

**METRO VANCOUVER REGIONAL DISTRICT  
REGIONAL CULTURE COMMITTEE**

**REGULAR MEETING**

**Wednesday, June 15, 2022**

**9:15 am**

**Meeting conducted electronically pursuant to the Procedure Bylaw  
28<sup>th</sup> Floor Boardroom, 4515 Central Boulevard, Burnaby, British Columbia  
Webstream available at <http://www.metrovanancouver.org>**

**A G E N D A<sup>1</sup>**

**1. ADOPTION OF THE AGENDA**

**1.1 June 15, 2022 Regular Meeting Agenda**

That the Regional Culture Committee adopt the agenda for its regular meeting scheduled for June 15, 2022 as circulated.

**2. ADOPTION OF THE MINUTES**

**3. DELEGATIONS**

**4. INVITED PRESENTATIONS**

**5. REPORTS FROM COMMITTEE OR STAFF**

**5.1 MAXguide.org Update**

*pg. 3*

That the Regional Cultural Committee receive for information the report dated May 30, 2022, titled "MAXguide.org Update".

**5.2 Metro Vancouver 2022 Regional Cultural Grants: Adjudication Process**

*pg. 7*

That the Regional Culture Committee receive for information the report dated May 30, 2022, titled "Metro Vancouver 2022 Regional Cultural Grants: Adjudication Process".

**6. INFORMATION ITEMS**

**6.1 Regional Culture Committee – Terms of Reference**

*pg. 13*

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<sup>1</sup> Note: Recommendation is shown under each item, where applicable.

**7. OTHER BUSINESS**

**8. BUSINESS ARISING FROM DELEGATIONS**

**9. RESOLUTION TO CLOSE MEETING**

*Note: The Committee must state by resolution the basis under section 90 of the Community Charter on which the meeting is being closed. If a member wishes to add an item, the basis must be included below.*

**10. ADJOURNMENT/CONCLUSION**

That the Regional Culture Committee adjourn/conclude its regular meeting of June 15, 2022.

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Membership:

Muri, Lisa (C) – North Vancouver District  
Nagra, Mandeep (VC) – Surrey

Back, Holly – North Vancouver City  
Hardwick, Colleen – Vancouver

McPhail, Linda – Richmond

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To: Regional Culture Committee

From: Samantha Forsyth, External Outreach Coordinator

Date: May 30, 2022

Meeting Date: June 15, 2022

Subject: **MAXguide.org Update**

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### **RECOMMENDATION**

That the Regional Cultural Committee receive for information the report dated May 30, 2022, titled "MAXguide.org Update".

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### **EXECUTIVE SUMMARY**

Maxguide.org was introduced eleven years ago as a free online tool for the arts and culture community to promote events taking place across the region. The website has seen incremental increases in membership and use over the years however, during the COVID-19 pandemic there was a noticeable decline in website traffic and use. In the last year, as public gathering and events have resumed, website traffic has returned to pre-pandemic volume. An assessment of the continued value of MAXguide.org will be undertaken in the fall of 2022. A report on the assessment will be provided to Committee in 2023.

### **PURPOSE**

To provide the Regional Culture Committee with an update of MAXguide.org activities for 2022.

### **BACKGROUND**

Launched in 2011, MAXguide.org is Metro Vancouver's free web-based arts and culture regional calendar, promoting a range of cultural and artistic events in the Metro Vancouver region.

Working closely with member jurisdictions, MAXguide.org has played, and continues to play, a leadership role on building greater awareness and engagement with cultural and artistic events across the region. Staff from member jurisdictions, arts and culture organizations, publicists and culture businesses and post events on MAXguide.org for free. Website membership is screened and managed by Metro Vancouver staff. Once successfully registered, members manage their own information and event listings, including information about their specific organization(s), affiliation(s), and venue(s).

