

REGIONAL MUNICIPALITY OF WATERLOO ADMINISTRATION AND FINANCE COMMITTEE MINUTES

Tuesday, May 24, 2011
11:02 a.m.
Regional Council Chamber
150 Frederick Street, Kitchener, Ontario

Present were: Chair T. Galloway, L. Armstrong, T. Cowan, *R. Deutschmann, *J. Haalboom, *B. Halloran, R. Kelterborn, *G. Lorentz, C. Millar, J. Mitchell, K. Seiling, S. Strickland, J. Wideman and *C. Zehr

Members absent: J. Brewer, D. Craig

DECLARATIONS OF PECUNIARY INTEREST UNDER THE MUNICIPAL CONFLICT OF INTEREST ACT

J. Mitchell declared a pecuniary interest with respect to report CC-11-001, owing to her daughter's employment at the Canadian Clay and Glass Gallery.

*R. Deutschmann, J. Haalboom, and C. Zehr entered the meeting at 11:04 a.m.

DELEGATIONS

a) Re: CC-11-001, Grants to Arts, Culture and Community Organizations – 2011 Allocations

i) Armin Froelich, Chair of Board, Canadian Clay and Glass Gallery

A. Froelich gave an overview of the Gallery's grant request, including:

- Sources of gallery funding;
- Expenditures;
- Details of program offerings;
- Profile of gallery attendees;
- Municipal funding as a percentage of total revenue; and
- Merits of fulfilling the Gallery's grant request.

The [presentation](#) is attached to the original minutes.

*B. Halloran and G. Lorentz entered the meeting at 11:08 a.m.

A. Froelich encouraged the Committee to consider providing funding support for the Gallery in the interim period before the Creative Enterprise Enabling Organization (CEEEO) completes its study and provides recommendations for funding arts, culture and community organizations.

The Committee ascertained from A. Froelich that the prospective funds from the Gallery's grant request would be put to use in marketing and to support expenditures on staff. He also indicated that attendance was slightly up at approximately 20,000 visitors in 2010, and that around 5,000 visitors were school children.

ii) David Marskell, CEO, and David Strucke, Board President, THEMUSEUM

D. Strucke provided a presentation to the Committee on THEMUSEUM, including:

- Mission, vision, and values;
- Visitor metrics, including student visits, and revenues;
- Corporate partners, key funders, and levels of municipal funding;
- Successful initiatives; and
- Collaboration partners

The [presentation](#) is attached to the original minutes.

The Committee learned from D. Strucke that earned revenue comprised 40% of the total budget of THEMUSEUM.

REPORTS – Grants Committee

a) CC-11-001, Grants to Arts, Culture and Community Organizations – 2011 Allocations

K. Seiling spoke on behalf of the Grants Committee and related the factors considered in arriving at the recommended grants for the Committee's approval, including:

- Maintaining current funding practices and envelopes, until CEEO completes its' study;
- Potential for unfairness in making ad-hoc funding decisions;
- Merits of taking a broad approach to funding arts, culture and community organizations following a CEEO review along with area municipalities;
- Application of the Canadian Clay and Glass Gallery for funding, as well as application from Kitchener-Waterloo Art Gallery;
- Importance of undertaking a policy review for funding; and
- Ability of art galleries to obtain Regional funding via the Region of Waterloo Arts Fund.

The Committee discussed the historic funding for art galleries, and clarified the difference between funding guidelines and conventions versus an explicit policy.

Some members of the Committee expressed apprehension at fulfilling the grant request from the Canadian Clay and Glass Gallery, in light of the one-time funding provided to the Gallery in 2010 and the potential for unfairness to other organizations in the Region which had forgone application for funding while waiting on the conclusions of the CEEO review.

