16		Marley	Sullivan	2 Bag Trip	\$2,450
F20-17	9983 Films	Michael	Masurkevitch	Snow Blind (Finishing Funds)	\$10,000
F20-21		Andrew	Smith	Local Constellations, the movie	\$7,000
F20-22	HM Studio	jonah	kay	KW Metal Scene Documentary	\$7,000
F20-26	Mada Theatre	Hiba	EIMiari	Every Refugee is a poem	\$8,000

AF ID #	Organization Or Collective	First Name	Last Name	Project Title	Grant
F20-27	Sam Dlugokecki	Sam	Dlugokecki	Sammy Duke 2021 Album Recording, 'Carpe Diem'.	\$6,500
F20-28		Alysha	Brilla	Alysha Brilla 'The Body - Acoustic' Full Length Album, 2021	\$7,500
F20-30	Seagram Synth Ensemble	James	Reesor	Ephem	\$5,000
F20-32		Paige	Warner	Liquor	\$1,275
F20-33	UpTown Waterloo Jazz Festival	Cheryl	Ewing	Early Career Stage Mentoring Program for Musicians	\$4,000
F20-34		Rachael	Bauman	Missy Bauman to the World	\$3,700
F20-39		Eric	Bolton	Songs for the New World	\$4,000
F20-42		Grant	Gimpel	Pilot Project EP	\$4,068
F20-44		Cecile	Monique	Cecile Monique - "Revive"	\$4,000
F20-47		Francois	Goudreault	Sweet Nostalgia by Hello Kelly	\$4,900
F20-48	Urban X Entertainment	Rufus	John	Freedom Marching Project	\$7,500
F20-49	Vera Causa Opera	Dylan	Langan	Vera Causa Opera Presents The Gondoliers, an Opera Movie	\$5,000
F20-51		Janine	White	Aphotic Muse - Podcast	\$3,500
F20-52	Earl McCluskie	Earl	McCluskie	Livestreaming Non-profit Performing Arts Venues	\$8,000

AF ID #	Organization Or Collective	First Name	Last Name	Project Title	Grant
				and Organizations	
F20-53		Owen	Bloomfield	Slagflower Songs	\$3,775
F20-55	The Registry Theatre	Sam	Varteniuk	Museum of Lost Memories	\$5,000
F20-57		Heather	Kocsis	Dancing Within Our Worlds	\$28,000
F20-58		Benjamin	Gorodetsky	Displacement, Landscape, & Memory Series	\$4,000
F20-59	The Fountain Play Collective	Jennifer	Roberts-Smith	"...the Fountain of Youth" Aesthetics of Accessibility Design Workshop	\$7,500
F20-63		Ciaran	Myers	Happy Ending	\$6,000
F20-64		Ross	Muir	JOB's BLUES: A Blues Opera	\$6,000
F20-65	Drayton Theatres Inc.	Jonathan	Randall	Drayton Entertainment's High School Musical Project	\$6,000
F20-66	THEMUSEUM	Bridget	Hinnegan	DiSCoVeR at THEMUSEUM	\$5,000
F20-68	Virtu Arts	Vanessa	Spence	Stretch Marks: Part 2	\$4,554
F20-69	Flush Ink Productions	Paddy	Gillard-Bentley	Shaking the Tree	\$5,500
F20-70		Isaac	Mule	Mr Wonderful and I	\$3,300
F20-78		Meghan	Sims	Capacity of Wonder	\$5,400
F20-81		Lauren	Prousky	Collecting Dust	\$3,225
F20-84		Paul	Roorda	Somewhere Anywhere Postcards	\$5,800

AF ID #	Organization Or Collective	First Name	Last Name	Project Title	Grant
F20-88		Brenda	Reid	From Behind the Mask: A Community Quilt of COVID-19 Stories	\$5,000
F20-90		David	Jensenius	Untitled Television Program. A series of avant-garde art presented late night on RogersTV 20.	\$3,500
F20-94	Vintage Black Canada	Aaron	Francis	VBCx	\$5,000
F20-96	The Dundee Arts Collective	Jenny	Miller	The Dundee Arts Collective "Vending Machine Art Project"	\$2,800
F20-97		Yolanda Nayeli	Galindo Cano	Industrial Legacy of KW	\$6,500
F20-99		Coral	Andrews	The Back Door	\$5,000
F20-100	Associate of Commons Studio	Frances	Roberts Reilly	Watershed Writers	\$3,414
F20-101		Susan	Fish	Like a Kiss (novel)	\$5,000
F20-102		Tasneem	Jamal	The Uncertainty Principle First Draft	\$6,000

Total Granted* \$ 268,341

Carried

* Total amount granted includes those receiving funding from the generous donation by the Good Foundation.

