

North Peace Cultural Centre

20t Anniversary Celebration Committee

Meeting Notes – Wednesday, October 17, 2012

Present: David Batterham, Bettyann Hampton, Oliver Hachmeister, Robert Zeunert, Peter Stringer, Sue Popesku, Larry Evans, Holly Ulrich, Shiran Fitzpatrick, Eliza Stanford, Sandy Troudt, Tony Atkins

**Suggestions:**

Spotlight, which was to have been held earlier this year, to happen in January?

Celebration for 20 days in June, culminating in a gala concert on June 21

Need for an official launch of the 20<sup>th</sup> season – logo (have), slogan (suggestions welcome), press release

Fundraising for a legacy – marquee

Additional painting/artwork for the lobby of the building either directly onto the walls or onto canvas that can be hung

20 page (?) commemorative booklet

Flying Colours having a printathon with the group members to produce prints, conduct a workshop

Art Walk, with local artists' work distributed throughout willing business houses

Artists at work on the sidewalks

Contact SD#60, Child Development Centre, Treaty 8, Chamber of Commerce, Rotary, Senior Citizens, Visitors' Information Centre, Northern Grove, the North Peace Museum, Royal Canadian Legion to ask them what the Cultural Centre means to them, and how they could be a part of the celebrations

Contact the Fort St John Community Arts Council and all their member groups and ask them the same thing...what has the Cultural Centre meant to them over the past 20 years and how could they become involved in the celebrations

Contact the Latino, First Nations, Metis, Pan Caribbean, and other ethnic groups to ask them how they could take part in the celebrations

Contact the members of the Chamber of Commerce and other businesses in the North Peace to ask them to come on board, and let them know that there will be various sponsorship opportunities throughout the 2012-2103 season

Organise a regular writing campaign to the newspaper (and radio) in which individuals and groups can tell their story/ies about their relationship with the centre

Need for a publicist position to liaise with AHN, Northerner, Northern Grove, Moose, the Bear

**I hope you have all been thinking about these items, because at the meeting on Wednesday, November 7, commencing at 5:30 p.m., we will be looking at volunteers to take on some/all off these tasks.**

# 20<sup>th</sup> Anniversary Celebration of North Peace Cultural Centre

DRAFT CRITICAL PATH Nov 7, 2012

## STEERING COMMITTEE

NPCC Society: David Batterham Chair, Rob Zeunert, Shiran Fitzpatrick, Peter Stringer, Tony Atkins,  
Larry Evans

NPCC Staff: Betty Anne Hampton ED, Oliver Hachmeister Tech

INDIVIDUALS: Holly Ulrich, Sandy Troutd, Eliza Stanford, Sue Popesku, Sue Popesku

## TERMS OF REFERENCE

- All plans and events to be approved by the North Peace Cultural Centre Society. The Society Chairman is David Batterham.
- NPCC Society and staff to monitor and assist. They are not to be responsible for the organization and execution of events and activities for the celebration except where they choose to be.
- No extra NPCC funds are available for events and activities- fundraising and sponsorships are required.
- Events/Activities will be proposed/organized/funded by individuals and/or groups, received by the Steering Committee and approved by the NPCC Society.
- Committees to be formed to organize and conduct various events/activities of the 20<sup>th</sup>.
- As many arts groups and individuals should be involved as possible over the 21 days.
- All organizations/clubs having past or present experience in the Cultural Centre are to be invited to proposed activities/events/join the Steering Committee

## CONTENT

Time: 21 days in June

Logo: Completed- identified by Betty Anne

Slogan:

Theme: Bright Lights in June (similar to opening 20 years ago of Bright Nights in June)

Fundraising Goal: #1. \$70,000 for marquee on building. Others: piano keyboard/elevator/patio on roof

Participants: Entire community, past people, children, cultural diverse locals

Partners: Media

Educational: Workshops, displays, classes

Testimonials, personal stories on radio/paper for 20 days

Entertaining: Shows, exhibits, music

Formal Recognition: People/events

Legacy: Public Art Commission

Permanent Art Collection Reorganized

Original play

History: Visual panels of significant events/archival binders of each year

Commemorative Booklet

Heritage/Museum exhibit

Library: Short stories, story telling, storybook composition

Community: Banner program

Art Walk

## **CRITICAL PATH**

October 24, 2012- First meeting called by Tony Atkins at NPCC

November 7, 2012- Second meeting NPCC 5:30pm

### November

- Identify a volunteer publicist.
- Set required Committees (fundraising, gala, technical)
- Press Release with dates/invitation to receive proposals/addresses of those who moved away (Nov. 21 release to all media at once).
- Notify by letter all groups/service clubs directly with terms of reference and dates.
- Receive proposals on events/activities for the 21 days in June.
- Make list of all people/emails/address of those involved since 1979 (first referendum) to the present who had an impact on the fundraising/building/activities/development of the Cultural Centre to 2012.
- Design invitation to send to all. (postcard? email? visual?)

