

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Monday, January 13, 2014 10:22 AM
To: Monika Marcovici; s. 22(1) Personal and Confidential
Subject: FW: Cultural advocacy

Thank you for your comments.

All public comments submitted for the public hearing that are received not more than 15 minutes after the close of the speakers list for that public hearing will be distributed to members of Council for their consideration. The public comments must include the name of the writer.

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Thank you.

From: Monika Marcovici; s. 22(1) Personal and Confidential
Sent: Saturday, January 11, 2014 2:39 PM
To: Correspondence Group, City Clerk's Office
Cc: Louise Schwarz; Coro Strandberg
Subject: Re: Cultural advocacy

Dear Mayor and Council

Thank you for requesting public input on this opportunity. I personally support to accept West Coast Reduction's generous contribution, on the grounds that they are a local and their history of philanthropy and service to the community and beyond. It is heartening to see a local business step up and be a "patron" to arts and culture in Vancouver.

I am also in favour of a sign, so long as it is tasteful and as mentioned in the email below, not a nuisance to nearby residents.

With very best regards!

-Monika Marcovici

s. 22(1) Personal and Confidential

From: Louise Schwarz; s. 22(1) Personal and Confidential
Sent: Saturday, January 11, 2014 12:26 PM

To: Louise Schwarz

Subject: FW: York Theatre: We need your support!

Hello Friends,

Some of you may be aware I am on the Board of the Cultch. Our most recent and mammoth endeavour has been to resurrect the historical York theatre at Commercial & E. Georgia – an exciting 5 year construction project to renew and restore this cultural hub in the area. The York was one of 12 original theatres in Vancouver, and is now amongst the last of its kind still standing and being used as a traditional theatre space (rather than converted space).

West Coast Reduction has earmarked a \$2million donation for the Cultch (the largest donation the Cultch has ever rec'd) – which will ensure the York's ongoing operation.

The Cultch wants to name the York stage and recognize WCR's significant contribution with exterior signage. This proposal will go to Council on Jan 21 for approval and we are gathering as much support as possible from our community in preparation for council.

I am asking friends and colleagues to support this proposal for exterior signage and the \$2m donation by submitting your support via email to: mayorandcouncil@vancouver.ca.

Pls see Heather Redfern's (Cultch Exec Director) message below outlining the background information as well as how to submit support via e', mail or in person at the upcoming mtg.

Salient points for support are:

- current economic climate makes it extremely challenging for arts groups to fundraise and seek financial support
- \$2m is a significant donation and will ensure the historical York remains a vibrant part of the arts community in its neighbourhood
- arts organizations in Vancouver are finding it increasingly difficult to survive and sustain themselves without this sort of support, and we are losing them
- West Coast reduction is a locally owned and operated business and is based in the neighbourhood of the York theatre
- The Diamond family (West Coast Reduction owners) is very well known in Vancouver for their philanthropic contribution to the community (including hospital, SFU, their foundation, the arts community)
- The Diamond family and WCR have been ongoing supporters of the Cultch for many years; this donation represents their largest to the org
- The exterior signage will be unobtrusive; dims as it gets darker outside and will be turned off at 11pm
- Numerous other community sites have been granted naming and signage; (Vancity Theatre; Rogers Arena; Telus etc) in the case of WCR, the donor is a local, Vancouver based business – (similar to Vancity)

On a personal note, I really appreciate you sending your support to Mayor and Council via the email indicated above (and below!). As per Heather's note below, you can contact her directly if you have any questions.

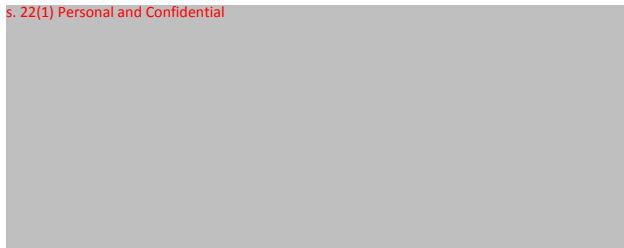
Pls feel free to forward to your own networks of Vancouverites, keen to maintain historical venues like the York and see vibrant local arts org like the Cultch continue to do wonderful work in the community.

Thanks all! (more detailed info below!)

Louise

Louise Schwarz

s. 22(1) Personal and Confidential



!

<image002.jpg>

<image003.jpg>

<image004.jpg>

<image003.jpg>

Please spread the word by sharing this email with your networks!

Dear friend of The Cultch and York Theatre,

We need your support! This December, The Cultch opened the newly renovated York Theatre to wild acclaim and packed houses with the family hit *Jack & the Beanstalk: An East Van Panto*. This production was the first of many to come in a building that will be an invaluable community resource.

Over the next few months, the York will be home to a variety of organizations and productions including the PuSh Festival's *Nanook of the North*, Patrick Street Productions' *Out of a Dream* and *Floyd Collins*, and City Opera's world premiere of Margaret Atwood's *Pauline*. Our vision is that the York will revitalize the north corridor of Commercial Drive between Venables and Hasting Streets. But, in order to ensure that vision is a sustainable reality, we need financial support.

How can The Cultch and the York Theatre be sustainable?

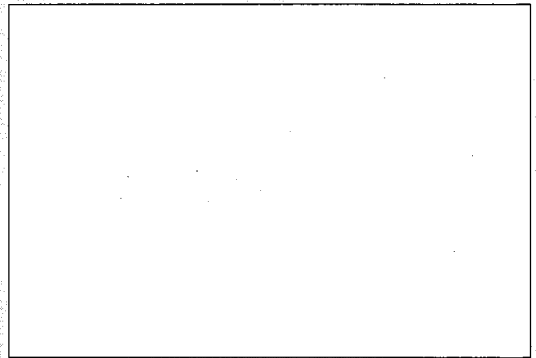
The East-Vancouver-based and family-owned and operated business of **West Coast Reduction Ltd.** is poised to contribute \$2 million to The Cultch, thus providing much needed financial stability during a time of immense change and growth for the organization. Following in the Vancouver tradition of the naming of other heritage buildings such as the "Stanley Industrial Alliance Stage" and "Scotiabank Dance Centre," The Cultch hopes to name the stage of the York Theatre and place exterior signage on the building that recognizes West Coast Reduction's contribution. This gift represents the single largest corporate donation made in The Cultch's history, and is a critical piece to the York Theatre's viability.

How will this help?

The significant funds raised from this naming will support the ongoing operations of the York Theatre. It will keep the lights on, the theatre clean and warm, and most importantly it will enable The Cultch to support outstanding theatre, music and dance, especially from local artists in East Vancouver.

Who is West Coast Reduction Ltd.?

West Coast Reduction Ltd. (WCR) is an East Vancouver-based, family-owned and operated business since 1964 that likes to pay it forward, especially within its own community. For over two decades, WCR has been an ongoing annual supporter not only of The Cultch, but also of a number of East Vancouver-based community organizations including the Kettle Friendship Society. Because many of WCR's staff live and work in the Grandview-Woodlands community, this extraordinary company has a deep investment to the community it operates in. As a critical environmental player and key recycler in Vancouver, WCR strongly believes in sustainability at the community level.



What will the exterior sign look like?

<image005.jpg>

- It's low-tech and unobtrusive
- It will progressively dim as it gets darker; by evening the sign will only be at 30% of its brightness
- It will be controlled and monitored by The Cultch
- On the fascia sign, the lighting will come from below the sign and point upward
- The sign's lighting will be turned off at 11 pm each day

How can I help?

