



Fort St. John  
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## British Columbia Festival of the Arts – Host Committee

### Regular Meeting Minutes

August 10th, 2000

Fort St. John Recreation & Leisure Services Dept.

#### PRESENT

Committee Members: Acting Chair Gordon Grant, Heather Hannaford, Dave Eaton, Kate O'Neil, Gail Weber, Patti Murray, Larry Evans, Moira Green, Jean McFadden.

Staff: Coordinator April Ingham

Guests: Sue Popesku and Judy Steele.

#### 1. INTRODUCTIONS & WELCOME

The meeting convened at 12:05pm, August 10th, 2000.

Welcome to all, round table of introductions including guest Judy Steele, who is a new member of the marketing, publicity and publications committee.

#### 2. APPROVAL OF AGENDA

*Motion to accept the agenda as presented: (Larry Evans, Gail Weber)*

#### 3. MOTION TO ACCEPT MINUTES

*Motion that the minutes of Thursday, July 13th, 2000 be approved: (Dave Eaton, Heather Hannaford - CARRIED)*

#### 4. OLD BUSINESS

- a. Management Agreement – Patti Murray: proceeding along, should be done by early September. Budget needs to be prepared and signed off in early September as well. Committee Chairs will need a budget for their corresponding areas in the next couple of weeks. This information will assist the Executive Committee in preparing the overall budget, which would then be approved by the Provincial Office.
- b. Festival Launch – Gordon Grant: Launch is on Saturday October 14<sup>th</sup>. The sub-committee has the plans well in hand. Support from other committees will likely be required to assist with signage, promotions, security, hospitality, and protocol.

## 5. REPORTS

**Chair** – Sandy Troudt's report attached (appendix 1).

**Fundraising** – Dave Eaton: Impressed with the materials received from Nelson. In the process of drafting the initial BCFA introductory and request for support letter. Introduced his Co-Chair Moira Green from the North Peace Savings and Credit Union.

**Publicity, Promotions & Publications** – Kate O'Neil: The members of the Publicity & Promotions Committee and the members of the Publications Committee decided to merge into the Publicity, Promotions & Publications Committee.

**Facilities** – Gordon Grant: Letters have gone out and contacts are completed. The budget will be finalized in the next couple of weeks.

## 6. NEW BUSINESS

- a. **Overview of an aspect of the Festival** by Sue Popesku. Sue provided an overview of how the delegates are selected to attend the festival (see appendix 2).
- b. **Budget** – Discussion around the importance of committees submitting budgets, guidelines were presented (appendix 3).
- c. **Gabrielle Levins, Executive Director BCFA** – Still no confirmation as to her visit. A social was tentatively planned to coincide with this visit. The social would allow the mingling and celebration of all new and existing committee members.
- d. **Other – Direct Access Gaming Funds**. Gail Weber: We should consider application to this fund. Although it is a bit tricky to get through the regulations, the Northern BC Winter Games did manage to successfully apply. **School District Liaison** – Heather Hannaford asked to be included in all related discussions and meetings with the School District.

## 7. DATES FOR NEXT MEETINGS

**Next General Meeting – TBA** – This meeting will be coordinated to coincide with the arrival of Gabrielle Levin, Executive Director BCFA. Notification to attendees will be made upon confirmation of date.

## 8. ADJOURNMENT

The meeting adjourned at 1:03pm.



Co-chair Report: Sandy Troutt

1. Host Committee:

We are pleased to welcome Barb Smith and Lisa Bush as Co-Chairs for the PROTOCOL Committee, Brian Kirschner, considering the SIGNAGE Chair position as well as Sonja Butts and Jane Anderson who are looking at the PASO (Performing Arts Service Organizations) Liaison position. The search continues for Chairs for Accommodations and Souvenirs. If anyone has suggestions for people we might approach, please let me know. I have calls in to a few folks who happen to be on holidays at the moment.

2. BC Rail:

I talked with Robin Keller (Director of Passenger Services) again regarding the possibility of a special tour to FSJ for the 2001 BCFA. He has been in contact with the company that puts on special tours about scheduling one around the Festival dates. The possibility is being discussed and he'll get back to me when he has additional information.

Both Jean Leahey (BC Rail Bd. of Directors from FSJ) and Sue Popesku have also phoned Mr. Keller with the same request on behalf of the BCFA.

3. Festival Office Computers:

Three local companies gave me quotes re: the purchase of machines for the office. Deb Bowyer and David Vandergugten, our Technical Support Volunteers, had a look at the information and made some recommendations re: purchase. I have purchased three computers and 2 printers for use in the main office for the duration of the Festival. They will then be offered for sale, with HC members having the first opportunity to buy them at the end of the Festival. Approximately four more machines will be rented as additional staff is hired around the beginning of January.

4. Coordinator:

April will officially begin her duties as Coordinator on Aug. 14th by beginning to set up the Festival Office. Her hours are going to be somewhat flexible during this first month and her regular schedule is TBA. She is to be commended for her early involvement with Festival Planning and I am grateful for her contributions during the past couple of weeks.

