

Arts, Culture and Heritage Advisory Committee Meeting Agenda

June 10, 2021

5:30 p.m.

Electronic Meeting

	Pages
1. Call to Order	
2. Confirmation of Minutes	
2.a. May 13, 2021	1 - 4
3. Disclosure of Pecuniary Interest	
4. Reports and Communications	
4.a. Creative Facilities Subclass Report ACHAC21-020	5 - 9
4.b. Peterborough Museum and Archive COVID Update Report ACHAC21-021	10 - 12
4.c. Public Art Update Renaissance on Hunter Street Selection Report ACHAC21-022	13 - 15
4.d. Electric City Culture Council Report ACHAC21-023	16 - 17
4.e. Municipal Cultural Plan Report ACHAC21-024	18 - 19
5. Other Business	
6. Next Meeting - September 16, 2021	
7. Adjournment	

Arts, Culture and Heritage Advisory Committee Minutes

City of Peterborough

Electronic Meeting

May 13, 2021

Present Councillor Akapo
 Kady Denton
 Su Ditta
 Yvonne Lai
 Jeff Macklin
 Sarah McNeilly
 Justin Million
 Councillor Riel, Chair

Regrets Jeannine Taylor

Staff Natalie Garnett, Deputy Clerk
 Karen Rennie, Manager of Arts Culture & Heritage

Call to Order

The Chair called the meeting to order at 5:34 p.m.

Confirmation of Minutes

Moved by Sarah McNeilly

That the minutes of the Arts, Culture and Heritage Advisory Committee meeting of April 8, 2021 be approved.

Carried

Disclosure of Pecuniary Interest

There were no disclosures of Pecuniary Interest.

Consent Agenda

No items were passed as part of the Consent Agenda.

Reports and Communications

Jalynn Bennett Amphitheatre Project

Report ACHAC21-015

Su Ditta abstained from voting on this motion.

Moved by Kady Denton

That the ACHAC approve the recommendation outlined in Report ACHAC21-015, dated May 13, 2021 of the Manager of the Arts, Culture and Heritage Division, as follows:

- a) **That the Jalynn Bennett Amphitheatre Project at Traill College in Peterborough be endorsed by the City of Peterborough Arts, Culture and Heritage Advisory Committee.**

At the meeting of May 13, 2021, the Committee added item b) as follows:

- b) **That the ACHAC provide a letter to Council requesting that they consider providing financial support to the Jalynn Bennett Amphitheater Project as part of the 2022 budget process.**

Carried

Presentation by Justin Million

Report ACHAC21-016

Justin Million provided a presentation on behalf of Jon Hedderwick regarding the Poetry/Spoken Word sector.

Moved by Sarah McNeilly

That the ACHAC approve the recommendation outlined in Report ACHAC21-016, dated May 13, 2021 of the Manager of the Arts, Culture and Heritage Division, as follows:

That the presentation from Justin Million, Poet and ACHAC member be received for information.

Carried

Poet Laureate Update

Report ACHAC21-019

Justin Million declared a conflict with this item as he may apply for the Poet Laureate position.

Moved by Jeff Macklin

That the ACHAC approve the recommendation outlined in Report ACHAC21-019, dated May 13, 2021 of the Manager of the Arts, Culture and Heritage Division, as follows:

That the verbal update with respect to the Poet Laureate Project be received for information.

Carried

Arts, Culture and Heritage Sector Covid Recovery

Report ACHAC21-018

Moved by Sarah McNeilly

That staff approach the Corporate Sponsorship Coordinator to determine if reduced cost, free or sponsored advertising can be made available to the arts sector to assist with their financial recovery from COVID.

Carried

Moved by Justin Million

That the ACHAC approve the recommendation outlined in Report ACHAC21-018, dated May 13, 2021 of the Manager of the Arts, Culture and Heritage Division, as follows:

That Report ACHAC21-018 be received for information and discussion of other possible initiatives.

Carried

Municipal Cultural Plan Update Stage One

Report ACHAC21-017

Jeff Macklin left the meeting at 7:10 p.m.

Moved by Justin Million

That the ACHAC approve the recommendation outlined in Report ACHAC21-017, dated May 13, 2021 of the Manager of the Arts, Culture and Heritage Division, as follows:

That the report be part of a two-stage approach to seek recommendations relating to Future Cultural Planning strategies for the Arts, Culture and Heritage (ACH) sector in Peterborough.