The Committee asked Mike Murray, Chief Administrative Officer, whether funding for organizations would be assessed without regard to their funding history, and he noted that the completion of the comprehensive review would provide a better lens through which to examine the issue, as well as determining the time required to implement the recommendations of the CEEO report. A member of the Committee asserted the need for fairness in future funding decisions and expressed discomfort at significant funding being provided to certain organizations with varying records on marketing and varying degrees of volunteer versus professional support.

Some members of the Committee expressed support for the grant request to the Canadian Clay and Glass Gallery, affirming the Gallery's efforts and successes.

K. Seiling noted that the grant to Leadership Waterloo Region is intended to consolidate their grant funding at the Regional level.

Chair T. Galloway suggested that the two recommendations from the report be separated, and that the first recommendation be separated to allow consideration of all organizations listed with the exception of Canadian Clay and Glass Gallery and the Kitchener-Waterloo Art Gallery.

MOVED by T. Cowan
SECONDED by S. Strickland

THAT the Regional Municipality of Waterloo approve the 2011 grants to Arts, Culture and Community Organizations as recommended by the Grants Committee and outlined in Report CC-11-001 and the attached Appendix 1 & 2 dated May 24, 2011, with the exception of the line items in Appendix 1 related to the Canadian Clay and Glass Gallery and to the Kitchener-Waterloo Art Gallery.

CARRIED

Some members of the Committee expressed support for providing funding to the Canadian Clay and Glass Gallery, to the Kitchener-Waterloo Art Gallery, and to the Cambridge Galleries. Other members expressed opposition to that action, citing the expected report from the CEEO and expressing that such funding should be provided in context of such a policy review. It was clarifying that the \$32,000 recommended to be allocated to the Arts Fund was not leftover funds but instead a conscious decision to make an allocation to the Fund.

MOVED by K. Seiling
SECONDED by J. Wideman

THAT the Regional Municipality of Waterloo provide no funding for the Canadian Clay and Glass Gallery and the Kitchener-Waterloo Art Gallery from the 2011 grants to Arts, Culture and Community Organizations.

MOVED by R. Deutschmann
SECONDED by S. Strickland

THAT the Regional Municipality of Waterloo approve grants in the amount of \$10,000.00 to each of the Canadian Clay and Glass Gallery, the Kitchener-Waterloo Art Gallery, and the Cambridge Galleries, to be funded from the 2011 budget for Arts and Culture grants, on a one-time basis.

MOTION LOST

MAIN MOTION CARRIED
(J. Mitchell conflict)

MOVED by K. Seiling
SECONDED by T. Cowan

THAT the Regional Municipality of Waterloo approve the transfer of the balance of funds from the 2011 budget for Arts and Culture grants, in the amount of \$32,000, to the Region of Waterloo Arts Fund and that this transfer of funding be included in the base budget for the Region of Waterloo Arts Fund commencing in 2012.

CARRIED

REPORTS – Regional Chair

- b) RC-11-002, Arts Funding

MOVED by K. Seiling
SECONDED by S. Strickland

THAT the Regional Municipality of Waterloo work in collaboration with the new Creative Enterprise Enabling Organization and area municipalities to review municipal funding for arts and culture in the Region and that the Region maintain its current approach and policies to arts and culture funding until such time as it undertakes any changes which may emerge from such a review and appropriate funding is in place.

CARRIED

REPORTS – Finance

- c) F-11-038, 2010 Development Charge Transaction Report

Received for Information.

- d) F-11-039, Regional Development Charge Rates

MOVED by C. Zehr
SECONDED by J. Wideman

THAT the Regional Municipality of Waterloo defer the Regional Development Charge By-law Review until 2012.

CARRIED

REPORTS – Corporate Resources

- e) CR-IT-11-002, ITS Division Reorganization / ITS Review Progress Update

Received for Information.

Kris Fletcher, Director, Council and Administrative Services/Regional Clerk, provided a short overview of the report, specifically noting the incorporation of EIS Systems Automation and Integration into ITS and its continued operations as a separate entity for a period of time until full integration into ITS can occur.

