



Regional Council Minutes

Wednesday, December 14, 2016

The following are the minutes of the Regular Council meeting held at 7:00 p.m. in the Regional Council Chamber, 150 Frederick Street, Kitchener, Ontario, with the following members present: Chair K. Seiling, L. Armstrong, E. Clarke, D. Craig, S. Foxtan, T. Galloway, D. Jaworsky, H. Jowett, K. Kiefer, J. Mitchell, J. Nowak, K. Redman, S. Shantz, S. Strickland, B. Vrbanovic.

Members Absent: G. Lorentz

Declarations of Pecuniary Interest Under The “Municipal Conflict Of Interest Act”

E. Clarke disclosed an indirect pecuniary interest due to her employment with the YWCA and them anticipating having an arrangement with the Schembri Group who are noted in Finance Report COR-FSD-16-37, Request to Exempt 275 Larch Street, Waterloo from Development Charge Rate Increase Effective January 1, 2017 and an item from the closed Council session.

Delegations

- a) Cathy Farwell, Project Founder & Manager, Art\$Pay appeared before Council with respect to the launch of their promotional campaign. A copy of her [presentation](#) is appended to the original minutes. She provided background information and showed a [video](#) on their campaign. She explained the public education campaign and the handout provided to members of Council. She invited members of Council to explore the website and promote their campaign.

Councillors had questions about connection with the cultural website as part of the tourism website. C. Farwell stated it is their hope to connect with other websites, including economic development and manufacturing and innovation.

Minutes of Previous Meetings

L. Armstrong noted Carol Pfeiffer was omitted from being listed as present in the Library Committee minutes.

Moved by D. Jaworsky

Seconded by L. Armstrong

That the following Minutes be approved, as amended:

- a) Closed Council – November 30, 2016
- b) Council – November 30, 2016
- c) Community Services – December 6, 2016
- d) Administration & Finance – December 6, 2016
- e) Closed Committee – December 6, 2016
- f) Planning & Works – December 6, 2016
- g) Library – December 6, 2016

Carried

Communications

- a) Council Information Package – Friday, December 9, 2016

Received for information.

- b) J. Nowak circulated information from the affected landowners with the roundabout at Ament Line and Herrgott Road providing their support. He requested that a letter of acknowledgement be sent to the landowners.

Moved by K. Redman

Seconded by S. Shantz

That Council go into Committee of the Whole to consider reports.

Carried

Finance Reports

Chair Seiling advised the item regarding COR-TRY-16-117, P2016-34 Legal Services – King Victoria Transit Hub is being put over to the January meeting due to some additional questions.

- a) COR-TRY-16-115, T2016-198 Kitchener Zone 4 Trunk Watermain – Stage 1A – Huron Woods, Kitchener, Ontario

Moved by S. Strickland

Seconded by D. Jaworsky

That the Regional Municipality of Waterloo accept the tender of D'Orazio Infrastructure Group Limited for tender T2016-198 Kitchener Zone 4 Trunk Watermain – Stage 1A – Huron Woods, Kitchener, Ontario in the amount of \$1,647,940.00 plus all applicable taxes as set out in report COR-TRY-16-115 dated December 14, 2016.

Carried

- b) COR-TRY-16-116, P2016-01 Asset Management Implementation Services – Contact Increase

Moved by S. Strickland

Seconded by D. Jaworsky

That the Regional Municipality of Waterloo increase the contract with GM BluePlan Engineering Ltd. by \$313,362.00 plus all applicable taxes for a revised contract value of \$2,823,636.00 plus all applicable taxes as set out in report COR-TRY-16-116 dated December 14, 2016.

Carried

- c) COR-FSD-16-37, Request to Exempt 275 Larch Street, Waterloo from Development Charge Rate Increases Effective January 1, 2017

Moved by S. Strickland

Seconded by D. Jaworsky

That the Regional Municipality of Waterloo take no action on the request of the Schembri Group of Companies for a two month extension on the application of the new 2017 Regional Development Charge rates for its property at 275 Larch Street, Waterloo whereby if granted, the new Regional Development Charge rates would take effect March 1, 2017 instead of January 1, 2017, as set out in report COR-FSD-16-37 dated December 14, 2016.