Over the next week, the City of Vancouver will be conducting a phone poll. **We ask that you share your support for this proposal!** In order for The Cultch to receive this \$2 million gift, City Council must approve this naming agreement and exterior signage proposal.

You can also submit your support by:
email: mayorandcouncil@vancouver.ca
mail: City of Vancouver

City Clerk's Office
453 West 12th Avenue, Third Floor
Vancouver, BC V5Y 1V4

If you'd like to speak at the Public Hearing on Tuesday, January 21 at 6 pm at City Hall, please register individually before 5 pm on January 21 by:
email: publichearing@vancouver.ca
phone: 604.829.4238
in-person: 5:30 to 6 pm on the day of the Public Hearing

Please spread the word by sharing this email with your networks!

Please do not hesitate to contact me at 604.251.1766 or heather@thecultch.com, if you have any questions or would like to chat further.

Thank you so much for your ongoing support of The Cultch and the new York Theatre!

Heather Redfern
Executive Director

<image003.jpg>

<image003.jpg>

Stay Connected

<image006.jpg>

<image006.jpg>

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Forward this email

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This email was sent to s. 22(1) Personal and Confidential by heather@thecultch.com |
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The Cultch s. 22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Monday, January 13, 2014 9:47 AM
To: Russell Smalley
Subject: RE: Support for the York Theater Proposal

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Thank you.

From: Russell Smalley s. 22(1) Personal and Confidential
Sent: Monday, January 13, 2014 8:51 AM
To: Correspondence Group, City Clerk's Office
Subject: Support for the York Theater Proposal

Good morning,

I've just been made aware that the derelict theater at the bottom of Commercial Drive has recently been renovated and is now being operated by The Culch. This is wonderful news! The reason that I am writing is to voice my support for the new signage and naming for this theater to the York.

We need as many small cultural venues as possible in a city like Vancouver and it would be a shame not to see this project be able to use WCR's generous gift.

Thank you,

Russell Smalley
14 year East Vancouver resident.

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Monday, January 13, 2014 9:46 AM
To: Erin Newell
Subject: RE: Support WCR's gift to the York

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Thank you.

From: Erin Newell s. 22(1) Personal and Confidential
Sent: Sunday, January 12, 2014 8:08 PM
To: Correspondence Group, City Clerk's Office
Subject: Support WCR's gift to the York

Hi!

Though I no longer live in Vancouver, I visit often, and I went to the York's East Van Panto just before Christmas. I definitely support the naming agreement and exterior signage proposal. It sounds unobtrusive, is from a locally owned long-time Vancouver business, and would add to the continued life and existence of the theater.

Thanks!

Erin Newell
(Sooke, BC)

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Monday, January 13, 2014 9:43 AM
To: s. 22(1) Personal and Confidential
Subject: FW: York Theatre: We need your support!

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Thank you.

From: Melissa s. 22(1) Personal and Confidential
Sent: Sunday, January 12, 2014 6:19 PM
To: Correspondence Group, City Clerk's Office
Subject: Re: York Theatre: We need your support!

Good evening!

I just wanted to express my support of the naming agreement and exterior signage proposal mentioned in the email below. As someone who lives and works in East Vancouver, I believe the York Theatre will be a valuable addition to our community and I trust The Cultch to make sure this new theatre is a good neighbour.

Thank you for considering this proposal!

Sincerely,
Melissa Hope

s. 22(1) Personal and Confidential

On 08/01/2014 10:37 AM, The Cultch wrote:



WE NEED YOUR HELP!

Please spread the word by sharing this email with your networks!

Dear friend of The Cultch and York Theatre,

We need your support! This December, The Cultch opened the newly renovated York Theatre to wild acclaim and packed houses with the family hit *Jack & the Beanstalk: An East Van Panto*. This production was the first of many to come in a building that will be an invaluable community resource.

Over the next few months, the York will be home to a variety of organizations and productions including the PuSh Festival's *Nanook of the North*, Patrick Street Productions' *Out of a Dream* and *Floyd Collins*, and City Opera's world premiere of Margaret Atwood's *Pauline*. Our vision is that the York will revitalize the north corridor of Commercial Drive between Venables and Hasting Streets. **But, in order to ensure that vision is a sustainable reality, we need financial support.**

How can The Cultch and the York Theatre be sustainable?

The East-Vancouver-based and family-owned and operated business of **West Coast Reduction Ltd.** is poised to contribute \$2 million to The Cultch, thus providing much needed financial stability during a time of immense change and growth for the organization. Following in the Vancouver tradition of the naming of other heritage buildings such as the "Stanley Industrial Alliance Stage" and "Scotiabank Dance Centre," The Cultch hopes to name the stage of the York Theatre and place exterior signage on the

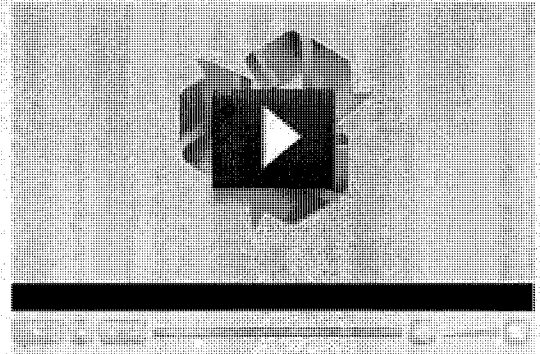
building that recognizes West Coast Reduction's contribution. This gift represents the single largest corporate donation made in The Cultch's history, and is a critical piece to the York Theatre's viability.

How will this help?

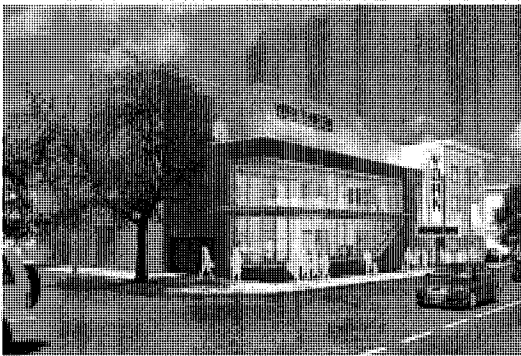
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email: publichearing@vancouver.ca

phone: 604.829.4238

in-person: 5:30 to 6 pm on the day of the Public Hearing

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Please do not hesitate to contact me at 604.251.1766 or heather@thecultch.com, if you have any questions or would like to chat further.

Thank you so much for your ongoing support of The Cultch and the new York Theatre!

Heather Redfern
Executive Director

Stay Connected



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The Cultch s. 22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Monday, January 13, 2014 9:42 AM
To: s. 22(1) Personal and Confidential
Subject: FW: York Theatre

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Thank you.

From: Suzanne Siemens s. 22(1) Personal and Confidential
Sent: Sunday, January 12, 2014 1:28 PM
To: Correspondence Group, City Clerk's Office
Subject: York Theatre

Dear Council,

As an East Vancouver business owner, landlord and lessee, who pays property taxes, I support the efforts of the York Theatre.

Please approve their naming agreement and signage proposal.

Sincerely,

Suzanne Siemens

s. 22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Monday, January 13, 2014 9:38 AM
To: s. 22(1) Personal and Confidential
Subject: FW: Support for the York Theatre sign

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Thank you.

From: Kate Hutchinson s. 22(1) Personal and Confidential
Sent: Sunday, January 12, 2014 12:32 AM
To: Correspondence Group, City Clerk's Office
Subject: Support for the York Theatre sign

I would like to voice my support for The Cultch's naming agreement with Westcoast Reduction and their exterior signage proposal. This will be a huge stabilizing force for the future of the York Theatre and an appropriate acknowledgement of the support.

