

# CREATIVE INDUSTRIES

## *Minutes*

Date: Tuesday June 25th 2019 | Time 12noon - 1:30pm  
Chamber of Commerce - 205 Main St E

*Regrets: Christine Charette, Chelsie Reid*

*Present: Amy Steele, Holly Cunningham, Dave Mendicino, Paula McCloskey, Lindsey Sullivan  
Alix Voz, Diane Davies, Jaymie Lathem (Executive Director)*

12:07pm meeting called to order by Holly Cunningham

**Agenda - additions / deletions - none**

**Approval of May Minutes:** moved by Paula, seconded by Amy. Motion carried

**Approval of Agenda**

**Moved -** Lindsay Sullivan

**Seconded:** Amy Steele

**Motion:** Carried

**Declaration of Conflicts of Interest - none**

**Executive Director Report - Jaymie Lathem** as circulated

- Trillium Grant is something we may or may not be successful in obtaining. Funding it tighter as provincial government has cut major funders including Trillium.
- Advisory Committees
  - Keeping it open until the end of Summer (August).
  - Expecting the groups to be functioning by September. If there is not enough applicants to fill out separate disciplines, we will create a single advisory committee. So far applicants have been diverse in their disciplines so this will still create good insight into our local creative sector.

**Action Plan - 10mins for discussion**

- Discussion ensued regarding adding another Pillar 'Equity' - board agreed to think about what that pillar would include over the summer months to ensure Action Plan would be ready for Public access by September 2019
- Public Action Plan important as it continues our want and need to be transparent and allows our membership and public hold us accountable to our mandate, goals and vision.

**Matters for Decision / Discussion**

- NOHFC Internship Grant successful - draft job posting as circulated
  - Potential job boards suggested were [akimbo.com](http://akimbo.com) and Work in Culture. Jaymie will research the cost of each and send a poll to board to choose one

- Paula and Dave agreed they would like to see it extended to the Southern region. Board agreed
- Economic development, marketing, kind of degree/diploma — related fields to give folks something more to stand on.
- Application open from Mid-July to August, interviews end of August, hire by early Sept.
- Pop-up Tent cost \$329.99 + hst (\$379.99 approximately).
  - Board agreed that a tent is a good investment for C.I. to be present at community events and possibly made available to other community creative sector groups when needed. Tent purchase approved
  - Jaymie is still researching / costing appropriate supports/weights for tent
  - Reason for activating community events with 'Creative Lounge'. Allows in person interaction for needs assessment. Inquiries regarding arts investment of community members, education on the importance of a supported creative sector etc.
  - Potential revisit of what our 'Call to Action' is in regards to the Creative Lounge
  - Holly mentioned how she was inspired by Greenbelt Harvest in Hamilton, ON/ Hamilton Arts Council, began a campaign — Art is the new Steel. They created and sold T-Shirts that did very well. In response to this idea - Jaymie mentioned a project on the rise with Dave Nigbour in the creation of a new 'slogan': "I Heart North Bay" \*\* Word play with heart/art. Pending approval, this slogan would be appropriate for: stencil/murals, T-shirts/bags/stickers/notebooks etc., banners, website etc.
  - Slogan goes beyond C.I. - is something everyone can get behind whether they identify with the creative sector or not. Inclusive and community binding

#### **Follow up & Action Items (matters for discussion if needed)**

- Executive Director contract - Holly & Chelsea
- Downtown North Bay Chief Lady Bird & Aura Mural partnership approved
  - Downtown North Bay will be responsible for all costs associated with extension of this mural. C.I. is acting as communication lead only

#### **New Business (discussion if necessary)**

- Ontario Gov. has reduced OAC base funding (again) to \$60 million - back to 2009-10
  - Discussion ensued on how to advocate for our creative sector and the impact these funding cuts to the arts makes within Nipissing. Suggested that a meeting with Vic Fedelli to discuss our concerns would be appropriate. Concerns include: vouch for our economic input on the community; Concerns regarding the elimination of Ontario Arts Council's Art Service Orgs.project grant (ASO); Minister of Arts Culture & Heritage has changed - possible changes to anticipate; Strategize/prepare next steps.
  - Discussion ensued regarding tone during potential meeting. Important to advocate our concerns with Vic as he could be a possible allie. This directly affects his Nipissing riding community

- Canadian Experiences Fund - for us, for community i.e. film festival, ice follies - include this grant in our upcoming newsletter
- Micro-grant fund
  - Jaymie briefly discussed potential for partnership with North Bay Community Fund. They would hold funding for us, invest as they would with any of their 'funds'. Benefits include: sharing capacity and expertise; alining with a celebrated, recognized and trusted local foundation; allows community to donate to our micro-grant independently (without us having to target - which we would do as well). Jaymie also pointed out the partnership would allow C.I. to start collecting, building the micro-grant fund 'now'. The infrastructure of the micro-granting system is currently anticipated to take up to 2-3 years. Collecting the funding 'now' would than allow for the money to be ready as soon as the infrastructure is in place. Optically, it also positions us as very actively working towards creating a sustainable micro-granting system now - very important to our creative sector community
  - Discussion ensued, concensise of board was that this partnership is too early. Board wants C.I. to focus on obtaining charitable status. Board members discussed that seeking and securing sponsorship and fundraising each year for mirco-grant prgoram the route they believe C.I. should follow.
  - Some debate, will revisit at a later date.

### **Updates / Correspondence**

- Dave Mentioned: CONB and DIA revitalization program, we were successful \$75,000, \$20, 000 for public art! \$10, 000 — street closures, some funding to promote potentially. Signage
- DIA board meeting, Downtown Investment Advisory Committee, CI has been appointed one seat. Holly to represent C.I.

**Sector Updates** (opportunity to update board on important dates / events etc.)

**Meeting Adjourned:** 1:05pm Motion to adjourn by Amy, seconded by Alix.

**Next Meeting:** TBD - September - no official summer meetings scheduled