

Shenkman Arts Centre
Community Leadership Team (formerly Community Consultative Group)
Meeting Notes 10

Thursday, January 25, 2018 | 9:30 a.m.
Ottawa Citizen Dance Studio, Shenkman Arts Centre

CLT Members Present:

Caroline Obeid (Co-Chair), Victoria Steele (Co-Chair), Jasmine Brown, Kathi Langston, Mélanie Ouimet-Sarazin, Yasmina Proveyer, Pierrette Boisvert, Sylvie-Anne Groulx, Alexis Hebert, Julien Levesque, Caroline Matt, and Catherine Priestman

Regrets:

Natasha Mudrinic, Luc Ouelette, Robert Warren, and Rosemary Swan

Program Committee Liaisons:

Connie Cole, Jahn Fawcett, Anne Gutknecht, Delores MacAdam, Jolynn Sommervill

Note Taker: Linda Dodd

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 10th meeting of the CLT.

a. Approval of Minutes

Minutes 9 of Sept 28, 2017, were approved, as presented.

b. Approval of Agenda

Agenda 10 of January 25, 2018, were approved, as presented.

c. Other Business

No items were added.

3. Words from the Co-Chairs

Welcome to new members: Julien Levesque, Communications and Operations Coordinator, Tara Luz Danse; Caroline Matt, Portfolio Manager Cultural Funding, City of Ottawa; Catherine Priestman, President of CP Business Solutions.

Reviewed the Code of Conduct requirements for members. Julien, Caroline, Catherine and Anne to sign.

Discussion on mandate and the realization of the strategic plan and action plan through six teams.

4. Progress Report from Implementations Teams

a) Governance

- AOE met with East end Councillors: began with Shenkman's successes and some issues such as the crosswalk, LRT phase 2, HSH expansion. To be noted that Councillor Monette was supportive of the expansion of the theatre.
- Met with Senior Management: Dan Chenier, Tracy McGarry, Linda Tremblay and Laura Peters. This was an opportunity to discuss what we are doing, to answer questions, and to discuss next steps of the strategic plan.
- Described the City organizational structure of the Cultural & Heritage Programs and Spaces Unit. Provide Org structure
- Teams to advise if need support recruiting new members. Online form still posted.
- Waiting for response from traffic management regarding the crosswalk, may need to reach out to Councillor in the future if required.
- MIFO has offered a graphic designer and a wish list is being drawn.
- Café is being considered, RFP process, business model, needs analysis being completed. Suggestion was made as to its value such as using this as a business venue/destination. Lessons learned from other venues to be considered.

b) Building

- Two members on team have left. Currently regrouping and recruiting.
- Exterior signage: reviewed cost and looking for partners.
- Crosswalk: following up with traffic management.
- Café: research being conducted.
- Reviewing how to reduce costs (flattening floor and box office).
- Research on clients being conducted: who returning or not returning; who are new. What are barriers and benefits.

c) Programming

- Regrouping this year.
- Customer/client experience: Review of what is working and what is not. A number of topics were discussed with recommendations. These will be provided for further consideration.
- Creating ambiance: A sub team was established for the Little Free Book Library project. A bookcase was purchased and filled. The goal is to have those coming to Shenkman pick up a book and return it once read. Feedback indicates that it is appreciated by the public and parents. It tends to come alive on weekends. Launch is next week with readings from artists during Fete Frissons.
- Artist development: The Artist in Residence team is reviewing how we need to staff and what the purpose of program is. A thought is to determine how it can be tied with Diversity Committee's initiatives. A plan will be developed for June.

d) Volunteer

- Recruitment: a volunteer is needed for stage crew.
- A Request for Volunteers form will be circulated to the Community Leadership Team members to identify requirements and to match volunteers to requirements and Strategic Plan initiatives
- The Information Guide is completed. Currently reviewing it to condense it

e) Diversity

- Still need to identify a Co-chair for this team.
- The Terms and Definitions from the City of Ottawa Equity and Inclusion Lens Handbook were reviewed and it was concluded they would be used for the Centre's needs.

- Need to identify priority groups to determine next steps or should they, in fact, be prioritized. May focus on a few groups / year. Need to consider speaking to all underserved communities. Questions to consider: how can we serve you? As a community, how do we engage; what are barriers?
- Looking to provide tools to those working at Shenkman. Also considering City of Ottawa training / accessibility.
- The interviews conducted with members of underserved communities to be distributed. Translate.
- It was mentioned that some groups come once for an event and this does not lead to richer partnership. Those new to centre need to be brought into the fold of what the SAC can offer. Marketing is a big part of this.
- Anne to join team.

f) Marketing

- Meeting to be booked
- Website: Company went bankrupt. The product is 90% completed and a meeting is to be held on January 26 to determine if the City of Ottawa IT will be able to assist.
- There have been resourcing changes and as a result a realignment. Staff are now located in one location (Ben Franklin). This has led to a new model of delivery for planning, the website, graphics, social, analytics, strategy. The goal is to reduce duplication and to have focussed areas.
- Service during evenings and weekends will be in place shortly.
- Members will receive information/contacts/language preference by mid to end February when this is finalized.
- While all will be located in one area they will also be available onsite at the SAC,
- The new model is for all of recreation and culture (70 facilities). This does not include museums.
- Kiosk initiative is to be revisited.

5. Next Steps

- ARTicipate endowment fund: more to share in April.
 - \$200K away from 500K goal. Campaign to get to finish line
 - Reviewing granting programs.
 - New member of the team - Margo Hebert - Philanthropy and Community Relations Manager. 4 days/ week
- 10-year anniversary event June 2019. Looking for programming recommendations. Planning to begin in March/April 2018.

6. Next Meetings:

Thursdays at 9:30 a.m.

- April 5, 2018 update meeting
- June 7, 2018 facilitate session on priorities
- Early October and January meetings to be scheduled

7. Adjournment

The meeting was adjourned at 11:30 a.m.