



THE REGIONAL MUNICIPALITY OF NIAGARA
CULTURE COMMITTEE
FINAL AGENDA

CC 2-2019

Wednesday, September 25, 2019

4:30 p.m.

Committee Room 4

Niagara Region Headquarters

1815 Sir Isaac Brock Way, Thorold ON

Pages

1. CALL TO ORDER

2. DISCLOSURES OF PECUNIARY INTEREST

3. SELECTION OF COMMITTEE CO-CHAIR

3.1 Call for Nominations for Committee Co-Chair (Regional Councillor)

3.2 Motion to Close Nominations for Committee Co-Chair (Regional Councillor)

3.3 Voting for Committee Co-Chair (Regional Councillor)

4. PRESENTATIONS

4.1 Biennial Presentation

Julia van der Laan de Vries, Urban Designer

3 - 22

5. DELEGATIONS

6. ITEMS FOR CONSIDERATION

7. CONSENT ITEMS FOR INFORMATION

7.1 CC-C 1-2019 23 - 24

Staff Update to Niagara Region Culture Committee September 2019

7.2 CC 1-2019 25 - 27

Culture Committee Minutes July 24, 2019

8. OTHER BUSINESS

9. NEXT MEETING

The next meeting will be at the call of the Co-Chairs.

10. ADJOURNMENT

If you require any accommodations for a disability in order to attend or participate in meetings or events, please contact the Accessibility Advisory Coordinator at 905-980-6000 (office), 289-929-8376 (cellphone) or accessibility@niagararegion.ca (email).



PRESENTATION TO CULTURE COMMITTEE
SEPT 25, 2019

Introduction

- ‘Niagara Community Design Awards’ was closed in 2016
- New program being rebranded as “Niagara Biennial”
- Taking best components of previous awards program and delivering it as an updated Biennial event
- New format will align with best practices of other design awards programs throughout GTHA and beyond
- Will expand beyond typical design fields of Architecture, Landscape architecture and Urban design
- Will encompass a broader segment of Region’s design community

New and Improved Design Awards Program

Niagara Community Design Awards

- 'Niagara Community Design Awards' organized by Region on behalf of the 12 local area municipalities
- Design categories related to: architecture, landscape architecture, urban design and urban planning
- Ran annually from 2005 to 2016 for 12 installments
- Celebrated excellence in community design in Niagara
- Used Smarter Niagara growth principles as evaluation criteria
- Awards were organized into 12 categories, typically awarding one project per category:
 - Small or large scale projects, Public realm improvements, Architecture: small or large budget, Façade improvement, Adaptive re-use, Brownfield, Sustainability, Policy & Plans, Leadership & Legacy



