

**Attendees:** **Christine Malone** - Art Focus Artists Association; **Bob Wallace** – President, Art Focus Artists Association; **Lauren Hillman** – Theatrix Youth Theatre; **Deb Solberg** – Theatrix Youth Theatre; **Patrick McCarthy** – PoCo Arts Council & Tri-Cities Community TV; **Karla MacDonald** – Poco Arts Council; **Rhea Rose** – Poco Arts Council; **Kanchan Lal** – Museum Coordinator, Port Coquitlam Heritage and Cultural Society; **Julie Schmidt** – President, Port Coquitlam Heritage and Cultural Society; **Debra Halyk** – Art Focus Artists Association; **Laura Lei**; **Robin Lough** – Richmond Art Gallery; **Lisa Fedoruk** – Major Events Program Lead, City of Richmond; **Jen Cheng** – Cutie Circle Ukulele Group, **Angela Anderson** – What’s on Port Coquitlam Magazine, **Emiko Morita, June Fukumura and Sammy** – Powell Street Festival, **Jacquelyn Collins** – Riverside Secondary School.

*City of Port Coquitlam staff:* **Carrie Nimmo** – Manager Cultural Development and Community Services; **Robi Smith** – Arts and Culture Coordinator; **Nikki Hillman** – Arts and Culture Recreation Program Assistant; **Lesley Perrie**– Arts and Culture Recreation Program Assistant; **Alex Bickers** - Event Producer, Community and Civic Events, **Emily Neumann** - Production Assistant, Community and Civic Events, **Marnie Maule**– Arts and Culture Recreation Leader.

**Note Taker:** Nikki Hillman

### **Cultural Roundtable Goals:**

1. Network and share information and resources
2. Work together to implement our Cultural Plan

### **Theme: Virtual Programming Inspiration**

#### **Agenda:**

- Welcome, orientation to Zoom and review agenda
- Introductions
- Virtual Programming Presentations
  - Virtual **Festivals:** Alex Bickers, City Events Producer
  - Virtual **Engagement:** Kanchan Lal, Port Coquitlam Heritage
  - **Galleries:** Robin Lough, Richmond Art Gallery & CARFAC BC
- Virtual Cultural Plan update + resources
- Roundtable

**Carrie Nimmo** opened the meeting by welcoming everyone, introduced staff and reviewed the agenda. **Robi Smith** invited participants to introduce themselves by sharing their names, affiliation or group and what they are most interested in learning about virtual programming and engagement. She then walked through a number of examples of artists and arts organizations that offer online programming or content:

- Linda Arkelian – offering dance classes through Facebook
- Julie Lebel – offering their program, Dancing the Parenting, online (Grant Recipient).
- Shauna Kaendo – art therapist offering online workshops with various art forms. Since pivoting to an online format, she has added attendees from around the world!
- Vancouver Art Gallery – Art Connects online Artist Talks; Art At Home online art classes for families.
- Vancouver Symphony Orchestra – VSO@Home Digital Performances. School of Music is also online.
- National Art Centre – workshops and master classes are online. Ex. Conducting 101 and NACO Lunch Breaks, featuring live virtual classical music.

Artists and groups are using the following on-line platforms: Side Door (Great for Theatre), OBS Studio (video and live streaming), Discord (live collaboration platform), Zoom (set up meetings which require a password, break off into separate chat rooms).

## **Presentations:**

### **Virtual Festivals: Pivoting to Virtual Events: Alex Bickers (City Events Producer)**

March 13 was the cut off day for all large events, Canada wide. The reality is, we may not be able to gather in large numbers for the next 12-18 months. This means if we want to keep engaging, we have to pivot to on-line events. If you are planning to produce an online event, and it involves a production crew and artists in a live type environment, you must adhere to all Federal, Provincial and Municipal Health and Safety Guidelines. You are responsible for following these guidelines to ensure everyone's safety. Consider all measures you may need to have in place, such as higher levels of security, fencing, and figure out where will you find masks, Lysol wipes, or 70% Isopropyl.

How can we do virtual entertainment events on a budget? Zoom meetings are great, just invite everyone and have artists play. Look for any good quality content you may have that you can use on your website. Create a YouTube channel, contact your email list and invite people to watch previous performances. Please be aware of security (e.g. zoom is an open platform and can be hacked).

