Regional Municipality of Waterloo
Community Services Committee

Minutes

Tuesday, October 6, 2015
9:06 a.m.
Regional Council Chamber
150 Frederick Street, Kitchener


MembersAbsent: D. Craig, S. Strickland

Declarations of Pecuniary Interest under “The Municipal Conflict of Interest Act”

None declared.

Delegations

PHE-HLV-15-05, Diggable Communities Collaborative (Information)

1. Sandy Roxborough, Executive Director, Preston Heights Community Group

S. Roxborough appeared before the Committee to provide a presentation on the community garden established by the Preston Heights Community Group. A copy of the presentation is appended to the original minutes. She thanked the Committee, staff, and various community partners and businesses for the support to develop the garden on land that formally held a Regional water tower. She noted that the garden has been a very beneficial project for community development.

Cristina Debem, explained that she and her family have participated in the garden project. She noted that it was very beneficial for building relationships with her
community and family.

Chair G. Lorentz congratulated the group on their work and thanked them for the presentation.

**PDL-CUL-15-15**, Joint Review of Per Capita/Arts Sustainability Funding and Ongoing Regional Investment in Community Arts and Culture Organizations

Rob Horne, Commissioner, Planning, Development and Legislative Services, explained that in 2010 the Region and the Cities of Kitchener and Waterloo created a per capita arts funding model. In 2015 a study was conducted to review the work of the new model. The report provides an overview of this work. He noted that the report does not address Creative Enterprise Initiatives (CEI). A report on CEI will be presented in the future once they have completed a review of their mandate.

Lucille Bish, Director, Community Services, provided a presentation on the study. A copy of the presentation is appended to the original minutes. She explained that the study found that municipal funding is important for these organizations and is appropriate to off-set other factors. However, to ensure stable funding it is recommended that Regional funding be limited to the current three organizations.

In response to a question from the Committee, L. Bish stated that some provinces fund only a few organizations at higher rates which affect the comparable numbers that were used in the study. She noted that the Region may wish to consider partnering with the cultural organizations to encourage the provincial and federal governments to provide increased funding.

1. Andrew Bennett, Executive Director, Kitchener-Waterloo Symphony

A. Bennett appeared before the Committee to explain that the arts organizations communicate regularly through the Alliance for a Grand Community. They are considering entering into the Region’s purchasing consortium and working with Regional tourism to increase attendance from the Greater Toronto Area. He noted that they are generally quite happy with the process of the report and the outcome. A. Bennett explained that the Symphony is currently required to complete six funding applications on an annual basis. A streamlined process for applications will produce a higher quality of applications, a better review process, and greater accountability.

2. David Marskell, CEO, THEMUSEUM

D. Marskell, appeared before the Committee to provide comments of the report as it relates to THEMUSEUM. A copy of the presentation is appended to the original minutes. He noted that he has some concerns with the funding that is listed for 1979150
THEMUSEUM in the report. He explained that the comparables used do not accurately reflect the work of THEMUSEUM and noted that they are not eligible for provincial or federal funding.

In response to a question from the Committee, D. Marskell stated that THEMUSEUM would benefit from Regional support to approach other levels of government and local technology companies to increase funding.

3. Mark Vuorinen, Artistic Director/Conductor, Grand Philharmonic Choir

M. Vuorinen appeared before the Committee on behalf of the Grand Philharmonic Choir. He thanked the Region and the Cities for their ongoing support. He explained that the Choir has worked over the past five years to address an accumulated deficit of approximately $100,000 and are looking to eliminate it by 2016. He noted that consistent municipal funding and the hard work of volunteers have been a key to turning this around.

Regional Chair K. Seiling provided a background on the development of the Region’s funding for the core arts and culture organizations. He stated that historically successful local fundraising has resulted in less funding from the provincial and federal governments. He noted the Region has created ongoing funding for the core arts and culture organizations and that the Arts Fund was created to fund projects outside of these core groups. He requested that the staff recommendation be amended to state that the funding for 2016 to 2019 be set at a minimum of the 2015 level to allow for possible budgetary increases.

T. Galloway requested that a future discussion be held on the possibility of the Region being the sole municipal funder for the core arts and culture organizations in order to simplify and stabilize the process for the organizations.