### **MAXguide.org Update**

MAXguide.org currently has 1,116 active members, 1,173 active organizations and 853 active venue listings. There are typically over 100 events listed by members each month. The numbers in each of these categories continues to increase on an incremental basis. Prior to COVID-19, digital and print ads promoted the website which lead to corresponding increases in website traffic. Through COVID-19 there was a noticeable decrease in website traffic, however, in the last year, as public gatherings and events resumed, analytics show a return to the regular volume of website traffic that was seen pre-pandemic.

Launched eleven years ago, an assessment of the continued value of MAXguide.org will be undertaken in the fall of 2022. Input from member jurisdictions and other users of the website will be included in the assessment. Results of the assessment and potential next steps around MAXguide.org will be shared with the Regional Culture Committee in 2023.

**ALTERNATIVES**

This is an information report. No alternatives are presented.

**FINANCIAL IMPLICATIONS**

The maintenance of MAXguide.org is funded under General Government with a budget of \$3,000 managed by the External Relations Department.

**CONCLUSION**

MAXguide.org continues to be used by the arts and culture sector to inform and engage the public on the range of cultural and artistic events available across the region. Launched eleven years ago, an assessment of the continued value of MAXguide.org will be undertaken in the fall of 2022 and shared with the committee in 2023.

**Attachment:**

MAXguide.org - Google Analytics Report

**Reference:**

[MAXguide.org](https://www.maxguide.org)

52029508

# MAXguide.org – Google Analytics Report

## (March 1 2021 – February 28 2022)

ATTACHMENT

<http://www.maxguide.org>

The total number of pageviews during March 1, 2021 – Feb 28, 2022 period is 7,846.

The total number of unique pageviews during March 1, 2021 - Feb 28, 2022 period is 6,690.

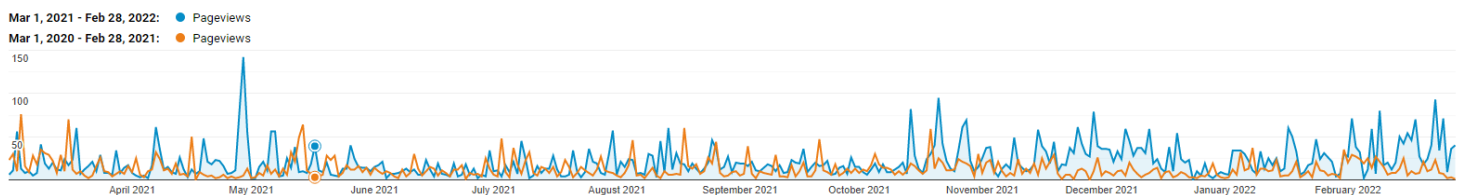
The average time on page during March 1, 2021 - Feb 28, 2022 period is 00:01:19.

Metric	Count	Definition
Pageviews	7,846	Pageviews is a metric defined as the total number of pages viewed.
Unique Pageviews	6,690	Unique Pageviews is the number of sessions during which the specified page was viewed at least once.
Avg. Time on Page	00:01:19	The average amount of time users spent viewing a specified page or screen, or set of pages or screens.

The analytics shows an increase of pageviews compared with the previous period by 68.73%.

The analytics shows an increase of unique pageviews compared with the previous period by 65.76%.

The analytics shows a decrease of average time on page compared with the previous period by 7.74%.