5. Budget:

Gabrielle Levin (Exec. Director of BCFA) is anxious to finalize the Festival budget by the end of Aug. or early Sept. and has requested estimates for the following:

- general administrative costs (Chairs/Coordinator)
- cost of an auditor, insurance, installation of phones, etc. (Finance Chair)
- approx. local costs of newspaper advertising, printing and signage (Promotions Chair/Signage Chair)

## Co-chair Report: Sandy Troudt

- estimated cost of 9,000 meals (Co-Chairs)
- room rates from hotels, motels (Accommodations Chair)
- actual rental cost (donated and cash for all venues/facilities required (Facilities Chair)
- estimated costs of renovations/retrofits that may be required (Financial/Technical)
- projected costs (rental or purchase) and sources of stage equipment including bleachers, stage lighting, sound systems, etc. Factor in a shipping cost if these items are to be shipped from another centre. (Facilities/Technical)
- costs of school and/or city bus shuttles for the duration of the Festival. (School District Liaison/Co-Chairs/Transportation Chair)
- estimated costs of uniforms (i.e. T-shirts, hats) for approximately 1,000 volunteers as well as est. cost for a volunteer party for about 2/3 of that number when the Festival is over. (Volunteers Chair)
- estimated costs for the LAUNCH/Reception and other special events (Events Chair)
- The Host Community is also responsible for providing individual transportation (i.e. a vehicle for each of the nine PASOs). Determine the possibility of a donation of these vehicles. (Fundraising Chair)

**Please give these matters your urgent thoughts.** I have sent most of you some figures from the Nelson budget as guidelines only. If you haven't received this information or require further help, don't hesitate to contact me at home or in the office and I will do everything I can to find the answers to your questions.

The Provincial Office is G.S.T. exempt. This may be advantageous to the Host Community for some, but not all, purchases. The G.S. T. exemption number will be made available to the Host Community.

### 6. Executive Directors visit to FSJ:

No confirmation yet.

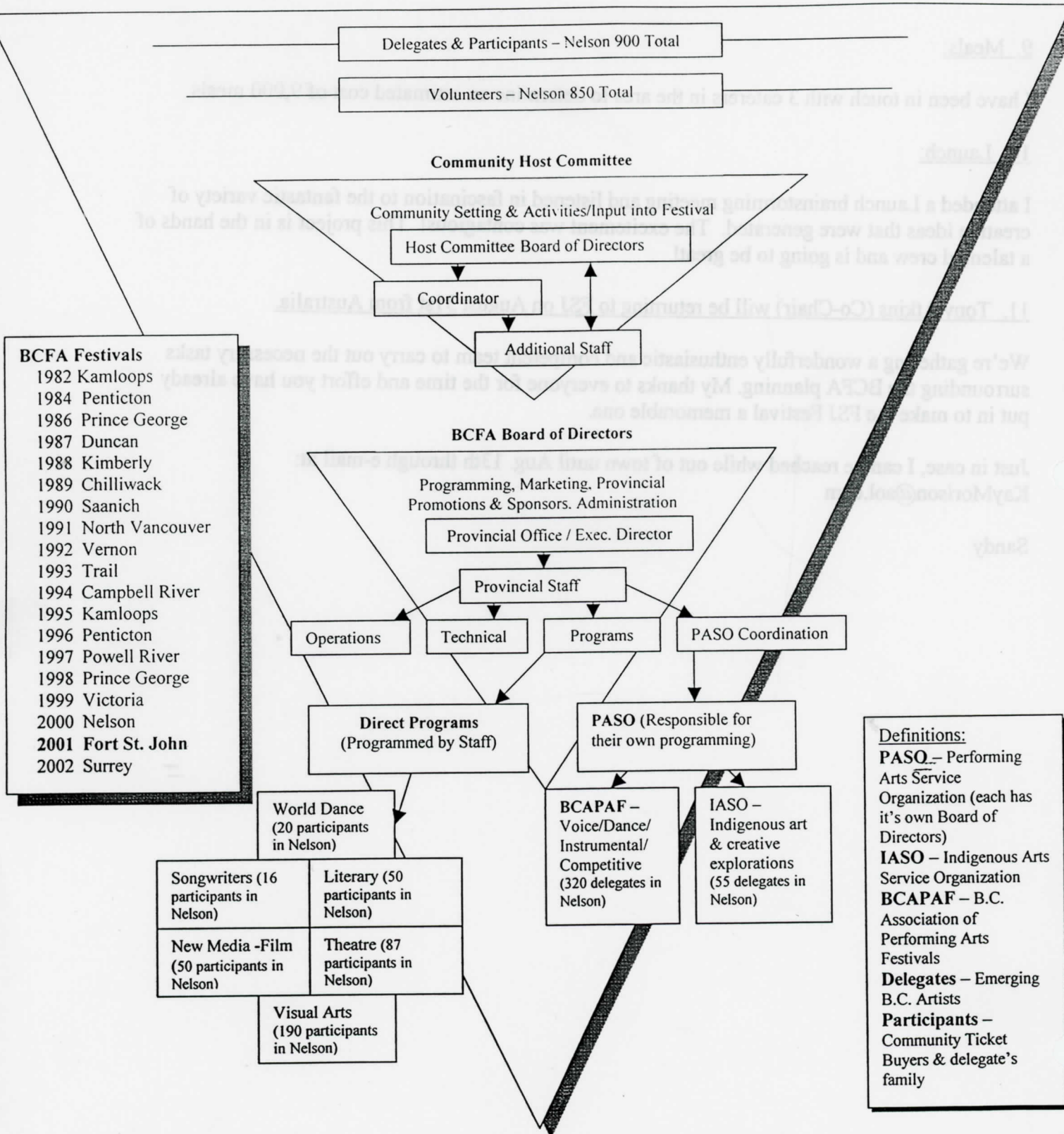
### 7. HRDC:

I have contacted the local office to determine whether or not there are job creation projects/funding in the area for additional staffing of the Festival Office and am waiting for information from them.