Carried

Committee Reports

Community Services

The Summary of Recommendations of the Community Services Committee was presented by Sue Foxton, Vice-Chair of the Committee.

Moved by S. Foxton

Seconded by S. Shantz

That the Summary of Recommendations of the Community Services Committee dated December 6, 2016, Item 1, be adopted as follows:

1. That the Regional Municipality of Waterloo endorse protocols for entering into agreements with provincially licensed Early Learning and Child Care service providers for the provision of child care services as described in CSD-CHS-16-30 and attached as Schedule "A".

And that the Regional Municipality of Waterloo approve an amendment to #47 of Schedule A of the Execution of Documents By-law to delegate authority for approval to enter into such agreements for licensed Early Learning and Child Care service providers and special needs resourcing agencies, to the Commissioner, Community Services. Reports to enter into new, or amend existing, agreements occur on a regular basis throughout the year. Delegating approval to the Commissioner will improve efficiencies and timeliness of requests.

Carried

Administration and Finance

The Summary of Recommendation of the Administration and Finance Committee was presented by Sean Strickland, Chair of the Committee.

Moved by S. Strickland

Seconded by B. Vrbanovic

That the Summary of Recommendations of the Administration and Finance Committee dated December 6, 2016, Items 1 to 3, and 4 reports from closed session, Items 4 to 7, be adopted as follows:

1. That the Regional Municipality of Waterloo approve the Standards for Accessibility Policy Statement, attached as Appendix A in report HRC-CIT-16-04, dated December 6, 2016.
2. That the Regional Municipality of Waterloo approve the Terms of Reference for the Grand River Accessibility Advisory Committee (GRAAC) as amended, as outlined in Report HRC-CIT-16-06, dated December 6, 2016.

3. That the Regional Municipality of Waterloo authorize the Chief Financial Officer, by By-law, to borrow funds as required on a temporary basis to meet current and capital expenditures in 2017 to a maximum of \$118.0 million for current expenditures and \$75.0 million for capital expenditures, as outlined in report COR-TRY-16-114 dated December 6, 2016.
4. That the Regional Municipality of Waterloo re-appoint Mrs. Elizabeth Waters Heinrichs, Mr. Bradley Paddock, and Mrs. Elizabeth Thorsen, and appoint Mr. Stephen Zepf and Dr. Amanda Hooykaas to the Heritage Planning Advisory Committee for a three-year term ending December 31, 2019.
5. That the Regional Municipality of Waterloo, in concert with the County of Wellington, take the following actions with respect to the Kissing Bridge Trailway Advisory Board, as detailed in Report PDL-CPL-16-56 dated December 6, 2016:
 - a. Re-appoint Mr. Rick Martin as a non-farm landowner representative (Wallenstein) for a three-year term ending December 31, 2019; and
 - b. Appoint Ms Ruby Lennox as the representative of the Wellington Federation of Agriculture and Mr. Barclay Nap as the alternate representative of Wellington Federation of Agriculture for three-year terms ending December 31, 2019.
6. That the Regional Municipality of Waterloo take the following actions with respect to the Ecological and Environmental Advisory Committee, as detailed in Report PDL-CPL-16-57, dated December 6, 2016:
 - a. Re-appoint Mr. Wayne Caston, Mr. Andrew Dean, and Mr. Ron Donaldson for three-year terms ending December 31, 2019;
 - b. Appoint Dr. Scott Ramsay for a three-year term ending December 31, 2019.
7. That the Regional Municipality of Waterloo appoint Jason Angel, Keri Cameron, Jolene MacDonald, Greg Moore, a staff representative from the Canadian Hearing Society, and a staff representative from Carizon to the Grand River Accessibility Advisory Committee for a 4-year term ending December 31, 2020.