- f) CR-FM-11-013, Public Art for Sunnyside Campus

K. Fletcher provided an overview of the report.

The Committee obtained clarification as to the location of the art on the Sunnyside Campus, and inquired as to safety precautions to be taken once the piece has been installed.

MOVED by S. Strickland
SECONDED by J. Haalboom

THAT the Regional Municipality of Waterloo approve the selection of Tree of Life by Ernest Daetwyler as the artwork for the Sunnyside Campus as outlined in report CR-FM-11-013 dated May 24, 2011.

CARRIED

OTHER BUSINESS

- a) Council Enquiries and Requests for Information Tracking List was received for information.

NEXT MEETING – June 7, 2011

MOTION TO GO INTO CLOSED SESSION

MOVED by C. Zehr

SECONDED by T. Cowan

THAT a closed meeting of the Planning & Works Committee be held on Tuesday, May 24, 2011 immediately following the Administration and Finance Committee meeting in the Waterloo County Room in accordance with Section 239 of the Municipal Act, 2001, for the purposes of considering the following subject matters:

- a) receiving of legal advice and opinion that is subject to solicitor-client privilege related to interpretation of legislation
- b) potential litigation related to a matter before an administrative tribunal
- c) proposed or pending acquisition of land in the City of Kitchener
- d) receiving of legal advice and opinion that is subject to solicitor-client privilege related to a procurement issue

CARRIED

COMMITTEE CHAIR, *T. Galloway*

COMMITTEE CLERK, *M. Grivicic*

Region of Waterloo Grant Request
May, 2011



Request – Region of Waterloo

- Request: 2011 funding of \$35,000
 - ▣ Our programs have a regional benefit
 - Attendance
 - Economic development: Tourism, Arts & Culture
- City of Waterloo grant: \$40,000 requested \$51,150
- City of Kitchener grant: \$0
 - ▣ requested \$15,000

2010 Funding for Marketing - \$15,000

- \$3,600 to bring visitors to the Region
 - Memberships in/ exhibition brochures to Stratford, Cambridge, Guelph & Niagara Tourism
 - For January & April exhibitions
 - Promoted C&G to Ontario Motor Coach Assoc
 - Benefits in 2011-2012
 - Joined WRTMC
- Remainder spent for marketing within Region
 - Billboards in highest traffic areas available
 - Kitchener & Cambridge (Dec to April)
 - Brochures and education ads outside KW
- Region was recognized as our Marketing Sponsor with thanks

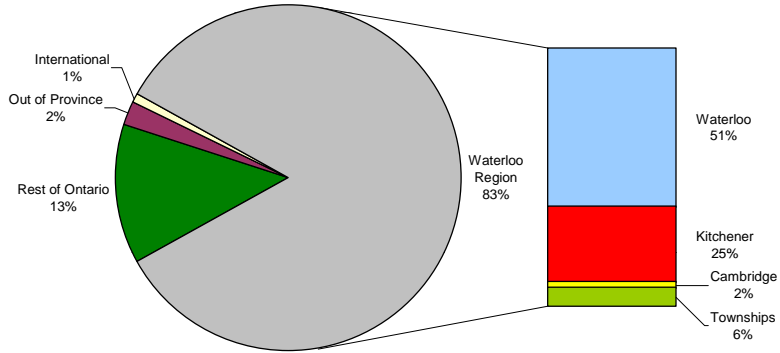
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The Clay & Glass

