



**Extraordinary meeting of the
Community Services Committee**

Kōmiti Ratonga Hapori

Date:	Thursday 9 July 2020
Time:	Commencing at the conclusion of the Extraordinary Council meeting
Location:	Council Chamber, Civic House 110 Trafalgar Street Nelson

Agenda

Rārangi take

Chair	Cr Matt Lawrey
Deputy Chair	Cr Yvonne Bowater
Members	Her Worship the Mayor Rachel Reese Cr Trudie Brand Cr Mel Courtney Cr Kate Fulton Cr Judene Edgar Cr Brian McGurk Cr Gaile Noonan Cr Rohan O'Neill-Stevens Cr Pete Rainey Cr Rachel Sanson Cr Tim Skinner

Quorum: 2

**Pat Dougherty
Chief Executive**

[Nelson City Council Disclaimer](#)

Please note that the contents of these Council and Committee Agendas have yet to be considered by Council and officer recommendations may be altered or changed by the Council in the process of making the [formal Council decision](#).

Community Services Committee - Delegations

Areas of Responsibility:

- Arts, Culture and Heritage
- Bylaws, within the areas of responsibility
- Cemeteries and Crematorium
- Community Centres and Halls, including Greenmeadows Community Centre, Stoke Memorial Hall and Tahunanui Community Centre
- Community Development, including youth issues, ageing issues and social well-being
- Community Festivals and Events
- Community Facilities, including public toilets
- Founders Heritage Park
- Heritage Facilities
- Heritage Houses and their grounds
- Libraries
- Sister City relationships
- Youth Council

Delegations:

The committee has all of the responsibilities, powers, functions and duties of Council in relation to governance matters within its areas of responsibility, except where they have been retained by Council, or have been referred to other committees, subcommittees or subordinate decision-making bodies.

The exercise of Council's responsibilities, powers, functions and duties in relation to governance matters includes (but is not limited to):

- Monitoring Council's performance for the committee's areas of responsibility, including legislative responsibilities and compliance requirements
- Developing, approving, monitoring and reviewing policies and plans, including activity management plans
- Reviewing and determining whether a bylaw or amendment, revocation or replacement of a bylaw is appropriate
- Undertaking community engagement, including all steps relating to Special Consultative Procedures or other formal consultation processes
- Approving submissions to external bodies or organisations, and on legislation and regulatory proposals

Powers to Recommend to Council:

In the following situations the committee may consider matters within the areas of responsibility but make recommendations to Council only (in accordance with sections 5.1.3 - 5.1.5 of the Delegations Register):

- Matters that, under the Local Government Act 2002, the operation of law or other legislation, Council is unable to delegate
- The purchase or disposal of land or property relating to the areas of responsibility, other than in accordance with the Long Term Plan or Annual Plan
- Unbudgeted expenditure relating to the areas of responsibility, not included in the Long Term Plan or Annual Plan
- Decisions regarding significant assets.

Opening Prayer

1. Apologies

1.1 An apology has been received from Councillor Rainey

2. Confirmation of Order of Business

3. Interests

3.1 Updates to the Interests Register

3.2 Identify any conflicts of interest in the agenda

4. Public Forum

5. Chairperson's Report

6. Mask Parade Plan Approval

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Document number R18082

Recommendation

That the Community Services Committee

- 1. Receives the report Mask Parade Plan Approval (R18082) and its attachment (A2409656); and***
- 2. Approves the delivery plan for the Mask Parade and Carnivale described in attachment 1 (A2409656) of report R18082 with a funding allocation of \$100,000.***

Note:

- Youth Councillors Harriet Allen and Vienna van Heeswyck will be in attendance at this meeting.**

Mask Parade Plan Approval

1. Purpose of Report

- 1.1 To consider and approve the plan submitted by the Festivals Trust for the Mask Parade.
- 1.2 An extraordinary meeting of the Committee has been called to approve the delivery plan for reasons of timing; that is, the Trust needs to enter into financial commitments for the 2020 Mask Parade, in order to deliver the event in October 2020.

2. Summary

- 2.1 The Mask Parade and Carnivale is an integral part of the Arts Festival, and was due to take place in October 2020, but was cancelled due to the COVID-19 emergency.
- 2.2 When Alert Level One was reached, Council agreed to reinstate financial provision for the Mask Parade and Carnivale with a \$100,000 funding allocation in the Annual Plan 2020/21.
- 2.3 The Nelson Festivals Trust was asked to provide a delivery plan and budget for the Mask Parade and Carnivale for Committee approval. That plan is appended as Attachment 1.
- 2.4 Padma Naidu, Michaela Blackman and Brent Thawley from the Arts Festival Trust will be in attendance to present the plan and answer questions.