Carried

Planning and Works

2297208

The Summary of Recommendations of the Planning and Works Committee was presented by Tom Galloway, Chair of the Committee.

Moved by T. Galloway

Seconded by K. Kiefer

That the Summary of Recommendations of the Planning and Works Committee, dated December 6, 2016, Items 1 to 5, and 3 reports from closed session, Items 6 to 8, be adopted as follows:

1. That Council direct staff to design and construct a roundabout at the intersection of Ament Line and Herrgott Road with a completion date in 2018.

And furthermore on an interim basis implement all-way stop control at the intersection of Ament Line and Herrgott Road by amending Traffic and Parking By-law 06-072, as amended, to:

- a) Remove from Schedule 11, Through Highways, Herrgott Road (Regional Road 10) from the North Side of Line 86 (Regional Road 86) to the South Side of Lobsinger Line (Regional Road 15);
- b) Add to Schedule 11, Through Highways, Herrgott Road (Regional Road 10) from the North Side of Line 86 (Regional Road 86) to the North Side of Ament Line (Regional Road 17);
- c) Add to Schedule 11, Through Highways, Herrgott Road (Regional Road 10) from the South Side Ament Line (Regional Road 17) to the South Side of Lobsinger Line (Regional Road 15); and
- d) Add to Schedule 12, Intersection Stop Signs, Ament Line (Regional Road 17) at Herrgott Road (Regional Road 10), in the Northbound, Southbound, Eastbound, and Westbound directions;

in the Township of Wellesley.

2. That The Regional Municipality of Waterloo direct and authorize the Regional Solicitor to take the following actions with respect to the expropriation of lands for the construction and installation of the Kitchener Zone 4 Trunk Watermain, in the City of Kitchener, in the Region of Waterloo as detailed in report PDL-LEG-16- 77 dated December 6, 2016:

1. Complete application(s) to the Council of the Regional Municipality of Waterloo, as may be required from time to time, for approval to expropriate land, which is required for the Kitchener Zone 4 Trunk Watermain Project and described as follows:

Permanent Easements

The right and easement being an easement in gross, for itself, its successors and assigns and anyone authorized by it, in perpetuity to, at any time enter upon the following properties for the purposes of constructing, installing, operating, maintaining, inspecting, altering, moving, replacing, reconstructing, enlarging and repairing pipe(s) and other works and appurtenances thereto for the purpose of the transfer or transmission of water, below the ground, and for all such purposes together with the free, unimpeded and unobstructed access for itself, its successors and assigns, servants, agents, contractors, workers and anyone authorized by it, and vehicles, supplies and equipment at all times and for all purposes and things necessary for or incidental to the exercise and enjoyment of the right and easement:

1. Part Lot 13, Biehn's Tract, being Part 1 on Plan 58R-19034, being Part of PIN 22722-2036(LT), (Huron Woods Subdivision), City of Kitchener, Regional Municipality of Waterloo;
 2. Part Lot 130, German Company Tract, being Part 1 on Plan 58R-19070, being Part of PIN 22727-4545(LT) (North side of Gravel Ridge Trail), City of Kitchener, Regional Municipality of Waterloo;
 3. Part Lot 130, German Company Tract, being Parts 1 and 2 on Plan 58R-19071, being Part of PIN 22727-0032(LT) (South of Ottawa Street and West of Peach Blossom Crescent), City of Kitchener, Regional Municipality of Waterloo;
 4. Part of the Common Elements, Waterloo Condominium Plan No. 500, being Parts 1, 2, 3 and 4 on Plan 58R-19105, being Part of PINS 23500-0001 to 23500-0061(LT) (Part of Common Element portion of 1941 Ottawa Street South), City of Kitchener, Regional Municipality of Waterloo;
2. Serve notices of the above application(s) required by the Expropriations Act;
 3. Forward to the Chief Inquiry Officer any requests for a hearing that may be received within the time prescribed by the Act;
 4. Attend, with appropriate Regional staff, at any hearing that may be scheduled;
 5. Discontinue expropriation proceedings or any part thereof, in respect of the above described lands, or any part thereof, upon the registration on title of the

