

Pelham Arts Advisory Committee Minutes
Wednesday, August 18 @ 2:30 p.m. by Zoom conference.

Present: Els Swart, Chaired this meeting
Colleen Kenyon
Mary Powley
Barb Rybiak
Darren Kaey
Stephanie Yole
Vickie vanRavenswaay

Absent with Regrets: Catharine Carr

1. **Declaration of Quorum and call to Order by Els Swart;**
2. **Adoption of Agenda**
Moved by: Barb Rybiak
Seconded by:
3. **Disclosure of Pecuniary Interest and General Nature thereof**
No Conflicts were declared
4. **Approval of Minutes of Previous Meeting;**
Moved by: Barb Rybiak
Seconded by: Colleen Kenyon
5. **Correspondence- none**
6. **Business Arising :**

Culture Crawl – 1st ad in the Voice ran, ½ page call for artists. No applications as of today. Posts on Facebook and other Social Media as well.

Web page is live.

Committee asked if ad could be put in Niagara this Week?

Also looking for Radio coverage.

Colleen asked if she should approach her group of contacts – yes was unanimous.

Posters to go up at Post Office and Library

Possibly advertise call out on "Your TV"? (noted that the \$1800 grant that could be used)

Dates are October 6, 13 and 20. 6-8 pm. 3 two hour sessions.

Stephanie to check if grant money could be used for more artists.

Mary to message the artists from her Art Association Members.

Darren commented that an email could be sent to the artists registry for the call out, to advise them of the event.

Stephanie to send out a poll to pick what day is good for committee to have Culture Crawl Meeting.

Strategic Plan – update

Goal #1 Communication and Outreach

1. Develop a concise message about the role of the Pelham Arts Advisory Committee and the importance of the arts in Pelham

- 1.1 create and use a consistent message about the arts in Pelham by October 2019 – done

2. Create awareness about the arts in Pelham

- 2.1 Develop a webpage on the TOP website, November 2019 – done

- 2.2 Use social media to create awareness - done

- 2.3 Engage residents at community events and the MCC – art galleries – done

3. Engage arts-related groups and clubs in discussions about the visual and performing arts in Pelham

- 3.1 Create a list of groups and organizations, December 2019 – contact Arts Association

- 3.2 Invite groups and clubs to discuss ideas about the arts in Pelham, December 2020 – not complete due to COVID

4. Research Best Practices

4.1 Research other communities with vibrant local visual and performing arts – June 2021 – ongoing.

Goal #2 Foster the Arts in Pelham

1. Enhance and expand – “Arts on the Walls”

1.1 Enhance Art on walls at MCC - Complaints that the art at MCC is upstairs and not visible to most of the public

1.2 Identify other community space suitable for Art on the Walls, June 2021 – ongoing-COVID restrictions

2. Identify opportunities for the performing arts

2.1 Explore community and professional theatre activities – September 2021 - on line for this. Mission to Mars. Say It is sending our Culture Crawl callouts. Darren – Professional Performing

2.2 Explore new musical performing activities including open mic nights, dance and other forms of musical performances – June 2022 -ongoing – reflect again before 2022, constantly looking

3. Develop the process to select and recommend public artworks, including identification of the evaluation criteria for public art (such as aesthetics, costs, assessment, insurance, maintenance, etc) for donations, purchases, rotation of art and decommissioning of art.

3.1 Inventory all public art in the Town of Pelham, December 2020 - Inventory of public art to be done

3.2 Identify spaces suitable for public art using the Public Art Pan, Dec 2022 – ongoing

Goal #3 Identify Partnerships and Funding Opportunities

1. Explore Opportunities to work in collaboration with local schools
 - 1.1 Identify arts programming and contacts in local schools – June 2020 - Mural at pool - completed
 - 1.2 Establish competitions and opportunities to showcase performing and visual arts – June 2022 - Call out for Canada Day Displays in your own yard, offer small prizes. Art work posters, Public Art Element, Christmas Cards. Banners to display the youth art work
2. Secure an annual budget from the Town of Pelham to support the work of the Pelham Arts Committee
 - 2.1 Prepare and submit budget request in September, annually
Vickie advised committee they had not yet used any of their current budget of \$5000.00 Suggested that \$2000 go to the Say it program?
Suggestion to use for Radio Advertising?
3. Research, identify and review funding opportunities
 - 3.1 research government funding opportunities –ongoing
 - 3.2 explore and identify potential business partnerships - ongoing.
Actions – June 2022, planning department – Public Arts, presentation to committee in November. Opening nights for Art Showings.
4. Recommend policies to Council, as needed
 - 4.1 Develop recommendations to integrate public art into capital projects in the public realm, June 2022

Welland Museum update;

Penny is finalizing which items are being displayed. Installation date is Wednesday September 22. Needing to rent a UHaul truck – asking for assistance with cost.

Stephanie to pay for this. Colleen and Stephanie to meet with Penny regarding set up, space and available map

Professional to come in and video tape so schools can watch it virtually? Motion once the cost of this comes in?

New Business

Picnic table art. in spring to update and fix

Barb wants a list from the goals

Next meeting September 15, 2021

Adjournment

Moved to adjourn - Mary Powley

Seconded by - Colleen Kenyon


Els Swart (Dec. 3, 2021 09:28 EST)

Els Swart, Acting Chair


Kathy Haist, Administrative Assistant