



“Wait for Me Daddy” Memorial Task Force

**Wednesday, November 13, 2013 – 2:30 p.m.
EOC Room No. 2 – City Hall**

MINUTES

MEMBERS PRESENT:

Councillor Lorrie Williams	- Chair
Mayor Wayne Wright	- Mayor
Chief Tim Armstrong	- Fire & Rescue Services
Calvin Donnelly	- Member at Large
Andrew Conradi	- Member at Large
Ruby Campbell	- Volunteer Coordinator
Julie Schueck	- Heritage and Community Planner
Greg Magirescu	- Manager, Arts & Cultural Development
Freda Hogg	- Honourary Member
Bob Collyer	- United Church Representative
Allan De Genova	- Honour House Representative (arrived at 3:00 p.m.)

MEMBERS REGRETS:

Lisa Spitale	- Chief Administrative Officer
Chief Dave Jones	- Police Services
Blair Fryer	- Communications
Robert McCullough	- Museum & Archives
Rick Page	- Director of Legislative Services
Herb Hamm	- Curator, Canadian Forces Armoury

GUESTS:

Leesa Stimbicki	- Urban Art Management
Ilona Banks	- Urban Art Management

STAFF:

Alison Worsfold	- Committee Clerk
Erin Cox	- Office Assistant

The meeting was called to order at 2:38 p.m.

1.0 ADDITIONS TO AGENDA

There were no additions.

2.0 ADOPTION OF MINUTES

2.1 Adoption of the Minutes of October 9, 2013

MOVED and SECONDED

THAT the minutes of the Wait for Me Daddy Memorial Task Force meeting held October 9, 2013 be received and adopted.

CARRIED.

All members of the Task Force present voted in favour of the motion.

3.0 PRESENTATIONS

3.1 Federal Government Remembrance Day television advertisement for 2013 & CBC Update 2013 Nov 11 (Bob Collyer)

Item deferred to next meeting.

3.2 Introduction of Project Manager Team - Urban Art Management (Greg Magirescu)

Greg Magirescu, Manager of Arts & Cultural Development, introduced the recently hired Project Managers, Leesa Strimbicki and Ilona Banks of Urban Art Management, to the Task Force. Mr. Magirescu noted that Ms. Strimbicki is a landscape architect and Ms. Banks has a background in communications and marketing. The team will be working collaboratively with the artists to get the art piece installed and will also be working on the communications strategy with Ruby Campbell, Volunteer Coordinator.

Ms. Strimbicki and Ms. Banks advised that they investigated the parameters of the site during the Request for Proposal (RFP) stage, and that they are currently in the process of obtaining a drawing from the engineering department in order to complete an in depth sketch of the site logistics. Ms. Strimbicki and Ms. Banks noted that they have researched and analyzed minutes from the Task Force since the first meeting in 2010, and have also discovered blogs and media related to the initiative, which will all be included in a backgrounder/media package. The Project Managers noted that they plan on meeting with the artists in the near future.

On behalf of the Task Force, Councillor Williams, Chair, thanked Ms. Strimbicki and Ms. Banks for their work on the project to date.

a) Hyack Square Landscaping changes

Greg Magirescu, Manager of Arts & Cultural Development, advised that the proposed location of the sculpture needs to be changed, due to the infrastructure under Hyack Square. Leesa Strimbicki, Project Manager, will be retrieving the engineering specifications for the artwork, as well as the site drawings for the infrastructure under Hyack Square in order to help make final a decision for the placement of the sculpture.

Mr. Magirescu suggested that the new location should also take into consideration where the “Ab Ov” (‘the egg’ in Hyack Square) is situated in Hyack Square. Mr. Magirescu and Ms. Strimbicki plan will meet with Carlos Basanta, the artist/creator of the “Ab Ov,” to discuss the relocation of the piece. Staff noted that Mr. Basanta has been very accommodating and willing to work with the artists on the matter.

Procedural Note: Allan De Genova arrived at 3:00 p.m.

Discussion ensued, and the following comments were noted:

- It would be powerful to incorporate the inter urban railway tracks into the sculpture if the long term goal is to make it a National Heritage Site;
- We should continue to emphasize the communities’ preferences and wants rather than what the artists recommend. It is the communities’ sculpture;
- Perhaps the City can provide a blueprint plan and investigate the option of completely renovating Hyack Square that could grant the City more money from Heritage Canada;
- There is a general concern regarding the misinformation the public has on the initiative;
- Distributing more information about the initiative and contacting different media outlets to report on the topic would benefit the project;
- It is key to inform the community that the although the artists’ work internationally, they are Canadian citizens;
- Perhaps the City can start a ‘Wait for Me Daddy’ website in order to provide relevant information pertaining to the project and give answers to the misconceptions; and,
- ‘Wait for Me Daddy’ Information binders should be distributed throughout the City.

4.0 UNFINISHED BUSINESS

4.1 Heritage Contest (2014) and Involvement of School District 40 (Julie Schueck)

Julie Schueck, Heritage Planner, advised that there are no updates on the 2014 Heritage contest. Councillor Williams, Chair, noted that she is interested in meeting with School District 40 to discuss 'Wait for Me Daddy' educational possibilities for students who are not involved in the Heritage contest.