- required documentation to complete a transaction whereby the required interests in the lands are conveyed or if otherwise deemed appropriate in the opinion of the Commissioner of Transportation and Environmental Services and Regional Solicitor; and
6. Do all things necessary and proper to be done, and report thereon to Regional Council in due course.
3. That The Regional Municipality of Waterloo direct and authorize the Regional Solicitor to take the following actions with respect to the expropriation of lands for the reconstruction of St. Andrew's Street from Grand Avenue westerly to the City of Cambridge boundary in the City of Cambridge in the Region of Waterloo as detailed in report PDL-LEG-16-80 dated December 6, 2016:
 1. Complete application(s) to the Council of The Regional Municipality of Waterloo, as may be required from time to time, for approval to expropriate land, which is required for the reconstruction of St. Andrew's Street from Grand Avenue westerly to the City of Cambridge limits and described as follows:

Fee Simple Partial Taking:

- i. Part of Lot 16, Plan 65, being Part 1 on 58R-18731 (Part of PIN 03803-0132 (LT)) (120 St. Andrews Street, City of Cambridge);
- ii. Part of Lot 1, Block D, Plan 473, being Part 2 on 58R-18731 (Part of PIN 03806-0208 (LT)) (86 St. Andrews Street, City of Cambridge);
- iii. Part of Lots 9, 10, 11, 12 & 13, West Side of Sprague Street, Plan 451, being Part 1 on 58R-18728 (Part of PIN 03830-0086 (LT)) (190 St. Andrews Street, City of Cambridge);

Permanent Easement:

- iv. Part of Lot 2, West Side of Sprague St., Plan 451, being Part 1 on 58R-18730 (Part of PIN 03830-0076 (LT)) (140 St. Andrews Street, City of Cambridge);
- v. Part of Lot 1, West Side of Sprague St., Plan 451 and Part of Lots 2 and 3, Compiled Plan D-4, being Part 2 on 58R-18730 (Part of PIN 03830-0076 (LT)) (140 St. Andrews Street, City of Cambridge);
- vi. Part of Subdivision of Lot 3, Concession 10, W.G.R., being Part 1 on 58R-18729 (Part of PIN 03830-0035 (LT)) (10 St. Gregory's Drive, City of Cambridge);
- vii. Part of Lot 6, Plan 221, being Part 3 on 58R-18729 (Part of PIN 22667-0008 (LT)) (221 St. Andrews Street, City of Cambridge);
- viii. Part of Lot 4, East Side of Sprague St., Plan 451, being Part 2 on 58R-18728 (Part of PIN 03832-0022 (LT)) (171 St. Andrews Street, City of

Cambridge);

2. Serve notices of the above applications(s) required by the Expropriations Act (the "Act");
 3. Forward to the Chief Inquiry Officer any requests for a hearing that may be received within the time prescribed by the Act;
 4. Attend, with appropriate Regional staff, at any hearing that may be scheduled;
 5. Discontinue expropriation proceedings or any part thereof, in respect of the above described lands, or any part thereof, upon the registration on title of the required documentation to complete a transaction whereby the required interests in the lands are conveyed or if otherwise deemed appropriate in the opinion of the Commissioner of Transportation and Environmental Services and the Regional Solicitor; and
 6. Do all things necessary and properly to be done and report thereon to Regional Council in due course.
4. That the Regional Municipality of Waterloo forward Report PDL-CPL-16-55, dated December 6, 2016, to the Minister of Municipal Affairs in response to the Review of the Ontario Municipal Board Public Consultation Document and the Province's request for comments by December 19, 2016.
 5. That the Regional Municipality of Waterloo amend the Traffic and Parking By-law 06-072, as amended, to add to Schedule 4, No Parking Anytime on both sides of Fischer Hallman Road (Regional Road 58) from Bleams Road to Huron Road in the City of Kitchener as outlined in Report TES-TRP-16-26, dated December 6, 2016.
 6. That the Regional Municipality of Waterloo approve the following memberships and associated length of terms for the Active Transportation Advisory Committee:

Mr. Barry Tracey, for a term ending December 31, 2018;

Mr. Matthew Cowan, for a term ending December 31, 2020; and

Mrs. Anne Quin, for a term ending December 31, 2020;

And that the Regional Municipality of Waterloo approve Mr. Mike Shipley as the Grand River Accessibility Advisory Committee representative for the Active Transportation Advisory Committee.

7. That the Regional Municipality of Waterloo appoint the following persons to serve for a period of two years as members of the Specialized Transit Services Advisory Committee (STSAC) commencing January 1, 2017 expiring December 31, 2018:

- a) Alfred Bott MobilityPLUS User
- b) Felix Codat Major Interest Group Representative
- c) Jay Oswald MobilityPLUS User
- d) Mark Urquhart Major Interest Group Representative

And That the Regional Municipality of Waterloo appoint the following citizen to fill the vacancy on the Specialized Transit Services Advisory Committee (STSAC) commencing immediately upon Council approval for the term ending December 31, 2017:

Danny Williamson Major Interest Group Representative

8. That The Regional Municipality of Waterloo approve a memorandum of agreement with 1100 Fountain Street Inc.(the "Owner") in relation to the partial fee simple expropriation of the property municipally known as 1100 Fountain Street North, City of Cambridge, described as Block 7, Plan 58M-302; S/T 664409 in favour of the Corporation of the City of Cambridge over Pt. of said Block, being Pt. 2 on 58R-13999; City of Cambridge being PIN 22628-0150(LT) wherein the Region:

- (a) pays the Owner the sum of \$303,000 as full and final compensation for the fair market value of the lands and interests to be acquired;
- (b) pays the Owner the sum of \$42,000 as full and final compensation for the Owner's general and disturbance damages and any other costs; and
- (c) pays the Owner's reasonable legal and other costs in connection with the expropriation of the lands, preparation of the agreement and completion of the transaction, in the sum of \$3,000 plus applicable taxes,

And That the Regional Solicitor have all necessary authority to execute such documents to carry out the agreement.

Carried

Library

2297208

The Summary of Recommendations of the Library Committee was presented by Les Armstrong, Chair of the Committee.

Moved by L. Armstrong

Seconded by S. Foxton

That the Summary of Recommendations of the Library Committee, dated December 6, 2016, Items 1 and 2, be adopted as follows:

1. That the Regional Municipality of Waterloo endorse the Region of Waterloo Library Pop-Up Library Pilot Project at one location in each Township to be implemented in 2017, as described in Report PDL-LIB-16-14, dated December 6, 2016, subject to 2017 Library budget and Regional budget approval.
2. That the Regional Municipality of Waterloo endorse the proposed expansion to the Region of Waterloo Library Headquarters building as described in Report PDL-LIB-16-15, and proceed with the project design and final cost estimate for final approval in 2017, leading to potential construction in 2017-2018, subject to 2017 Library budget and Regional budget approval.

Carried

Budget

The Summary of Recommendations of the Budget Committee was presented by Sean Strickland, Chair of the Committee.

Moved by S. Strickland

Seconded by K. Redman

That the Summary of Recommendations of the Budget Committee, dated December 14, 2016, Items 1 to 4, be adopted as follows:

1. **Water Supply**

That the Regional Municipality of Waterloo approve the 2017 Water Supply Operating Budget inclusive of the Budget Issue Paper on page 10 of the Budget Issue Paper package, the 2017 Water Supply Capital Budget and the 2018-2026 Water Supply Capital Forecast.

That the Regional Municipality of Waterloo approve a Regional Wholesale Water Rate of \$1.0251 per cubic metre effective March 1, 2017 and that the necessary by-law be introduced.