Regional Presence

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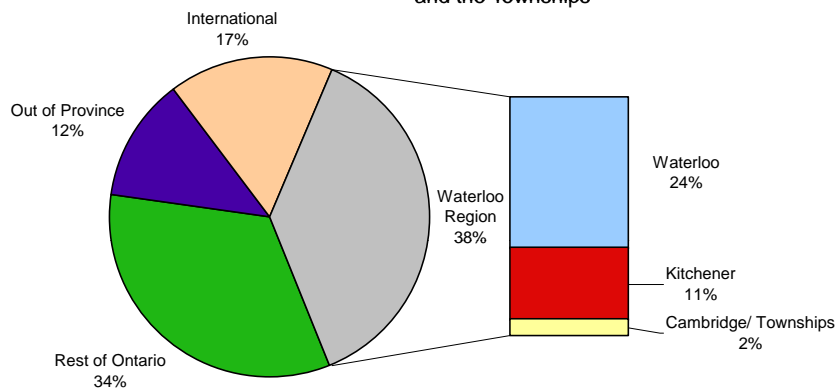
Clay & Glass Members



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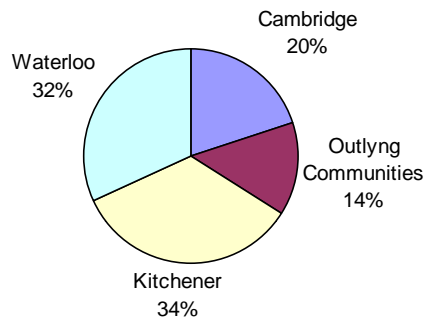
Exhibition Attendance (Data: Aug09, Oct09, Apr10)

Updated 2011 Study will reflect impact of exhibition marketing efforts to Cambridge and the Townships



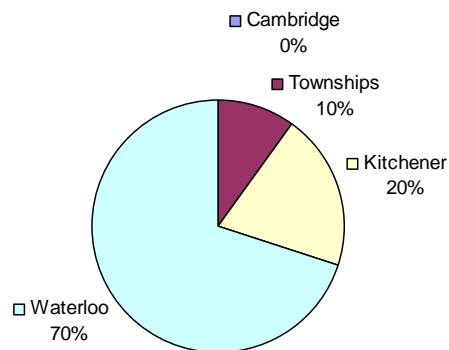
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School Program Attendees 09/10 School Year



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Camp Program Attendees - 2010



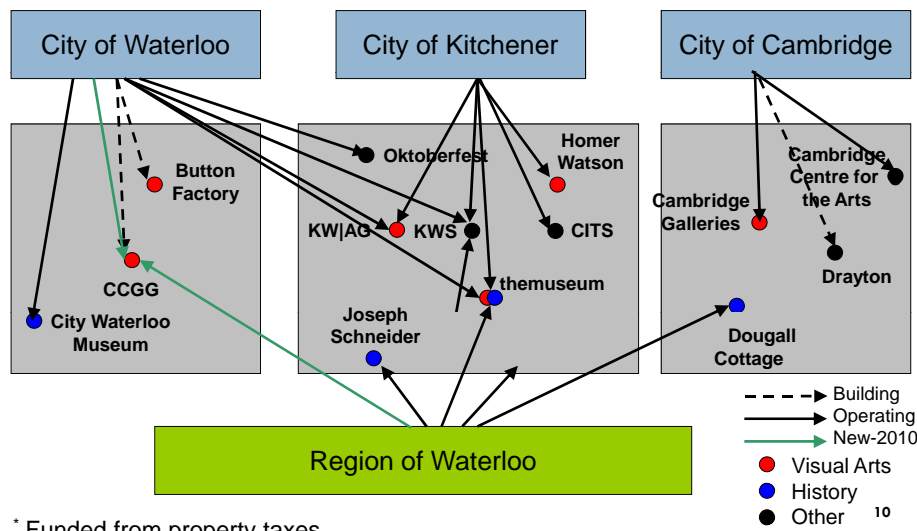
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We support 41 Regional Artists

- Gallery Shop:
 - ▣ 27 regional artists
 - ▣ (140 from other areas in Canada)
- Education:
 - ▣ 18 regional artists (4 also in Gallery Shop)
 - ▣ (2 outside region)

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Who* Funds What Major Cultural Organizations?



Municipal Funding for the Arts – Important?