Kate Hutchinson

s. 22(1) Personal and Confidential



Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Monday, January 13, 2014 9:37 AM
To: s.22(1) Personal and Confidential
Subject: FW: in support of York Theatre/WCR naming

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Thank you.

-----Original Message-----

From: Sharman King s.22(1) Personal and Confidential
Sent: Saturday, January 11, 2014 7:46 PM
To: Correspondence Group, City Clerk's Office
Cc: Heather Redfern
Subject: in support of York Theatre/WCR naming

Dear Mayor and Council

I would like to express my enthusiastic support for the York Theatre naming initiative. While the Diamond family and West Coast Reduction have always been strong supporters of community initiatives the proposed contribution is beyond generous.

Support of this magnitude gives an arts organization financial stability and creates an otherwise unobtainable degree of artistic freedom.

I was recently honoured with the Mayor's Arts Award for Business and the Arts but I could never dream of being able to give the amount of support shown by this proposal. This is an exemplary gift which strategically raises the bar for other family and corporate support.

Thank you for your consideration,

s.22(1) Personal and Confidential



Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Monday, January 13, 2014 9:36 AM
To: M Macneil
Subject: RE: The Cultch and York Theater - support for naming sponsorship

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Thank you.

From: M Macneil s.22(1) Personal and Confidential
Sent: Saturday, January 11, 2014 4:21 PM
To: Correspondence Group, City Clerk's Office
Subject: The Cultch and York Theater - support for naming sponsorship

I am writing to express my support for West Coast Reduction's naming sponsorship of the York Theatre. Both The Cultch and the York Theatre could not survive without local corporate support. I'm absolutely in favour of a naming sponsorship that involves a local business supporting an important community arts organization and its sustainability.

Mike MacNeil

s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Monday, January 13, 2014 9:35 AM
To: s.22(1) Personal and Confidential
Subject: FW: York Theater

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Thank you.

From: s.22(1) Personal and Confidential **On Behalf Of** Monica Lee
Sent: Saturday, January 11, 2014 1:42 PM
To: Correspondence Group, City Clerk's Office
Subject: York Theater

Dear Mayor and Council,

I am writing to express my support for West Coast Reduction's naming sponsorship of the York Theatre. Both The Cultch and the York Theatre could not survive without local corporate support. I'm absolutely in favour of a naming sponsorship that involves a local business supporting an important community arts organization and its sustainability.

Thank you for counting my vote in favour of this supportive initiative.

Monica Lee Bizzocchi

s.22(1) Personal and Confidential

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Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Monday, January 13, 2014 9:28 AM
To: s.22(1) Personal and Confidential
Subject: FW: York Theatre and WCR Sign

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Thank you.

-----Original Message-----

From: Katharine Shipley s.22(1) Personal and Confidential
Sent: Saturday, January 11, 2014 1:05 PM
To: Correspondence Group, City Clerk's Office
Subject: York Theatre and WCR Sign

Dear Mayor & Council,

I would like to write in support of the Cultch and York Theatres' fundraising efforts which include raising money from private donors and a public exterior recognition of one donor in particular. For reasons not clear to me (nor clarified in the following article - <http://www.theglobeandmail.com/news/british-columbia/donation-of-2-million-to-york-theatre-rests-on-fate-of-exterior-sign/article16251586/comments/>) - Council appears to have a problem with the exterior sign recognizing West Coast Reduction for their contribution.

In a perfect world, both individuals and corporations would pay taxes equalling the services they like to receive. As we know however, individuals hate paying taxes and corporations (especially large multi-national ones) are able to get away with paying next to none. This leaves non-profit organizations largely dependent on private contributions. I have attended events at both the VanCity Theatre and the Stanley Industrial Alliance Theatre so it is unclear to me why the York Theatre is

being singled out. I know that there have been issues at times with the smells coming from the reduction facility (but perhaps if people ate less meat, there would be less need for such a facility?), but are there not also issues with user fees at financial institutions (which really only penalize lower income people)? WCR is a locally owned business and whose owners have shown themselves to be philanthropically minded within their community. I think they should be supported and recognized for their support. I would also like to know the cost of the phone survey that City Council deems necessary to undertake to get citizens' opinions on this (apparently) pressing issue - perhaps that money would have been better spent supporting a cultural initiative?

Sincerely,
Katharine Shipley

s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Monday, January 13, 2014 9:27 AM
To: s.22(1) Personal and Confidential
Subject: FW: support for the York and naming

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Thank you.

From: Louise Schwarz s.22(1) Personal and Confidential
Sent: Saturday, January 11, 2014 12:58 PM
To: Correspondence Group, City Clerk's Office
Cc: Heather Redfern; Cindy Reid
Subject: support for the York and naming

Dear Mayor and Council,

As a member of the Cultch Board of Directors, I am writing in support of the proposal to name the York stage and recognize West Coast Reduction's (WCR) \$2million donation to the Cultch to operate one of Vancouver's last remaining historical theatres.

With the current economic climate making it increasingly difficult for arts organizations to fundraise and ensure the ongoing presence of their work in the community, donations such as the \$2m from WCR are crucial to the survival of a healthy and robust local arts sector. The \$2million donation will ensure the York remains a vibrant and viable arts anchor its neighbourhood, in addition to standing out as an historical reminder of Vancouver's past.

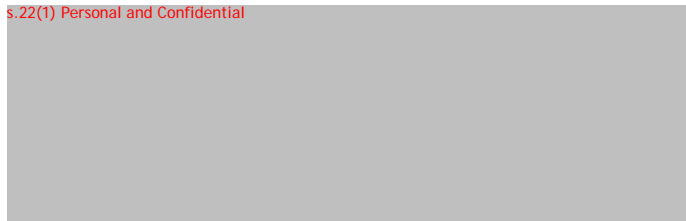
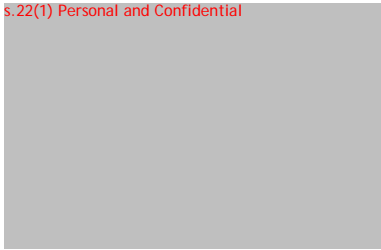
The fact the WCR is a locally owned business based in the same neighbourhood, makes this donation even more meaningful in connecting to the community. The public is well accustomed to the naming of amenities for larger national or multi-national corporations. Recognizing this sizeable donation is locally based, stands out as an encouraging example to Vancouverites that local businesses do play a role in our community through their philanthropic support.

The Diamond family is well recognized in Vancouver for their significant philanthropy and support of community organizations ranging from hospitals, schools and universities, to the arts and a variety of groups through the family's own foundation. WCR has already been a significant supporter of the Cultch over many years, with this donation representing their largest donation to the Cultch to date, as well as the largest single donation the Cultch has ever received.

Having seen the design for the sign, I believe it to be unobtrusive in size, technically designed to dim as darkness falls outside and to be turned off each night at 11pm.

I ask that Mayor and Council support the proposal for the naming of the York stage in recognition of a local business that is proud to support its community with such a generous donation.

Thank you,
Louise Schwarz



Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Monday, January 13, 2014 9:25 AM
To: Joee Brassard
Subject: RE: Support the York Theatre

Thank you for your comments.

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Thank you.

From: Joee Brassard s.22(1) Personal and Confidential
Sent: Saturday, January 11, 2014 9:07 AM
To: Correspondence Group, City Clerk's Office
Subject: Support the York Theatre

Hi,

I am writing to express my support for West Coast Reduction's naming sponsorship of the York Theatre. Both The Cultch and the York Theatre could not survive without local corporate support. I'm absolutely in favour of a naming sponsorship that involves a local business supporting an important community arts organization and its sustainability.