Some Past Winners: 2005 – 2006



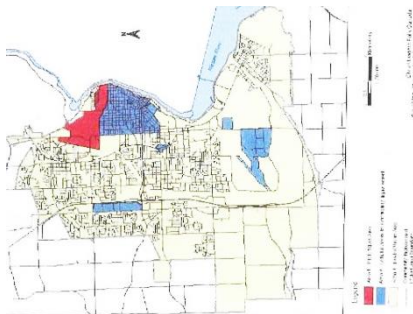
Harbour House Hotel
Niagara-on-the-Lake



The Keg – Merritton Cotton Mills
St. Catharines



Thundering Waters Golf
Niagara Falls



Brownfield CIP
Niagara Fall



Stratus Vineyards
Niagara-on-the-Lake



Carnegie Lofts
Grimsby

Some Past Winners: 2007 – 2008



Genesis Court
St. Catharines



The Old Winery
Niagara-on-the-Lake



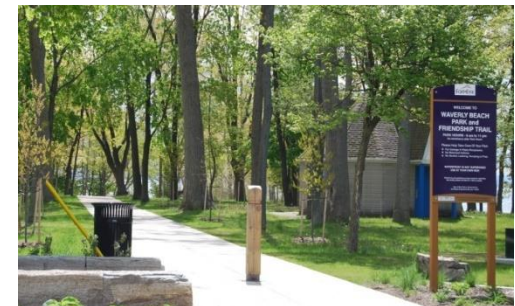
Legacy: Len Pennachetti
Jordan Village



Southbrook Vineyards
Niagara-on-the-Lake



156 St. Paul St
St. Catharines



Erie Beach Trail,
Fort Erie

Some Past Winners: 2009 – 2010



Riverwalk, Niagara Boulevard
Fort Erie



Gillian's Place
St. Catharines



Urban Design Guidelines for
the Garden City, St. Catharines



High on Rye
Niagara-on-the-Lake



Stirling Spa
Niagara Falls



Niagara College Landscape MP
Welland

Some Past Winners: 2011 – 2012



Inniskillin Wines,
Niagara-on-the-Lake



Scotiabank Convention Centre,
Niagara Falls



Gateway Secondary Plan,
Fort Erie



Niagara College – Welland Campus,
Welland



Niagara Falls History Museum,
Niagara Falls



Beamsville Community
Improvement Plan, Lincoln

Some Past Winners: 2013 – 2014



Pelham Street Mixed-Use, Pelham



Vale Health & Wellness Centre, Port Colborne



Façade Improvement, Thorold



Lundy's Lane Battlefield Gateway, Niagara Falls



Meridian Centre, St. Catharine



Canal Terrace Park, Welland

Some Past Winners: 2015 – 2016



East Fonthill Secondary Plan,
Pelham



Brock U - School of Fine and
Performing Arts, St. Catharines



Civic Gateway,
Grimsby



First Ontario Performing Arts Centre,
St. Catharines



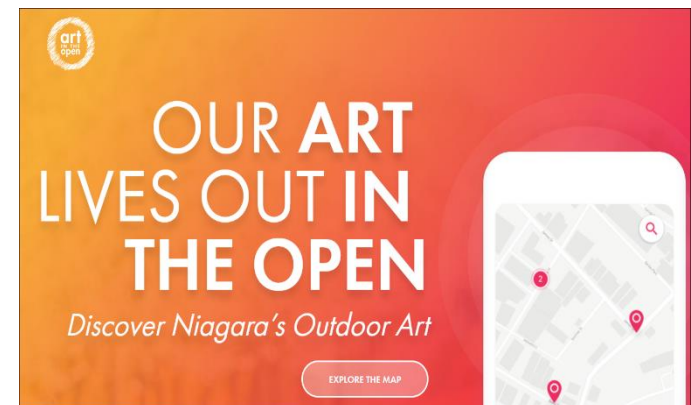
Old Firehall,
Thorold



John Brant Public School,
Fort Erie

Recognizing the former Design Awards

- Dedicated web page on Niagara Region's website
- List of all award winning projects and project teams over the 12 year period available through Open Data
- Collage style posters of award winning projects (images / names) from each year to be posted on web page and shown at awards events
- Potential integration with "Art in the Open" website / mobile app
- Potential collaboration with proposed "Ohnia Kara" Geo Park



Why hold a Biennial in Niagara?

- Niagara Region equipped to host design awards program on behalf of the 12 local area municipalities
- Will build on Niagara's globally recognized name, evolving into an international event
- Will create synergies by collaborating with Economic Development, Tourism and the design and development communities
- As experienced by other International Biennials:
 - **Contribute to increased regional pride, investment, economic uplift and cultural capital**



**Improve Niagara's
Global brand**

Why a Biennial format?

- To focus on contemporary (new) works
- To provide networking and learning opportunities:
 - Exhibitions
 - Installations
 - Seminars
 - Film screenings
 - Workshops
 - Tours
 - Community events
- To engage a wider and more diverse audience to the awards program
- To highlight the range of unique physical and geographic environments within the region where design takes place
- Program is held every 2 years, to better align with design and construction industry awards programs



Highlights of the Biennial Program

- Encompass a broader segment of the design community by including additional fields of design including:
 - Interior design
 - Public Art
 - Student design projects (post-secondary)
- Create a “Made in Niagara” theme by highlighting projects that enhance the built environment and design context of Niagara
- Recognize work of local designers with a “Niagara-based Designer” award category
- Provide learning and networking events, promoting engagement with design, development, culture and tourism communities

Showcasing
“Made in
Niagara”
Design
Excellence

Key differences with new awards format

INAUGURAL BIENNIAL (2020)

- Award program will be held biennially
- Introducing new design categories, new jurors and new judging criteria
- Using digital submission format – no presentation boards
- Recognizing works of local designers with a special award category

FUTURE BIENNIALS (2022, 2024, etc.)