- Importance of Municipal Funds (versus Federal/Provincial funds, Earned Revenue and Private Funds) ranges from 2%-34%:

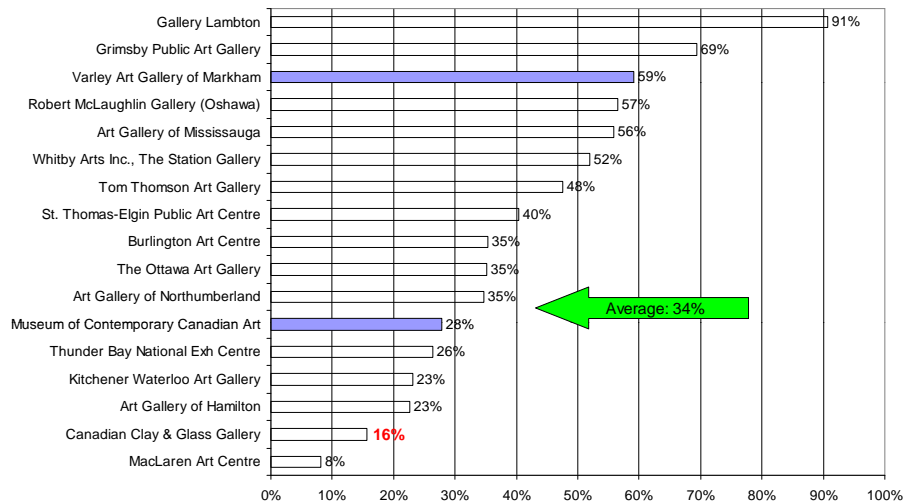
	Municipal	Federal/ Provincial	Earned Revenue	Private
Visual Arts	34%	17%	29%	20%
Museums	2%	83%	12%	3%
Dance	5%	25%	41%	29%
Music	7%	17%	38%	38%
Theatre	11%	38%	31%	20%

- Notes:
 - Source: Business in the Arts Survey 2008-2009 (latest)
 - Survey group: Ontario Arts organizations
 - all %'s are of Total Operating Revenue

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Municipal Funding as % Total Revenue

Source: Business in Arts 2008-2009 (Galleries in Ontario Cities)



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The Clay & Glass is Underfunded

- From the Business in the Arts 2008-2009 survey (the latest)
 - Clay & Glass' % of municipal funding was second last of the Ontario Art Galleries
 - 16% versus average of 34%
 - At 43% Earned Revenue, we were much higher than the Ontario gallery average of 29%.
 - Our Donations of 18% were close to the 20% average
 - We got competitive funding from upper tiers of government
- To put those percentages into today's context, below are budgeted 2011-2012 %'s with and without 2011 Regional funding.

	Municipal	Federal/ Provincial	Earned Revenue	Private
Clay & Glass (Budget w/o Regional funding)	19.8%	13.6%	54.6%	12.0%
Clay & Glass (Budget w/ req Regional funding)	23.2%	13.0%	52.3%	11.5%

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The Clay & Glass is Deserving

- We are one of the core cultural organizations and an important asset to the region
- We support the proposed “further examination of arts funding in co-operation with the new Enabling Organization and the area municipalities”
- We are asking for a one time grant of \$35K for 2011 in advance of the results of the above examination of arts funding in the region

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Region of Waterloo Grant Request
May, 2011





The Mission, Vision & Values

MISSION

To scan the globe for fresh cultural content
and use it to stage experiences and
stimulate transformative connections for our audience.

VISION

To awe, inspire and enlighten.