### 8. Additional office space/venue:

Gordon Grant and I are pursuing a possibility.

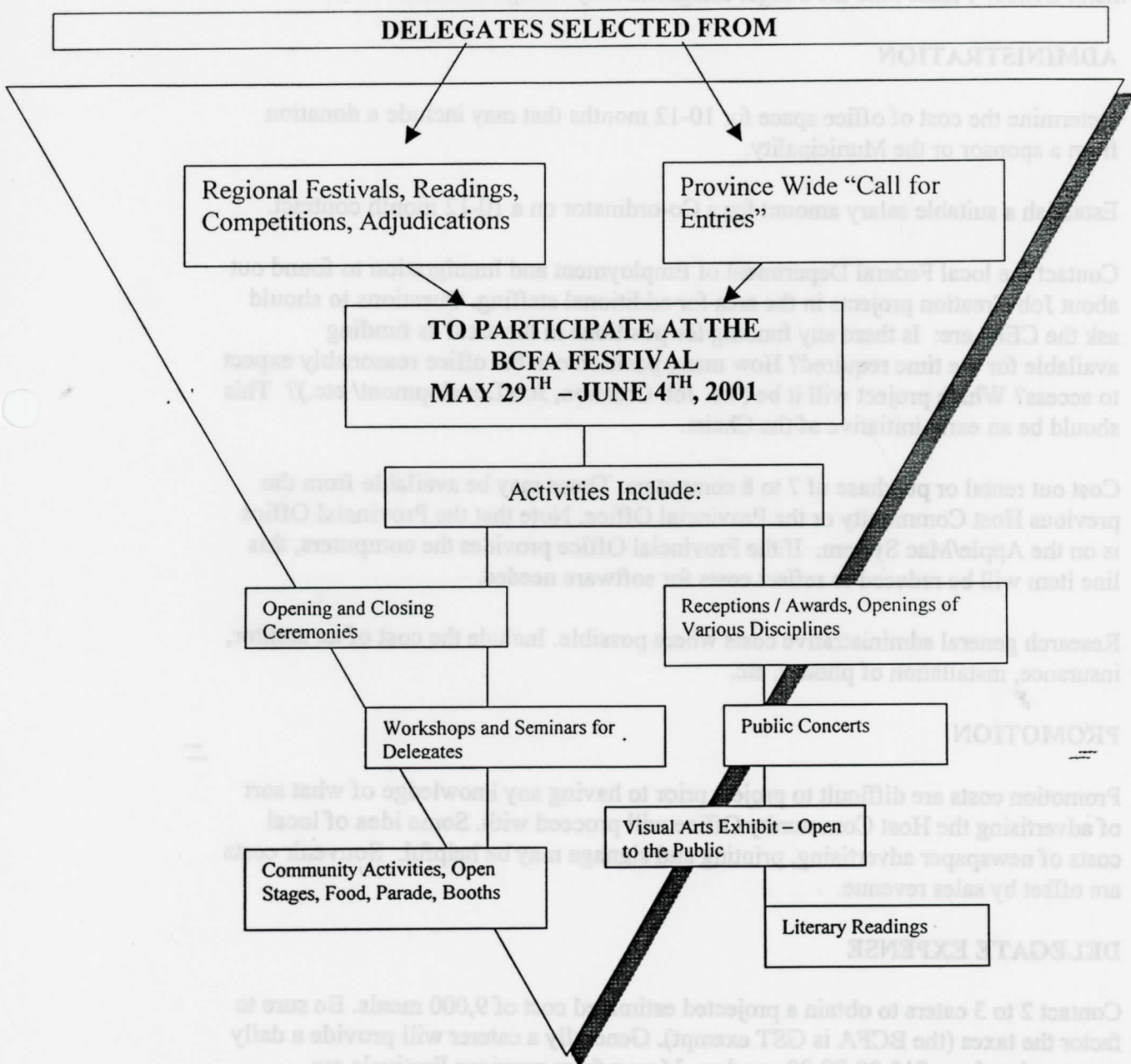




- BCFA Festivals**
- 1982 Kamloops
  - 1984 Penticton
  - 1986 Prince George
  - 1987 Duncan
  - 1988 Kimberly
  - 1989 Chilliwack
  - 1990 Saanich
  - 1991 North Vancouver
  - 1992 Vernon
  - 1993 Trail
  - 1994 Campbell River
  - 1995 Kamloops
  - 1996 Penticton
  - 1997 Powell River
  - 1998 Prince George
  - 1999 Victoria
  - 2000 Nelson
  - 2001 Fort St. John
  - 2002 Surrey

**Definitions:**  
**PASO** - Performing Arts Service Organization (each has it's own Board of Directors)  
**IASO** - Indigenous Arts Service Organization  
**BCAPAF** - B.C. Association of Performing Arts Festivals  
**Delegates** - Emerging B.C. Artists  
**Participants** - Community Ticket Buyers & delegate's family

**DELEGATE ARE SELECTED THROUGH A COMBINATIONS OF PROGRAMS,  
COMPETITIONS AND CALL FOR ENTRIES, ORGANIZED BY BC Festival of the Arts  
Staff and PASO's**



**BUDGET GUIDELINES**

Developing a Host Community Operating Budget for the B.C. Festival of the Arts

The following steps should be taken prior to initial budget discussions with the BCFA Provincial Office. Please note the budget categories may change from year to year.

