

CREATIVE INDUSTRIES

Minutes

Oct. 25th, 2018

Chamber of Commerce - 205 Main St E

12PM -1:28 PM

Regrets: Serena Kataoka, Katie Bevan

Present: Amy Steele, Lindsay Sullivan, Paula McCloskey, Holly Cunningham, Andrew Palangio & Jaymie Lathem (Executive Director)

Approval of Agenda

Moved: Andrew motions to approve the agenda as circulated

Second: Paula

Motion: carried

Approval of minutes (Sept 5th 2018)

Moved: Lindsay Sullivan motions to approve the minutes

Second: Paula

Motion: carried with amendments

Chair Report

Amy is chairing meeting as Katie is not present with regrets.

Creative Summit

- Admin lunch.
 - Successful - positive step forward to start communication. Approx 10 organizational reps came from North Bay & surrounding communities such as Sturgeon Falls, Callander Gallery could not make it but sent 2019 programming schedule
- Timing of Creative Summit
 - Culture Days was a perfect fit for the Creative Summit
 - Good to position before municipal election along with sharing our Arts & Culture question and answers to municipal election candidates with the public
 - C.I took leadership on Culture Days with Creative Summit - Important to point out to current council.
- Finances of Creative Summit
 - financial report circulated from Creative Summit. Creative Summit is currently under the proposed budget by \$1100

Board Capacity

- Chair / Board Roles
 - Katie will be stepping down as Chair as of our AGM in March
 - Jeff is no longer on our board - think about who would be appropriate on our board - roles to be filled (i.e. we currently don't have an appointed treasurer) - what capacity do we need filled - i.e. indigenous, marketing, francophone etc.
 - manageable size of board in terms of retaining quorum important
- Board Governance
 - ED is building capacity is proper board governance, robert's rules, language, etc.
 - ED will be developing and implementing board packages before each meeting to be sent out min. 1 week before including but not limited to: past minutes, motions passed (or signed resolutions), any major correspondence, meeting agenda
 - Signed resolutions for future with but not limited to: clear context of resolution, links to organization mandate, actions necessary, associated budgets
 - G Suite - help with emails and better board communication - free for nonprofits.

Action - Amy and Jaymie will be looking into G Suite set up.

Executive Director Report

- WSIB

Moved: Holly Cunningham that executive director be authorised to apply for WSIB coverage and cost associated.

Second: Lindsay Sullivan

Motion: carried

- CARFAC Membership \$150 a year (we are under 150K)
 - Grant Connect - could we group some organizations together to share cost / share resources from Grant Connect (such as North Bay Museum as Naomi is already researching)
 - might be worth waiting until we have charitable status (if we go that route) as many are only available for that type of group.

Action - Jaymie to research if there are any 'arts council' ASO's for membership - Holly suggested to research group 'Creative City'

- Website
 - Jaymie has upcoming meeting with 9lives Design to update website with relevant information i.e. list of board members, contact information etc.
- Monthly update (hours update)
 - Jaymie is 73.5 hours over due to Creative Summit planning and weekend of
- Cultural Summit debrief / E.D. report

Agenda

- Paying Board Members

- Language of honorarium rather than 'carfac fees' hired by the organization that cannot be sourced otherwise (not hired because you are a board member)

Action - Jaymie will research and look into current by-laws and policies surrounding the payment of board members. Research other board bylaws surrounding this.

- Programming protocol
 - (Jaymie will begin development of sub-committees - please see below in financial update and other business)
- Murals
 - \$4500 to spend from Creative Industries Budget
 - \$2500 partnership with DIA for murals - DIA would like to move forward with temporary mural location of old Lefebvre's building on Main Street before winter
 - Murals to be discussed at next meeting

Action - Jaymie will begin to develop a Visual Arts subcommittee right away so we can take care of mural with DIA (Board members interested in this committee please advise Jaymie - Holly interested in Music, Andrew interested in Theatre)

- Action plan for Strat (securing a date)
 - Media Labs latest experience with a Strat Plan, ED and the consultant are building the action plan together without the presence of the entire board. All items in action plan came from Strat completed with entire board. Holly suggests that C.I. E.D. Jaymie Lathem and consultant Sue Buckle develop the 5 year Action Plan that can be brought to board for approval
 - Creative Industries being a community funder is the long-term overall goal that eventually a total of at least 50k will be reinvested into the community as yearly micro-grants. A funding system that our city currently does not have. Keep this at forefront of the 5 year action plan

Moved: Andrew Palangio motions to direct Jaymie Lathem to meet with consultant Sue Buckle to create a draft action plan for board review for approval

Second: Paula

Motion: carried

Financial Update

- Budget for remaining casino funds - \$5200
 - we need to provide a budget to the city to gain the matching funds
 - establishing sub-committees and membership program - providing E.D. Jaymie Lathem more paid hours to do that research and development
 - Board discussed declaring that the \$5200 dollars to be matched to further advance marketing, Strategic Plan and build membership base.

New Business

- Film Festival - Jaymie met with Ian Laplante regarding an opportunity to premiere our Patrick Gilbert videos showcasing locals speaking to the importance of arts & culture to

our community. Sponsorship of \$500 would include our video would be shown before Sunday Movie of 'In The Garden' a Northeastern based film followed by Q & A

- Board discussed how partnering with Film Festival could be viewed as insular if we were to sponsor the film festival as Holly is on the C.I. board and is programming/heading the film festival.
- Alternative suggestions - Purchase YouTube Ads that only play within North Bay or Nipissing District to play Patrick Gilbert videos (they act as paid commercials) - Instagram videos paid - facebook video ads paid etc. Feature videos on our website - playing them before Sunday Cinema at the Capitol Centre

Action - Jaymie will reach out to Capitol Centre to look into playing Patrick Gilbert videos before movie night - perhaps split into three so the three sections could be played at different dates. Will talk to Dave Nighbor about video posts/page as a website update.

- New Council / budget presentation
 - Jaymie & Amy met with Mayor Al McDonald (Notes from that meeting will be sent out separately)
 - Presentation to council with our funding ask will occur mid december. This needs to include an updated projected budget, action plan
 - Jaymie will set up individual meetings with each councillor to present above presentation to answer any questions/concerns.
 - Discussion on suggestion of extending matching 50k to 2019 - board members concerned with the ability to raise the approx. 13k in 2019
 - Councillors have asked questions such as: what does C.I. do, what are we doing? What is the purpose of C.I. - we have to be prepared and form our presentation package with these types of questions in mind.
 - Board discussed importance of proposal giving councillors a 'big picture' - this includes what CI has done to date, our completed Strat Plan, Work Plan, Culture Days leadership etc.
 - Reference the received arts & culture based question & answers we posed before election with all successful councillors before each individual meeting

Other Business + Information

- Put forward Paying board members & Murals to next meeting agenda based on further information needed and set out Actions

Moved: Paula motions to adjourn meeting at 1:28pm

Second: Amy Steele

Motion: carried

Next Meeting:

November TBD - please watch for doodle poll email