To manage the size of gatherings, do not promote parades or advise of location. Reduce all amplification and provide security and fencing. Ensure you have all protocols and insurance in place.

If you are considering a high quality live broadcast, you will need a minimum \$10,000 for a live broadcast service. This budget is for licensing, editing, camera operators, platforms, and fees for artists and décor. Live broadcast is different than performing at a live event in terms of licensing and releases. There are different rules for broadcasting a

cover of a song, then for performing in a bar. Check with Entandem (formerly SOCAN) to learn the difference. Consider fees for venues and security. If you are prerecording, ensure that the artists and production crew are in a space large enough to be 10 feet apart. If you can, hire an event expert to assist you. Safety Alliance (based in USA), <https://www.safetyalliance.org/org> has drafted a detailed guide regarding protocols to put in place as events reopen.

**Carrie Nimmo** added that the City of Port Coquitlam's May Day festival this year was funded by Canadian Heritage. You will find that many funders are quite flexible at this time. The City produced May Days over multiple days, and the success was due to the engagement with the community, with community content, on Wednesday, Thursday and Friday, leading up to the performances on Saturday. During the live broadcast, 7,900 folks watched the event on Facebook. We also streamed on YouTube and because the video was recorded, it is now posted on the City's Website so people can re-view it.

**Emily Neumann** added that we discovered having the production equipment and crew allowed us to simulcast and post on Facebook and YouTube at the same time. Make sure you add in a couple of extra hours to the production schedule for cleaning; this is the key to how much you can actually produce in one day. If you are an event planner and are going to be working with more film crew folks, have a meeting beforehand to discuss the event and go over jargon and rules which may be used so you can ensure you are all on the same page.

**Q.** Related to festivals, we were looking forward to holding an anniversary event this year. Now, we are looking for a manual/document with information to use as a guideline for holding an event in the coming year.

**A.** The City's Event tool kit is coming online this summer, we could consider including something in that. Please have a look at the Event Safety Alliance document for detailed guidelines on how to produce an event.

**Virtual Engagement: Kanchan Lal, Coordinator of Poco Heritage.**

Two months ago, Heritage closed to the public, but within the first week created a series called Quaran-Tales. This series invites the community to submit photographs, tales, and poetry, whatever they would like. Heritage has been posting these stories on their website and social media pages. The key to engagement is to keep things simple when engaging with followers. There are no restrictions on what people can submit and people are also invited to submit a photo of themselves, as this helps to associate the content with a face and encourages engagement with their neighbors which enhances the connection. Heritage recently partnered with S.U.C.C.E.S.S in the Tri-Cities and engaged with their client base, many of whom speak Arabic, Farsi, Ukraine and Mandarin. If you want to engage with the community and have a small engagement group, talk to other organizations or community groups who are larger than you. Right now, these groups are also looking for ways to engage with others within the community. Approach other art groups and they will most likely promote you. Heritage spent April developing online resources for the public and added online education,

programs and data base buttons. People can also scroll through the archives, which is a great way for people to get to know Poco by looking at photos and objects. Heritage also updated their online educational page for educators, families and students. The programs Heritage usually offers at the museum are now converted into online packages and are simple. For instance, the materials are downloadable PDFs in black and white, keeping in mind that some community members may not have access to printers, etc. This education piece is also listed on <https://cultureonline.ca/museums> hosted by the BC Museum Association. If you are an artist or a school teacher, please visit this site as it has a lot of resources and information available. In the last 2-3 weeks, Heritage has pivoted to offer online programs: Rhymes of Time, Heritage Writers' Group and Heritage Detectives. When creating virtual programming, it works best to take what you already have, and convert to an online platform, especially if you do not have much in your budget. Rhymes of Time and Heritage Writers' Group are both online meetings where people can register and attend online. We also have the Heritage Detectives and we've really used our social media to engage with this as some people do not want to attend a Zoom meeting or participate in the Zoom platform. Through research, we've determined that Twitter is the best for advertising just before your event is happening, Instagram is great for featuring your work, and people are using Facebook more since Covid-19 began. The best way to engage through Facebook is by posting and then asking a question/response. For example, the Heritage Detectives post images or objects on Facebook and ask people to respond. Heritage has seen an increase in followers over the past month. Finally, we have our Evening at the Museum which will happen in the first week of June in collaboration with the Giggle Dam. This will not be an interactive piece except for a 20 minute discussion at the end, but it's a way for a local business to discuss with the community what is happening with them during this time. If any of this group would like to be featured or get involved with this program, please contact Kanchan Lal. One last tip, when Heritage was starting Quaran-Tales, they found it slow to start but the very best way to get folks to participate is to call them. Give the people in your database a quick call to invite them to participate. It takes time but calling people and speaking one on one can really help build your program. Also, if you find it tedious to schedule social media posts, you can use Hootsuite to input your upcoming posts.