- Introducing international submission and content in the future
- Including a variety of programming elements in the future

Niagara Region's Creative Cluster

- Design fields are part of “Creative Cluster”
- Creative Cluster includes:
 - design services, media, publishing, marketing, entertainment, music, visual arts, performing arts and culture
- 2018: cluster had 1,314 businesses with 7,538 jobs
- 2011 to 2018: Job growth increased 29%
- First Biennial will focus on design services
- Will grow and evolve into other areas of creative cluster in future installments

DESIGN SERVICES Architectural, Landscape Architectural, Interior, Industrial, Graphic and Specialized design, Computer design

MUSIC Music publishers, Sound recording studios, Record production and distribution

VISUAL ARTS Independent visual artists and artisans

PERFORMING ARTS Independent actors, comedians, performers, and writers and authors, Performing arts promoters (presenters)

CULTURE Festivals, Non-commercial art museums and galleries, History, Science and other museums, Historic and heritage sites

MEDIA AND PUBLISHING Newspaper, Periodical, Book and software publishers, Radio, Television and Internet broadcasting, Pay and Specialty TV, Web search portals, Computer systems Design

MARKETING Advertising Agencies, Public Relations, Photographic Services

ENTERTAINMENT Video Game Design, Development, Publishers and Post-production, Motion Picture and Video Production, Distribution, Exhibition and Post-production

Tapping into Tourism

- 2017: Tourism expenditures in Niagara Region, totaled 2.4 billion dollars
- Almost 13 million visitors, hailing from; Ontario, other provinces, US, and overseas
- 2018,: stats show Region has over 2,800 tourism businesses
- Provide almost 40,000 jobs
- Recognizing creativity and design excellence in the tourist industry will contribute to the industry's growth and success



Stakeholders and Community Groups

- Regional Council and leadership team
- Local area municipalities (12)
- Indigenous Communities
- Design community:
 - Niagara Society of Architects (NSoA)
 - Ontario Assoc. of Architects (OAA)
 - Ontario Assoc. of Landscape Architects (OALA)
 - Ontario Professional Planning Institute (OPPI)
 - Professional Engineers of Ontario (PEO)
 - Association of Registered Interior Designers of Ontario (ARIDO)
- Development and Real Estate community:
 - Niagara Construction Assoc.
 - Niagara Homebuilders Assoc.
 - Hamilton-Halton Home Builders Association
 - Niagara Assoc. of Realtors
- Arts and Culture community:
 - Region's Culture Committee
 - Local Art Galleries, and Museums
 - Artists Centres and Cultural Centres
 - Museum Assoc. of Niagara
- Parks and Conservation Authorities
 - Parks Canada
 - Niagara Peninsula Conservation Authority
 - Niagara Parks Commission
- Colleges, Universities and Schools:
 - Brock University
 - Niagara College
 - Willowbank
- Economic Development community:
 - Local Chambers of Commerce
 - Local Business Improvement Associations
- Tourism Organizations
 - Tourism Partnership of Niagara
 - Niagara Falls Tourism
 - Niagara-on-the-Lake Tourism & Chamber
 - St Catharines Tourism
 - Twenty Valley Tourism
 - Niagara's South Coast Tourism
 - Wine Making Association of Ontario

Timeline and Phases



How can the Culture Committee help?

- Spread the word about the new program to your network
- Send us your suggestions for potential submissions – we will follow up with the artists / owners
- Collaborate on events for future Biennials
- Attend the awards ceremony gala in 2020



Discussion with the Culture Committee



- Were you involved in the former Niagara Community Design Awards? If so, what could have been improved?
- Feedback on the new awards program, including new design categories (i.e. Interior design, Outdoor Art, Student design projects)
- Ideas for collaborative events for future Biennials

MEMORANDUM

CC-C 1-2019

Subject: Staff Update to Niagara Region Culture Committee September 2019

Date: September 25, 2019

To: Niagara Region Culture Committee

From: Marian Bannerman, Program Manager, Grants and Incentives

Updates for the Niagara Region Culture Committee (NRCC):

(1) General Business

- a. Congratulations to Community and Council Co-chairs
- b. Please RSVP promptly to meetings for quorum