The Arts Fund acknowledges and thanks the Good Foundation for funding to the following projects:

AF ID #	Organization Or Collective	First Name	Last Name	Project Title	Grant
F20-33	UpTown Waterloo Jazz Festival	Cheryl	Ewing	Early Career Stage Mentoring Program for Musicians	\$4,000
F20-49	Vera Causa Opera	Dylan	Langan	Vera Causa Opera Presents The Gondoliers, an Opera Movie	\$5,000
F20-55	The Registry Theatre	Sam	Varteniuk	Museum of Lost Memories	\$5,000
F20-57		Heather	Kocsis	Dancing Within Our Worlds	\$28,000
F20-65	Drayton Theatres Inc.	Jonathan	Randall	Drayton Entertainment's High School Musical Project	\$6,000
F20-101		Susan	Fish	Like a Kiss (novel)	\$5,000

Total Granted \$53,000

The following applications did not receive Board approval for an Arts Fund grant:

AF ID #	Organization Or Collective	First Name	Last Name	Project Title
F20-01	Button Factory Arts (Waterloo Community Arts Centre)	Allie	Brenner	INPRINT
F20-03		Elfie	Kalfakis	Collectively Empowered Docu-Series

AF ID #	Organization Or Collective	First Name	Last Name	Project Title
F20-04	Unstoppable Films	Savanna	Oliver	Wooden Spoon
F20-05	Tim Moher	Tim	Moher	Clefs of Moher - Virtual performance with the KW Symphony
F20-06		Joseph	Shugan	Silicon North - The Kitchener Waterloo Tech Story
F20-07		Stephen	Young	DICKSON & BRUCE The Real McCoy Train Disaster
F20-09	Karloff	Nathaniel	Murray	Karloff "Hibiscus" Music Video
F20-11		Clarissa	Diokno	Confusion Music Video
F20-12	The Rainbow Beat	Christopher	Torti	The Enchanted Forest & the Star of Evermore
F20-14		Emeka	Agada	Triple Threat
F20-18		Zach	Gerber	Common Ground
F20-19		Wendy	Mac Dougall	Dare to be You!

AF ID #	Organization Or Collective	First Name	Last Name	Project Title
F20-20		John Paul	Sunga	Music Video "Dirty Water"
F20-23		Lee	McWebb	LEE MCWEBB - TIME IN BETWEEN
F20-24	Aidos	Phillip	Psutka	Dark River: Spooky Stories of a Small Town
F20-25		Kyle	Taylor	Death Party Playground, The Good Years EP
F20-29		Ezekiel	Reyes-Gonzalez	Spellbound By Fate
F20-31	The New People Music Collective	Caleb	Michalski	The New People Album & Rollerskate Pop-Up Release Concert
F20-35		Nathan	Stretch	The Music of The Working Centre: Fresh Ground
F20-36		Matt	Weidinger	Live off the floor - Video Series 2
F20-37	Blankie	Tori	Dawn	Blankie's Single Release feat. Alysha Brilla

AF ID #	Organization Or Collective	First Name	Last Name	Project Title
F20-38		Karen	Sunabacka	Curlicue: A recording project of Karen Sunabacka's piano music
F20-40		Matthew	Kleist	Matthew Kleist
F20-41	Amberwood	Colin	Briscoe	Amberwood Album Completion and Benefit Album Release
F20-43		Duane	Wolfe	Pump Up The Tunes
F20-45		Joshua	Warren	I Am ____. (JSJ)
F20-46	Piano on the Patio	Natassja	Pardede	Music in Quarantine
F20-50	Deb Cripps and Nicole Battista	Deb	Cripps	River Flow
F20-54	Irish Real Life Festival	Sue	Nally	IRL Festival
F20-56		Joe	Lethbridge	Plight and might of the homeless
F20-60	CAFKA - Contemporary Art Forum Kitchener and Area	Glodeane	Brown	Woven Between Parallel Lines