Sincerely,

Joee Brassard

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Friday, January 10, 2014 4:48 PM
To: John Robinson
Subject: RE: York Theatre stage naming

Thank you for your comments.

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Thank you

From: John Robinson s.22(1) Personal and Confidential
Sent: Friday, January 10, 2014 4:44 PM
To: Correspondence Group, City Clerk's Office
Subject: York Theatre stage naming

The purpose of this message is to urge the Council to approve the proposal to allow the change of name at the York theatre to include the name West Coast Reduction. In a period of limited funding for valuable artistic endeavours the \$2 million this would provide for support to an important cultural body in Vancouver makes this a very desirable step.

John Robinson
s.22(1) Personal and Confidential



Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Friday, January 10, 2014 10:38 AM
To: Monica Miller
Subject: RE: Support for The Cultch's York Theatre proposal

Thank you for your comments.

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Thank you

-----Original Message-----

From: Monica Miller s.22(1) Personal and Confidential
Sent: Friday, January 10, 2014 1:36 AM
To: Correspondence Group, City Clerk's Office
Subject: Support for The Cultch's York Theatre proposal

To Mayor Gregor & City Council,

I would like to express my support of The Cultch's current proposal for the newly renovated York Theatre. As a communication and arts professional I am aware that financing is a perilous business. I feel that the signage proposal for the York Theatre to be sponsored by West Coast Reductions is aesthetically acceptable as well as considerate to the neighbourhood. As well, I personally believe that this partnership is with a company that values Vancouver's commitment to "green".

Thank you,
Monica Miller

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Friday, January 10, 2014 9:58 AM
To: Jason
Subject: RE: Statement of support - York Theatre

Thank you for your comments.

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Thank you

From: Jason s.22(1) Personal and Confidential
Sent: Thursday, January 09, 2014 11:29 PM
To: Correspondence Group, City Clerk's Office
Subject: Statement of support - York Theatre

Hello,

I support the currently proposed naming agreement and exterior signage of the newly renovated York Theatre on Commercial Drive, in regards to the sponsor West Coast Reduction Ltd.

Sincerely,

s.22(1) Personal and Confidential



Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Friday, January 10, 2014 9:57 AM
To: laurabarron
Subject: RE: york theatre naming support

Thank you for your comments.

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Thank you

-----Original Message-----

From: laurabarron s.22(1) Personal and Confidential
Sent: Thursday, January 09, 2014 9:53 PM
To: Correspondence Group, City Clerk's Office
Subject: york theatre naming support

Dear Mayor Robertson and Council,

We strongly support posting West Coast Reduction Ltd. on the York Theatre building, to ensure the sustainability of this vital newly renovated venue.

Sincerely,
Laura Barron & Geoff Cross

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Friday, January 10, 2014 9:36 AM
To: s.22(1) Personal and Confidential
Subject: RE: I support corporate renaming of the York theatre

Thank you for your comments.

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Thank you

-----Original Message-----

From: Cori Caulfield s.22(1) Personal and Confidential
Sent: Thursday, January 09, 2014 7:09 PM
To: Correspondence Group, City Clerk's Office
Subject: I support corporate renaming of the York theatre

Thank you so much,
Cori Caulfield

s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Friday, January 10, 2014 9:34 AM
To: Wayne Soon
Subject: RE: York Theatre Sign Proposal

Thank you for your comments.

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Thank you

-----Original Message-----

From: Wayne Soon s.22(1) Personal and Confidential
Sent: Thursday, January 09, 2014 7:00 PM
To: Correspondence Group, City Clerk's Office
Subject: York Theatre Sign Proposal

Your Worship and Members of Council,

I am writing to express my support for the York Theatre Sign Proposal.

Wayne Soon

s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Friday, January 10, 2014 9:32 AM
To: Laura Madsen
Subject: RE: Supporting West Coast Reduction Ltd.'s proposal

Thank you for your comments.

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Thank you

-----Original Message-----

From: Laura Madsen s.22(1) Personal and Confidential
Sent: Thursday, January 09, 2014 6:07 PM
To: Correspondence Group, City Clerk's Office
Subject: Supporting West Coast Reduction Ltd.'s proposal

Dear Major Robertson and Council,
I have lived in Vancouver for 40 years, and raised my family here in this most beautiful city. This proposal between "The Cultch" and WCRL is a wonderful example of the collaborative efforts we are all facing if we are to proceed into the 21st with sound health — cultural and environmental. Thank you for considering this in a positive light, Yours sincerely, Laura Madsen

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Friday, January 10, 2014 9:28 AM
To: Kirk Chantraine
Subject: RE: Support for West Coast Reduction's naming sponsorship of the York Theatre

Thank you for your comments.

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Thank you

From: Kirk Chantraine s.22(1) Personal and Confidential
Sent: Thursday, January 09, 2014 5:52 PM
To: Correspondence Group, City Clerk's Office
Subject: Support for West Coast Reduction's naming sponsorship of the York Theatre

I am writing to express my support for West Coast Reduction's naming sponsorship of the York Theatre.

Both the Cultch and the York Theatres would not be possible without corporate support and in this neighbourhood there is strong emphasis and value placed on local support for local initiatives. This could not more or better exemplify a local business fulfilling that goal.

Sincerely,
Kirk Chantraine

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Friday, January 10, 2014 9:20 AM
To: David Allman
Subject: RE: Naming Agreement and Exterior Sign Proposal for York Theatre

Thank you for your comments.

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Thank you

From: David Allman s.22(1) Personal and Confidential
Sent: Thursday, January 09, 2014 5:13 PM
To: Correspondence Group, City Clerk's Office
Subject: Naming Agreement and Exterior Sign Proposal for York Theatre

Mayor and Council:

I am a Vancouver resident and homeowner emailing to express my support for the renaming of the stage of the York Theatre and placement of exterior signage on the building that recognizes West Coast Reduction's contribution to the ongoing operations of the York Theatre. This will not only allow the York Theatre to operate in a sustainable manner into the future, but this naming agreement and exterior signage proposal is an entirely appropriate and reasonable way to recognize this significant contribution by West Coast Reduction.

Yours truly,

David S. Allman

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 09, 2014 4:37 PM
To: margaret delgatty
Subject: RE: York Theatre signage

Thank you for your comments.

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Thank you.

From: margaret delgatty s.22(1) Personal and Confidential
Sent: Thursday, January 09, 2014 4:22 PM
To: Correspondence Group, City Clerk's Office
Cc: nicole@thecultch.com
Subject: York Theatre signage

I would like to voice my support for the modification of the exterior signage at the York Theatre to accommodate the proposed acknowledgement of West Coast Reduction Ltd's generous donation of support for the theatre. History and heritage are important to me, and I am no end pleased that the Vancouver East Cultural Centre has managed to save this theatre for its intended purpose. West Coast Reduction Ltd is a long-time supporter of the Cultch, and is to be commended for their ongoing support of the Arts and community organizations in Vancouver. The proposed modest signage is in keeping with similar acknowledgements that have been approved in the past, eg the Scotiabank Dance Centre.

I attended the Jack and the Beanstalk panto at the York Theatre with my offspring and theirs, and we were all delighted by the whole experience. I look forward to many more opportunities to enjoy cultural events, especially with my grandchildren, and West Coast Reduction Ltd's contribution will go a long way towards providing those opportunities.