Moved by K. Seiling
Seconded by B. Vrbanovic

That the Regional Municipality of Waterloo take the following actions with respect to ongoing Regional investment in community arts and culture organizations:

a) receive for information the report from the “Review of Per Capita/Arts Sustainability Funding and Municipal Funding Models for Key Cultural Institutions” study jointly undertaken by the Region, Kitchener and Waterloo, and described in Report PDL-CUL-15-15, dated October 6, 2015;

b) provide continued funding to the core arts and culture organizations previously identified by Regional Council namely Kitchener-Waterloo Symphony,
THEMUSEUM, and the Grand Philharmonic Choir for the period 2016 through 2019, at a minimum base level as in 2015, subject to annual budget approval;

c) establish, in conjunction with Kitchener and Waterloo (and other area municipalities if interested), a collaborative funding and assessment process for the larger cultural organizations;

d) in the absence of significant new Regional funding for community arts and culture organizations, limit the organizations funded by the Region to those listed above, in order to support their financial stability; and

e) address the grant to Creative Enterprise Initiative at such time as the refreshed mandate for CEI is considered.

Carried

Request to Remove Items From Consent Agenda

There were no requests to remove items from the consent agenda.

Chair G. Lorentz noted that there is a poster being circulated on the Public Art for the ION LRT Corridor. In response to a question from the Committee, R. Horne stated that the eight sites were chosen due to their exposure, geography, and the budget.

In response to a question from the Committee, Sharlene Sedgwick Walsh, Director, Healthy Living, provided an overview of the activities that are planned as a part of World Breastfeeding Week. She noted that this year’s focus will be on the social media campaign.

Chair G. Lorentz noted that an additional information report, CSD-CHS-15-15, Provincial Announcement of Capital Funding for New Child Care, has been added to the agenda.

Motion to Approve Items or Receive for Information

Moved by L. Armstrong
Seconded by K. Kiefer

That the following item be approved:

- That the Regional Municipality of Waterloo enter into a Service Contract effective October 21, 2015 with Morningside Montessori, Inc. operated as Morningside Montessori, located at 450 King St. E., Cambridge Ontario N3H 3M9 as outlined in report CSD-CHS-15-14, dated October 6, 2015.
And that the following items be received for information:

- PHE-HLV-15-04, World Breastfeeding Week and the Baby Friendly Initiative
- PDL-CUL-15-16, Public Art for the ION LRT Corridor – Upcoming Community Consultation
- CSD-CHS-15-15, Provincial Announcement of Capital Funding for New Child Care

Carried

Regular Agenda Resumes

Reports – Public Health and Emergency Services


S. Sedgwick Walsh explained that Public Health conducts an annual review of the cost of a nutritious food basket. She noted that the cost of the basket has risen 5.05 percent in the past year and 13.5 percent over the past five years.

K. Redman thanked staff for the report and noted that this information is incredibly important for local community organizations.

Received for information.

Information/Correspondence

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

Other Business

The Committee noted that opening ceremonies for Oktoberfest will be held at Cambridge City Hall on October 7, Waterloo City Hall on October 8, and Kitchener City Hall on October 9.

Next Meeting – October 27, 2015

Adjourn

1979150
Moved by S. Foxton
Seconded by H. Jowett

That the meeting adjourn at 10:30 a.m.

Carried

Committee Chair, G. Lorentz
Committee Clerk, T. Brubacher
Preston Heights Community Centre’s Watertower Community Garden
Preston Water Tower 2009!
The tear down begins!
All down and clean up follows!
The journey starts
From barren land
To Sand & Rocks
Community children painting the rocks
Building starts on our accessible flat surface and planter boxes
Connecting one brick at a time!
Things are starting to take shape
Accessibility at it’s best!
Our First Winter Comes

And Goes
Home Depot Build Day!
Getting everything squared off

And lined up
Smiling helpers as they use nails, hammers & drills!
Just a small few of our volunteers from our food to our manual laborers
Putting the Executive Director to work!
Preston Heights Staff know how to earn their paychecks!
Mountains of soil!
Our Gardeners discussing their plots
United Way of Cambridge & North Dumfries
Amazing Helpers!
Soil Moving Day!
The Gardens First Resident!
PLANTING BEGINS
Time to protect from hungry playful critters, It’s Fence Building Day!
Keeping the “BOSS LADY” busy
Cracking the whip

Paul's drunken wheelbarrow
WATERING MAKES HEALTHY FOOD!
DRILLING & WORKING HARD!
Keeping things clean and moving right along
Barrels and heavy tools are in use!
Everyone working together to get the job done.
GREAT HELPERS
GIVE TIME & HELPING HANDS
Making sure the 4 legged neighbours don’t get in
TEAM WORK!
Our Fence is Finished