That the Regional Municipality of Waterloo establish a Rate Stabilization Reserve for the Water Supply program.

2. **Wastewater Treatment**

That the Regional Municipality of Waterloo approve the 2017 Wastewater Treatment Operating Budget, the 2017 Wastewater Treatment Capital Budget and the 2018-2026 Wastewater Treatment Capital Forecast.

That the Regional Municipality of Waterloo approve a Regional Wholesale Wastewater Rate of \$1.0890 per cubic metre effective March 1, 2017 and that the necessary by-law be introduced.

That the Regional Municipality of Waterloo establish a Rate Stabilization Reserve for the Wastewater Treatment program.

3. **Water Distribution**

That the Regional Municipality of Waterloo approve the 2017 Water Distribution Operating Budget, the 2017 Water Distribution Capital Budget and the 2018-2026 Water Distribution Capital Forecast.

That the Regional Municipality of Waterloo approve a Retail Water Rate of \$2.58 per cubic metre effective March 1, 2017 and that the necessary by-law be introduced.

That the Regional Municipality of Waterloo approve a monthly maintenance fee of \$9.00 per account for the customers connected to the Retail Water Distribution System effective March 1, 2017 and that the necessary by-law be introduced.

That the Regional Municipality of Waterloo establish a Rate Stabilization Reserve for the Water Distribution program.

4. **Wastewater Collection**

That the Regional Municipality of Waterloo approve the 2017 Wastewater Collection Operating Budget, the 2017 Wastewater Collection Capital Budget and the 2018-2026 Wastewater Collection Capital Forecast.

That the Regional Municipality of Waterloo approve a Retail Wastewater Rate of \$2.01 per cubic metre effective March 1, 2017 and that the necessary by-law be introduced.

That the Regional Municipality of Waterloo approve a monthly maintenance fee of \$7.00 per account for the customers connected to the Retail Wastewater Collection System effective March 1, 2017 and that the necessary by-law be introduced.

That the Regional Municipality of Waterloo approve an increase of 9.9% effective March 1, 2017 to the flat annual rate upon every owner of a property in the Township of 2297208

Wellesley and the Township of North Dumfries that is connected to the Regional wastewater collection system but is not connected to the Regional water distribution system, and that the necessary by-law be introduced.

That the Regional Municipality of Waterloo establish a Rate Stabilization Reserve for the Wastewater Collection program.

Carried

Other Matters Under Committee Of The Whole

Moved by H. Jowett

Seconded by K. Kiefer

That Committee of the Whole rise and Council resume.

Carried

Moved by J. Nowak

Seconded by J. Mitchell

That Council adopt the proceeding of the Committee of the Whole.

Carried

Other Business

B. Vrbanovic invited everyone to Kitchener City Hall where Christie Digital will be showcasing their product with a holiday greeting to the community that will run each evening from December 17th – 31st

Enactment of By-Laws – (First, Second & Third Readings)

Moved by D. Jaworsky

Seconded by J. Nowak

- a) That a By-law to Authorize the Temporary Borrowing for Capital Expenditures Pending the Receipt of Debenture Proceeds be read a first, second and third time, finally passed and numbered 16-055 signed by the Regional Chair and Regional Clerk and sealed with the Regional Seal.
- b) That a By-law to Authorize the Temporary Borrowing for Current Expenditures Pending the Receipt of Revenues be read a first, second and third time, finally passed and numbered 16-056 signed by the Regional Chair and Regional Clerk and sealed with the Regional Seal