Yours truly,
Margaret Delgatty

Ludwig, Nicole

From: Jamie Johnston s.22(1) Personal and Confidential
Sent: Thursday, January 09, 2014 3:59 PM
To: Public Hearing
Subject: Like to speak the the public hearing next Tuesday

Hello,

I would like to speak at the Public Hearing next Tuesday, January 21 at 6 pm at City Hall. I would like to express my support for the proposal for the naming agreement and exterior signage proposal for the York Theatre.

Thank you,

James Johnston

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 09, 2014 2:49 PM
To: Georgia Beaty
Subject: RE: Support for the York Theatre Proposal

Thank you for your comments.

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Thank you.

From: Georgia Beaty s.22(1) Personal and Confidential
Sent: Thursday, January 09, 2014 2:28 PM
To: Correspondence Group, City Clerk's Office
Subject: Support for the York Theatre Proposal

Dear Mayor and Council,

My name is Georgia Beaty and I am a 22 year old actor and student at the University of British Columbia. I am writing today to express my support regarding the naming agreement and addition of signage to the York Theatre on Commercial drive. The subsequent donation to the East Vancouver Cultural Centre by West Coast Reduction Ltd. will have an incredibly positive impact on the arts and theatre community in Vancouver. After the tragic closing of the playhouse, a space like this is desperately needed in the community.

Thank you for your consideration.

Georgia Beaty

s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 09, 2014 1:33 PM
To: Sam Goldman
Subject: RE: I support the York getting additional funding including a new sign out front

Thank you for your comments.

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Thank you.

From: Sam Goldman s.22(1) Personal and Confidential
Sent: Thursday, January 09, 2014 1:26 PM
To: Correspondence Group, City Clerk's Office
Subject: I support the York getting additional funding including a new sign out front

Thanks, Sam

s.22(1) Personal and Confidential



Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 09, 2014 1:05 PM
To: Bob Innis
Subject: RE: I Support West Coast Reduction and York Theatre

Thank you for your comments.

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Thank you.

From: Bob Innis s.22(1) Personal and Confidential
Sent: Thursday, January 09, 2014 11:34 AM
To: Correspondence Group, City Clerk's Office
Subject: I Support West Coast Reduction and York Theatre

I see in the Globe and Mail that you will be considering whether it is appropriate for the York theatre to accept a donation from West Coast Reduction in return for allowing its name on the theatre.

It would be an incredible injustice to penalize the Arts community in the City by not allowing such a donation. It seems not very long ago that the Vancouver Playhouse had to close up due to funding issues. We must continue to support the Arts in any way we can and to prevent West Coast Reduction from making such a crucial donation is in my view anti-industry and anti-business. All of the great cities in North America have a good relationship between the Arts and the business community, they help each other. If council has an issue with West Coast Reduction, there are many other avenues to address those issues, ones that will not harm our vulnerable Arts community.

Thank you for considering my opinion before making your decision.

Bob Innis

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 09, 2014 1:02 PM
To: s.22(1) Personal and Confidential
Subject: FW: I support the YORK naming agreement and exterior signage proposal

Thank you for your comments.

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Thank you.

From: Chris s.22(1) Personal and Confidential
Sent: Thursday, January 09, 2014 11:40 AM
To: Correspondence Group, City Clerk's Office
Subject: I support the YORK naming agreement and exterior signage proposal

Hello Mayor and Council,

I support the YORK naming agreement and signage request so they can get support from West Coast Reduction. Please make it happen or if there are reasons why it cannot happen let me know.

<http://thecultch.com/york-theatre-need-support/>

Thanks,

Chris Higgins

s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 09, 2014 1:01 PM
To: Ellie O'Day
Subject: RE: Signage at the York Theatre

Thank you for your comments.

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Thank you.

-----Original Message-----

From: Ellie O'Day s:22(1) Personal and Confidential
Sent: Thursday, January 09, 2014 11:51 AM
To: Correspondence Group, City Clerk's Office
Subject: Signage at the York Theatre

Hello Mayor and Councillors,

The arts are trying as hard as they can to remain sustainable. As Vancouver is not a corporate headquarters for much big business, that puts us at a disadvantage from Toronto and Montreal.

When we have a community business that is will to make a major investment in the arts, particularly on Vancouver's east side, we should try the best to welcome them and thank them for their generosity.

They have gone to lengths to design signage that will be considerate of neighbours (dimming in the evening, light aimed upwards, turned off after 11pm).

Other venues in town have corporate sponsors with lighting, so as long as the residential neighbourhood has been considered as above, I don't see the difference. Please support the arts in Vancouver by allowing this generous donation.

Best regards,
Ellie O'Day

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 09, 2014 11:21 AM
To: Masae Day
Subject: RE: York Theatre/West Coast Reduction proposal

Thank you for your comments.

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Thank you.

-----Original Message-----

From: Masae Day § 22(1) Personal and Confidential
Sent: Thursday, January 09, 2014 10:46 AM
To: Correspondence Group, City Clerk's Office
Subject: York Theatre/West Coast Reduction proposal

Dear Mr. Mayor and Council members,

I would like to submit my support for the agreement proposed between The Cultch and West Coast Reduction Ltd., which will make the running of the new York Theatre possible. It's exciting for Vancouver's growing theatre community that this new theatre space has been created, as well as for the community at large. I hope you will support this proposal, which will allow The Cultch and the York Theatre to continue bringing vital and challenging theatre and art to East Van.

Sincerely,

Masae Day

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 09, 2014 10:41 AM
To: Ken Gijssen
Subject: RE: Supporting the Naming Rights and Signage of West Coast Reduction for the York Theatre

Thank you for your comments.

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Thank you.

-----Original Message-----

From: Ken Gijssen s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 5:39 PM
To: Correspondence Group, City Clerk's Office
Subject: Supporting the Naming Rights and Signage of West Coast Reduction for the York Theatre

Mayor and Council
City of Vancouver

January 8, 2014

Re: Naming Rights and Signage for the York Theatre

Dear Mayor and Council,

I would like to express my support and appreciation to West Coast Reduction for the generous gift they are about to give in supporting the arts, culture and community of Grandview Woodlands and fully support the naming rights and signage proposed to honor that contribution.

It's a wonderful thread in the new fabric of the area and I believe of great benefit to all.

Sincerely,

Ken Gijssen

Vancouver BC

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 09, 2014 10:40 AM
To: jean hurst
Subject: RE: York Theatre naming rights

Thank you for your comments.

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Thank you.

-----Original Message-----

From: jean hurst s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 6:08 PM
To: Correspondence Group, City Clerk's Office
Subject: York Theatre naming rights

I support the proposal submitted to City Hall on behalf of the York Theatre to ensure funding and the viability of this facility.

Jean Hurst

s.22(1) Personal and Confidential



Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 09, 2014 10:38 AM
To: Jason Dubois
Subject: RE: Vancouver East Cultural Centre - York Theatre

Thank you for your comments.

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Thank you.

-----Original Message-----

From: Jason Dubois s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 6:14 PM
To: Correspondence Group, City Clerk's Office
Cc: s.22(1) Personal and Confidential
Subject: Vancouver East Cultural Centre - York Theatre

Dear Mayor Robertson and Councillors:

I recently received an email from Heather Redfern, Executive Director of The Cultch, explaining that you are conducting a public consultation regarding proposed sponsor recognition signage on the York Theatre. As a property owner in the neighbourhood I fully support the proposal from The Cultch. It is imperative that the City of Vancouver actively encourage and support these types of partnerships between the business community and the charitable arts sector. Recognition signage is an essential part of a this type of sponsorship arrangement and should be approved as a matter of course. Private sector investment in the arts must be applauded and recognized.