AF ID #	Organization Or Collective	First Name	Last Name	Project Title
F20-61		Kay	Valley	Black Slant Media Presents: Same Soup/Different Cracker
F20-62		Michelle	Pang-Oden	Shell Bloom
F20-67	Levant	May	Mahrat	Inside Up / Working Title
F20-71	Unwrap Theatre	Alten	Wilmot	10,000 Followers
F20-72	Laurier Musical Theatre	Liam	Beauchamp	LMT's production of The 25th Annual Putnam County Spelling Bee
F20-73	Inter Arts Matrix	Sheila	McMath	Dear Euripides
F20-74	O.K. Period	Kevin	Hiebert	Menstruation is...
F20-75		Perin	Ruttonsha	Sequences Uncharted
F20-76	Inner Magic Studio	Susan (Sue)	Lewis	Exploration and Education: Cold Wax and Oil
F20-77		Perry	Gasteiger	Growing Pains

AF ID #	Organization Or Collective	First Name	Last Name	Project Title
F20-79		Sara	Geidlinger	Untouched - who we remain
F20-80		Andrea	Deering Nagy	Lullaby / Altata by Attila Jazsef, An Illustrated Poem Book
F20-82		Trevor	Waurechen	Objects of Desire
F20-83		Tanishka	Kundu	Pupae
F20-85		Christina	MacLellan	Symmetry Abstracted
F20-86		Catherine	Mellinger	Post-Part
F20-87		Barbara	Hobot	Nothing Will Come of This. That One Sounded Like a Loon.
F20-89		Roberto	Machado	Faces of Waterloo
F20-91		Carly	Leyburne	Wildness
F20-92		Lee	Angold	Treasures on the way
F20-93	KW Article Club	Melika	Hashemi	ZOOM In/Out
F20-95		Lisa	McKay	Roaming Artists Program

AF ID #	Organization Or Collective	First Name	Last Name	Project Title
F20-98	Bombastic	Anna Maria	Sordjan	Bombastic Magazine

Total Requested \$559,681

Next Meeting

- Thursday, January 14, 2021 at 3:00 p.m.
Election of Officers and Summary of 2020 Achievements/Highlights

Adjourn

The meeting adjourned at 7:05 p.m.

Board President, W. Chesney

Corporate Clerk, S. Natolochny

Arts Fund Communications Sub-Committee
Update on Social Media Engagement & Social Media Coordinator
November 12, 2020
Prepared by Susan Scott with AF's Social Media Coordinator, Grace Scheele

Note: This is an at-a-glance update; a full report will be submitted in January 2021.

At A Glance:

Analytics: Please visit the “**RWAF weekly reporting**” chart on Google Docs that tracks analytics for our Facebook, Instagram and Twitter accounts:

https://docs.google.com/spreadsheets/d/12q_iG1irZWtPUd_3pwMukgm5ujFQcgOra4qnwFza2gl/edit#gid=1212344679.

Questions? If you have a question about our social media engagement stats, please contact our Social Media Coordinator (SMC) **Grace Scheele** socialmedia@artsfund.ca. Questions about our policies and procedures should be directed to **Susan Scott:** susanlorrainescott@gmail.com. Susan chairs the Communications Subcommittee and is responsible for supervising Grace.

Process (September To November):

Interviews & Hiring
Orientation & Supervision
Set-up & Admin
Engagement with Grantees
Stats & What They Tell Us
Communications Outside of Social Media

Interviews & Hiring:

-After advertising on social media, we received applications from a dozen+ candidates
-We interviewed 5 promising candidates, and hired [Grace Scheele](#), a local composer, harpist and theatre artist.
-Grace's 6-month contract as RWAF's Social Media Coordinator began on October 5; she began posting on the 9th.