Carried

Other Business

Several community event notices were provided for members.

Next Meeting - June 10, 2021

Adjournment

Moved by Yvonne Lai

That this meeting adjourn at 7:20 p.m.

Carried

Natalie Garnett
Deputy Clerk

Councillor Riel
Chair



City of
Peterborough

To: **Members of the Arts, Culture & Heritage Advisory Committee**

From: **Richard Freymond, Commissioner of Corporate and
Legislative Services
Sheldon Laidman, Commissioner of Community Services**

Meeting Date: **June 10, 2021**

Subject: **Report ACHAC21-020
Creative Facilities Subclass**

Purpose

A report to seek input from Arts, Culture and Heritage Advisory Committee (ACHAC) on the request from Council for staff to review a potential Creative Facilities Tax Subclass.

Recommendation

That the ACHAC approve the recommendation outlined in Report ACHAC21-020, dated June 10, 2021 of the Commissioner of Corporate and Legislative Services and the Commissioner of Community Services, as follows:

That the ACHAC support the Staff recommendation not to proceed with the Creative Facilities Subclass concept for the City of Peterborough.

Budget and Financial Implications

There are no budgetary or financial implications associated with the recommendation.

Background

At the April 6, 2021 General Committee meeting during discussion of report CAO21-002 the following motion was passed:

That Staff report to Council by the fourth quarter of 2021 with options related to Tax Classes and other potential support mechanisms for the Arts and Culture sector.

The motion was in response to Council discussion related to outstanding reports that are at least two years old and that Staff had recommended not be brought forward.

The original request of Council on March 19, 2018 read as follows:

That City Staff report back to Council on the potential to create a new property tax class for Creative Co-Location Facilities and other methods to reduce the property tax burden for arts and cultural hubs that would currently be captured under a commercial or industrial property designation.

The Staff rationale to remove the action item from the list of reports was as follows: Creating a new property tax class for Creative Co-Location Facilities would currently be captured under a commercial or industrial property designation. Staff are only aware of this materializing in the City of Toronto. In Peterborough, all Commercial and Industrial properties have already benefited from the Tax Ratio Reduction program and for others that may qualify, the Charitable Rebate program.

The following provides additional detail respecting how the property subclass works in the City of Toronto and what it could potentially look like if Peterborough adopted a similar program. At this time, the City of Toronto is the only municipality to have instituted such a program.

City of Toronto - Creative Co-Location Facilities Subclass

The City of Toronto has implemented a Creative Co-Location Facilities Property Tax Subclass, the purpose of which is to support the viability of creative hubs that help cluster creative enterprises. In Toronto, there are specific criteria that both the property owner as well as the tenants must meet in order to qualify which include,

1. The tenant must meet the eligibility requirements to be determined to be a Creative Enterprise. The City of Toronto utilizes the Canadian Framework for Cultural Statistics.
2. The tenant must be charged below market rent.
3. There must be a lease in place for a minimum of five years.

4. There must be a minimum number of five full-time tenants that meet the definition of Creative Enterprise.
5. The Creative Enterprise must provide free programming and cultural activities for the public. In Toronto this is defined as at least twelve cultural programs that are offered free of charge to members of the public over the course of the calendar year, with no less than ten months of the year featuring such programs.
6. The property must be in the Commercial or Industrial Tax Class.

The tax relief is realized by the property owner and passed on to tenants through the below market rent. The idea being to provide relief to tenants in Toronto where the Commercial and Industrial tax ratios and commercial rents are higher than in the City of Peterborough.

In order to institute a similar program in the City of Peterborough eligibility requirements for both the tenant as well as the property owner would need to be determined and continued eligibility would be verified by City staff. Eligibility would be determined through a yearly application process that would require a detailed examination of the tenant mix and tenant activities taking place within the property, to ensure that the services offered provide the desired public benefits. Staff would also need to evaluate all leases as well as potentially rent receipts to ensure the requirement of below market rent is satisfied.