**1. ADMINISTRATION**

- 1.1 Determine the cost of office space for 10-12 months that may include a donation from a sponsor or the Municipality.
- 1.2 Establish a suitable salary amount for a Co-ordinator on a 10-12 month contract.
- 1.3 Contact the local Federal Department of Employment and Immigration to find out about Job Creation projects in the area for additional staffing. Questions to should ask the CEIC are: Is there any funding for positions in the area? Is funding available for the time required? How many position can the office reasonably expect to access? Which project will it be ( i.e. Job Creation, Job Development/ etc.)? This should be an early initiative of the Chairs.
- 1.4 Cost out rental or purchase of 7 to 8 computers. These may be available from the previous Host Community or the Provincial Office. Note that the Provincial Office is on the Apple/Mac System. If the Provincial Office provides the computers, this line item will be reduced to reflect costs for software needed.
- 1.5 Research general administrative costs where possible. Include the cost of an auditor, insurance, installation of phones, etc.

**2. PROMOTION**

- 2.1 Promotion costs are difficult to project prior to having any knowledge of what sort of advertising the Host Community Office will proceed with. Some idea of local costs of newspaper advertising, printing and signage may be helpful. Souvenir costs are offset by sales revenue.

**3. DELEGATE EXPENSE**

- 3.1 Contact 2 to 3 caterers to obtain a projected estimated cost of 9,000 meals. Be sure to factor the taxes (the BCFA is GST exempt). Generally a caterer will provide a daily cost ranging from \$18.00-22.00 per day. Menus from previous Festivals are available to assist your caterers in determining this item.
- 3.2 Contact an estimated 20 - 25 hotels and begin block booking 700 - 1000 rooms if possible. The number of rooms is determined by the maximum occupancy of the



room. Establish in writing the lowest possible rate (\$40 - 90). The accommodation subsidy is based on \$10. per night per participant. Note: The Provincial Office will advise you of the number of allowable delegates. All Host Community figures should be based on 1150 delegates in the interim.

#### 4. FACILITIES/TECHNICAL

- 4.1 Determine the actual rental cost (donated and cash) for all venues/facilities required.
- 4.2 Identify renovations/retrofits that may be required and attempt to estimate the costs.
- 4.3 Research sources (rental or purchase) of stage equipment including bleachers, stage lighting, sound systems, etc. and project a cost for this equipment. Factor in a shipping cost if these items are to be shipped from another centre.

#### 5. TRANSPORTATION

- 5.1 Contact a local busline. Estimate costs of renting coach and school buses to run shuttles for the duration of the Festival. In the past 2 years, an estimated 12-14 full size buses and 8 12 seater vans have been used. The Host Community is also responsible for providing individual transportation (i.e. a vehicle for each PASO).. Determine the possibility of a donation of these vehicles.

#### 6. VOLUNTEERS

- 6.1 Estimate the cost of uniforms (i.e. T-shirts, hats) for approximately 1000 volunteers. There is also an expense for a volunteer party for 2/3 of them following the Festival.

Following the initial meeting to build the budget, the Host Community can concentrate on finding local sponsors to offset some of the line items in their budget.

Budgets vary dramatically from year to year. Previous Host Community budgets are useful as guidelines, but as guidelines only. The Provincial office will take the Host Community's individual theme and ideas into account when the budget is being finalized.

The Provincial Office is G.S.T. exempt. This may be advantageous to the Host Community for some, but not all, purchases. The G.S.T. exemption number will be made available to the Host Community.

TIMELINES FOR CONTRACT AND BUDGET DEVELOPMENT to be revised for fort st john

Prepared for the initial meeting of the committee. The committee is comprised of ..... representative, Gabrielle Levin and Paul Winn ( may not attend all meetings). *Draft - to be revised at initial meeting.*

TASK	DATE	RESPONSIBILITY	STATUS
1. Convene contract/ budget committee	aug. 15	all	
2. Confirm available society funds	aug. 15	pw/ gl	X
4. Approve/ revise timeline	aug. 19	all	
5. Review contract wording	aug. 19	da/ pw/ all	
6. Confirm fundraising policy	aug. 19	gl/ all	
3. Review guidelines & blank contract	aug. 19	all	
7. Confirm ticket revenue policy	aug. 19	gl/ all	
8. Identify costs of PO and HCFC	aug. 19	gl/ all	
9. Clarify municipal process for approval & final signature of contract	aug. 19	city/ da	
10. Revise contract wording	aug. 25	da/ pw	
11. Research HC costs per guidelines	aug. 25	bc/ da/ rk	
12. Budget/ contract comm. meeting	aug. 25	all	
13. Confirm funds other municipalities, the grvd, and the school district	aug. 25	bc/ city/ rk	
14. Define legacy/ surplus	aug 26	all	
15. Draft budget figures	aug. 26	all	
16. Report approval in principle of draft contract & budget by HCFC	sept. 1	da/ bc	
17. Finalize contract wording	sept. 2.	da/ pw	
18. Finalize budget	sept. 2	all	
19. Complete first draft contract with budget	sept. 9	pw/ gl	
20. Identify payment schedule	sept. 9	all	
21. Review/ approve contract - bcfas	sept. 20	pw/gl	
22. Review/ approve w. city solicitor	sept. 20	city/ rk	