4.2 Formation of Sub Committees (Ruby Campbell)

Ruby Campbell, Volunteer Coordinator, distributed a draft grant, corporate and individual giving campaign strategy document and outlined the key aspects to the strategy. Ms. Campbell expressed her concerns with the time sensitivity in regards to Brick sales, and noted that it is important to start brainstorming other topics related to fundraising, such as gifts for the sponsors, and donor recognition in the media and on the future website. Ms. Campbell suggested that a Fundraising Subcommittee be formed immediately to address the issues and to give the Task Force time to pre-order commemorative memorabilia.

Discussion ensued and the following comments were noted:

- The 'Wait for Me Daddy' initiative is powerful enough to attract donors without going as far as to adding in extra incentives;
- It seems as though residents are excited about the initiative and want to be included in the process;
- The Brick fundraising should continue to be encouraged, and will be carried through to the 2015 event as 'Phase II' of fundraising;
- When the sculpture arrives, we will know the parameters better in order to promote Brick sales;
- Perhaps advertise Brick sales during the 2014 unveiling event, which may give the Task Force more time and may also help sell them internationally;
- Westminster Savings has been a community supporter in the past, so the Task Force should contact them to inquire about sponsorship;
- It was suggested that there will be a great story to be told if the proper resources are provided and local tradespeople come together at Hyack Square to finalize the project; and,
- The local Unions should be given the opportunity to be included in the process.

MOVED and SECONDED

THAT a Fundraising Sub-Committee be formed, comprising of Allan De Genova, Councillor Lorrie Williams, Robert Collyer, Mayor Wayne Wright and Calvin Donnelly.

CARRIED.

All members of the Task Force present voted in favour of the motion.

5.0 NEW BUSINESS

5.1 Fundraising (Ruby Campbell)

a) Federal Grant Submissions

Ruby Campbell, Volunteer Coordinator, noted that there are two upcoming available Federal grants:

1. Expression of Interest for 2014 and 2015 are due November 22, 2014 to the Department of Canadian Heritage; and,
2. The Veterans Affairs Canada Grant

b) Sponsors

There were no items.

c) Community Fundraising

There were no items.

5.2 VIP list (Ruby Campbell)

Ruby Campbell, Volunteer Coordinator, advised that the Legislative Services department provided her and Erin Cox, Office Assistant, with the VIP contact information which she will now take over and regulate. Ms. Campbell noted that a formal VIP list has been drafted, and that she and Ms. Cox should be contacted if there are any new VIP requests or enquiries about the list. Throughout the process, it will be important to capture all the names of people who have gone above and beyond for the initiative so they can be added to the VIP list as well.

5.3 List of appointments in Ottawa (Councillor Williams)

Councillor Williams advised that she plans on meeting with the Department of National Defense, Canada Post, the Royal Canadian Mint, and Heritage Canada while on her trip to Ottawa at the end of November 2013. Alison Worsfold, Committee Clerk, has provided her with 'Wait for Me Daddy' information binders to distribute throughout her journey.

General discussion ensued regarding The Royal Westminster Regiment and whether or not they should be included in the 2014 unveiling event with the British Columbia Regiment. It was suggested that because the British Columbia Regiment was the Regiment pictured marching down Queen's Avenue on the day the famous picture was taken, that their presence should be emphasized. Further, that both Regiments should be included in the 2015 event due to the fact that it will commemorate the end of World War II. Andrew Conradi, Member at Large, will lead the discussion surrounding the issue at the January 14, 2015 'Wait for Me Daddy' Memorial Task Force meeting.

6.0 REPORTS AND INFORMATION

6.1 Upcoming trip to Ottawa – Post Office, Mint, Department of National Defence, and Dutch Ambassador

Item was discussed with Item 5.3.

7.0 CORRESPONDENCE

7.1 Letter from Wendy Tarasoff Re: 'Wait for Me Daddy' poem submission

Councillor Williams, Chair, noted the following:

- The City has received several poems from people pertaining to 'Wait for Me Daddy;'
- Perhaps we should look at making a collection or small publication of poems and other forms of art related to the subject;
- There will be a gift shop in the Anvil Centre, which could provide an opportunity to sell a small publication and other memorabilia; and,
- All of these ideas can also be used as possible donor gifts.

MOVED and SECONDED

THAT the letter of July 26, 2013 from Wendy Tarasoff Re: 'Wait for Me Daddy' poem submission be received.

CARRIED.

All members of the Task Force present voted in favour of the motion.

MOVED and SECONDED

THAT Allan De Genova be appointed to the Wait for Me Daddy Memorial Task Force as an Honor House representative.

CARRIED.

All members of the Task Force present voted in favour of the motion.

8.0 NEXT MEETING

Next meeting: Wednesday, January 15, 2014, Committee Room #2, City Hall at 2:30pm

9.0 ADJOURNMENT

The meeting concluded at 4:15 p.m.

Certified Correct,

Lorrie Williams
Chair

Alison Worsfold
Committee Clerk