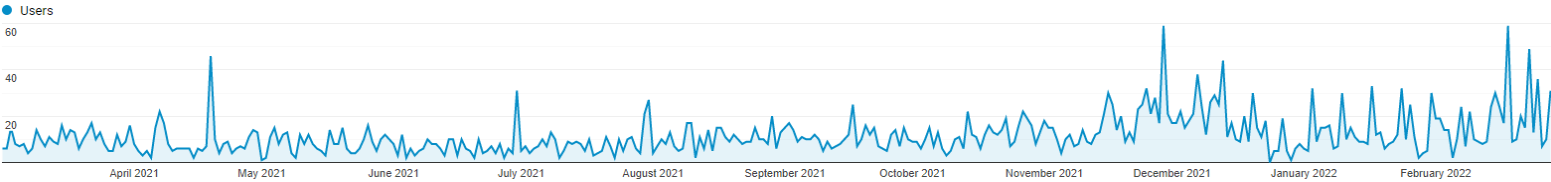


Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	68.73% 7,846 vs 4,650	65.76% 6,690 vs 4,036	7.74% 00:01:19 vs 00:01:25	65.85% 4,443 vs 2,679	0.99% 76.26% vs 75.51%	1.71% 56.63% vs 57.61%	0.00% \$0.00 vs \$0.00
1. /Pages/default.aspx							
Mar 1, 2021 - Feb 28, 2022	1,249 (15.92%)	1,045 (15.62%)	00:01:36	1,021 (22.98%)	63.76%	57.73%	\$0.00 (0.00%)
Mar 1, 2020 - Feb 28, 2021	913 (19.63%)	793 (19.65%)	00:01:23	769 (28.70%)	66.45%	61.12%	\$0.00 (0.00%)
% Change	36.80%	31.78%	16.05%	32.77%	-4.05%	-5.55%	0.00%
2. /about/Pages/Mailing-List.aspx							
Mar 1, 2021 - Feb 28, 2022	362 (4.61%)	263 (3.93%)	00:01:38	236 (5.31%)	63.56%	56.08%	\$0.00 (0.00%)
Mar 1, 2020 - Feb 28, 2021	116 (2.49%)	69 (1.71%)	00:01:08	45 (1.68%)	26.67%	23.28%	\$0.00 (0.00%)
% Change	212.07%	281.16%	37.37%	424.44%	138.35%	140.92%	0.00%
3. /pages/default.aspx							
Mar 1, 2021 - Feb 28, 2022	307 (3.91%)	217 (3.24%)	00:01:10	167 (3.76%)	49.10%	42.67%	\$0.00 (0.00%)
Mar 1, 2020 - Feb 28, 2021	220 (4.73%)	161 (3.99%)	00:01:45	104 (3.88%)	40.38%	34.55%	\$0.00 (0.00%)
% Change	39.55%	34.78%	-33.64%	60.58%	21.59%	23.52%	0.00%
4. /SubmitEvent/Pages/default.aspx							
Mar 1, 2021 - Feb 28, 2022	293 (3.73%)	252 (3.77%)	00:02:16	168 (3.78%)	63.69%	58.02%	\$0.00 (0.00%)
Mar 1, 2020 - Feb 28, 2021	195 (4.19%)	174 (4.31%)	00:02:24	93 (3.47%)	62.37%	61.54%	\$0.00 (0.00%)
% Change	50.26%	44.83%	-4.97%	80.65%	2.12%	-5.72%	0.00%

Top 4 pages

93.17% of the website traffic is coming from Google/Organic searches and Direct searches.

Metric	Count	Definition
Google / Organic	53.12%	The number of pageviews derived from search engines throughout the web.
Direct	40.05%	The number of pageviews derived from direct traffic and or direct links.