The following is a snapshot of what has happened since:

Orientation & Supervision:

-Betty Anne Keller, Adele Dobkowski and Susan Scott began orienting Grace in consultation with Stevie and Terri. Policies and procedures discussed included Conflict of Interest, should Grace apply to the AF, or be a part of a group that is applying. Grace also met board president, Bill Chesney.
-Supervision by Susan is ongoing. If you have any questions or concerns, by all means, please contact Susan to express them.

Set-up & Admin:

-**Hiring details completed** (four pay periods established, for example)

-**Dedicated email address established:** socialmedia@artsfund.ca

-**Official social media channels established:** The Arts Fund now has three SM accounts: FB, Instagram and Twitter. This range allows maximum engagement not only with grantees and the public but also with local politicians (see Twitter, below);

-**Official hashtags chosen:** @rwartsfund (@RWARtsFund on Twitter), #rwartsfund and #MakeArtHappen.

-**The Arts Fund logo adapted to social media sites.** We're no longer square—at least not all the time. Adaptation done by the design team at the Region. Note: there was discussion about a full redesign of the Arts Fund's logo, however, now is not the time to invest in such a project. If we do decide to table such a motion, it would not be until well into next year.

-**Social Media Engagement Guidelines** on our website have been updated and will soon be posted; the details here should give our audience the guidance they will need. If you spot gaps or errors, please contact Susan asap.

Engagement with Grantees:

-**Engaging our Spring 2020 grantees:** outreach began with prioritizing engagement with our most recent grantees

-**Outreach** generally starts with emailing grantees, requesting brief bios and images; a description of their AF-funded project; and a quote about why public funding for the arts is important. Return time on these varies; once info does come in, Grace works it up into a post specific to each platform.

-**Engaging past grantees** is also vital; Grace uses the press releases (posted on our website) to identify past recipients. She then does a Google search for contact info.

-**Communications** issues around corresponding with grantees are surfacing that need to be addressed. Engagement and how we go about it is a process; we are learning as we go.

Stats & What They Tell Us:

-**Monthly stats / October 9 - November 9:** between Facebook, Twitter, Instagram, we've reached a weekly average of 2,627 people.

-That engagement peaked right before the Fall grant application deadline at 2932 accounts.

-We've gained 389 **followers**, averaging 97 followers per week.

-We've had over 971 **Post Engagements**, with our average weekly engagement being 243.

-Our mentions/account **tagging** has been steadily increasing, with more and more people using our **preferred hashtags** #MakeArtHappen #rwarthsfund and @rwarthsfund. On average we have 2 **mentions** per week across platforms.

-Trends: As anticipated, after our application deadline on October 18th, we did see a dip in our post engagement and post reach. However, these numbers have been slowly improving. We should be able to measure our weekly average post reach, engagement and net follower gain in November, as people tend to engage with and share content about application deadlines more readily than they do with other content. Seeing what our numbers look like outside of application deadlines is a better indicator of what works and what needs improving (vis a vis our post content) than comparing these numbers to our application-heavy content weeks.

-Peak Season: We can expect overall traction to peak right before a granting deadline (Oct 9-18 had 2932 total reach and 226 users engaged with our post content), so we need another month or so before we'll know what the average engagement curve is like and what we need to do to modify our current strategy.

-Politicos & Twitter: Though it has the lowest number of followers, in terms of post engagement, the AF Twitter account is followed by Major Barry of Kitchener as well as City and Regional Councillors. In sum, politicians are plentiful and active on Twitter, as opposed to Facebook and IG. That means this one channel is critical to reaching our political audience and conversation partners in local governance.

-Daily arc: Our social media followers are active between 6 AM and 8 PM, so Grace is currently testing what the best time is to post works in order to maximize shares (i.e., before lunch, before dinner, etc.).

-Overall effectiveness: To gauge this, Grace keeps up with comparable regional funders, notably the Guelph Arts Council, but also local organizations such as MT Space and NUMUS, both of which have high engagement numbers. She also follows the TAC and the OAC, although the numbers aren't comparable in terms of demographics.

Communications Outside of Social Media:

-We are keeping our audience informed about these and other AF changes. Since the summer, recipients of the Arts Fund eblast (are you one of these?) have been getting regular updates about social media news and the online application; this dovetailing has worked well, and will likely continue in the future.