

FORMAL REPORT

To:	Mayor Stratthdee and Members of Council
Prepared by:	Trisha McKibbin, Director of Corporate Services / Deputy Clerk
Date of Meeting:	27 March 2018
Subject:	COR 10-2018 Memorandum of Understanding Station Gallery

PURPOSE

The purpose of this report is to present Council with the memorandum of understanding (“MOU”) proposed between the Town and Mr. Cameron Porteous for the Station Gallery.

RECOMMENDATION

THAT COR 10-2018 Memorandum of Understanding for the Station Gallery be received; and

THAT Council adopts By-law 33-2018 authorizing the Mayor and the Clerk to sign the MOU for the Station Gallery.

BACKGROUND

In the Fall of 2016 a small group of individuals established the ‘Station Gallery’ located in the St. Marys Train Station with the intent to highlight artistic talents from the area. This concept fit well with staff and Council’s recommendations regarding the utilization of space at the Train Station.

Today the Station Gallery is led by Cameron Porteous. Since opening, the Gallery has hosted 11 separate exhibits, highlighting a variety of different artists and genres. These exhibitions have attracted more than 1,300 visitors to the Station. The Gallery has garnered media attention both within, and beyond, the Town. As a result, visitors to the Gallery include local residents, visitors from surrounding municipalities and has drawn visitors from well beyond the area.

Admission to the gallery is free of charge, and artists hang their work for free. The costs associated with the display, advertising and promotion of the exhibitions are paid for by Mr. Porteous. The average cost for one exhibition is approximately \$750.00. This includes exhibit materials and advertising.

REPORT

At the September 12, 2017 regular Council meeting the organizers of the St. Marys Station Gallery addressed Council regarding the success of the Station Gallery and with a request for support from the Town towards the operation of the Station Gallery.

A staff report was brought forward to Council during the budget deliberations providing three options for supporting the Station Gallery. Town Council were agreeable to providing \$10,000 cash to the Station Gallery through the Municipal Grant Program.

Attached to this report is a proposed MOU for the Station Gallery. The MOU sets out the financial and in-kind support from the Town, and the understandings of the Town and Mr. Porteous as they relate to the Station Gallery, planning, organization and financial management. Some of the key points of the MOU include:

- Mr. Porteous will be responsible for:

- Selecting, installing and managing all exhibitions.
- Securing all material and supplies required for the delivery of exhibits and events.
- Providing all services required to coordinate, book, schedule, remit payment to, and otherwise manage the artists for the Gallery.
- Arranging, training and overseeing staffing of the exhibitions and events.
- The Town will provide \$10,000 to support the Gallery. All Gallery expenses are to be paid by Mr. Porteous.
- The Town will support the marketing and promotional activities required to advertise the Gallery through all of the Town's available mediums (website, social media, et cetera) and tourism related materials.
- The Town will remit payment to Mr. Porteous in the amount of \$1,250 at the start of each new exhibit. By July 3, 2018 Mr. Porteous will produce to the Town a summary of the expenditure to date for the operation of the Station Gallery. A total final summary of expenditures will be submitted by Mr. Porteous to the Town by December 31, 2018.

SUMMARY

Staff is recommending that Council authorize the Mayor and the Clerk to enter into the MOU with Mr. Cameron Porteous for the 2018 operation of the Station Gallery. The Town's \$10,000 Community Grant contribution will support the continued operation of the Station Gallery. This action supports a number of Council's identified strategic priorities.

FINANCIAL IMPLICATIONS

To support the Station Gallery in 2018, the Town will provide \$10,000 in cash support from the Community Grant program.

STRATEGIC PLAN

- ☐ This initiative is supported by the following priorities, outcomes, and tactics in the Plan.
 - Pillar #4 Culture & Recreation:
 - *Outcome:* Downtown Revitalization Plan
 - *Tactic(s):*
 - Create the winning conditions to attract cultural/commercial enterprises into the core.
 - Promote local theatre and arts in the core by making an investment in space and programming.
 - Investigate opportunities to invest in space in the core to further promote and expand local arts, culture, and theatre.

OTHERS CONSULTED

Mr. Cameron Porteous
Jim Brown, Director of Finance

ATTACHMENTS

1. Draft MOU for the Station Gallery

REVIEWED BY

Recommended by the Department



Trisha McKibbin
Director of Corporate Services/Deputy Clerk

Recommended by the CAO



Brent Kittmer
CAO / Clerk