Source / Medium ?	Acquisition			Behavior			Conversions		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	3,820 % of Total: 100.00% (3,820)	3,811 % of Total: 100.03% (3,810)	4,444 % of Total: 100.00% (4,444)	76.26% Avg for View: 76.26% (0.00%)	1.77 Avg for View: 1.77 (0.00%)	00:01:00 Avg for View: 00:01:00 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. google / organic	2,053 (53.12%)	2,023 (53.08%)	2,259 (50.83%)	79.24%	1.51	00:00:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. (direct) / (none)	1,548 (40.05%)	1,542 (40.46%)	1,804 (40.59%)	77.44%	1.90	00:01:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. metrovancover.org / referral	238 (6.16%)	224 (5.88%)	327 (7.36%)	52.29%	2.27	00:01:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. facebook.com / referral	6 (0.16%)	6 (0.16%)	6 (0.14%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. m.facebook.com / referral	5 (0.13%)	5 (0.13%)	6 (0.14%)	50.00%	1.83	00:00:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Art-BC / banner	3 (0.08%)	2 (0.05%)	12 (0.27%)	58.33%	3.67	00:02:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. l.facebook.com / referral	2 (0.05%)	1 (0.03%)	3 (0.07%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. yahoo / organic	2 (0.05%)	2 (0.05%)	3 (0.07%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. bing / organic	1 (0.03%)	0 (0.00%)	1 (0.02%)	0.00%	2.00	00:00:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. blog.naver.com / referral	1 (0.03%)	1 (0.03%)	1 (0.02%)	0.00%	22.00	00:07:35	0.00%	0 (0.00%)	\$0.00 (0.00%)

The analytics shows an increase of overall users compared with the previous period by 65.80%.

The analytics shows an increase of Google/Organic searches compared with the previous period by 56.00%.

The analytics shows an increase of Direct searches compared with the previous period by 104.49%.

Source / Medium ?	Acquisition			Behavior			Conversions		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	65.80% ↑ 3,820 vs 2,304	66.71% ↑ 3,811 vs 2,286	65.88% ↑ 4,444 vs 2,679	0.99% ↑ 76.26% vs 75.51%	1.72% ↑ 1.77 vs 1.74	3.96% ↓ 00:01:00 vs 00:01:03	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. google / organic									
Mar 1, 2021 - Feb 28, 2022	2,053 (53.12%)	2,023 (53.08%)	2,259 (50.83%)	79.24%	1.51	00:00:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
Mar 1, 2020 - Feb 28, 2021	1,316 (56.68%)	1,301 (56.91%)	1,421 (53.04%)	82.48%	1.44	00:00:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	56.00%	55.50%	58.97%	-3.93%	4.72%	6.31%	0.00%	0.00%	0.00%
2. (direct) / (none)									
Mar 1, 2021 - Feb 28, 2022	1,548 (40.05%)	1,542 (40.46%)	1,804 (40.59%)	77.44%	1.90	00:01:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
Mar 1, 2020 - Feb 28, 2021	757 (32.60%)	749 (32.76%)	873 (32.59%)	71.48%	1.92	00:01:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	104.49%	105.87%	106.64%	8.34%	-1.05%	3.23%	0.00%	0.00%	0.00%

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To: Regional Culture Committee

From: Samantha Forsyth, External Outreach Coordinator

Date: May 30, 2022 Meeting Date: June 15, 2022

Subject: **Metro Vancouver 2022 Regional Cultural Grants: Adjudication Process**

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### **RECOMMENDATION**

That the Regional Culture Committee receive for information the report dated May 30, 2022, titled "Metro Vancouver 2022 Regional Cultural Grants: Adjudication Process".

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### **EXECUTIVE SUMMARY**

Metro Vancouver's annual regional cultural project grants, funded from the Cultural Grants Reserve, support region-serving arts and culture projects. The allocation of the 2022 grants will continue to factor in considerations related to COVID-19 impacts and adapted project delivery resilient to evolving public health measures.

As was done with the 2021 grants, this year's grants consider an increase of \$150,000, as part of Metro Vancouver's restart and recovery support from the Province of BC's "COVID-19 Safe Restart Grant for Local Governments". This means the disbursement for 2022 Regional Culture Project Grants could total \$300,000.

Staff will undertake an initial review of all received applications and present shortlisted applications for adjudication by the Committee at its July 21, 2022 meeting. Adjudication will include a recommendation on the grant award for each successful proponent to a cap of \$10,000 per project. The Committee's recommended allocations will be presented to the July 29, 2022 MVRD Board meeting for final approval.

### **PURPOSE**

To provide the Regional Culture Committee with guidelines for reviewing the 2022 grant applications that will result in the recommended allocation of the annual Regional Culture Project Grants.