Please advise if there is anything further I can do in order to ensure that the proposal from The Cultch is approved.

Sincerely,

Jason Dubois

s.22(1) Personal and Confidential



Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 09, 2014 10:37 AM
To: Jane Hope
Subject: RE: York Theatre naming agreement and exterior signage proposal

Thank you for your comments.

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Thank you.

From: Jane Hope §.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 6:15 PM
To: Correspondence Group, City Clerk's Office
Subject: York Theatre naming agreement and exterior signage proposal

Dear Mayor Robertson and Council,

I am writing to express my enthusiastic support for the proposed exterior signage honouring West Coast Reduction's commitment to the arts and East Vancouver. After reviewing the proposal, as provided by The Cultch, I am confident that the sign will be unobtrusive and contribute minimal light pollution. I say this as a resident of the neighbourhood.

Thank you very much for your time.

Best regards,

Jane Hope

--
Jane Hope

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 09, 2014 10:36 AM
To: Daryl King
Subject: RE:

Thank you for your comments.

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Thank you.

From: Daryl King s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 7:27 PM
To: Correspondence Group, City Clerk's Office
Subject:

Hi Mayor and Council of Vancouver,

My name is Daryl King and I am a resident of East Vancouver. I am a huge fan of the arts and am a big supporter of West Coast Reduction proposing to give The Cultch/York Theatre a \$2,000,000 donation. With such a generous donation I hope they call it the West Coast Reduction Theatre!

Happy New Year!

Daryl King

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 09, 2014 10:35 AM
To: Pippa Johnstone
Subject: RE: The York Theatre Naming Agreement

Thank you for your comments.

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Thank you.

From: Pippa Johnstone s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 8:18 PM
To: Correspondence Group, City Clerk's Office
Subject: The York Theatre Naming Agreement

Dear Mayor and Council,

I'm writing in support of the York Theatre naming and signage agreement. I hope this arrangement is accepted - it looks like an incredible opportunity for the growth of arts and relationship between a local company and an expanding theatre. Also, as someone who has lived right in that neighbourhood, I'm sure the signage won't present any more distraction, and will be welcome in the arts-friendly community.

Thank you,

Pippa Johnstone

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 09, 2014 10:34 AM
To: Mary Gavan
Subject: RE: Cultch request to name York Theatre

Thank you for your comments.

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Thank you.

From: Mary Gavan s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 8:37 PM
To: Correspondence Group, City Clerk's Office
Subject: Cultch request to name York Theatre

Dear Mayor and Council,

I support the York Theatre request to use the name the stage after West Coast Reduction Ltd and place exterior signage recognising this company's contribution.

This company is family owned and operated as well as an East Vancouver based business since 1964 with a deep investment to the community.

In addition, the company is not only a critical environmental play but also a key recycler in Vancouver.

As a supporter of sustainability within the community generally and of the Cultch specifically, this company is willing to donate two million in return for its contribution to the York Theatre.

My understanding is the exterior signage proposed is:

- low-tech and unobtrusive

- will progressively dim as it gets darker; by evening the sign will only be at 30% of its brightness
- controlled and monitored by The Cultch
- on the fascia sign, the lighting will come from below the sign and point upward
- the lighting will be turned off at 11 pm each night

I thank you for discussing this naming and signage matter which has my wholehearted support. I hope you find likewise.

Kindly, Mary Gavan

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 09, 2014 10:33 AM
To: Candace O'Connor
Subject: RE: The Naming of the York Theatre

Thank you for your comments.

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Thank you.

-----Original Message-----

From: Candace O'Connor s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 8:53 PM
To: Correspondence Group, City Clerk's Office
Subject: The Naming of the York Theatre

Dear Mayor and Council;

I recently spoke in favour of the City backing an attempt to save the Hollywood Theatre in Kitsilano. I haven't yet heard if extra days of reprieve will be granted. I am still hoping this isn't another lost cause in the West side, where we have lost the Varsity, The Ridge, the Bowling Lanes, and a myriad of beautiful old houses which spoke to the history and charm of the old Vancouver. I heartily appreciate the work being done to make the East side Art-friendly, and look forward to seeing lots of great productions at the new York Theatre. That said, I understand that names carry weight and more importantly, financing, and I hope the city will allow the naming of the theatre to allow for the revenue to keep it running.

Yours sincerely,
Candace O'Connor

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 09, 2014 10:33 AM
To: Victoria Henderson
Subject: RE: Renaming Proposal for York Theatre

Thank you for your comments.

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Thank you.

-----Original Message-----

From: Victoria Henderson s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 8:57 PM
To: Correspondence Group, City Clerk's Office
Subject: Renaming Proposal for York Theatre

Dear Mayor and Council,

The purpose of this email is to voice my support for The Cultch's renaming proposal on the York Theatre. As you are aware, The Cultch hopes to name the stage of the York Theatre, and to place exterior signage on the building, recognizing a \$2 million donation from West Coast Reduction Co. Having read the outline of the type of signage proposed, I believe it will be a fair and appropriate way to acknowledge such a critical gift to the theatre, while having minimal adverse impact on local residents and businesses.

As a long-time supporter of the arts, and a former fundraiser, I understand the difficulty of developing meaningful partnerships with corporations that have the means to supply this significant a contribution to the arts. Such contributions should be celebrated, and the donors' generosity recognized. I enthusiastically endorse this proposal.

Sincerely,
Victoria Henderson

s.22(1) Personal and Confidential



Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 09, 2014 10:32 AM
To: GAIL ROGERS
Subject: RE: Signage at the Cultch - West Coast Reduction Ltd.

Thank you for your comments.

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Thank you.

-----Original Message-----

From: GAIL ROGERS 5.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 9:42 PM
To: Correspondence Group, City Clerk's Office
Subject: Signage at the Cultch - West Coast Reduction Ltd.

I support the addition of the signage on the York Theatre at the Cultch of the above company.

Gail Rogers

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 09, 2014 10:32 AM
To: Kimberley Bothen
Subject: RE: West Coast Reduction Ltd. and The Cultch

Thank you for your comments.

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Thank you.

-----Original Message-----

From: Kimberley Bothen s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 9:50 PM
To: Correspondence Group, City Clerk's Office
Subject: West Coast Reduction Ltd. and The Cultch

I'm writing to the mayor and city council of vancouver to express my support for the proposal from The Cultch and The York theatre to name the York stage and place signage outside the new York theatre on commercial Drive in Vancouver which would recognise a contribution from West Coast Reduction Ltd. I feel that West Coast Reduction, by this generous donation, would be making a huge contribution to the cultural fabric of Vancouver, and would continue to perpetuate a tradition and spirit of community caring.

Please vote in favour of this proposal,

Thank-you,

Kim Bothen

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 09, 2014 10:31 AM
To: Ingrid Cheung
Subject: RE: Support for the York Theatre

Thank you for your comments.

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Thank you.

From: Ingrid Cheung s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 10:17 PM
To: Correspondence Group, City Clerk's Office
Subject: Support for the York Theatre

To whom it may concern,

I wholly support the donation of monies by West Coast Reduction Ltd. to the Cultch in order to build the suggested York Theatre!

I found information and details via the following link: <http://thecultch.com/york-theatre-need-support/>

Thank you for your attention to this!

Sincerely,
Ingrid Cheung

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 09, 2014 10:26 AM
To: Art Olin
Subject: RE: York theater

Thank you for your comments.

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Thank you.