### December

- Create budget
- Fundraising Committee to identify means of funding/grant applications/sponsorship package/seat sale program?

### January

- Send invitation to all individuals/groups/etc with dates/participating hotels/etc to return to FSJ for celebration
- Select key events to be completed
- Apply for required funding—find sponsors

### February

- Secure detailed plans from group/individuals about their events/activities

### March-May

- Monitor each group/individ to make sure event/activity on schedule
- Work with Gala committee for details and arrangements
- Publish Commemorative Booklet

### April

- Compile list of those attending

### May

- Tickets for Gala on sale plus any other event in the 21 days.
- Organized newspaper insert on celebration dates/activities plus some history/photos to be published mid May.

## **THE CELEBRATION**

June 1-21 Celebration and activities each night/exhibits in Centre/art and history in store fronts, library and museum

June 1 (Sat) Launch Spotlight?

June 21 (Fri) Gala (Longest Day)

North Peace Cultural Centre

20th Anniversary Celebration Committee

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NDI - 500  
700  
209000

Present: David Batterham, Bettyann Hampton, Oliver Hachmeister, Robert Zeunert, Peter Stringer, Sue Popesku, Larry Evans, Holly Ulrich, Shiran Fitzpatrick, Eliza Stanford, Sandy Troudt, Tony Atkins

**Suggestions:**

City - involved somehow  
Logo - to be used.

Spotlight, which was to have been held earlier this year, to happen in January?

Celebration for 20 days in June, culminating in a gala concert on June 21

Need for an official launch of the 20<sup>th</sup> season – logo (have), slogan (suggestions welcome), press release

Fundraising for a legacy – marquee

- 20 years -  
- where has the time gone - press release

Additional painting/artwork for the lobby of the building either directly onto the walls or onto canvas that can be hung

20 page (?) commemorative booklet - Cultural Centre - Dave Tolley / Betty Ann /  
magazine - 1/2 next season 2 Mag - advertisers pay - [Signature]

Flying Colours having a printathon with the group members to produce prints, conduct a workshop

Art Walk, with local artists' work distributed throughout willing business houses - need organizers -  
- demo - print making - painting studio tour - businesses - Sandra/Holly -

Artists at work on the sidewalks

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Need for a publicist position to liaise with AHN, Northerner, Northern Grove, Moose, the Bear

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NAME :

November 7, 2012

NPCC board meeting minutes:

People present: Betty-ann Hampton, Sandy Trout, Sue Popesku, Holly Ulrich, Rob Zuenert, Larry Evans, Oliver Hachmeister & Tony Atkins.

-Went through minutes of last meeting.

-According to Betty-ann, the 20 day celebration has been announced to the city.

-The logo was done by Mark Bodnar. (in 10 minutes)

-Slogan idea/ suggestions:

-could go with the text element of the logo- "Celebrating 20 years, of arts, music, culture & community.

- "Where has the time gone?" (if not as slogan, could be used in promotional materials.

-#1thing on agenda- The Marquee- legacy- Possible sponsorship?:

-could come through Sherry Dunn of Remax according to Sandy who relayed the idea of 4 large business sponsors donating 20,000.00 each. 4X20,000=80,000 estimated cost of digital marquee.

-In relation to the 20 page commemorative booklet/ publication Betty ann said there is a magazine in the works for around that time. To be headed by Betty-ann & npcc. 3/4 dedicated to celebration of historical, 1/4 dedicated to next years season. This is to come out probably mid may or June. Will be paid for by advertisers. Also the publication may continue.

-Re: Printathon event. To educate the public on the creation of original pulled prints, artists will come in and work for a day or 2 and in the end donate 2 prints to the Art Auction is the last saturday in April every year. This year is the 30th annual art auction. So the printathon would happen in March. Sponsorship could be raised for the presenters of the workshop, and the proceeds are to fundraise for the celebration in June, where sponsors will also receive an original print.

Artists will be willing to donate 2 prints, because they will have the chance to make 20 prints during the course of the printathon, so they will have some to sell as well, and it is to support the gallery which shows their work.

-It was noted that the June 1-22 celebration events are to be above and beyond normal activity npcc (ie. P.A.G.S. Regular Support etc.)