- 23. Municipal approval sept. 26 city/ rk/ bc
- 24. Presentation of final contract to HCFC for approval oct. 6 bc/ da/ rk
- 25. BCFAS signature oct. 6 pw
- 26. Council approval and signature oct. 7 rk/ city/ da/ bc
- 27. Contract signed ( councils) oct. 15 da/ bc/ rk/ city
- 28. Initial bcfas payout oct 15 pw/ gl

	<b>ACTION:</b>	<b>REFERENCE:</b>
1.	Come up with more names for <b>committee chairs and members</b> – Submit to Co-Chairs or Coordinator	July 13 <sup>th</sup> Meeting
2.	<b>Logo needs to be updated.</b> Need to brainstorm ideas for reflecting Fort St. John in logo and slogan.	July 13 <sup>th</sup> Meeting
3.	Fundraising committee to investigate the possibility of utilizing existing <b>business databases</b> for fundraising purposes.	July 13 <sup>th</sup> Meeting
4.	Need to talk to Jean Leahy for support in regard to <b>BC Rail's</b> involvement in the Festival transportation.	July 13 <sup>th</sup> Meeting
5.	Talk to Mike Fitzgerald? At School District #60 in Fall regarding <b>bus transportation.</b>	July 13 <sup>th</sup> Meeting
6.	Develop a set of <b>standards &amp; expectations</b> to ensure commitments are understood and met by committee Members and Chairs.	July 13 <sup>th</sup> Meeting
7.	Provide all Committee Chairs copies of the Overall <b>BCFA Host Committee Budget.</b>	August 10 <sup>th</sup> , Meeting
8.	Investigate the possibility of applying for <b>Direct Access Gaming Funds.</b>	August 10 <sup>th</sup> , Meeting
9.	Fundraising committee to provide a <b>Masters List that targets potential sponsors.</b> This list would be circulated to all Host Committee Chairs.	August 10 <sup>th</sup> , Meeting

	<b>Ideas List</b>	<b>Committee to Consider</b>
1.	Host <b>Committee Makeup</b> – should we not have tourism, and arts council reps?	Executive
2.	Joanne Wallace @ Twilight may have a good <b>database of businesses.</b>	Fundraising
3.	<b>Native Village</b> – with IASO?	Host Committee
4.	Should we ask the <b>schools to close?</b>	Executive / Host Committee & School Liaison
5.	Can we hire <b>street performers?</b> How can we get the community outta the oilfield and into the arts?	Host Committee
6.	<b>Big Name performers</b> a possibility? (Buffy St. Marie, Dianna Krall, Joe Canadian, Stomp???)	Host Committee
7.	<b>Dorms from Dawson Creek?</b>	Host Committee
8.	<b>Out to Lunch</b> – Free Lunch hour concerts, talks, displays to take place during the Festival.	Special Events / Ceremonies
9.	<b>Tile Wall @</b> the Mall or other visible public place... Donors purchase a tile for \$5 it is then painted by local artists and children. Tiles would serve as an ongoing visual display, and offer regular visibility to the Festival. At Festival end? Tiles could then be auctioned, sold locally or given as gifts to delegates, volunteers, etc. Could be part of an ongoing theme " <b>Arts &amp; Place</b> ".	Fundraising

10.	<b>Potential Slogans – Your input and ideas appreciated....</b> These ideas are focused on representing the cities marketing package, and are tagged on most BC Festival of the Arts materials. “Artistic Energy”, “Energizing Experience”, “Extreme Energy”, “Passionate Energy”, “Energy & Expression 2001”, “Soulful Energy”, “Energetic Edge”, “Exploring New Frontiers”, “Express on the Edge”...	Host Committee
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	utilizing existing business databases for fundraising purposes.	
July 13 <sup>th</sup> Meeting	Need to talk to Jean Leary for support in regard to BC	4.
July 13 <sup>th</sup> Meeting	Kali's involvement in the Festival transportation.	5.
July 13 <sup>th</sup> Meeting	Talk to Mike Fitzgerald? At School District 400 in Fall regarding bus transportation.	6.
July 13 <sup>th</sup> Meeting	Develop a set of standards & expectations to ensure commitments are understood and met by committee Members and Chairs	7.
August 10 <sup>th</sup> Meeting	Provide all Committee Chairs copies of the Overall BCPA Host Committee Budget.	8.
August 10 <sup>th</sup> Meeting	Investigate the possibility of applying for Direct Access Gaming Funds.	9.
August 10 <sup>th</sup> Meeting	Fundraising committee to provide a Masters List that targets potential sponsors. This list would be circulated to all Host Committee Chairs.	