Thomas, Rick, Jacob, Paul
CREATING COMMUNITY & GROWING TOGETHER!
Accessibility for great neighbours!
Our Local Super Gardener
TIM
Proud Petite Gardeners!
Gardening is fun for all ages
Old and young
Some Gardeners would like to show you their produce!
Helping Friends

Helping Families
Family & Friends working together
Thank You

Garden Volunteers!
Watertower Garden Build Volunteers

Lynn-Marie, Brenda, Sharon W, Cristina, Cynthia, Candace, Amanda, Theresa, Paul, Don, Ben, Meg, Mary, Sharron L.
We thank our many friends and volunteers
For all the work they have put into the
Preston Heights Watertower Community Garden

Pictures by: resident gardeners and volunteers
Meg Thomson, Cynthia Rogers & Colene Allen
Power Point by: Cynthia Rogers with help from Cristina DeBem
 REVIEW 
of Per Capita / Arts Sustainability Funding and Municipal Funding Models for Key Cultural Institutions

City of Kitchener
City of Waterloo
Region of Waterloo

2 FULL REPORT

Angela Birdsell Inc.
Cultural Management and Policy
AngelaBirdsell.com
September 2015
## Funding Comparisons

### Summary of Comparative Public Funding Levels 2014

<table>
<thead>
<tr>
<th></th>
<th>Federal</th>
<th>Provincial</th>
<th>Municipal</th>
<th>Total Public</th>
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</thead>
<tbody>
<tr>
<td><strong>Comparative Symphonies</strong></td>
<td>10%</td>
<td>14%</td>
<td>7%</td>
<td>31%</td>
</tr>
<tr>
<td>Kitchener Waterloo Symphony</td>
<td>9%</td>
<td>7%</td>
<td>13%</td>
<td>29%</td>
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<tr>
<td><strong>Comparative Public Art Galleries</strong></td>
<td>6%</td>
<td>16%</td>
<td>24%</td>
<td>49%</td>
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<tr>
<td>Kitchener Waterloo Art Gallery</td>
<td>7%</td>
<td>9%</td>
<td>31%</td>
<td>51%</td>
</tr>
<tr>
<td>Clay and Glass Gallery</td>
<td>5%</td>
<td>11%</td>
<td>18%</td>
<td>34%</td>
</tr>
<tr>
<td><strong>Comparative Exhibition/Museums</strong></td>
<td>2%</td>
<td>19%</td>
<td>13%</td>
<td>34%</td>
</tr>
<tr>
<td>THEMUSEUM</td>
<td>1%</td>
<td>3%</td>
<td>37%</td>
<td>32%*</td>
</tr>
<tr>
<td><strong>Comparative Choirs</strong></td>
<td>2%</td>
<td>8%</td>
<td>6%</td>
<td>16%</td>
</tr>
<tr>
<td>Grand Philharmonic Choir</td>
<td>1%</td>
<td>3%</td>
<td>12%</td>
<td>16%</td>
</tr>
</tbody>
</table>

*32% (Report chart shows 41% which included a one time non-annual public contribution received in 2014)
Key Cultural Institutions

- Size of budget (operating revenues greater than $1 m)
- Length or level of establishment
- Shared responsibility for large cultural facilities
- Regional impact
- High quality and multi-layered programs and staffing
- Long advance programming timelines that limit flexibility
- A standard-bearer for the arts and cultural discipline it serves
Key Findings

- Maintain current municipal funding levels
- Base municipal funding decisions on precedents & comparisons
- Total municipal funding of local organizations is slightly higher than average but appropriate to off-set other factors
- Substantial municipal investment (~$2 m) needs greater accountability
Continued funding to core cultural organizations for 2016 through 2019, at same level as 2015, subject to annual budget approval:

- Kitchener-Waterloo Symphony
- THEMUSEUM
- Grand Philharmonic Choir
Proposed Regional Implementation

* Establish a collaborative funding and assessment process for larger cultural organizations
* Limit the organizations funded by the Region to the three currently funded
* Address the grant to CEI at such time as their refreshed mandate is considered.
THEMUSEUM attracted 89,917 people to experience downtown Kitchener during our last fiscal ended June 30.
We Presented Original Transformative Content for All Ages
Partnered With Local Groups to Present Original Content