### **BACKGROUND**

As part of its Terms of Reference, the Regional Culture Committee has direct responsibility for the review and adjudication of the annual regional culture project grant applications, to recommend the grant allocations to the MVRD Board for approval. This report is brought forward to review the adjudication process.

In 2021, the annual regional cultural grant allocation of \$150,000 was increased by \$150,000 for a total disbursement of \$300,000 to 54 organizations, ranging in value between \$2,500 and \$10,000. The additional monies were from Provincial funding received by Metro Vancouver to support restart and recovery efforts through the "COVID-19 Safe Restart Grant for Local Governments". In consideration of the ongoing recovery from the COVID-19 pandemic, and the proven need for

increased funding, as demonstrated by the volume of applications received as well as the increased total amount of funds requested overall in recent years, the 2022 grant allocation also considers an increase of \$150,000 from monies received as part the “COVID-19 Safe Restart Grant for Local Governments” for a total disbursement of \$300,000 for 2022 the Regional Culture Project Grants.

For the 2022 intake, staff developed a new online application system. Applicants accessed the online form through a link on the Metro Vancouver Cultural Grants webpage. Nearly 60% of applicants used the online system to submit their application forms, supporting the staff rational that an online system would provide improved usability and accessibility for applicants. Staff will assess the functionality of the online system in the fall of 2022 to determine if further improvements are needed.

## **METRO VANCOUVER REGIONAL CULTURE PROJECT GRANTS: ADJUDICATION PROCESS**

### **2022 Intake and Review of Applications**

The 2022 Metro Vancouver regional cultural project grants were announced April 6, 2022 through a media release (Attachment 1). Social media channels, the April 2022 issue of Metro Vancouver’s online newsletter, the Metro Vancouver Update, and a curated mailing list were used to promote the grant program and remind potential applicants of the deadline (Attachment 2). Following the May 4 deadline, staff have been processing and logging all received applications, undertaking a pre-screening to ensure each application meets the grant criteria, and creating a shortlist of applications for review and discussion by the Committee.

Committee members will be given a set of score sheets for use in their final assessment based on the guidelines of the regional cultural project grant program (Attachment 3). The adjudication criteria assess organizations’ and proposed projects’ regional impact, merit, and budget plan, also evaluating proposed timing and additional considerations for reasonably incorporating COVID-19-related adjustments. Staff will provide Regional Culture Committee members spreadsheets of all 2022 applications and of past recipients of Metro Vancouver’s regional culture project grants from 2011 - 2021 in order to provide additional background for 2022’s allocation decision process. Committee members will receive the shortlisted applications, score sheets, and spreadsheets to review in advance of the July 21, 2022 allocation meeting. Non-shortlisted applications will also be available for possible consideration.

### **JULY 21, 2022 REGIONAL CULTURE COMMITTEE MEETING**

At the July 21, 2022 meeting, Regional Culture Committee members (“adjudicators”) will discuss the shortlisted applications and make recommendations on the grant award allocations for successful proponents with a cap of \$10,000 for each project and the total of all grants not to exceed \$300,000. Final reports from previous grants will also be considered if an organization has applied in the past and was successful.

Staff will prepare a report based on the recommendations of the Regional Culture Committee to be presented to the MVRD Board for approval at its July 29, 2022 meeting.

## **ALTERNATIVES**



This is an information report. No alternatives are presented.

### **FINANCIAL IMPLICATIONS**

The MVRD Cultural Grants program is funded from the Cultural Grants Reserve. The 2022 allocation from the Cultural Grants Reserve is \$150,000.

To help address the challenges and fiscal impacts of COVID-19, the Province of BC provided the Metro Vancouver Regional District funding to support restart and recovery initiatives. Combining \$150,000 from the Cultural Grants Reserve with \$150,000 from the Provincial “COVID-19 Safe Restart Grant for Local Governments”, a total of \$300,000 in 2022 project grants will support regional arts and culture.