Committee to Consider	Idea List	
Executive	Host Committee Makeup – should we not have tourism and arts council rep?	1.
Fundraising	Joanne Wallace @ Twilight may have a good database of businesses.	2.
Host Committee	Native Village – with IASO?	3.
Executive / Host Committee & School Liaison	Should we ask the schools to close?	4.
Host Committee	Can we hire street performers? How can we get the community onto the oilfield and into the arts?	5.
Host Committee	Big Name performers a possibility? (Buffy St. Marie, Diana Krall, Joe Canadian, Stomp???)	6.
Host Committee	Dinner from Dawson Creek?	7.
Special Events / Ceremonies	Out to Lunch – Free Lunch hour concerts, talks, displays to take place during the Festival.	8.
Fundraising	The Wall @ the Mall or other visible public place... Donors purchase a tile for \$5 it is then painted by local artists and children. Tiles would serve as an ongoing visual display, and offer regular visibility to the Festival. At Festival end? Tiles could then be auctioned, sold locally or given as gifts to delegates, volunteers, etc. Could be part of an ongoing theme "Arts & Place".	9.

## Co-chair Report - Sept./2000: Sandy Troudt

### 1. Host Committee:

Welcome back from Australia, Tony!

A major focus of mine during the last month was the recruitment of *just the right* people to take over the responsibility for the remaining Chair positions. This quest was extremely successful and we are pleased to welcome the following people as Fort St. John BCFA

Host Committee members:

- Sue Carson: Special Events (Replacing Lynn Adamson and Kathy Mack who have moved)
- Danielle Yeoman: Souvenirs
- Kelly Roman: Accommodations
- Judy Maas: sharing the Indigenous Arts Service Organisations (IASO) Liaison position with Barb Little
- Darren Thomson and Jody : Signage

Our Transportation Chair will come on board in Oct. Meals will be put out to tender in the near future.

As you select co-chairs for your committee, please let April know names and other relevant information so she can update the Host Committee list.

### 2. BC Rail:

Talks continued throughout the summer with BC Rail and West Coast Railway Association regarding the possibility of putting on a special tour to FSJ around the 2001 BCFA dates. Even though it looks like this might happen, the costs prohibitive. This does not achieve our goal of providing an alternative, low cost method for delegates wishing to travel to FSJ.

Should we look at the possibility of a bus charter for the Festival? Perhaps our Transportation Chair could look at this.

### 3. Coordinator:

April's position became a full time one on Sept. 18th. The Festival Office has been very busy and is running smoothly. April has much to report!

### 4. Budget:

Thank you for your estimates with regard to our initial budget discussions. The budget may be finalised by the end of Sept.

### 5. Launch:

Regarding Festival protocol, I have been in touch with various representatives from Treaty 8 Tribal Association to request they suggest one or two elders to speak at the Launch, Opening and Closing Ceremonies. This information will be channeled through Judy Maas, one of our IASO Liaisons.

### 5. Provincial Office Staff/Program Directors to visit FSJ:

We hope you will be able to attend the meetings and relevant venue tours as outlined. Other

pertinent dates and meeting schedules to follow.

BCFA Executive and Host Committee Chairs and Coordinator - Friday, October 13th, Noon - 1:30 p.m. (Lunch will be brought in.), Plaza I, Northern Grand

A cultural sensitivity workshop for the Board, Staff and some of the Host Community Committee may be arranged during the week of Oct. 10th -13th (details to follow).

Venue tours will be set up during this week. Typically, they will divide the tours between two or three staff people, the PASOs and Programs and the Host Committee. (Details to follow.)

A "meet and greet" type of meeting (no set agenda) will be scheduled for the Host Committee to meet with the PASO and Program Co-ordinators. This will provide PASO and Program Liaisons to meet with their counterparts.

**We will be looking for Host Committee members who will be able to drive and /or travel from venue to venue with Provincial Office Staff and Program Directors in order to facilitate ease of finding locations, etc.** Please let April know if you are available for this task.

**6. HRDC:**

I spent a great deal of time attempting to track down people and information this summer to determine whether or not there are job creation projects/funding in the area for additional staffing of the Festival Office. April is currently working on a grant application.

**7. Additional office space/venue:**

We haven't received confirmation yet. Prospects are positive. Details to follow from Gordon Grant.

**8. Committee Meetings:**

It has been a pleasure to attend various meetings regarding the Launch, FSJ Slogan/Logo development and Publicity during this past month. Committees are working extremely well! Commitment, expertise and enthusiasm are evident.

A special thanks to Cynthia Livingstone (member of the Special Events Committee) for her tireless efforts in organising the "Cultural Corridor" for October 14th and to aid the Launch planning team with recruitment of performers.

As BCFA Chairs, Tony and I are ad hoc members of every committee. While we obviously won't need to or be able to attend all committee meetings, please don't hesitate to let us know if you would like one or both of us to be there. We will make every effort to assist you in whatever way we can.

Thank you to Gordon Grant for arranging for our September meeting and "Social" to be held at the Cultural Centre and to all committee members currently committing many hours to ensure the Festival and the Launch are underway successfully.



## BC Festival of the Arts Coordinator Report

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To: BC Festival of the Arts Host Committee

Date: September 21<sup>st</sup>, 2000

Please Note, that my report is generally a summary of "all" activities of the Host Committee; a similar version is presented to the Provincial Office.

### General Overview

I have been officially in position since August 14<sup>th</sup>. The primary focus of my first couple weeks were to:

- Familiarize myself with manuals and Nelson final reports.
- Develop a working relationship with the Chairs & Host Committee.
- Explore how to best support the Host Committee.
- Get the office, phone systems, equipment, and computers organized and in place.
- Create information management systems.