Idea Exchange + Button Factory Arts - *The Brush Off*

The Optical Society - LIGHT Illuminated

Canadian Clay and Glass Gallery - artefacts

Collective Identity, Regional Artists - FFWR

Jennifer Gough, artist - *Getting Naked*
Experiential Learning

- We inspired more than 13,000 students.
- 7 Teachers on Staff
- 25 Curriculum Based Programs
- Themed Weeks
  - S.T.E.M. | Destination Imagination!
  - Aboriginal Intersections
  - Medieval Week
  - Unwrapping Egypt Week
Accessible For All

- 8,196 people took advantage of our all day $5 Wednesdays
- 8,000+ Sun Life Accessibility people were used by social service and charitable groups
- **Free Admission** on Grandparent Thursdays presented by Investor's Group
- $30,000 in Tot Spot upgrades underway to create Snoezelen Multi-sensory Room
Keeping Waterloo Region on a National and International Stage

Baring it all: Canada Council Art Bank’s collection of nudes on display

JAMES ADAMS
KITCHENER, Ont. — The Globe and Mail
Published Sunday, Mar. 15 2015, 12:00 PM EDT
Last updated Sunday, Mar. 15 2015, 12:00 PM EDT

In Canada, no nudes is good nudes
A new exhibit exposes our squeamishness about nakedness in art

Emma Teitel
March 1, 2015
Sol LeWitt art installation

Sand Mandala

Continue to Attract World Class Culture
Summary

- Short Term - A Good Year
- Mid to Long Term - Optimistic
- 2016 - Concerns
  - LRT Construction
  - Restricted Fund Interest / Markets
  - Review of Per Capita Funding
Ideas Transcending Objects for 2015/2016

The Havana Dialogues

LIGHT ILLUMINATED
Celebrating Light & Light-based Technologies
Thursday, October 29, 2015 | 6:00pm-9:00pm
THEMUSEUM | 10 King Street West
Refreshments available

Email: RSVP@THEMUSEUM.ca by October 23

THEMUSEUM.ca DOWNTOWN KITCHENER

The Aging Dialogues

Running to the Heart of Canada
Per Capita Arts Sustainability Funding Review

• “In general, public museums and art galleries revenues come from the following sources”:
  ▪ Government 65%
  ▪ Earned revenue 26%
  ▪ Donations & sponsorships 9%

  • Canadian Museums Association

• “...national museums in Ottawa can earn 18 - 22 per cent of costs.”

  • The Record - June 2013
The author of the report states she could not find a comparative organization in Canada and then compares us.

- We are neither a Children’s Museum nor Science Centre
- Children’s Museum (London) receives federal operating grants and we do not.
THEMUSEUM’s Annual Funding

• The chart is misleading and shows project funding as well as City of Kitchener’s maintenance budget.

• Neither are operating money and we do not receive 41% on an ongoing basis as reported.

• Our five year average of municipal funding is about 25%.

• The organization must generate well over 70% annually which is not a sustainable model.
The Cultural Hub of South Western Ontario

- Our Board has a succession plan for both myself, other staff and Board members.
- Our organization has a five year strategic plan to be the Cultural Hub of South Western Ontario.
THEMUSEUM is at the forefront of contemporary culture. We foster creativity and innovation within our four walls and beyond.

Strategies for our Future 2015-2020

Diversify revenue streams

Monetize, produce and steward transformative content through collaboration

Evolve the brand globally and locally

THEMUSEUM The Cultural Hub of Southwestern Ontario.

Establish ourselves as a world class stage

Take THEMUSEUM out of The Museum
Research Based Growth

JOIN OUR WEB PANEL
Donate 12 minutes of your time to help THEMUSEUM guide its future.
www.THEMUSeUM.ca/web-panel
Responding to the Community

The Underground Studio MakerSpace
Economic Impact

• 90,000 visited Downtown Kitchener to see THEMUSEUM.

• 54.6% from Waterloo Region,

• 45.4% from outside of Region, Province or Country.

• THEMUSEUM was a catalyst for $23.6M in tourism spending. According to TREIM (Provincial Economic Impact Tool)

• We put Waterloo Region on a much larger Cultural map.
Working Together

• We applaud Birdsell’s thorough report and the Municipal governments for undertaking a study.

• We appreciate the recommendation to continue funding THEMUSEUM.

• Funding has not increased each year nor does it reflect the per capita growth of our population.
THEMUSEUM is underfunded and unlike the other key cultural organizations is not eligible for operational funding from the Federal or Provincial Governments.

We look forward to working with the municipalities to find a sustainable model that allows THEMUSEUM to flourish for this community!
THANK YOU