-----Original Message-----

From: Art Olin s.22(1) Personal and Confidential
Sent: Thursday, January 09, 2014 12:34 AM
To: Correspondence Group, City Clerk's Office
Subject: York theater

Dear Gregor,

Vancouver needs more affordable cultural and performance venues like St James and the Culch. I support the recognition of Westcoast Reduction's gift by naming the stage. I hope that this model might also be useful to support developing the Hollywood as a cultural venue.

--

Art Olin

s.22(1) Personal and Confidential

s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 09, 2014 10:25 AM
To: LENORE R
Subject: RE: The York theatre and WCR

Thank you for your comments.

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Thank you.

-----Original Message-----

From: LENORE R s.22(1) Personal and Confidential
Sent: Thursday, January 09, 2014 3:22 AM
To: Correspondence Group, City Clerk's Office
Subject: The York theatre and WCR

To the elected leaders of my city

I want to let you know that I heartily endorse WCR's offer to financially contribute (and be publically recognized for doing so with a sign on the York Theatre) to the Cultch and the York Theatre. Our fabulous theatre needs both the Cultch and WCR so I sincerely hope you will let this alliance proceed. Happy and healthy new year to you all.

Lenore Rosen

s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 09, 2014 10:21 AM
To: Patricia J Docking
Subject: RE: York Theatre West Coast Reduction Grant proposal

Thank you for your comments.

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Thank you.

From: Patricia J Docking s.22(1) Personal and Confidential
Sent: Thursday, January 09, 2014 6:57 AM
To: Correspondence Group, City Clerk's Office
Subject: York Theatre West Coast Reduction Grant proposal

I am writing to register my support for acceptance of the West Coast Reduction's grant/naming of the theatre for the York Theatre.

Theatre in Vancouver is extremely vulnerable as seen by the closing of some important venues in recent years. As the mother of an upcoming theatre actress and a long time patron of Vancouver theatres I urge acceptance of the \$2 million grant. The signage as proposed does not concern me - it is a small 'price' to pay to keep our city's newest theatre viable.

Regards,

Pat Docking

s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 09, 2014 10:20 AM
To: Kathryn Woodward
Subject: RE: York Theatre sign

Thank you for your comments.

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Thank you.

From: Kathryn Woodward s.22(1) Personal and Confidential
Sent: Thursday, January 09, 2014 8:26 AM
To: Correspondence Group, City Clerk's Office
Subject: York Theatre sign

Dear Mayor and Council,

I understand that you asking the public about signage that would result on the York Theatre if it is allowed to accept the donation from West Coast Reduction.

Please add our names or numbers to whatever list you compile as being in favour of this signage. We love the Cultch productions, see the institution as an arts organization that is vital to our city and support this infusion of money into its coffers to help it and the York continue to provide the residents of this city with wonderful performances.

Thank you,
Kathryn and Jim Woodward

s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 5:19 PM
To: Sandy Lowe
Subject: RE: the culch signage

Thank you for your comments.

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Thank you.

-----Original Message-----

From: Sandy Lowe S.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 5:16 PM
To: Correspondence Group, City Clerk's Office
Subject: the culch signage

this is to let you know that I am in agreement with the opportunity the Culch has in the proposed signage for the the theatre.

Sandy Lowe

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 4:58 PM
To: Adam Janusz
Subject: RE: I support The York Theatre's signage proposal

Thank you for your comments.

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Thank you.

From: adamjuice@gmail.com s.22(1) Personal and Confidential **On Behalf Of** Adam Janusz
Sent: Wednesday, January 08, 2014 4:56 PM
To: Correspondence Group, City Clerk's Office
Subject: I support The York Theatre's signage proposal

Hello,

Just a quick word to say I support the York Theatre in their request for including Westcoast Reduction in their name and the signage on the building.

Thank you,

Adam Janusz

s.22(1) Personal and Confidential



Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 4:47 PM
To: s.22(1) Personal and Confidential
Subject: FW: In support of the York theater

Thank you for your comments.

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Thank you.

From: Paul Silveria s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 4:45 PM
To: Correspondence Group, City Clerk's Office
Subject: In support of the York theater

I'm a resident of the Commercial Drive neighbourhood and I support the proposed naming and signage at the York theater.

Paul Silveria

s.22(1) Personal and Confidential

--

s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 3:45 PM
To: barbara pearson
Subject: RE: Support for Proposed Signage for York Theatre, Vancouver, B.C.

Thank you for your comments.

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Thank you.

From: barbara pearson s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 3:22 PM
To: Correspondence Group, City Clerk's Office
Subject: Support for Proposed Signage for York Theatre, Vancouver, B.C.

To mayor and council of the City of Vancouver,

My husband Karl and I support the naming agreement and exterior signage proposal that will include the name of West Coast Reduction on the exterior of the York Theatre.

If you wish to contact me regarding the above mentioned please call me at s.22(1) Personal and Confidential

Barb Pearson

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 3:18 PM
To: Pauline Kendall
Subject: RE: Yah for the York Theatre!

Thank you for your comments.

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Thank you.

-----Original Message-----

From: Pauline Kendall s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 12:51 PM
To: Correspondence Group, City Clerk's Office
Subject: Yah for the York Theatre!

Hi

just came across a receipt for \$200. that we had contributed in 2007 to Save The York Theatre! so proud of Vancouver council to have come to the right decision to save this historic site in such a grand manner. It took a lot of people to get this done and we look forward to many years of enjoyment.

thank you

Pauline & Simon Kendall

s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 3:06 PM
To: s.22(1) Personal and Confidential
Subject: FW: Signage for the York Theatre

Thank you for your comments.

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Thank you.

From: Mauro Vescera s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 2:56 PM
To: Correspondence Group, City Clerk's Office
Subject: Signage for the York Theatre

Dear Mayor and Council:

I would like to support the Cultch's request for approval of the new signage (West Coast Reduction) opportunity for the York Theatre. West Coast Reduction (the Diamond Family) have been philanthropic leaders in Vancouver for decades and been strong supporters of the Vancouver East Cultural Centre and the non-profit community in general.

These days, it is more and more difficult to secure sponsorship gifts of this magnitude and I know that the contribution will go a long way in supporting the Cultch and greatly assist with the launch of the York Theatre.


The proposed sign does not seem excessive to me, and while I appreciate the concern the City may have regarding the proliferation of corporate advertisement on publically funded and supported facilities, this particular proposal is, in my opinion, less intrusive than many other corporate signs across the City. In addition, it will support one of Vancouver's premier theatre organizations and give the "Cultch" the means to sustain its operations and turn the (new) York Theatre into an active arts hub for the community.

I urge Council to approve the signage request as it will make a significant difference for the organization and hopefully inspire other philanthropists to step forward and support Vancouver's artistic and cultural community.

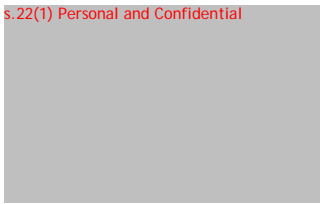
Mv

Mauro Vescera

s.22(1) Personal and Confidential



s.22(1) Personal and Confidential



Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 3:04 PM
To: Marg Zibin
Subject: RE: support for York Theatre

Thank you for your comments.

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Thank you.

-----Original Message-----

From: Marg Zibin s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 2:51 PM
To: Correspondence Group, City Clerk's Office
Subject: support for York Theatre

I support the financial gift the West Coast Reduction will give to the York Theatre so that it may become a live theatre . Therefore I request the Mayor and City Council to approve this funding for the project.

Vancouver has lost far too many heritage buildings/homes to the wreckers' ball that could have been renovated. The city could then point with pride to the historic buildings that have been saved - something which at this point they cannot do.