Since those first few weeks I have:

- Became familiar with the various committees and their members. Also supported the work of many of these committees.
- Worked on budget development.
- General Administration.
- Fundraising Assistance – Determined critical donations, and assisted the Fundraising Committee and the Co-Chairs in preparation for presentations.
- Recorded minutes.
- Launch organization, responsibility overview and assistance to committees.
- Finance – Prepared materials for Treasurer and investigated various opportunities for grants.
- Worked on logo / slogan brainstorming package.
- Prepared for a mini Tradeshow – volunteer sign up booth.
- Looked at Host Committee staff structure/model.

### Host Committee

We are working to fill the last few spots for Committee Chairs (Accommodations, Signage, & Souvenirs and PASO requirements) and have identified likely candidates.

### Volunteers

In order to participate in the community one stop sign up (September 9<sup>th</sup>, 2000), we produced a DRAFT volunteer recruitment package (based on Nelson's information, with guidance from the Volunteer Committee). The formal systems for volunteer recruitment and directorate is in development.

## Fundraising

I attended a recent meeting of this committee where the following concerns and questions were brought up:

### The Fundraising Package

- Can they get printed folders? Also can the folders be donated and who would print them? (2000 presentation folders, could be used as follows: 300-400 for Sponsors, 1000 for delegates, VIP's, Mentors and Adjudicators.
- Will/should the sponsorship package be updated.
- How much does it cost for a sponsor to get a logo on the provincial poster? When are they printed?
- Do they build their own sponsorship package (for local use)? If not, a concern was raised that the Provincial Office may be too slow in supporting this committee.
- Concern that the package as a whole will not be available soon enough. For example, they are uncomfortable with the idea of establishing a "sponsorable events" category so far into the campaign.
- They discussed the importance of getting the logo and slogan on the local package.

### Fundraising Process

- Discussions around databases (using Nelson's as a guide) and tracking systems.
- They wish to have a cohesive professional planned approach. This may begin through brainstorming out and targeting various businesses for specific contributions (i.e. OCOL for computer communications...)
- They explored the use of volunteers in their area including orientation, information management, protocol, de-briefings, etc.
- Asked for confirmation of whom the cheques are written to. As they were concerned with the perception that sponsors may be writing cheques to either the Province or the City of FSJ, and in such case suggested the FSJ Community Arts Council as an alternative.

### Donor Recognition

- They asked for an explanation of the reasoning behind the Gifts in Kind being recognized at only 50% of total value.
- Lots of discussions around Comps with acknowledgement that this could be a real problem area (considering the limited venue seating). They wondered if instead of "comps galore" the sponsors were instead named at a special reception.
- The committee decided that as sponsors come on board that their logos should be included in a display ad (that grows with the campaign as new sponsors come on board), rather than in the traditional "photos" of cheque swap.
- They came up with the idea of a Festival Page that includes the logo display ad. This idea went forward to the local newspapers and publicity committees.

### Fundraising Timeline

#### September

- Develop database
- Send out introductory letter prior to Launch
- Choose up to 30 potential sponsors to invite to the Launch
- Draft Package

**October**

- Finalize Package
- Orientate Volunteers and refine process.
- Target corporations.

**October – May 2001**

- Visit corporations and small businesses to solicit donations.
- Track donations and provide tax receipts.
- Update other committees as required.
- Sponsor Recognition.
- Investigate other fundraising opportunities.

As you are aware, we utilized a "draft" package in securing three essential "in-kind" sponsors. These sponsors are crucial to the overall communications for the Festival. They are tentatively confirmed as attached (within your couriered package). To summarize:

- **OCOL, Hamilton's & Toner's to Go** – Donated all internet communication (up to 8 email addresses), web space hosting and banner advertisements (that are linked to our web page). They will provide some technical assistance in support of this. In addition, the companies (all owned by one person) will donate 40% of the retail value of all our office supplies (tentatively budgeted at \$7,500).
- **Mega Communications** (various radio stations and one television station) – They will donate approximately \$9,500 in advertisement space with many extras.
- **Alaska Highway News** (two local papers, three regional) – Will provide approximately \$9,500 in free advertisements plus many extras.

**Personnel / HRDC Application**

We have received application forms, and are in discussion HRDC. Tony, Sandy and I have formulated the following thoughts regarding the staffing structure. We all felt that it was unnecessary to have a huge amount of staff committed to supporting each committee. Rather we felt that the following positions would lend an appropriate amount of support to each committee:

Regular Staff:

- Assistant to the Coordinator – Assists the Coordinator as required.
- Labourers as required for the Festival.

