

Shenkman Arts Centre
Community Leadership Team (formerly Community Consultative Group)
Meeting Notes 7

Thursday, June 8, 2017 | 9:30 a.m.
Emmy & Victor Abboud Music Studio, Shenkman Arts Centre

CLT Members Present:

Caroline Obeid (Co-Chair), Victoria Steele (Co-Chair), Pierrette Boisvert, Nadia Desrochers, Sylvie-Anne Groulx, Mélanie Ouimet-Sarazin, Jasmine Brown, Luc Ouelette, Rosemary Swan, Yasmina Proveyer, and Robert Warren

Regrets:

Natasha Mudrinic, Lianne Zitzelsberger, Alexis Hebert, Kathi Langston

Program Committee Liaisons:

Domenic Di Loreto, Joëlle Drouin, Jahn Fawcett, Anne Gutknecht, Delores MacAdam and Jolynn Sommervill

Note Taker:

Chantal Ducharme

Legend:

Community Leadership Team – CLT (*formerly Community Consultative Group*)

Implementation Teams (*formerly Program Committees*):

- Governance Team – GT (*formerly Governance and Planning Committee*)
- Marketing and Development Team – MAD (*formerly Communications, Audience Development and Corporate Partnerships Program Committee*)
- Programming and Community Partnerships Team – PCPT (*formerly Programming and Community Partnership Program Committee*)
- Building and Asset Development Team – BAD (*formerly Building and Asset Development Program Committee*)
- Volunteer Engagement Team – VET (*formerly Volunteer Program Committee*)

1. Welcome

2. Official Opening of the Meeting

Caroline officially opened the 8th meeting of the CLT.

a. Approval of Minutes

Minutes 7 of April 6, 2017, were approved, as presented.

b. Approval of Agenda

Agenda of June 8, 2017, was approved, as presented.

c. Other Business

No items were added.

3. Words from the Co-Chairs

Caroline welcomed Joëlle back from her maternity leave.

Caroline introduced Delores MacAdam, Program Manager of the Branch of Recreation, Culture and Facility Services, Marketing and Communications Unit. Delores provided a brief summary of her past experience and current projects with the City.

Caroline completed six one-on-one consultations with each member of the Diversity Team. She advised that an action plan will be developed and she will report back at the September meeting.

Caroline Matt will be replacing Laura Cyr (past team member), as Program Manager for Cultural Funding and will attending the next meeting in the fall.

Nadia Desrochers is relocating to Kingston in August and waiting for the arrival of her baby. We thank Nadia for her contributions to this team. Nadia advised that her successor is Julien Lévesque effective in mid-July. He will be joining the CLT in her place starting in January 2018.

Domenic DiLoreto has transferred to CentrepoinTE theatres. He will be missed but not far away. Valérie Armstrong (Quévillon) will be replacing Domenic for a six-month term. Connie Cole will co-lead the Volunteer Engagement Team.

4. Progress Report from Implementations Teams

Victoria invited the Implementations Team Chairs to each provide an update to the CLT.

Marketing and Development Team (MAD)

- Delores advised that the Analytics project is currently on hold due to the assigned staff being away. She explained that MAD will need to meet to reinstate and refocus its work plan; review the quick wins and what will be attainable going forward.

Programming and Community Partnerships Team (PCPT)

- **Customer/Client Experience:** Anne advised that a survey regarding the renters experience at the Centre is being sent. Some feedback expected is around work processes and communication around the pricing.
- **Creating Ambience:** Melanie provided an update on the Little Free Book Library project and its pilot launch in the fall. The library will create ambience in the Guest Services area. This will allow children attending dance classes and other users to use the library.
- **Artist Development:** Yasmina advised that from the research undertaken a needs assessment is necessary for each discipline because their residency requirements are quite different. The team is looking at a unique program and may include international exchanges.

Building and Asset Development Team (BAD)

- **Building signage:** Jahn confirmed new loading zone signs, and they are still investigating new parking signs, however, there are associated costs.
- **Access to the building:** Jahn provided an update regarding the pedestrian crosswalk indicating that further meetings are being scheduled.
- **Rental Rates:** Jahn explained the City is reviewing a Facility and Recreation Adjustment Program which would be available for last-minute/non-prime time rentals. A pilot program was launched in 2017. Its goal is that clients can take advantage of last-minute/non-prime time opportunities at a discounted rate. Delores suggested to hold an open house with clients for non-show days perhaps target certain businesses like Ottawa Tourism, Ottawa Festivals, etc.
- **Theatre Rental Rates:** Jahn summarized the findings of the Rental Rates Review between other similar venues in Ottawa and Ontario. He stated that SAC's rates are middle of the road. A couple recommendations was to look at more flexibility with box office services for Harold Shenkman Hall, and ways to make Richcraft Theatre more affordable for different uses.

Volunteer Engagement Team (VET)

Volunteer Recruitment: Results from the current volunteer skills survey were gathered. Domenic explained that most volunteers had expertise in administration. For the upcoming Summer Series, we utilized volunteers to put together a list and performance details of over 150 local artists. This resulted in quicker artist selection and contracts as the administrative support was fantastic. The team is also hoping to identify 5 community events where a Shenkman Kiosk can be placed, such as the Navan Fair. The information manual is completed in English, it requires translation. Looking forward, the team is

looking at also engaging youth in our community. They have gathered a team through Guest Services staff but also needs to research best practices on attracting and engaging youth.

5. Review and Approval of the 2016-2017 Annual Report

Victoria congratulated the team for the quick wins and the many accomplishments over the last year. She invited members to review the annual report and to provide any changes or modifications.

Following review, the team agreed to the following:

Section 6. Improve the Centre's ability to communicate and promote its cultural and artistic programming.

Second bullet – Change completed initial analysis to...Began initial analysis...

Community Leadership Team:

Jasmine Brown, Executive Director, Add Heart of to Orleans Business Improvement

Programming and Community Partnerships Team:

Add: Lise Massicotte

The 2016-2017 Annual Report, was approved, as amended.

The final annual report will be designed for public distribution in September.

6. Review and Approval of the 15-month work plan

Victoria and Caroline invited the team members to gather around the 15-month priority actions for 2017-2018. The Co-Chairs lead the discussions. Input was gathered on various post-it notes, which will be added to the revised work plan. This will be tabled at the September meeting.

7. Confirm Future Meeting Dates

Thursdays at 9:30 a.m.

Following discussion, the CLT agreed to the following dates:

- September 21 **changed** to September 22, 2017 (lunch to follow)
- January 18 **changed** to January 25, 2018
- April 5, 2018
- June 7, 2018

8. Adjournment

Victoria invited team members to gather at the Lower Lobby staircase for a group photo.

The meeting was adjourned at 11:32 a.m.