-Concerns were brought up about transparency to public about where funds raised are spent. And that most people in the community have no idea about what goes on to run the centre.

Workshop /Studio crawl Tour idea:

In relation to the Art walk, which it could be a good idea to include stops at the hospital and Enerplex Sandy and Holly will be in contact with some of the artists who have professional studios and see what the interest levels and time availability would be for open house type studio visits.

-A small map and dates for studio crawl/ art walk could be publicized in the magazine that is being made.

-Rob Zuenert is in connection and has spoken to the NLC college foundation board chair. And there would be 80,000.00 no problem through Northern Development Initiative Trust. NDI which could be put towards the marquee, elevator, piano, rooftop garden...

-Another way to raise funds could be to ask 80 businesses to contribute \$1,000.00 each towards the marquee. Holly had made up a written proposal to possible sponsors for this.

- Or the idea was brought up to have various levels of donation Platinum, gold, silver, bronze.

-Looking for sponsorship could be put with some detail, under the umbrella of general refurbishment of the centre, which hasn't really happened in 20 years..

-Important to notice and recognize contributions and where the funds go- with commemorative plaques.

-Multi cultural groups- idea to have welcome signs in a number of different languages around the building.

-Re: contacting old members who may have moved away- Sue will go through the scrapbooks, and gather names. If anyone knows of someone who has moved we will need Name, address & emails.

-Fundraising Committee is Rob Z. - By next meeting to have what the bottom line financial will basically look like to Betty-Ann by next meeting Dec 5th, 2012. (It can still be revised)

-Budget Committee- Betty Ann -we need to know all \*anticipated\* costs- For now it would be a "living budget"

-Eliza Stanford sent forward a document proposing - mosaic signage and artwork as well as tromp d'oeil mural ideas. She included some pricing of materials and labour. Also made the valid point- not to focus on childrens art but to concentrate on the professional artists in the community having some opportunities.

-It was overall agreed in the meeting, that since it is the 20 year anniversary- this celebration pertains more to the adults than kids who weren't even born then.

-Sue made up a Critical path which we went through. Also she included a list of all the past and present Group members of the Arts Council. 1992-2012, specifying the 30 groups that are currently active in the arts in fsj, as well as additional arts related businesses.

-Once events are planned, npcc may want to give people a package deal to be able to attend as many as possible for a reduced rate- Funds raised could contribute towards a subsidized package price.

(thinking about how Quebec city had a 400 yr celebration and you could buy a packet of wrist bands to go see some big names over the course of 10 days- included van halen, feist, french groups, wailers, white-tees, stone temple pilots, etc etc all for 30.00!) -White Elephant Sale- Artists could bring art they want to sell- and people could get a good deal on some interesting work . Like a show and sale- good for spring cleaning time. Show and sale could take place friday eve, saturday & end sunday- in the main lobby/ mall area. This could happen in the middle to end of the celebration in order to not overly compete with possible gallery sales.

Next meeting December 5th, 2012 5:30 pm have the revised event possibility plan skeleton ready, to be able to give a sneak peek to the media, then in January make the official announcement of the celebration.

Start to let art groups know about what's happening as soon as possible so they can decide how they want to contribute, deadline for proposals being possibly the end of january 2013.

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## IDEAS FROM OTHER ANNIVERSARIES----

The art gallery just had their Grand Opening here is some of what they did.

<http://aggp.ca/news/block-party/>

<http://www.dailyheraldtribune.com/2008/12/08/plans-for-2009-arts-awards-gala-coming-together>

The Montrose Cultural facility had a grand opening in 2009.

Here is what they did.

<http://bill-given.blogspot.ca/2009/06/iskoteo-arts-festival-busy-week-in-gp.html>

They were also able to have the Alberta Lieutenant Governor awards to coincide.

I was not involved in either event but there may be some ideas you could utilize.

For our 50th GPLT season, there are a number of people getting together to put on a collection of skits involving shows from our last 50 seasons. Not involved with this either so I'm not certain how this is going.

Hope this helps somewhat. If I think of something else I'll let you know.

Cyril

On Oct 19, 2012, **spopesku**<[spopesku@shaw.ca](mailto:spopesku@shaw.ca)> wrote:

About that "assistance thing" .... The North Peace Cultural Centre is having their 20<sup>th</sup> Anniversary coming up. Do you have some great new ideas about celebrating a 20<sup>th</sup> anniversary of the opening of a Cultural Centre (Theatre, library, activity space, art gallery).

<http://www.artofthepeace.ca/issue-12/iskoteo>

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