A By-Law would be required each year listing the approved properties for inclusion in the subclass. This By-Law would then be forwarded to the Municipal Property Assessment Corporation (MPAC). MPAC would be responsible for applying the tax class to each property as approved by the City. As tenancies or eligibility changed, amending By-Laws would be required. An ongoing review of eligibility would need to be performed throughout the year as tenancies change and to determine that eligibility requirements are being met. If a Qualifying Property has a change in eligibility status, the owner would be required to alert the City as soon as that change is known.

There will also be a requirement for Staff to defend the exclusion of any applicants to the Assessment Review Board following a Request for Reconsideration process that would be carried out by a City of Peterborough staff member who had been named Program Administrator.

The new property subclass and associated program, as described above is resource intensive to administer in that it involves ongoing maintenance and upkeep and is dependent on a third party to (MPAC) enact the changes in the assessment roll. It is for these reasons that Staff are recommending not to explore the Creative Facilities Subclass concept for the City of Peterborough.

Additional Research:

Staff also conducted a scan of other municipalities with a similar Arts and Culture sector to Peterborough and/or similar population to determine what other programs are being offered to assist the Arts and Culture sector.

Municipality	Existing Programs	Covid Specific Program
Guelph	Community Grant program	Mayors Task force looking at marketing program to support this sector.
Kingston	Kingston Arts Fund	Additional \$200,000 has been invested in Arts Fund to create two new, one-time funding programs developed in partnership with the Kingston Arts Council that include Resiliency Grants for individual artists and Adapt Grants to help artists, collectives, and arts organizations adjust to the impact of COVID-19.
St. Catharines	St. Catherine's Cultural Investment Program includes: Sustaining Funding - core or mid-sized festival Development Funding - Arts Development, Culture Build Community and Culture Days Activity funding	Arts and Culture Revitalization Program - replaced Arts Development and Culture Build Community Program in 2020 only. Supports projects that engage residents through performances, community art experiences, neighbourhood cultural activities and/or experiences that encourage participation, creativity, and innovation.
Waterloo	Region of Waterloo Arts Fund - not-for-profit corporation established by the Regional Municipality of Waterloo operate at arm's length from the Regional Municipality, which provides an annual per capita allocation to grant funding for the performing, visual and literary arts.	Allowing Community Cash program to be used to buy PPE, shift operations to follow compliance etc. More lenient with grant program for 2021 grants.

Windsor	Arts, Culture and Heritage Fund - invests in the soul of our City by providing financial assistance to locally developed arts, culture and heritage projects. Max funding \$5,000.	Enhanced Arts. Culture and Heritage Funding for COVID, max funding provided \$1,000 in 2020
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Based upon this review of other municipalities, additional supports for the arts and culture sector are very similar to the current programs in place through the City of Peterborough. The City operates various grant programs which in 2021 saw \$151,680 provided to arts and culture organizations as well as providing operating funding to EC3 to support the arts and culture sector. In addition, in 2021 the City provided additional funding in the amount of \$40,000 to the Arts Alive fund to support the arts during the COVID-19 pandemic.

Submitted by,

Richard Freymond
Commissioner of Corporate and Legislative Services

Sheldon Laidman
Commissioner of Community Services

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City of
Peterborough

To: Members of the Arts, Culture & Archives Advisory Committee

From: Susan Neale, Museum Director

Meeting Date: June 10, 2021

Subject: Report ACHAC21-021
Peterborough Museum & Archives: COVID-19 Pandemic Update

Purpose

A report to recommend that the Arts, Culture and Heritage Advisory Committee (ACHAC) receive a presentation regarding the Peterborough Museum & Archives (PMA) response to the COVID-19 pandemic health measures.

Recommendation

That the ACHAC approve the recommendation outlined in Report ACHAC21-021 dated June 10, 2021, of the Museum Director, as follows:

That the presentation regarding the PMA response to the COVID-19 pandemic health measures be received for information.

Budget and Financial Implications

Federal and provincial federal health measures implemented during the COVID-19 pandemic have impacted PMA operations. The PMA has applied to COVID-19 pandemic relief programs and has confirmed \$157,622.70 in external funding to date.