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- c) That a By-law to Amend the Wholesale Rates By-law 33-90 and to Repeal By-law 15-062 be read a first, second and third time, finally passed and numbered 16-057 signed by the Regional Chair and Regional Clerk and sealed with the Regional Seal
- d) That a By-law to Impose the Regional Sewage Rate and to Repeal By-law 15-063 be read a first, second and third time, finally passed and numbered 16-058 signed by the Regional Chair and Regional Clerk and sealed with the Regional Seal
- e) That a By-law to Impose a Water Service Rate in The Townships of Wellesley and North Dumfries and to Repeal By-law 15-064 be read a first, second and third time, finally passed and numbered 16-059 signed by the Regional Chair and Regional Clerk and sealed with the Regional Seal
- f) That a By-law to Impose a Sewage Service Rate in the Township of Wellesley and North Dumfries and to Repeal By-law 15-065 be read a first, second and third time, finally passed and numbered 16-060 signed by the Regional Chair and Regional Clerk and sealed with the Regional Seal
- g) That a By-law to Amend By-law 06-072, as Amended, Being the Region's Traffic and Parking By-law (Ament Line and Herrgott Road, Township of Wellesley, Fischer Hallman Road, City of Kitchener) be read a first, second and third time, finally passed and numbered 16-061 signed by the Regional Chair and Regional Clerk and sealed with the Regional Seal
- h) That a By-law to Confirm the Actions of Council of December 14, 2016 be read a first, second and third time, finally passed and numbered 16-062 signed by the Regional Chair and Regional Clerk and sealed with the Regional Seal.

Carried

Adjourn

Moved by K. Kiefer

Seconded by L. Armstrong

That the meeting adjourn at 7:12 p.m.

Carried

Regional Chair, K. Seiling

Regional Clerk, K. Fletcher

2297208

Art\$Pay Regional Council Presentation

Dec. 14, 2016

Good evening Chair Seiling and Members of Council

My name is Cathy Farwell. I'm a visual artist from Waterloo but am probably best known as the founding organizer of the BOX Art Show & Sale.

The Region was the BOX 10 Venue Partner, hosting our event at Rumble Felt and that support was greatly appreciated.

Thank you for the opportunity this evening to introduce Art\$Pay, a brand new project for the visual arts.

Artists always seem to struggle financially, no matter how hard they work, yet we live in a region that celebrates creative endeavor and supports the arts. So why is this?

This question led to three years of consultation across the region, talking with over 70 organizations and individuals associated with the visual arts, asking about problems and potential solutions for this sector.

Concerns include:

1. low art prices, fees and payments
2. lack of jobs
3. limited exhibition opportunities and funding
4. the 'exposure' myth
5. fundraisers undermining fair prices for art
6. misconceptions around art creation and the value of our work
7. a sense of isolation and a limited personal network

The public expressed confusion about art prices and production standards; and the need for the development of good business practices and professionalism.

Most importantly, identified by all, was the need for a comprehensive visual arts information source ***and*** a way to connect beyond one's own network.

Video Shown (<https://vimeo.com/192334073>)

Art\$Pay is a website, it's a public education campaign, and it's a new conversation for Waterloo Region – a positive one centered on opportunities and fair compensation.

This handout outlines the project objectives under the logo, and the reverse summarizes the website content for you.

Art\$Pay is just 3 weeks old and it will grow! It was designed to be built with community input, artist feedback, and by supply and demand.

In the new year Art\$Pay will be actively promoted to other sectors including manufacturing, technology, the business community, education and arts institutions, service clubs and more.

Tonight I'd like to invite you to:

1. Explore www.artspay.org
2. Use this postcard to inform others about it.
3. On the back you'll see it can also be used as a business card by listing artists, and suggests new ways to work together.

For example a small business could rent art at only 4% of the total value of artwork per month.

That's just \$4 for a \$100 painting or \$20 for five original works - and an exchange of goods & services could be offered, instead of cash.

4. Become a Supporter and display this decal to signal your own commitment to operate ethically with this sector.
5. Be on the Art\$Pay List of Supporters as a role model!
6. Finally – please encourage others to use Art\$Pay, to help build a tool that works for all of us!

Thank you. I'm happy to answer any questions, now or anytime.

Again, thank you for your time this evening and I wish you all a very happy holiday season!



What if ...