VALUES

Experiential Learning
Unexpected Intersections
Diverse Voices



Community Leaders

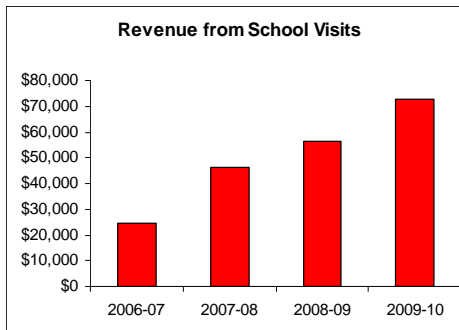
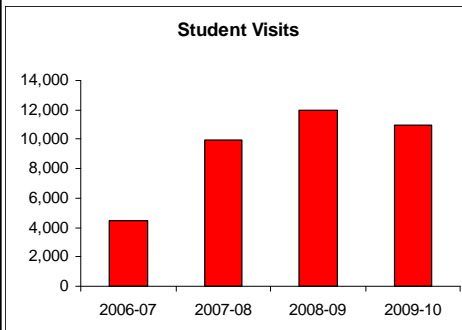
2010-2011 Board of Directors:

- David Strucke, *President*** – Board of Directors Communitech, CITS
- Keith Ainsworth, *Vice President*** – Retired Chair COM DEV
- Frank Boutzis, *Treasurer*** – Managing Partner KPMG
- John Durdan, *Secretary*** – Partner Gowlings
- Meg Beckel** – VP University of Waterloo
- Georgia Bolger** – VP Cunningham Construction
- Dr. Maria Cantalini-Williams** – Faculty of Education – Nipissing
- Joan Euler** – Community Volunteer
- Linda Fabi** – Director of Education, Waterloo Region District School Board
- Murray Gamble** – President, C3 Group
- Avvey Peters** – VP Operations Communitech

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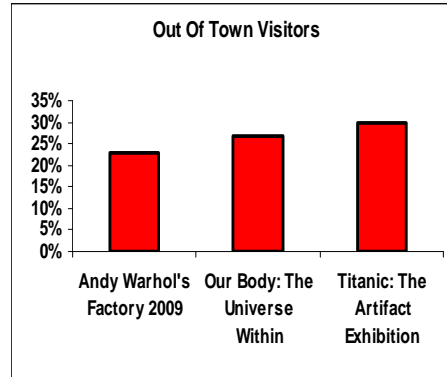
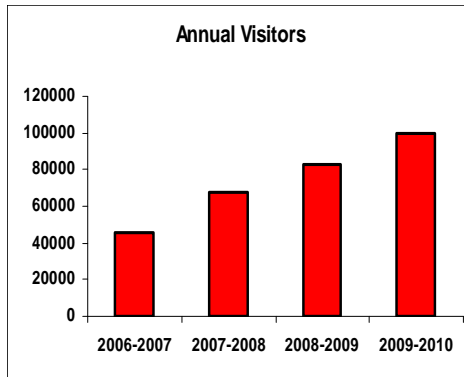
Educators



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General Public



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Significant Corporate Partners & Key Funders



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Exhibition & Art Industry

Record LOCAL | THE MUSEUM | Section 6

IN BRIEF

Goodall shares love story
 Formerly missing chimpanzee, she will find audience of her story tonight for anniversary

Library urges \$50M expansion, but council delays decision

13-year-old Kitchener man faces child porn charges

Comfort, security and so much more.
Allegiance Place

Record LIFE | THE MUSEUM | Section 7

Dinosaurs Alive!
 Even breathing conditions are the best way to see the children's exhibition

Old patterns of 19-20th century art

Record ARTS & LIFE | THE MUSEUM | Section 7

ENTERTAINMENT

We all scream! for silkscreen

Praise season kicks off in Los Angeles with fan voted favorites

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Exhibition & Art Industry

Record LOCAL | THE MUSEUM | Section 6

Moon rock touching down
 The Museum plays host to a commemorative, featuring a sample of the moon

Human body exhibit 'coup' for children's museum

Record LOCAL | THE MUSEUM | Section 6

Museum lands big one
 Coming in the fall, Thane Artfact Exhibit will be largest show ever staged at The Museum

