



**ARTS, CULTURE AND DEVELOPMENT ADVISORY COMMITTEE**  
**MINUTES**

**Thursday, August 8, 2024, 9:30 a.m.**  
**Open to public attendance in Committee Room G**  
**Lower Level, City Hall**  
**Committee members may attend electronically**

**PRESENT**

Councillor Ruby Campbell	Chair
Councillor Paul Minhas	Council Representative
Angelene Prakash	Alternate Chair/Downtown BIA Representative
Gerardo Corro Amador	Tourism New West Representative
Jorden Foss	Sectoral Representative from Local Business Community
Vera Kobalia	Sectoral Representative from Commercial Area
Tamsen McDonough	Home-based Business Representative
Saurabh Sood	Sectoral Representative from Local Business Community
Paige Strand	Sectoral Representative from Local Business Community
Andy Gomez Zamora	Sectoral Representative from Local Business Community

**REGRETS**

Laura Grady	Arts New West Representative
Jessica Schneider	Massey Theatre Representative
Ailed Duarte Martinez	Sectoral Representative from Local Business Community
Catherine Williams	Sectoral Representative from Local Business Community

**GUESTS**

Gwendolyn Maddock	New Westminster Chamber of Commerce
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## STAFF PRESENT

Carolyn Armanini

Todd Ayotte

Jen Arbo

Carilyn Cook

Acting Director, Economic Development

Manager, Community Arts and Theatre

Supervisor, Community Partnerships

Committee Clerk, Legislative Services

\*Denotes electronic attendance

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### 1. **CALL TO ORDER AND LAND ACKNOWLEDGEMENT**

*Councillor Campbell opened the meeting at 9:32 a.m. and recognized with respect that New Westminster is on the unceded and unsundered land of the Halkomelem speaking peoples. She acknowledged that colonialism has made invisible their histories and connections to the land. She recognized that, as a City, we are learning and building relationships with the people whose lands we are on.*

Councillor Campbell shared information about a Truth and Reconciliation workshop that she recently attended that addressed the Calls to Action. She encouraged Committee members to review the Calls to Action and determine how they could address them in their own lives.

### 2. **INTRODUCTIONS**

Introductions took place.

### 3. **CHANGES TO THE AGENDA**

MOVED and SECONDED

**THAT** the Agenda for the August 8, 2024 meeting of the Arts, Culture and Economic Development Advisory Committee be adopted with the addition of New Business item 6.1 City's Budget Survey by Councillor Campbell.

**CARRIED UNANIMOUSLY**

MOVED and SECONDED

**THAT** Gwendolyn Maddock be invited to participate in the August 8, 2024 meeting of the Arts, Culture and Economic Development Advisory Committee as the New Westminster Chamber of Commerce representative.

**CARRIED UNANIMOUSLY**

**4. ADOPTION OF MINUTES FROM PREVIOUS MEETINGS**

**4.1 June 20, 2024**

MOVED and SECONDED

**THAT** the Minutes of the June 20, 2024 Arts, Culture and Economic Development Advisory Committee be adopted.

**CARRIED UNANIMOUSLY**

**5. REPORTS AND PRESENTATIONS**

**5.1 Election of Alternate Chair**

Carilyn Cook, Committee Clerk, noted that as Angie Whitfield is no longer on the Arts Culture and Economic Development Advisory Committee, a new Alternate Chair must be elected.

MOVED and SECONDED

**THAT** Angelene Prakash serve as the Alternate Chair for the Arts, Culture and Economic Development Advisory Committee for the 2024 committee term.

**CARRIED UNANIMOUSLY**

**5.2 Anvil Centre 10-year Review**

Councillor Campbell introduced Todd Ayotte, Manager, Community Arts and Theatre, and noted that a lot of Committee members provided feedback during the engagement process for the Anvil Centre 10-year review. She stated that as staff work on implementing some of the changes resulting from the feedback, Council wants to ensure that there is continued involvement and feedback received from those that have a vested interest in the Anvil Centre throughout the re-envisioning process.

Mr. Ayotte shared a PowerPoint presentation titled, "Anvil Review."

Mr. Gerardo Corro Amador, Tourism New West Representative, arrived at the meeting at 9:46 a.m.