3. Recommendation

That the Community Services Committee

- 1. Receives the report Mask Parade Plan Approval (R18082) and its attachment (A2409656); and***
- 2. Approves the delivery plan for the Mask Parade and Carnivale described in attachment 1 (A2409656) of report R18082 with a funding allocation of \$100,000.***

Item 6: Mask Parade Plan Approval

4. Background

- 4.1 The Mask Parade and Carnivale is traditionally a showcase event for the Arts Festival, attracting an estimated 2,000 participants and an audience of 20,000. It is a free family event strongly supported by schools.
- 4.2 The arts festival programme was cancelled in March 2020 due to the COVID-19 emergency, the consequential difficulty with access for overseas performers, and anticipated restrictions on gatherings.
- 4.3 In June 2020 the government moved to Level One restrictions, making the delivery of a Mask Parade and Carnivale possible. Council consequently resolved via the Annual Plan:

Approves inclusion of a provision of \$100,000 for the Nelson Festivals Trust to deliver the Mask Parade and Carnivale.

- 4.4 The Arts Festival Trust has consequently developed a plan for Committee approval for the 2020 event (Attachment 1).

5. Discussion

- 5.1 The Mask Parade is highly valued by the Nelson community and provides an opportunity to contribute to the social recovery of Nelson, and to help activate the CBD. The event will bring up to 22,000 participants and performers into the CBD on an otherwise quiet Friday night and stimulate hospitality venues in particular, with the additional patrons in town for the entertainment.
- 5.2 While the parade has a reduced timeframe to engage with schools, planned enhancements in 2020 include art mask displays across the CBD, more adult performers, increased spectator participation, live music, greater integration with hospitality providers and new routing.
- 5.3 The Trust has developed a total budget for the Mask Parade of \$135,000. It has confirmed in the attached delivery plan that it will attempt to seek an additional \$35,000 from other sources and that, if this is not possible, the Trust will be able to scale back aspects of the event so that it can still proceed with the funding provided by Council.
- 5.4 A comparison with funding costs from previous years is difficult as Mask Parade and Carnivale funding has previously been included in the total Arts Festival funding, rather than a separate budget line.
- 5.5 Council officers are working closely with event organisers to ensure the Mask Parade links to related events (such as Matariki), achieves community outcomes and supports the economic revitalisation of the CBD.
- 5.6 It had been planned to bring this matter to the Committee at its next meeting on 30 July. However an urgent decision to approve the delivery

Item 6: Mask Parade Plan Approval

plan is required now because the Trust needs to start entering into financial commitments for the Mask Parade.

6. Options

Option 1: Agree to the plan (recommended)	
Advantages	<ul style="list-style-type: none">• Allows planning for the 2020 Mask Parade and Carnivale to proceed.
Risks and Disadvantages	<ul style="list-style-type: none">• A resurgence of COVID-19, or other events such as severe weather, could disrupt planning and delivery.
Option 2: Do not agree to the plan	
Advantages	<ul style="list-style-type: none">• Allows the Committee to request a different format.
Risks and Disadvantages	<ul style="list-style-type: none">• Quality of the parade will be jeopardised due to reduced planning time.• The viability of a 2020 parade will be at risk.

7. Next Steps

- 7.1 The Trust will continue to work on planning this event working with Council's Events, City Development, Arts and Heritage and Communications teams.

Author: Mark Preston-Thomas, Manager Community Partnerships

Attachments

Attachment 1: A2409656: Mask Parade Delivery Plan [↓](#)

Important considerations for decision making	
1. Fit with Purpose of Local Government	<p>This recommendation meets the purpose of local government by enabling delivery of services to achieve the social well-being goals of the community. Events are a recognised activity that contributes to the community social well-being.</p>
2. Consistency with Community Outcomes and Council Policy	<p>This event supports the Community Outcome, "Our communities have opportunities to celebrate and explore their heritage, identity and creativity."</p>
3. Risk	<p>There is a low risk that the event may not proceed due to unforeseen circumstances such as a return to COVID-19 lockdown status or extreme weather events. There is a medium risk that school participation will be reduced due to the compressed planning time and shorter 2020 academic year, which is mitigated by a more diverse programme.</p>
4. Financial impact	<p>The 2020 event delivery is a 'one off' and will not set funding precedence as the Mask Parade will be incorporated into the Arts Festival programme in future years.</p>
5. Degree of significance and level of engagement	<p>This matter is of low significance because this project is a stand-alone event that is anticipated to receive widespread community support and participation. Therefore no engagement will occur on this report.</p>
6. Climate Impact	<p>This report will have no impact on the ability of Council to proactively respond to the impacts of climate change now or in the future.</p>
7. Inclusion of Māori in the decision making process	<p>No engagement with Māori has been undertaken in preparing this report.</p>
8. Delegations	<p>The Community Committee has the following delegations to consider events:</p>

