



City of Barrie

70 Collier Street
P.O. Box 400
Barrie, ON L4M 4T5

Final Arts Advisory Committee

Tuesday, May 17, 2022

10:00 AM

Virtual Meeting

For consideration by the City Building Committee on June 7, 2022.

The meeting was called to order by Chair, G. Groen at 10:05 a.m. The following were in attendance for the meeting:

Present: 6 - Councillor C. Riepma
J. Chomyn
G. Groen
S. Herman
J. Lougheed
I. Moggach

Absent: 3 - L. Daniels
K. Green
J. Ness

STAFF:

Committee Support Clerk, B. Thompson
Director of Economic and Creative Development, S. Schlichter
Director of Recreation and Culture, R. Bell
Public Art Coordinator, C. Ryan.

The Arts Advisory Committee met and reports as follows:

CULTURE DAYS

Amanda Dyke, Culture Officer - Development provided a presentation on the Culture Days.

Ms. Dyke provided a background on the Culture Days Celebration and discussed slides concerning the following topics:

- The Culture Days Celebration is from September 23rd to October 16th, 2022;
- A listing of the past programming, such as Ridin' Along/Signin' a Song and Conduct Us;
- A list of the annual programming, such as Buskers, Walking Tours, and Playwriting Contests;
- Culture Days partnerships include: the Barrie Public Library and the MacLaren Arts Centre; and
- Plans for 2022, i.e., partnering with existing events and campaigns and the Arts Advisory Committee involvement.

Members of the Committee asked questions of Ms. Dyke and received responses.

Attachments: [Culture Days 220517](#)

IN-PERSON CULTURE SOCIAL

Ms. Dyke provided that the spring culture social event is scheduled for June 8th, at 6 p.m., at the Sandbox Centre. She described the event as a way to inform the community on the different departments and invited the Committee to present itself to the community. She discussed the content for the event.

BRANDING STRATEGY/FUNDING

The Committee discussed branding strategies and funding ideas, such as community outreach events.

STAFF CONTACTS/CONNECTIONS

The Committee discussed, with staff, the idea of a list of City contacts and departments for references and resources. The Committee agreed to defer this discussion to the next meeting to discuss community contacts.

ARTS AWARDS UPDATE

Ms. Dyke provided an update on the Arts Awards, such as the date, time, and venue still waiting to be confirmed, the nominations will be launched in June, continuing with the traditional award categories, as well as exploring ways of partnering with other internal awards and events.

PERFORMING ARTS INVESTMENT FUND UPDATE

The Committee discussed the Performing Arts Investment Fund, as well as reviewing the Cultural Grants Program. It further discussed bringing on a consultant group to look at the industry standards best practices, review various programs, consult with recipients and organizations that may not have access to the fund, a Culture Master Plan update, and simplifying the application to making sure that the criteria and eligibility are clear. It was mentioned that Council had provided a one-time increase in support of the funding for projects, grants, and budget increases.

VENUE UPDATES

- A) GEORGIAN THEATRE**
- B) PERFORMING ARTS CENTRE**
- C) FIVE POINTS THEATRE**

Rob Bell, Director of Recreation and Culture provided a presentation concerning the Performing Arts Venues Updates.

Mr. Bell discussed slides concerning the following topics:

- The steps and timelines of the Request for Proposal and the consultant review for the Performing Arts Centre;
- The current status of the Georgian Theatre agreement and the work being completed;
- The Five Points Theatre streaming equipment installation and the events already held; and
- A dance pilot project at the Eastview Arena for competitions and recitals.

Members of the Committee asked questions of staff and received responses.

Attachments: [22 05 17 Arts Advisory Committee Presentation-rb-v2](#)

ARTS ADVISORY EVENTS/INFORMATION/UPDATES

I. Moggach provided an update on the Theatre by the Bay, such as an Amazing Race styled fundraiser, as well as the Simcoe County Theatre Festival.

A. Dyke discussed the Downtown Barrie Business Association's (BIA) community piano scheduled for May 26, at 6 p.m. at Meridian Place.

G. Groen indicated the Central Ontario Music Council is launching its website. Mr. Groen discussed the Troubadour Music Festival on June 24th and June 25th, at Meridian Place, with special guest appearances and supporting acts.

C. Ryan mentioned that the Barrie Public Art Committee will be launching Brightening Barriers and commissioning both local and regional artists to create original works of art for restaurant patios along Dunlop Street and Collier Street.

ADJOURNMENT

The meeting adjourned at 11:38 a.m.

CHAIRMAN