Mr. Ayotte advised that staff are currently working on creating an implementation plan and formal process that is in alignment with the City's budget process to review ways that specific capital operating enhancements can be requested.

In response to questions from Committee members, Mr. Ayotte provided the following comments:

- Programming gaps and strategies around community access will be reviewed from both a budgetary and operational perspective;
- Affordable studio space is already available to the community and one of the challenges is ensuring that the community is aware;
- The new communication/outreach position is key in regards to generating greater awareness of the existing programs and promoting new opportunities for engagement;
- There is an implication to the budget in terms of revenue for space rental – direct costs, such as staffing will still need to be recovered; however, on the other hand we would see a greater community benefit due to increased and more affordable access;
- Those applying for community grants with the City can include rentals costs as part of their budget (rentals, staffing); and
- Once a communications plan has been completed, Staff can bring to the Committee for review and feedback.

Discussion ensued and Committee members provided the following comments:

- Public events being held at the Anvil Centre need to be more widely publicized;
- Cultural celebrations could be a way to increase engagement the community at the Centre;
- There is a real need for more public space including meeting room and multiuse space. This issue was brought up a lot during the review process;
- The lack of available space for community use can often be attributed to spaces already being taken for commercial use;
- Adding music to the foyer space is a good idea as it is currently a very sterile area and did not feel very welcoming when it was used as a cooling centre;
- The addition of a small café or pop up coffee shop would be a great way to invite people to sit and chat and animate the space;
- Community members whose expertise is social media may be happy to promote events going on at the Anvil Centre;
- Promotions need to be fun to make people want to visit; and
- Many people do not know that the New Media Gallery is “pay what you can” and believe that it is free.

Councillor Campbell advised that the café space at təməsew̓txw Aquatic and Community Centre is not currently leased out and that a Request for Proposals will be going out soon for those who may be interested in leasing the space.

### **5.3 Grants Review Update - Phased Approach Overview**

Jen Arbo, Supervisor, Community Partnerships, provided an update on the grants review, noting the following:

- A phased approach to implement the changes to grants was approved by Council on July 8, 2024 and staff are working quickly to have them in place for the fall intake;
- A new online platform will be introduced;
- The reporting process will be improved and include four different categories based on the size of the grant;
- The focus will be on storytelling and relationship building; however, receipts will still be required;
- Changes will allow for up to 50 % of the cash reward given out at one time, although there may be policies and guidelines around that;
- An additional budget enhancement request for a Grant Coordinator and a marketing budget will be made;
- The balance of activities will occur in a future cycle and be facilitated by the Grant Coordinator;
- Work is being done on a micro-grant program;
- A service delivery model is being considered; however, additional analysis is needed to determine the implications; and
- Staff are cognizant of not making too many changes too soon and will work to manage expectations.

Councillor Campbell noted the following:

- Grants applications are reviewed by staff and the grants committees who then send recommendations to Council for consideration;
- The online platform is critical for organizations that have transitions in their committees – it is very efficient; and
- The City is accountable to the Municipal Finance Authority of BC therefore receipts must be required.

Councillor Campbell encouraged Committee members to spread the news about City grants with their networks once applications open.

Jen Arbo, Supervisor, Community Partnerships, left the meeting at 10:27 a.m.

#### **5.4 Metro Vancouver Invest Vancouver Presentation - New Westminster's Role on the Advisory Committee**

Ms. Armanini shared a PowerPoint presentation titled, “Invest Vancouver Advisory Committee” that reviewed sector reports and research, conferences and events, investment attraction, and policy reports.

Councillor Campbell urged Committee members to read the report that was included in the agenda package as it includes a lot of new and valuable information for businesses.

In response to questions from Committee members, Ms. Armanini provided the following comments:

- The Invest Vancouver Advisory Committee has discussed short-term rentals but not as they relate to tourism directly, more of how tourism contributes to the overall economy;
- Creation of a new Economic Development Plan (EDP) is on staff’s workplan. In the meantime, the 2018 – 2023 EDP is still referenced for policy items; and
- While some things in the last EDP were achieved, COVID sidelined a number of initiatives.