HRDC Staff:

- Communications Coordinator – will support committees through communications assistance.
- Finance Coordinator – Will assist with fundraising receipts and tracking, budget analysis, book keeping & reports.
- Data Management Coordinator – Will handle all organizational duties in regard to information, includes databases (volunteers, delegates, accommodations, VIPs, etc.).
- Technical / Facilities Assistant (x 1.5?) – Duties as before.
- Delegate Services Coordinator – Transportation, Meals, hospitality, etc.
- Volunteer Coordinator (x 1.5?) – As before

## Logo and Slogan

We held a special meeting of interested committee members to determine our slogan and approach to logo. In the meeting, we covered the parameters for the logo and slogan, brainstormed slogan & imagery, and discussed the process for realization. Much conversation ensued, the consensus was the wish to project our "northern" identity in the slogan, and keep it down to earth - accessible, to all the peoples of Fort St. John. It was felt that the chosen slogan injected humour, humanness and would bring the industry on side. Final thoughts were given to the fact that a pipeline is a tool for transfer and a channel for information. They chose:

"Pipeline to the Arts"

To be used like: Fort St. John 2001 ~ Pipeline to the Arts

Other variations have surfaced: Fort St. John 2001 ~ Building a Pipeline to the Arts

Sub themes also came out:

"Crude Arts" – a community storefront exhibition of oil industry art works.

"Arts Refinery" – a name for the workshops?

"The Distillery" – the lounge!

In regard to imagery, the committee wished to combine the official BCFA logo with a feeling of energy (City of Fort St. John logo / slogan). Also the thought of using curvy lines to represent the Peace River, the Highway, and the pipelines! Some thought the BCFA could re-build its logo figure utilizing pipes.

## Publications / Promotions / Publicity

The publication committee was combined with the promotions and publicity committee - as per the request of the members. Tony, Sandy and I recently had a meeting with them, during this meeting we covered roles & responsibilities, provided an overview of local/provincial publications, promotions & publicity, logo & slogan, explored local media support, discussed pr requirements for the launch, the need for a overall pr plan and general committee support mechanics.

The final part of the discussion was focused on the creation of a contracted position – an **Art Director**. The Art Director would be a professional graphic designer, who is responsible for designing local materials, such as the logo and basic imagery. In general, this person would design our stationary package, local advertisements, newspaper banners (for festival page), posters, pamphlets, etc. Work with provincial designers (as required) and guide the website / souvenir development as needed.

The committee felt that an Art Director would maintain a consistent professional look and liase as required with printers (items requiring printing would still be put to tender).

## Technology

### Computers

Three computers are in place they are networked and supported by a laser and jet ink printer. Currently only my computer has Internet and email access. The other computers will have complete access as of September 19<sup>th</sup>.

The three computers are:

- Coordinator's Computer – address is [bcfa@ocol.com](mailto:bcfa@ocol.com). This computer is considered the hub computer when other machines come on line. It is outfitted with the newest Microsoft office suite.
- Chair's Computer – address is [bcfachair@ocol.com](mailto:bcfachair@ocol.com). This computer has all basic Microsoft programs.
- Administrator's Computer – address is [bcfaadmin@ocol.com](mailto:bcfaadmin@ocol.com). This computer has all basic Microsoft programs, plus Access database program. All databases will be kept on this computer. To support this use, a read write cd driver has also been installed.

### Website

Our technology support committee will begin the creation of our website in October. Host Committee Members should provide some guidance as to the contents, etc. Our ULR will tentatively be: [www.artsfestival/ocol.com](http://www.artsfestival/ocol.com).

## Launch

The official itinerary is:

<b><i>BC Festival of the Arts – Official Launch &amp; Community Activities, October 14<sup>th</sup>, 2000</i></b>		
12:00 - 5:00 pm	Cultural Corridor	Featuring: Demonstrations & displays by local artisans, library readings and gallery tours. Also family workshops (stage makeup, and art projects).
8:00 – 9:00 pm	The Official Launch	A performance entitled “Change the World” that features a best of Fort St. John production & official speeches. Tickets over and above the 200 complimentary tickets will be sold for \$8.00.
9:00 – 10:00pm	VIP Reception	Officially invited guests will then be invited to a reception in the carpet room. This will feature the “unveiling” of our new logo & slogan, speeches (if necessary) and live classical music.

## BC FESTIVAL OF THE ARTS – HOST COMMITTEE

### FUNDRAISING COMMITTEE REPORT

TO: THURSDAY, SEPT. 21, 2000

The Fundraising committee has met several times with the following results and plans in place:

1. Introductory letters have been prepared and are ready to send to about 250 prospective cash and major donors by the end of September.
2. A database has been developed and installed on the office computer
3. A timeline and strategy for our committee (attached) has been completed
4. Our first major donor/sponsor, OC-Online & Hamilton Stationers has committed to approximately \$5000 of in-kind support for internet/e-mail usage and office supplies.
5. Initial contact with the 3 local car dealers indicates that they are willing to help with courtesy cars for the festival.

Plans for the coming weeks:

1. First contact via mail out of letters, with follow up as needed based on responses and questions needing clarification.
2. Budget for our committee
3. Finalize the sponsors' recognition package in conjunction with other committees.

What we need from other committees:

- Volunteers – we need 6-10 volunteers who are capable of making direct and/or phone contact with our targeted potential sponsors, including follow-up and reporting to the committee co-chairs and the office on progress. We will hold a training session for them
- A package of information to take on all fundraising visits and to mail out as needed. Publicity and Protocol may have already considered this.
- Consistent contact from anyone who has or is considering contacting potential donors of products, services etc. We must ensure that we don't approach them twice.
- Advise Moira or Dave of opportunities to speak at events where we may be able to promote our fundraising efforts. This should also include others such as: April, Sandy, Tony, Publicity, etc.
- Concise details of needs when requesting fundraising committee help so that our first approach is our best one