### **CONCLUSION**

The allocation of the 2022 Metro Vancouver regional cultural project grants will be adjudicated by the Regional Culture Committee and will provide continued support to organizations with a long-standing commitment to serving the region while fostering new recipient organizations committed to expanding to a regional audience. Recognizing the pandemic’s devastating impacts on the arts and culture sector, the 2022 grant disbursement includes \$150,000 funded annually through the Cultural Grants Reserve and an increase of \$150,000 through the Provincial “COVID-19 Safe Restart Grant for Local Governments” for a total of \$300,000. Capped at \$10,000 per project, the allocation of grants will factor in considerations related to project delivery resilient to evolving public health orders. Staff will undertake initial review of all applications and present shortlisted applications for adjudication by the Committee. A report outlining the Committee's recommendations will be presented to the July 29, 2022 meeting of the MVRD Board for approval.

### **Attachments:**

1. Media Release “2022 Regional Cultural Grants – Application Open”, issued April 6, 2022
2. Sample mailing list notice – deadline reminder dated April 27, 2022
3. 2022 Metro Vancouver Regional Cultural Project Grant Application Score Sheet

52036096

MEDIA RELEASE

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April 6, 2022

**SUBMISSIONS NOW BEING ACCEPTED FOR \$150K IN REGIONAL CULTURE GRANTS**

Local arts and culture organizations can now apply for Metro Vancouver's 2022 regional cultural grants.

A total of \$150,000 in funding is available to help organizations deliver arts and culture projects that benefit the region. A maximum of \$10,000 will be awarded per project.

"We are proud to support projects that promote culture in our region and in doing so, help to make the arts more accessible, encourage new voices to tell their stories, and to add to the richness and livability of our region," said Sav Dhaliwal, chair of Metro Vancouver's Board of Directors. "We have proudly awarded grants in the past to groups representing a wide range of disciplines, such as visual arts, theatre, film, music, dance, and more. I look forward to another year of excellent submissions."

These annual grants support region-serving arts and culture projects, providing funding for expenses related to project creation, production, dissemination, audience development, research, project staff, and administrative capacity building.

Completed applications must be submitted by 4:00 pm on **Wednesday, May 4, 2022**.

The 2022 application, along with information about project eligibility and selection criteria, is available at [metrovancover.org/cultural-grants](https://metrovancover.org/cultural-grants).

Questions may be emailed to [culturalgrants@metrovancover.org](mailto:culturalgrants@metrovancover.org), or contact Samantha Forsyth at 604-456-8828.

**Media contact:**

[Don Bradley](#), Division Manager, Media Relations & Issues Management c. 604-788-2821

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Metro Vancouver is a federation of 21 municipalities, one electoral area and one treaty First Nation that collaboratively plans for and delivers regional-scale services. Its core services are drinking water, wastewater treatment and solid waste management. Metro Vancouver also regulates air quality, plans for urban growth, manages a regional parks system and provides affordable housing. The regional district is governed by a Board of Directors of elected officials from each local authority.



## One Week Left to Apply! Deadline May 4, 2022

Metro Vancouver is accepting submissions until Wednesday, May 4, 2022 for its regional cultural grants.

In 2022 there will be \$150,000 in funding available to help arts and culture organizations deliver their projects that benefit the region, with a maximum of \$10,000 per project grant. The grants program provides funding for expenses related to project creation, production, dissemination, audience development, research, project staff, and administrative capacity building.

**Completed applications must be submitted by 4:00 pm on Wednesday, May 4, 2022.**

The 2022 application form, along with information about project grant eligibility and selection criteria, is available at [www.metrovancouver.org/cultural-grants](http://www.metrovancouver.org/cultural-grants).

Questions may be directed by email to [CulturalGrants@metrovancouver.org](mailto:CulturalGrants@metrovancouver.org) or contact Samantha Forsyth at 604-456-8828.



