Request for Decision

To: Peter de Verteuil, CAO

Date: July 6, 2015

From: Tricia Mayea, Corporate Services Coordinator

Re: City of Duncan Perpetual Arts Trophy Sponsorship

RECOMMENDATION:

That the following recommendation be forwarded to Council for approval:

That the name of the City of Duncan Perpetual Arts Trophy, sponsored by the Cowichan News Leader/Pictorial since 1997, continue to be named the ‘City of Duncan Perpetual Arts Trophy’, but to now state ‘sponsored by the Cowichan Valley Arts Council’, and at the bottom of the plaque add the following statement: ‘Supported by the Chemainus Courier and the South Cowichan Echo in honour of the former Cowichan News Leader/Pictorial’.

BACKGROUND:

Since 1997, the Cowichan News Leader Pictorial has sponsored the City of Duncan Perpetual Arts Trophy. Recipients of this award range from Painters, to Sculptors, to Pianists, to Coast Salish Artists, to Film Makers. (Attachment A) Sponsorship included the purchase of the Arts Trophy plaque that is located in the foyer on the second floor of City Hall, and running a promo in the newspaper soliciting for nominations each year. They also used to organize and secure the ‘keeper trophy’ that is presented to the winner of the Perpetual Arts Trophy, but since 2012, the Cowichan Valley Arts Council has assumed this responsibility.

ANALYSIS:

In 2014, Nick Versteeg was awarded the Perpetual Arts Trophy and it was noted by staff at that time that the Arts Trophy plaque was full and that a new plaque needed to be purchased.

The Cowichan Valley News Leader was closed in April of 2015 eliminating them as the current sponsor of the Perpetual Arts Trophy. Staff approached the Cowichan Valley Arts Council (CVAC) to see whether they had an interest in taking over the sponsorship of this award. The CVAC Board met in late April and agreed to sponsor the Arts Trophy. Sponsorship includes; purchasing a new plaque with the CVAC logo, calling for nominations in the local newspaper in August/September, and securing the ‘keeper trophy’ art piece for the recipient.

Staff was prepared to move forward with the new sponsorship until mid-May, when staff was contacted by Peter Rusland, former employee of the Cowichan Valley News Leader, and former Arts Trophy contact. Mr. Rusland advised that he was now freelancing for the Chemainus Courier and South Cowichan Echo newspapers. He indicated that he would like to continue to be involved with the Arts Trophy and agreed to promote it through unpaid house ads in the Chemainus Courier and South Cowichan Echo.
Staff feel that in order to accommodate everyone involved, and to honour the past support of the
Cowichan News Leader/Pictorial that the trophy continue to be named the ‘City of Duncan Perpetual
Arts Trophy’, and now state ‘sponsored by the Cowichan Valley Arts Council’ and at the bottom of the
plaque add the following notation: ‘Supported by the Chemainus Courier and the South Cowichan Echo
in honour of the former Cowichan News Leader / Pictorial.

IMPLICATIONS:

Financial: None.
Policy: N/A
Strategic Priorities: N/A
Sustainability: N/A

ALTERNATE RECOMMENDATION:

That the name of the City of Duncan Perpetual Arts Trophy remain the same and that it be
sponsored jointly by the Cowichan Valley Arts Council and the Chemainus Courier and South
Cowichan Echo newspapers.

or

That the name of the City of Duncan Perpetual Arts Trophy remain the same and that it be
sponsored solely by the Cowichan Valley Arts Council.

ATTACHMENTS:

Attachment A – City of Duncan Perpetual Arts Trophy Recipients

Respectfully submitted,

Tricia Mayea, Corporate Services Coordinator

Reviewed by CAO