(2) Update on Niagara Region Incentive Review

- a. PDS 34-2019 -- update and status; for background please click [here](#), relevant information begins on page 64 but please note a clarifying amendment was adopted at Regional Council on September 19; the reports were then approved
- b. Next steps
 - Information and engagement with area municipalities and other stakeholders on how Council direction in PDS 34-2019 will be implemented
 - Regional 2020 budget work underway, including funding for any Regional incentive programs, expected December 2019
- c. Niagara Investment in Culture Program

(3) NRCC Workplan

- a. 2019
 - Niagara Biennale
 - Public Art Guidelines
- b. Identification of Issues and Projects for 2020 forward
- c. Respectfully submitted and signed by

Respectfully submitted and signed by:

Marian Bannerman
Program Manager, Grants and Incentives

**THE REGIONAL MUNICIPALITY OF NIAGARA
CULTURE COMMITTEE
MINUTES**

**CC 1-2019
Wednesday, July 24, 2019
Committee Room 4
Niagara Region Headquarters
1815 Sir Isaac Brock Way, Thorold ON**

Committee: Councillor Greenwood; M.-L. Ambrose-Little, J. Andrews, A. Baig, J. Henriques (Co-Chair), A. Hughes, K. Van Stygeren

Absent/Regrets: Councillors Edgar, Gale, Huson, Rigby

Staff: M. Bannerman, Program Manager, Grants & Incentives, M. Evely, Legislative Coordinator, J. Hay, Regional Advisor, Ministry of Tourism, Culture, and Sport, M. Trennum, Deputy Regional Clerk

1. CALL TO ORDER

Mark Evely, Legislative Coordinator, called the meeting to order at 4:37 p.m.

2. DISCLOSURES OF PECUNIARY INTEREST

There were no disclosures of pecuniary interest.

3. SELECTION OF COMMITTEE CO-CHAIRS

Committee members agreed to select the regional councillor Co-Chair at their next meeting. The Committee proceeded to select the citizen member Co-Chair.

3.4 Call for Nominations for Committee Co-Chair (Citizen Member)

Mark Evely, Legislative Coordinator, called for nominations for the position of Co-Chair (Citizen Member) of the Culture Committee for the 2019 term.

That Joseph Henriques **BE NOMINATED** as Co-Chair (Citizen Member) of the Culture Committee for 2019.

Moved by K. Van Stygeren

Seconded by M.-L. Ambrose-Little

3.5 Motion to Close Nominations for Committee Co-Chair (Citizen Member)

Mark Evely, Legislative Coordinator, called a second and third time for nominations for the position of Culture Committee Co-Chair (Citizen Member). There being no further nominations it was:

Moved by Councillor Greenwood
Seconded by J. Andrews

That nominations for the position of Co-Chair (Citizen Member) of the Culture Committee for 2019, **BE CLOSED.**

Carried

3.6 Voting for Committee Co-Chair (Citizen Member)

There being only one nominee for the position, Mark Evely, Legislative Coordinator, announced that Joseph Henriques would be the Culture Committee Co-Chair (Citizen Member) for 2019.

At this point in the meeting, Committee Co-Chair Henriques assumed the chair.

4. **PRESENTATIONS**

4.1 Terms of Reference - General Review

Marian Bannerman, Program Manager, Grants and Incentives, delivered a presentation to the Committee respecting the Terms of Reference - General Overview. Topic of the presentation include:

- Mandate, Mission, and Overview
- Strategic Directions
- Implementation
- Going Forward
 - Communication
 - Education

5. **DELEGATIONS**

There were no delegations.

6. **ITEMS FOR CONSIDERATION**

There were no items for consideration.

7. **CONSENT ITEMS FOR INFORMATION**

There were no consent items for information.

8. OTHER BUSINESS

Members made various announcements related to activities and events within the Region and area municipalities.

8.1 Niagara Investment in Culture (NIC) Program

Marian Bannerman informed the Committee that she will provide regular updates regarding upcoming grants from the NIC.

8.2 Brock University Measuring Culture in Niagara Report

Marian Bannerman informed the Committee that Brock University published a report respecting Measuring Culture in Niagara. The report is attached to the minutes.

9. NEXT MEETING

The next meeting will be at the call of the Co-Chair.

10. ADJOURNMENT

There being no further business, the meeting adjourned at 5:41 p.m.

Joe Henriques
Committee Co-Chair

Mark Evely
Legislative Coordinator

Ann-Marie Norio
Regional Clerk