Regional Municipality of Waterloo
Community Services Committee
Minutes

Tuesday, January 12, 2016
12:05 p.m.
Regional Council Chamber
150 Frederick Street, Kitchener


Absent: H. Jowett

Declarations of Pecuniary Interest under “The Municipal Conflict of Interest Act”
None declared.

Delegations
David Marskell, CEO, THEMUSEUM, provided a presentation outlining the activities that were undertaken by THEMUSEUM in 2015 and the events planned for 2016. A copy of the presentation is appended to the original minutes. He stated that THEMUSEUM has been working on controlling its budget but that they have seen very little in terms of increased funding from the Region. He requested a funding contribution of $384,326.

*T. Galloway entered the meeting at 12:08 p.m.

K. Seiling reminded the Committee of the decision made at the October 6, 2015 meeting to fund the core arts and culture organizations at the 2015 level for 2016 through 2019 pending a further review. He noted that the 2016 budget has been based on this decision. The Committee agreed that a member could bring this request to the Budget Committee meeting on January 13, 2016.
Consent Agenda Items

Request to Remove Items From Consent Agenda

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

Motion to Approve Items or Receive for Information

Moved by J. Nowak
Seconded by D. Jaworsky

That the following items be received for information:

- **PHE-HLV-16-01**, Public Health Role in Supporting Physical Activity and Active Transportation

- **CSD-CHS-16-01**, Preliminary Provincial Budget Approval for Children’s Services

Carried

J. Nowak noted that Wellesley Public School has been selected as a pilot site for the “Trottibus” Program. He thanked Regional staff for working with staff from Wellesley Township and the Waterloo District School Board to set up this program to help children get to school in a healthy and safe manner.

Information/Correspondence

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

Other Business

Next Meeting – February 2, 2016

Adjourn

Moved by K. Redman
Seconded by E. Clarke

That the meeting adjourn at 12:17 p.m.

Carried

Committee Chair, G. Lorentz

Committee Clerk, T. Brubacher

2044908
89,917 people experienced culture at THEMUSEUM during our last fiscal ending June 30.
Growth in 2014/2015

41% increase in attendance from previous fiscal year

18% increase in earned revenue

24% over two years
Over last five years:

- Decreased salary expenses by 15.1%
- Decreased marketing expenses by 14%
- Decreased exhibit expenses by 60%
UPCOMING STRATEGIC INITIATIVES
Original, Transformative Content

ICE AGE MAMMALS

TERRY FOX | RUNNING TO THE HEART OF CANADA

The Aging Dialogues

www.THEMUSEUM.ca
The Cultural Hub of Southwestern Ontario
Reflecting Community Needs

The Underground Studio MakerSpace
Cultural Collaborations/Initiatives

• A Meeting Place of Artists
• Cultural Workers Pass
• GRT Pass Discount
• Corporate Payroll Deduction - Cultural Pass
• Hosting ReBoot >>> #ArtsTogetherWr
• Research Based Web Panel
• Order of the Creative Mind Award
• Arts & Culture Publication
• ION Construction Map
Parking is FREE on Sundays!
+ Ask a downtown business for a FREE parking voucher Mon - Sat.

Open Roads
Road Closures
Closed Intersection
Come see what’s on at THEMUSEUM!

You can still get around downtown! #tryDTK
Community Stage

Accessible Community Event Space
Extend-A-Family Inclusion Awards
Summer Lights Festival
NIGHT\SHIFT
Conestoga Event Students

Commissioning Local Artists
Unwrapping Egypt Street Art Mural – Andrew Thom
Getting Naked installation – Jennifer Gough
Yarn bombing Installation by Woolverine
Fast Forward Waterloo Region #FFWR

Showcasing Local Talent and Artwork
5th Annual The Brush Off
4th Annual Imagine-A-Show Youth Photography exhibition
4th Annual World Refugee Art Exhibit

Side by Side Art Show Fundraiser
Eastwood Collegiate Art Show
Knowledge Integration UW
LIGHT Illuminated
# Region of Waterloo Funding

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
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<tbody>
<tr>
<td>Funding</td>
<td>$365,450</td>
<td>$370,900</td>
<td>$370,900</td>
<td>$370,900</td>
<td>TBD</td>
</tr>
<tr>
<td>Population</td>
<td>555,900</td>
<td>562,100</td>
<td>568,500</td>
<td>Forecast 576,200</td>
<td>TBD</td>
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<tr>
<td>Population Percentage increase</td>
<td>0.82%</td>
<td>1.12%</td>
<td>1.14%</td>
<td>1.36%</td>
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</tbody>
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Respectfully request funding increase based on 3.62% population growth between 2013-2015 = $13,426

Total contribution request: $384,326
THANK YOU