**Virtual Galleries: Robin Lough, Arts Programmer with City of Richmond Media Lab & Membership and Communications Coordinator for CARFAC BC**

Robin shared the Richmond Art Gallery page (<https://www.richmondartgallery.org/>). the gallery already had existing content and so they were able to build on this and adapt to virtual programming. The Gallery posted some photos of the current exhibition which is a great way for people to view the exhibition. The gallery also wanted to include a way to showcase local art groups, so the Richmond Art Centre used Behance (part of the Adobe Suite) which directly links to the art groups pages. You set up pages in the program and when you click through; you can upload images, resize them, add text and embed video footage. Behance also connects you with other galleries around the world and your gallery could be featured. The gallery may expand to include submissions from children or upload work completed through summer programming.

**CARFAC BC** –CARFAC is building an online gallery through Instagram. Another great online Instagram gallery to check out is Quarantomics; they curate submissions from artists and lay out images and information about the artist. There's also the SFUgalleries Instagram page, where they curate the aesthetic of their Instagram page. The initiative for CARFAC to create the online gallery came out of a series they began called In the Studio and Beyond: Coffee Break Conversations. These are held through Zoom at [www.carfacbc.org/coffeebreak](http://www.carfacbc.org/coffeebreak) and are a great way for people to stay connected during Covid-19 on a weekly basis.

**Q.** If organizations already have an Instagram account (and photos), is it best to start a new one, or delete old pictures in order to properly curate the content to meet a certain look?

**A.** Recommend starting from an account already established. You could delete some photos but it depends on how much is already on your account, may not be worth going in and deleting 100's of photos.

## **Cultural Plan Update**

**Carrie Nimmo** - All City facilities remain closed until September 30 and staff are working on developing some virtual programs. The first was May Days and we are moving toward the same for Canada Day. We've offered Wellness Wednesdays online, partnered with the Terry Fox Library on a Flash Fiction contest which closes June 4 and we held two flash fiction workshops with local writer Kevin Spent. Our Artist in Residence, Cherry Lu, will be starting in Lions Park. For more information visit her website at <https://lionsparkresidency.weebly.com>

The Port Coquitlam Farmers Market has also pivoted and will be hosting a food hub out of the Gathering Place. You place your order online on Monday, and then pick up your order at the Gathering Place on Thursday. <https://www.farmersandmore.org>

## **Impact of COVID-19 on Non-Profits**

The Vantage Point BC Survey is now online. Below are some key findings from the survey:

- 78% of respondents have experience service disruptions
- 95% report higher stress levels because of COVID
- 74% have experienced a decrease in funding
- 59% are experiencing a decrease in funding
- 15-19% face closure and 23% feel they may not last more than 6 months
- 40% anticipate laying off staff
- 22% are concerned about retaining their facilities

During our last Cultural Roundtable, we heard that you would like more information and additional resources and tools. The City of Port Coquitlam has extended deadlines for our grants and is listening to how you can adapt to Covid-19.

## **Impact of COVID-19: Call to Action**

Key recommendations from the recent Vantage Point BC Survey:

- Government and Funders: there needs to be more funding, flexible funding, clear

information and tech support

- Not-for-profit Organizations: collaborate; reach out, partner, innovate
- Individuals: speak up, donate, volunteer

## Upcoming Grant Deadlines

- **Self-Help Matching Grants** – Applications due May 29
- **CCD Grants** – Spring intake applications due May 29
- **Port Coquitlam Foundation** deadline May 31: <https://pocofoundation.com/granting/>
- Canada Council: **Digital Originals** – Open until June 15  
<https://canadacouncil.ca/initiatives/digital-originals>
- <https://www.canada.ca/en/canadian-heritage/services/funding/information-covid-19.html>