- everyone in the region knew one place to go for information about the visual arts?
- the visual arts were organized so that people could find these practitioners and their artwork easily?
- the community was made aware of visual arts skills & services available, beyond art production and exhibition?
- there were planned opportunities for visual art practitioners to get together to network, to collaborate, and to grow together professionally?

What if there was one central source ...

- to connect and promote the visual arts sector to other sectors, with information provided to do business together such as fees guides, models, sample agreements, business protocol, standards and more?
- where arts practitioners could respond to jobs and needs posted by our changing community and develop new ways to earn income with their training and skills?
- to find out about visual arts education, workshops, new skills, ideas, professional arts career standards and development?
- with a calendar to find out about all of the local visual arts events and festivals, big and small?

What if we help each other ... to build a tool that works for all of us?

Art\$Pay is a new portal for the promotion of the visual arts sector, focusing on employment, marketing, education, professional development and public awareness. It's a website, a public education campaign, and a new conversation - one centered on value, fair compensation and opportunities.

Visit www.artspay.org for the introductory video, featured local artists, a calendar of visual arts events across the region, and to discover under these headings ...

Art\$pay Website Content Headings ... Support, find, post, connect!

Marketplace

- Regional artists listed by medium, style and career level, plus 30 different skills & services offered by local practitioners - muralists, restorers, website designers, photographers, storytellers, art framers, installers, consultants, curators and more
- How to 'Get Listed' in the Directory - information and benefits
- Links to visual arts groups and organizations
- Jobs, Calls, or do your own posting with guides, suggested fees and alternative creative compensation ideas involving an exchange of value
- Art rental guides, art in the workplace programs, residencies, art in fundraising models, arranging commissions, contract samples, understanding art prices, ways the visual arts can help manufacturers, technology, business, education and more

Toolbox

- Information for visual art practitioners on everything from finding work space, funders, art materials and professional services to CRA rules, a first exhibition guide, business education, and professional development

Exhibitors

- A linked directory to public, private and artist-run regional galleries, festivals and public art
- Art appreciation guides

About

- The Art\$Pay Team, background history and mission
- Common myths about the visual arts discussed
- 'Best practices' information to encourage respectful, healthy business relationships between the creators of art with their consumers and presenters, to help build a strong sustainable visual arts sector

Support

- List of Supporters who have made a public commitment to operate ethically in relation to visual arts practitioners and want to encourage others to do the same
- How to get listed, get an Art\$Pay logo decal for display to show support, get postcards to explain Art\$Pay or to use as a business calling card
- Make a donation to help build a better website
- Volunteer opportunities in the visual arts

Contact

- To support, for help and suggestions, to post a job, an event, or to list in the Directory

Cathy Farwell, Art\$Pay Founder & Manager, December 2016

www.artspay.org info@artspay.org

Art\$Pay

**It's a new
conversation
in Waterloo
Region.
Be part of it!**

Display
the Artspay
decal to show
support

Artspay is a portal for the promotion of the visual arts sector in our region, focusing on employment, marketing, education and professional development.

Visit us at:

artspay.org

General inquiries: info@artspay.org

Funded by:



THE KITCHENER
AND WATERLOO
COMMUNITY
FOUNDATION

ArtSPay

Visual arts practitioners have many untapped skills that can help business, manufacturing, industry, technology and education. For example:

- Rent art for your restaurant or small business at 4% of the total artwork value per month
- Hire a curator or an arts consultant to organize, source art and artists, and install the exhibition
- Artists can develop and test new products, inspire creative thinking, and restore an object of sentimental or historical value

Work with us! Let's connect.

Artspay Fee Guides encourage respectful, healthy business relationships between creators of art with their consumers and presenters. Guidelines for what is appropriate and ethical will help build a strong, sustainable visual arts sector.

A creative exchange of 'true' value might be an alternative where in payment the artist receives:

- Goods and services of the business provided 'at cost'
- An exhibition opening, with refreshments and promotions provided
- An art rental fee, if no sales of equal or greater value happen by the end of the exhibition

Visual Arts Practitioner Name:

Contact Information: