

School District 5/City of Cranbrook/Key City Theatre Society Meeting
February 21, 2014
9:30 a.m.
Key City Theatre

In Attendance:

Heather Smith – MLA Constituency Assistant
Rob Norum – Secretary-Treasurer, SD5
Lynn Hauptman – Superintendent, SD5
Chris Johns – Trustee, SD5
Trina Ayling, Trustee, SD5
Frank Lento – Board Chair, SD5
Wayne Stetski – Mayor, City of Cranbrook
Sandra Cave – Chair, Key City Theatre Society
Wayne Staudt – Chief Administrative Officer, City of Cranbrook
David Wilks, Member of Parliament
Rob Gay, Chair, RDEK
Gail Rousseau, Executive Assistant

The intent of the meeting is to update Rob Gay, RDEK and Dave Wilks, MP about the Key City Theatre (KCT) and the partnerships with School District 5 (SD5) and the City of Cranbrook on the replacement of Mt. Baker Secondary School (MBSS).

Discussion included:

- working partnership functioning well which is important to people of Cranbrook and region
- City of Cranbrook has been involved in the past as a financial partner and is interested in keeping MBSS and the KCT together
- KCT patrons live well beyond the City of Cranbrook; KCT is a regional theatre – need regional/federal support
- Sandra Cave handed out a listing of Patrons by Location (will check figures and resend)
- Interested in seeing "walk-in" sales to see where people come from
- As of March 3, ticket sales are available online; easier to track

Mr. Norum gave a brief history of the project to date and reviewed the Executive Summary in Programming Study report from KMBR Architects Planners Inc.:

- mentioned MBSS was on Ministry's high priority capital project list
- SD5 received tentative approval of 47M for replacement of school only
- KCT included a wish list when asked for an itemized program of requirements
- MOE always uses different projections than school districts
- Even after MOE approval, negotiations will still take place
- competing with districts like Surrey who don't have enough schools for their students
- Mr. Norum explained the capital project funding process and ways to find efficiencies to save money

- Looking at a minimum of 600 seat theatre
- Discussion around who would apply for various grant funds available provincially and federally; KCT can apply; RDEK can apply
- The City of Cranbrook managed finances when KCT first built; it was a renovation to an existing space in the school; now the contractor would build the school and a funding arrangement would be made between all parties
- MP Wilks advised in the 2014 budget, 105m is available for Arts, 30M goes to cultural spaces where there may be an opportunity to apply to the Ministry of Culture and Official Languages
- May be an opportunity to apply to the Build Canada Fund (Federal Government) which has 70 billion over 10 years; many new opportunities on how you can apply for this money; also money available for not for profit organizations; if you are a not for profit company applying through the Build Canada Fund you can receive up to 25%; if it is funded through the City, you are eligible for 1/3; both can apply but risky
- Opportunity to apply to the Ministry of Infrastructure
- Criminal code is being amended with regards to charitable donations - if you are a not for profit organization there is now the opportunity to raise money through lottery and it can be done online; will save administration costs
- Suggestion to approach Scott Tannas, founder, President and CEO of Western Financial Group; he has vested interest in Western Financial Place
- Applications for Build Canada should be online in the next month or two; definitely available by April 1, 2014
- Neighborhoods of Learning concept should provide leverage; raising money for KCT will also leverage our position
- Neighborhood of Learning concept - if new school is approved, gives the district 15% allowance to put towards KCT
- Discussion on how to approach RDEK Board of Directors for funding
- KCT is regional facility; for RDEK to get service they need to tax people; every tax they collect has a service attached which needs a referendum; it is the Board's decision on how big to make a service area
- Other ways of supporting this project – RDEK could make application for funding through Build Canada or support the City of Cranbrook in their application; which way is more advantageous?
- Discussion about operating expenses at KCT – long term maintenance is costly; SD5 pays for utilities to the tune of \$20-23,000 per year and then approximately \$20-25,000 for 50 school days; City of Cranbrook contributes \$70,000 a year; KCT has a maintenance grant for upkeep of building; can't rely on ticket sales alone; KCT relies on grants, outside donations and sponsorships

Where to from here?

- quite effective if delegation comes to present to RDEK Board of Directors for 10-15 minutes
- RDEK meets every 1st Friday of month, 2nd Friday of month in June this year
- media is present at RDEK board meetings; make sure media release is available prior to meeting; contact Rob Gay for time and date; powerpoint presentations work well; show how seats are sold to KCT

- discussion about Provincial ministers coming for a tour - Parliamentary Secretaries are easier to schedule
- if anyone applies for funding provide a copy to MP Wilks' office along with an Executive Summary so he can follow up; keep him informed of any progress or lack of progress
- need to continue to build momentum about this project with community
- A media release will be put together and sent out ahead to partner groups for feedback
- send to Loree Duczek, RDEK
- suggestion to have a prospective meeting with potential larger corporations for possible funding; Chris Johns and Wayne Stetski to talk about this further

Meeting adjourned at a.m. 10:53 a.m.