Background

Museums and Archives – Responding to the COVID-19 Pandemic

Extensive international, national, and regional resources are available to guide museums and archives in their response to COVID-19. These resources continue to evolve and to be updated as the scientific knowledge around COVID-19 and its spread expands and grows. Primary resources include:

- a. International Council of Museums (ICOM) COVID-19
<https://icom.museum/en/covid-19/>
- b. The REALM Project: REopening Archives, Libraries, and Museums
www.oclc.org/realm
- c. Canadian Conservation Institute (CCI): caring for Collections During the COVID-19 Pandemic
www.canada.ca/en/conservation-institute/services/conservation-preservation-publications/canadian-conservation-institute-notes/caring-heritage-collections-covid19
- d. Canadian Museums Association (CMA)
<https://museums.ca/site/aboutthecma/covid19>
- e. Ontario Museum Association (OMA)
<https://members.museumsontario.ca/resources/tools-for-museum-practice/COVID19>
- f. Federal and provincial health measures have been implemented to minimize the impact of the COVID-19 pandemic on human health.

Peterborough Museum & Archives - Pivoting Operations in the Face of COVID-19

The PMA, and all other Ontario museums and archives (as well as most Ontario organizations and businesses), faced the first full closure to the public beginning March 14, 2020. Since that date, phased levels of openings and closings have impacted the traditional methods of fulfilling deliverables.

The following 10 tips for pivoting a business in the face of COVID-19, set out by the Chartered Professional Accountants of Canada (CPA), have proven a useful framework for creative solutions: solve delivery dilemmas; go back to basics; provide entertainment; add to the product mix; tackle health needs; take it on-line; incubate ideas; get inspired globally; support your community; and look for guidance.

As always, the PMA priority is to fulfill its mandate:

As part of the collective memory of the community, the Peterborough Museum & Archives preserves, presents, and promotes the heritage and culture of Peterborough and area and provides significant heritage programs for the education and enjoyment of both visitors and residents alike.

COVID-19 Relief Programs

The Peterborough Museum & Archives (PMA) regularly applies for external funding, as opportunities arise that support its Mandate, its 5-Year Plan Accommodation Objectives, and its operational needs. The PMA has been successful in its submissions to COVID-19 funding relief programs (refer to MAAC21-005).

Summary

The federal, provincial and municipal governments recognize the importance, and the associated challenges, of maintaining museum and archives operations during a global pandemic. Ongoing access to core funding, to funding relief programs and to tools for ensuring human safety have proven critical to the continued delivery of services by the Peterborough Museum & Archives during the COVID-19 pandemic.

Submitted by,

Susan Neale
Museum Director

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City of
Peterborough

To: Members of the Arts, Culture & Heritage Advisory Committee

From: Karen Rennie, Manager of Arts, Culture and Heritage Division

Meeting Date: June 10, 2021

Subject: Report ACHAC21-022
Public Art Update- Renaissance on Hunter Artist Selection

Purpose

A report to seek endorsement of the Renaissance on Hunter Selection Committee's recommendations.

Recommendation

That the Arts, Culture and Heritage Advisory Committee approve the recommendation outlined in Report ACHAC21-022, dated June 10, 2021 of the Manager of the Arts, Culture and Heritage Division, as follows:

That the artists and projects selected for the Renaissance on Hunter Road Mural Project and Artists' Garden Project be endorsed by ACHAC.

Budget and Financial Implications

The Artist fees and project costs are approved within the 2021 Public Art Budget and approved by Council.

Background

The Renaissance on Hunter comprises two distinct but related public art projects to be installed along Hunter Street this spring: The Road Mural Project and the Artists' Garden Project.

The two initiatives align with the Temporary Downtown Public Space Changes, in particular the traffic calming and mobility strategy for Hunter Street. The plan establishes one-way traffic maintained in the westbound direction creating a curb extension and temporary sidewalk space within the closed traffic lane to provide opportunities to maintain public safety along this corridor. This year a combination of portable planters and barricades in four areas are planned to be installed along the streetscape to de-mark the spaces, provide physical separation, and further enhance accessibility for those with low vision. The four new pedestrian spaces created between Aylmer and Chambers Streets will serve as sites for a series of temporary murals on the asphalt, and themed gardens/interventions in the planters.

The Renaissance on Hunter public art projects were developed in consultation with the Planning and Transportation Divisions and Accessibility Office and will be presented in partnership with the Downtown Business Improvement Area and Green Up. They are being administered and funded through the City's Public Art Program

The call for proposals for the Renaissance on Hunter projects was issued in late April. The calls were open to both emerging and established professional artists, ad hoc artist teams or collectives working in a range of disciplines and media. Partnerships and collaborations were encouraged to create opportunities for a variety of creatives to contribute.