Ex-wife still fears husband who plots her murder

Record ARTS & LIFE | THE MUSEUM | Section 7

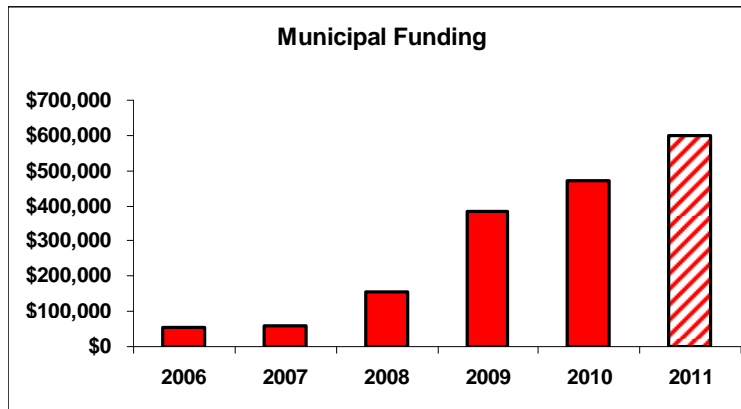
Exploring Tom Thomson

Elmira native finds haven on new TV series

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Government Funding



- Funding comes from all levels of government
- For 4 years we have consistently requested \$600,000 from the municipalities - originally representing 33% of revenue – it now represents 22%

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A Business Approach For The Future

- Senior Management Team
- Scanning the globe for big ideas
 - Discovering Chimpanzees* - Dr. Jane Goodall
 - The Art, Inspiration and Appropriation of Andy Warhol*
 - Titanic: The Artifact Exhibition* - Jon Landau
 - Tom Thomson: Man, Myth and Masterworks*
 - RAM | Rethinking Art & Machine*
- Marketing efforts support gate rather than development
- Hundreds of collaborations and partnerships
- Tripled earned revenue, school groups and facility rentals

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A New Brand



THEMUSEUM
after dark



THEMUSEUM
rentals



THEMUSEUM



THEMUSEUM



THEMUSEUM



THEMUSEUM
totspot



THEMUSEUM
cafe



THEMUSEUM

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Collaborations

(Waterloo Region)

The University of Waterloo, Wilfrid Laurier University, Conestoga College, Grand River Hospital, St. Mary's and Cambridge Memorial Hospitals, Waterloo Regional Corporate Innovators, The Grand River Film Festival, CAFKA, Homer Watson Art Gallery, KWAG, The Clay and Glass, University of Waterloo's Critical Media Lab, Nexus Church, Fashion History Museum, Stratford-Perth Museum, Princess Theatre, Cinematheque Waterloo, Centre in the Square, The Walper Terrace Hotel, Kitchener Downtown BIA and numerous individuals.

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Collaborations

(Beyond Waterloo Region)

Royal Ontario Museum, Canadian Space Agency, NASA and The Johnson Space Centre, Ontario Science Centre, Art Gallery of Ontario, The National Gallery in Ottawa, McMichael Art Gallery, Tom Thomson Art Gallery, Art Gallery of Nova Scotia, Sheridan College, University of Guelph, RMS Titanic, Canadian Museums Association, Bitforms NYC, Hosfelt Gallery (NYC & SF), Haines Gallery (SF), Gagliardi Art System Gallery (Italy), Canadian Museums Association Conference, Matthew Teitelbaum, Eddie Friel, Globe and Mail, CBC, Canadian Embassy, Beijing and Museums of Sichuan Province

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THEMUSEUM Belongs To The Region Of Waterloo

- 70% visitors of *Titanic: The Artifact Exhibition*
- 70% of School Groups
- Over 70% Member Families
- 99% Volunteers
- 81% of all Rentals
- 300 Identifiable Twitter Followers
- 8000 Website visits in the first quarter 2010
- 36 Hour *Titanic: The Artifact Exhibition* marathon bringing 5000 visitors to downtown Kitchener (with 58 people touring THEMUSEUM at 3:00 a.m.)

www.THEMUSEUM.ca