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## 2022 Regional Cultural Project Grant Application Score Sheet

Organization: \_\_\_\_\_ Project Title: \_\_\_\_\_

<p><b>Regional Impact (30%)</b></p> <ul style="list-style-type: none"> <li>• Uniqueness of the project in its offering to the regional arts and culture landscape.</li> <li>• Potential number of regional participants impacted/reached with this project.</li> <li>• Is the project region-serving and going to be presented beyond a single municipality?</li> </ul> <p><b>Comments:</b></p>	<p>/ 30</p>
<p><b>Merit (40%)</b></p> <ul style="list-style-type: none"> <li>• Merit of the project, based on past excellence and proven ability of the applicant.</li> <li>• Clearly communicated project goals and relevance to arts and culture in the region.</li> <li>• Measurable success.</li> <li>• Demonstrated community support/involvement.</li> <li>• Project delivery anticipates COVID-19-related considerations to adhere to ongoing public health measures, with resilience to reasonably adjust as necessary.</li> </ul> <p><b>Comments:</b></p>	<p>/ 40</p>
<p><b>Budget Plan (30%)</b></p> <ul style="list-style-type: none"> <li>• Clear and concise budget plan for reasonable use of grant funding.</li> <li>• Other sources of realistic funding support identified and/or in place.</li> <li>• Budget plan reasonably incorporates COVID-19 impacts to revenues and funding.</li> <li>• Requested funds are specific to the proposed project, and are not intended for ongoing operational/general funding.</li> </ul> <p><b>Comments:</b></p>	<p>/ 30</p>
<p><b>General Comments</b></p>	<p><b>TOTAL SCORE</b></p> <p>/ 100</p>

44636429



## Regional Culture Committee

### Terms of Reference

The Regional Culture Committee is a standing committee of the Metro Vancouver Board that provides advice and recommendations on policies, plans, programs, budgets and issues related to the annual Metro Vancouver Cultural Grants Program, and Metro Vancouver's role in advancing culture throughout the region.

#### Committee Responsibilities

Within the scope of the *Board Strategic Plan*, Board policies, the *Metro Vancouver Financial Plan*, and the Metro Vancouver Cultural Grants Program, the Committee oversees the review of grant applications and award of funds. The Committee also considers matters, referred to it by the Board, related to the promotion of culture within the Metro Vancouver region. Specific Committee responsibilities include:

- Overseeing the administration of the *Cultural Grants Program*, including reviewing and updating application materials and criteria that are used by the Program;
- Guiding efforts to raise the profile of the Cultural Grants Program among arts and culture organizations throughout the region;
- Reviewing applications for funding through the Program, and making recommendations to the Board on the allocation of funds each year;
- Undertaking initiatives, as directed by the Board, aimed at raising awareness of the importance of arts and culture to the region, and at advancing culture; and
- Monitoring the overall state of arts and culture in the region, as well as the efforts of others to promote arts and culture.

#### Committee Membership and Meetings

The Chair, Vice Chair and members are appointed annually by the Chair of the Metro Vancouver Board. The Committee meets two times per year on the Metro Vancouver Cultural Grants Program, and at other times as required to address issues referred to the Committee by the Board. A quorum of 50% plus one of the Committee membership is required to conduct Committee business.

#### Committee Management

The Committee Chair, or in the absence of the Chair the Vice Chair, is the chief spokesperson on matters of public interest within the Committee's purview. For high profile issues the role of spokesperson rests with the Metro Vancouver Board Chair or Vice Chair. On technical matters or in cases where an initiative is still at the staff proposal level, the Chief Administrative Officer or designate is the appropriate spokesperson. Where necessary and practical, the Board Chair, Committee Chair and Chief Administrative Officer will confer to determine the most appropriate representative to speak.

The Chief Administrative Officer assigns a Committee Manager for the Committee. The Committee Manager is responsible for coordinating agendas and serves as the principal point of contact for Committee members.