The commission values for the Artists' Gardens Project are based on the number of planters per site and range from \$4,000 to \$6,400. The Road Mural Project commission values are based on the site dimensions and range from \$3,000 to \$9,500. The proposal deadline for both projects was May 28, 2021, at 5 p.m. The expected completion of the projects is late June. All Proposals were to be submitted online through the Submittable.com platform.

Applications were assessed by Selections Committees composed of community members (2 ACHAC members and 3 members of the community at large with non-voting project partners and staff advisors as applicable to the projects). The assessment of the Artists' Garden Project and Road Mural Project submissions took place on Thursday June 3rd and Tuesday June 8th respectively.

Public art Facilitator Wendy Trusler will provide an overview of each evaluation process and share the committees' recommendations.

Submitted by,

Karen Rennie
Manager, Arts, Culture and Heritage Division

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City of
Peterborough

To: Members of the Arts, Culture & Heritage Advisory Committee

From: Karen Rennie, Manager of Arts, Culture and Heritage Division

Meeting Date: June 10, 2021

Subject: Report ACHAC21-023
Electric City Culture Council Activity Update

Purpose

A report to advise Arts, Culture and Heritage Advisory Committee (ACHAC) on the activities of the Electric City Council (EC3) including the Poet Laureate pilot program for 2021-22

Recommendation

That the ACHAC approve the recommendation outlined in Report ACHAC21-023, dated June 10, 2021 of the Manager of the Arts, Culture and Heritage Division, as follows:

That the Arts, Culture and Heritage Committee receive the report for information.

Budget and Financial Implications

The honourarium for the 2021 Poet Laureate is approved within the 2021 budget process.

Background

EC3 is an arm's-length, not-for-profit arts service organization supporting individual artists and arts organizations in the City of Peterborough and surrounding region. Our mission is to develop and strengthen the creative ecology of the region by connecting individuals and organizations and by providing the leadership, advocacy, professional development, information, research, networking, programming and collaborative partnerships, that build and support the capacity of the local arts and culture sector.

COVID-19 has delayed the launch of the Poet Laureate program, but in August 2020 the Emergency Control Group of the City of Peterborough approved proceeding with the Call for Poets and virtual interviews for the program. The official kick-off for the program is to be determined and subject to Public Health guidelines and restrictions.

EC3 will provide an update on the selection process and recommendations for the 2021/22 Poet Laureate program.

Submitted by,

Karen Rennie
Manager, Arts, Culture and Heritage Division

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City of
Peterborough

To: Members of the Arts, Culture & Heritage Advisory Committee

From: Karen Rennie, Manager of Arts, Culture and Heritage Division

Meeting Date: June 10, 2021

Subject: Report ACHAC21-024
Municipal Cultural Plan

Purpose

A report to advise Arts, Culture and Heritage Advisory Committee (ACHAC) of the Municipal Cultural Plan (MCP) status.

Recommendation

That the ACHAC approve the recommendation outlined in Report ACHAC21-024, dated June 10, 2021 of the Manager of the Arts, Culture and Heritage Division, as follows:

That the ACHAC committee establish an MCP working group and report back to the ACHAC with recommendations on next steps.

Budget and Financial Implications

There are no budgetary or financial implications associated with the recommendation.

Background

The MCP is the City's master plan to strengthen Peterborough's cultural sector, build a prosperous creative economy and establish culture as an important pillar of city-building. Accomplishments of the MCP'S strategic objective requires collaboration across all City department, the integration of culture into formal policies, plans and projects and building productive working relationships with.

The 7 Strategic Directions

- 1) Celebrate and Strengthen our Waterways, Cultural and Natural Heritage
- 2) Strengthen the Arts
- 3) Strengthen Heritage
- 4) Strengthen Downtown as a Cultural Hub
- 5) Incorporate Culture in all Neighbourhoods
- 6) Encourage Inclusivity and Facilitate Diversity
- 7) Build Capacity of the ACH Division

A draft review of the 7 directions has been completed and shared with Committee members. The document is very detailed due to the structure of the MCP so Staff are recommending a working group to work with Staff to prepare some recommendations for Committee consideration.

Submitted by,

Karen Rennie
Manager, Arts, Culture and Heritage Division

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