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Areas of Responsibility:

- *Arts, Culture and Heritage*
- *Community Festivals and Events*

Delegations:

- *The committee has all of the responsibilities, powers, functions and duties of Council in relation to governance matters within its areas of responsibility, except where they have been retained by Council, or have been referred to other committees, subcommittees or subordinate decision-making bodies.*

Mask Parade on the move!

The 2020 Mask Parade & Carnivale will represent the communities of Whakatū today and reflect our recent shared experience of Covid-19.

As a significant feature of Nelson’s cultural landscape, this event will strengthen people’s connection to place and community, celebrate the creativity and diversity that exists in Te Tau Ihu, and make the arts accessible and inclusive by bringing communities together as a whole.

The 2020 MP & C will be part of the Ngā Toi Huatau - Community & Collaboration Programme.

Ngā Toi Huatau (The Seasonal Arts) is an NCC-initiated collaboration in which local festivals, art organisations, council departments, and individual artists contribute to a programme that runs from mid-July to the end of October, 2020.

The programme will open with Matariki celebrations, and Nelson Arts Festival proposes the Mask Parade & Carnivale as the closing event on Friday October 30th.

Rethinking Mask Parade & Carnivale for 2020

Due to the disruptions of Covid-19, our delivery time for Mask Parade & Carnivale is compressed to 3–4 months (instead of the usual 6–7 months).

We see this as an opportunity to challenge the way in which the event has been delivered previously; to be more experimental and innovative, and to respond more authentically to today’s cultural landscape.

Our vision is to begin with a gathering that collectively marks togetherness [a karakia, a piece of appropriate music....], moving into a mask parade that becomes a series of performances that take place over a shorter revised route, and seamlessly moves into a high-energy, engaging, colourful, and vibrant environment that continues into the evening.

We have started conversations with well-respected local Taonga pūoro musicians and they are liaising with mana whenua with regard to the opening proposed.

This will be well communicated to public and schools so that the impact and purpose of this opening is not lost.

Our planning is based on the assumption that uptake for registrations in the 2020 Mask Parade will be lower than usual due to the compressed timeframe, especially with schools. However, planning will be flexible to accommodate larger numbers should this be the scenario.

We will increase the number of people engaging with local communities and schools compared to previous years to make up for the compressed time and feel that this will get schools and community groups on board at short notice.

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The background to the parade element will be:

- High-quality street decorations (made by local artists and community groups) – placed to decorate gathering and seating areas. We have a wealth of talented artists in the region that could take this on board.
- Lights – festoons and balls of colour, including lighting on the cathedral and its gardens
- Flags – street flags that are in place well in advance of the event
- Mass Mask Exhibition – masks created by schools, community groups, artists, and art groups are prominently displayed in shop fronts, the street, the museum, art galleries, makeshift spaces, restaurants, and bars
- Live bands and DJs – church steps/1903 site/Hardy Street/Kirby Lane/Church Lane – using high quality local and national artists – some possibilities, Rabbit Hole, Hopetoun Brown, Nico Nesma, Hipstamatics, all of whom have been well received here in Nelson, fall within our budget and currently show availability.
- Mask hawkers – 100s of masks are given away to attendees to the event, who are encouraged to wear the mask and become part of an informal parade. These will be paper/card masks that have been extremely popular in the past.
The masks are generally a memento people take home and there is little evidence (if any) of masks littering the streets at the end of the evening going by past experience.
- Roving performers in mask and costume entertaining people in food and dining areas and on the streets
- Different zones – kids, youth, small markets, and food areas including Morrison Square

Marketing

As well as Council's online platform for Ngā Toi Huatau, we will promote the event via:

- Websites and social media of the 10+ partners in the Ngā Toi Huatau collaboration
- Websites and social media of all the venues taking part in the mass mask exhibition (already 20 venues on board)
- Nelson Arts Festival Website
- Nelson Arts Festival e-news
- Nelson Arts Festival Social Media: Facebook/Instagram/Snapchat/TikTok
- School newsletters and parent portals
- Radio
- Uniquely Nelson with letters to businesses
- It'sOn
- Stuff/Nelson Mail
- NMIT
- Banner wrap ads across the weekly Nelson and Tasman papers