Councillor Campbell advised that staff and staff resources to create a new Economic Development Plan will be a part of budget considerations. She acknowledged that the New Westminster Chamber of Commerce was very involved in economic development forum that the City hosted for the creation of the last two EDPs and that there are things that the City can do to create excitement in the community about a new Economic Development Plan including hosting a key-note speaker event.

#### **5.5 New West City Pass - Tourism New West**

Gerardo Corro Amador, Tourism New West Representative, shared his excitement of the many things that are going on in the City and of the various destinations in the City. He noted the importance of sharing and promoting these things so that when people visit the City they are informed about the options they have when visiting. As such, Tourism New West has launched the New West City Pass to encourage people to do things around the City and extend their visit, resulting in contributions to the local economy. He advised that the Pass will be in effect until spring and with each visit at a participating business, Pass users can “check in” to earn points that can then be traded in for such things as New West gear, transit passes, restaurant gift cards, and local crafts. He shared that people could sign up

for the Pass through the Tourism New West website and noted that they are currently onboarding the second round of businesses participating in the initiative.

## **5.6 Freestanding Public Toilet Comprehensive Strategy**

Councillor Campbell reminded Committee members that the decision around the public toilets happened at Council and that the news was shared at the last meeting with members for their information. She advised that comments about the toilets can be shared with Mayor and Council by writing a letter to Council or by recommendation to Council; however, this topic is not a part of the mandate for the Committee. Council has requested that staff come back to Council with a comprehensive toilet strategy.

Carilyn Cook, Committee Clerk, reviewed how people could register to delegate at Council meetings to share their opinions with Council.

Vera Kobalia, Sectoral Representative from Commercial Area, thanked Councillors Campbell and Minhas for meeting with her after the last Committee meeting about this topic.

Ms. Kobalia advised that staff should see how other municipalities are dealing with this issue as all cities are having these challenges. She shared information about municipalities that had similar pilot programs, such as Courtney and Prince Rupert, and noted the high incidences of vandalism, the high cost of maintenance, and other issues they had experienced. She advised, however, that the report prepared by the UBC students for the City considered the pilot project in Courtney to be successful and suggested that, perhaps, they did not delve deep enough into the matter.

Discussion ensued and the Committee agreed of the importance of providing the right amenities for the unsheltered population, the aging population, families with young children, and others.

Councillor Campbell encouraged everyone to read the July 8, 2024 Council report regarding the comprehensive toilet strategy and to share their thoughts with Council.

## **6. NEW BUSINESS**

### **6.1 City's Budget Survey**

Councillor Campbell announced that Council is working with staff to come up with a 2025 budget and that the budget survey by Ipsos Reid will be mailed out in mid-August and be open until September 2<sup>nd</sup>. She advised that there will also be other ways for people to provide input on how the City spends its money.

At this point in the meeting, Committee members shared the following information and updates:

- Tourism New West has face masks available for those affected by the wildfire smoke;
- eBikes will soon be available in Queensborough which will help to activate the area off the Q to Q Ferry and local businesses are also working on promotions to encourage visitors and make the area an interesting place to live and visit;
- The New Westminster Chamber of Commerce continues to work closely with the community and businesses;
- The Walking School Bus Program aims to reduce congestion around schools and get kids moving and work is being done to get more of the “school buses” in New Westminster;
- A member announced that they were now consulting for the local business “Heart Berry Soda” and shared some cans of the soda with Committee members;
- The Downtown BIA is halfway through their summer events season and is starting to make plans for Shine Bright New West;
- The Zizi show, an AI drag cabaret, will be at the Anvil Centre from 4:00 to 8:30 p.m. on August 17<sup>th</sup>; and
- It is the busy season for Steel & Oak Brewing Co. and they have been in attendance at Fridays on Front and the Brewhalla Festival and will also be providing beer during New West Pride week. They also recently hosted over 800 people in celebration of their 10<sup>th</sup> anniversary.

## **7. END OF MEETING**

The meeting ended at 11:34 a.m.

## **8. UPCOMING MEETINGS**

October 10, 2024

December 12, 2024

Certified correct,

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Councillor Ruby Campbell

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Carilyn Cook, Committee Clerk