Additional Grant opportunities: <http://littledog.ca/grant-deadline-calendar/>

## Resources

BC Alliance for Arts and Culture: <http://www.allianceforarts.com/covid19>

BC Arts Council: <https://www.bcartscouncil.ca/covid-19-summary-of-changes-to-bc-arts-councils-programming/>

Canada Council for the Arts: <http://canadacouncil.ca/covid-19-information>

Vantage Point: <https://www.thevantagepoint.ca/resources/covid-19-government-financial-resources-not-profits> - membership is currently free, encourage you to sign up

<http://www/bccdc.ca/health-info/diseases-conditions/covid-19/event-planning>

<https://www2.gov.bc.ca/gov/content/safety/emergency-preparedness-response-recovery/covid-19-provincial-support/bc-restart-plan>

Vancouver Foundation in Our Hearts Community Response Grants:  
<http://www.vancouverfoundation.ca/whats-new/in-our-hearts>

## Roundtable

**Jen Cheng – Cutie Circle:** currently partnering with the Pitt Meadows and Maple Ridge ukulele groups by hosting their weekly jam via Zoom. Cutie Circle has arranged a joint jam with the Vancouver Ukulele circle, so there are currently two jams per week and two monthly jams. Cutie sent out surveys and information regarding social distancing regarding choirs and singing groups, which will be the last groups to go back into the facilities after the lockdown. They would like to know if there is a space in Port Coquitlam to host an outdoor jam.

**Bob Wallace – Art Focus:** The season usually ends in June and they will hold their AGM meeting via Zoom. They are planning their wrap up luncheon outdoors in a park, where everyone will bring their own food and chairs. Planning to hold Plein Air sessions once a week, just to keep members connected over the summer. For now, keeping to business as usual and will adjust and adapt as needed.

**Lauren Hillman – Theatrix:** pivoted their current production to an online production and the kids and instructors have been filming their parts through Zoom, which will then be edited into a video. Everyone is invited to watch the premiere on the new Theatrix YouTube channel, live on June 26 at 8pm. Theatrix officially launched their online performing arts studio (OPAS) and are currently offering dance and singing classes online via Zoom. Teachers have also recorded webinars for students to download to take on their own time. Their website has a lot of free materials as well, and there are some materials people can download with a pay what you can model.

**Patrick McCarthy – POCO Arts Council:** has been working with POCO Heritage, helping them round out the 4th F's in their exhibition, to be announced once finalized. The POCO Arts Council AGM will be held online and they are also looking at kick starting the artist directory to help connect people.

**Tri-City Community TV** – received a Heritage Canada grant to record some online virtual programming for Canada Day. They are looking for Covid-19 stories about how it's affected you or your organization. They have a connection with Optic TV on TELUS and can broadcast during Canada Day.

**Angela Anderson** – print copies will not be offered for quite a while, so the magazine is working to find the best way to share information with everyone. If you are using social media, remember to use hash tags. One of their recent posts had 20,000 views and they feel it's due to the use of hash tags. All promotion is currently free, including for businesses.

**Julie Schmidt** – recently received 500 copies of the comic book they received a grant for titled, *Port Coquitlam's F-Words: The Story of Port Coquitlam's Early Years*. They are currently working on grant applications for the end of the month. The Heritage AGM was scheduled for April but it's been pushed to June 18 at 1pm. This will be a virtual event on Zoom. People haven't been able to physically go to Heritage to renew their memberships, so if you are a member, please renew online via our website as they need folks for a quorum for their AGM etc. They are working on updating their current F-words exhibition to include Covid-19, and will be looking for PoCo stories, ex. How do you conduct your job from home? These will eventually go on a panel to update the current exhibit.

**Carrie Nimmo - Closing remarks:** Our next meeting is June 18, 4-5:30 after which we will be taking a break for the summer. Please let us know of any topics you would like to

discuss at this next meeting. Please email Carrie Nimmo, Robi Smith, or Nikki Hillman with your suggestions.

**Adjourned: 5:30 pm**

**Next Cultural Roundtable: June 18, 2020**

For more information on arts, culture and heritage programs offered at Leigh Square, call 604-927-8441 or visit [portcoquitlam.ca/leigh square](http://portcoquitlam.ca/leigh-square)