In addition, we will build a sense of anticipation for the Mask Parade & Carnivale by:

- Beginning the Mass Mask Exhibition a couple of weeks before the event
- Scheduling intriguing street activations in the days leading up to the MP & C

In previous years, the MP & C has been marketed as part of the wider Nelson Arts Festival. This year, the event will need a marketing boost to let people know that the MP & C is in fact going ahead after

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all (despite being cancelled earlier), to convey that the well-known event has a new look, and to manage expectations around the new programme.

Our budget below reflects this in the marketing budget line.

Partnerships/Collaborations & Engagement

Loyalty to the Mask Parade & Carnivale is strong. Since the time that Council requested delivery of a MP & C once mass gatherings became permissible, our conversations with various community groups about their interest in participating in the event have been extremely positive.

We are confident that we will (if not already) get buy in from most of the groups below to take part in this year's MP & C:

- Multi-ethnic Groups – with help from Nelson Multi-Cultural Council – dancers and musicians from new migrant groups; Columbians, Koreans, Chinese, Indian etc
- Performance groups such as Inside Out, Firebird Circus, Twisty Twins
- Individual street performers such as Paul Klass, Mulletman, Rob Bloor (and some from other areas of the country)
- Dance Academies – Hip Hop, Rebecca Bignall, Nelson Dance, Effect Events
- Theatre Groups – Nelson Am Dram, musical theatre, improv groups
- Community Groups; drumming, dancing, Tai Chi, Morris Dancers etc
- School and community bands & choirs, Nelson City Brass, Highland Pipes, school brass bands and orchestras, as well as musicians from NCMA and Voice Collective
- Arts organisations such as Community Art Works, The Refinery Artspace & Arts Council Nelson
- School kapahaka and other performance groups

Funding requested:

When planning for the 2020 MP & C earlier this year [pre Covid], we budgeted to include a mass spectacle choreographed by a professional mass movement choreographer, and for professional mask performers to take part in the parade which took the budget \$135,000.

Choreography and professional performers working with schools and community groups as well as a mass spectacle of some form is something we would still like to do.

We are already in conversation with local musicians and school groups regarding a mass choir and musical street performance (in mask) comprising of at least 100 people (school children and adults).

We appreciate that Council has allocated \$100,000 towards the Mask Parade & Carnivale therefore we will attempt to source the remaining \$35,000 from elsewhere.

If we are not successful in sourcing the additional \$35,000 form elsewhere, we will make cost savings (marketing, street dressage, entertainment & roving as well as contractors) and deliver a Mask Parade & Carnivale to the budget of \$100,000 allocated by Council.

Item 6: Mask Parade Plan Approval: Attachment 1

It should be noted that our planning needs to begin now. Planning cannot be left until the end of July when Council confirms these funds (30th July 2020).

Our investment in planning prior to Council approval is **estimated at \$30K**, which includes contractor fees, consent fees, and deposits on infrastructure items and deposit to artists.

We would appreciate some reassurance before July (when planning will commence) regarding reimbursement of any such cost if for any reason Council decides not to proceed with the additional funding.

Budget

PROPOSED BUDGET FOR MASK PARADE & CANRNIVALE - 2020		
ITEM	BUDGET	COMMENTS
Street dressing	10,000	Including flags, bunting, masks, and art work exhibited throughout the city, workshops to create masks, lights, etc
Consents	6,000	Road closure, noise
Entertainment & roving	30,000	Professional & community artists, activities; e.g., silent disco
Marketing	10,000	Design/marketing of the 'new look' MP&C
Tech/lighting/PA/Stage	30,000	Main stage bottom of Trafalgar steps for 'big name' bands etc
Infrastructure including smaller stages, green rooms, back stage etc	10,000	On side streets
Crew: street, dressing, stage, build etc	5,000	
Prizes	3,000	For performance and masks
Contractors fees including Producer, Assistant Producer, Zone Co-ordinators	30,000	Producer, Assistant Producer, Zone Co-ordinators, Mass Movement choreographer, Mask workshop artists
TOTAL	\$134,000.00	Based on MP & C estimate early in 2020, pre-covid
Funding to be sourced from elsewhere (not confirmed)	\$34,000.00	
TOTAL REQUESTED FROM COUNCIL	\$100,000.00	