M. Zibin

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 2:43 PM
To: s.22(1) Personal and Confidential
Subject: FW: West Coast Reduction Ltd. gift of \$2M to the Cultch

Thank you for your comments.

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Thank you.

-----Original Message-----

From: Susan Weiss s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 2:38 PM
To: Correspondence Group, City Clerk's Office
Subject: West Coast Reduction Ltd. gift of \$2M to the Cultch

Please support West Coast Reduction Ltd. gift of \$2M to the Cultch for the naming of the stage at the York Theatre.

Thank you,
Susan Weiss

s.22(1) Personal and Confidential

Sent from my iPad

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 2:42 PM
To: s.22(1) Personal and Confidential
Subject: FW: York theatre support

Thank you for your comments.

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Thank you.

From: Janet Alford s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 2:30 PM
To: Correspondence Group, City Clerk's Office
Subject: york theatre support

To City Council...

We support The Cultch, we think the York Theatre is a terrific addition to the neighbourhood, and we heartily support the application for naming rights/ exterior signage coming before Council later this month.

This appears to be a well-managed arts organization, making a significant contribution to our city, and we would like to see it continue to thrive.

Thanks,
Janet Alford and Ross Gilchrist

s.22(1) Personal and Confidential

It is far more difficult to be simple than to be complicated... John Ruskin

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 2:36 PM
To: s.22(1) Personal and Confidential
Subject: FW: York Theatre Exterior Sign and Naming Proposal

Thank you for your comments.

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Thank you.

From: Jessie van Rijn s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 1:20 PM
To: Correspondence Group, City Clerk's Office
Subject: York Theatre Exterior Sign and Naming Proposal

Dear rocking' CoV team,

Waving both my arms in hearty support for The Cultch's submission for an exterior sign and naming proposal at the York Theatre on Commercial.

I'm even jumping up and down at my desk right now. Can you see?!

Have a great day,
Jessie

Jessie van Rijn

s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 2:34 PM
To: Russell Hartlaub
Subject: RE: Letter of support for The Cultch proposal for Exterior Signage

Thank you for your comments.

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Thank you.

From: Russell Hartlaub s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 1:17 PM
To: Correspondence Group, City Clerk's Office
Cc: Heather@thecultch.com
Subject: Letter of support for The Cultch proposal for Exterior Signage

Dear Vancouver Mayor and City Council,

I am writing to express my support for the proposal by The Cultch to add illuminated exterior signage, with reference to their corporate sponsor. I believe the signage as proposed would be unobtrusive. I live one block from the Theatre and fully endorse the proposed change.

Sincerely,
Russell Hartlaub

s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 2:33 PM
To: Lisa Butel
Subject: RE: support for West coast reduction ltd and York theatre

Thank you for your comments.

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Thank you.

From: Lisa Butel s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 1:10 PM
To: Correspondence Group, City Clerk's Office
Subject: support for Westcoast reduction ltd and York theatre

I want to express my support for the proposal for Westcoast reduction ltd to make a contribution to York Theatre and all that agreement entails.

Thank you, Lisa Butel

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 2:32 PM
To: Ella B
Subject: RE: The Cultch and The York Theatre - Naming & Exterior Sign

Thank you for your comments.

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Thank you.

From: Ella B s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 1:03 PM
To: Correspondence Group, City Clerk's Office
Subject: The Cultch and The York Theatre - Naming & Exterior Sign

To whom it may concern:

I am writing in support of the proposal put forward by The Cultch and the newly re-opened York Theatre for venue naming and an exterior sign recognizing the financial contributions of West Coast Reductions. WCR's financial support is very important in ensuring the sustainability of the York Theatre, and helping the Cultch and the York Theatre develop the Northern Commercial Dr. corridor into a cultural hub.

I recently attended the East Van Panto at the York Theatre and am looking forward to continuing my attendance at many future events held in the beautiful space - a reality that will be made possible with the support of the local community, such as the financial generosity of West Coast Reductions.

I support the Cultch's proposal to help them recognize West Coast Reductions as an important stakeholder.

Best regards,

Ella Batten

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 2:22 PM
To: Amy Adams
Subject: RE: approval of naming agreement and exterior sign proposal for The Cultch

Thank you for your comments.

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Thank you.

-----Original Message-----

From: Amy Adams s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 12:50 PM
To: Correspondence Group, City Clerk's Office
Subject: approval of naming agreement and exterior sign proposal for The Cultch

Dear City Council,

I hope that City Council will approve the naming agreement and exterior sign proposal for the York Theatre operated by The Cultch. My partner and I are huge fans of The Cultch and are excited about their vision for the York Theatre. I appreciate that a local company, West Coast Reduction, Ltd. has offered a significant grant for the naming rights at the York. I hope that the city will help to make this a smooth process, potentially leading to other local companies to support other community and arts organizations.

Thank you!

Amy Adams

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 2:19 PM
To: Joan Ferguson
Subject: RE: Support for Cultch and York Theatre

Thank you for your comments.

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Thank you.

-----Original Message-----

From: Joan Ferguson s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 12:45 PM
To: Correspondence Group, City Clerk's Office
Subject: Support for Cultch and York Theatre

I support the proposal by West Coast Reductions for naming of the Cultch and York Theatre and their generous donation if this is done.

Joan Ferguson

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 2:13 PM
To: Rachel Welch O'Connor
Subject: RE: support for York Theatre signage

Thank you for your comments.

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Thank you.

From: Rachel Welch O'Connor s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 12:33 PM
To: Correspondence Group, City Clerk's Office
Subject: support for York Theatre signage

This note is to express my support for the proposed signage at the York Theatre, recognizing West Coast Reduction's contribution. The arts in Vancouver deserves our support, and if we can create these conditions that encourage donors and sponsors while still respecting the neighbourhood, it's an ideal situation.

Rachel O'Connor
s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 2:10 PM
To: s.22(1) Personal and Confidential
Subject: RE: York Theatre/West Coast Reduction support

Thank you for your comments.

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Thank you.

-----Original Message-----

From: epaterson@telus.net s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 12:26 PM
To: Correspondence Group, City Clerk's Office
Subject: York Theatre/West Coast Reduction support

I support the proposal for signage by West Coast Reduction for the York Theatre, and whatever other measures are necessary for this worthwhile partnership or other similar partnerships to occur and continue.

Elizabeth Paterson

s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 2:08 PM
To: Ellen Querengesser
Subject: RE: I support the naming of York Theatre to recognize WCR's contribution

Thank you for your comments.

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Thank you.

From: Ellen Querengesser s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 12:20 PM
To: Correspondence Group, City Clerk's Office
Subject: I support the naming of York Theatre to recognize WCR's contribution

I support The Cultch hopes to name the stage of the York Theatre and place exterior signage on the building that recognizes West Coast Reduction's contribution. This gift represents the single largest corporate donation made in The Cultch's history, and is a critical piece to the York Theatre's viability.

Sincerely,
Ellen Querengesser

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 2:08 PM
To: Susan Harman
Subject: RE: New sign for York Theatre

Thank you for your comments.

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Thank you.

-----Original Message-----

From: Susan Harman s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 12:13 PM
To: Correspondence Group, City Clerk's Office
Subject: New sign for York Theatre

Dear Mayor and Council,

I am a regular theatre goer in Vancouver and know the agony of underfunding they have faced. In a perfect world arts companies would not have to ally themselves with commercial organizations and include those in their names. Unfortunately the reality is that it seems necessary. I didn't like it when the Stanley Theatre had to re-name itself the Stanley Industrial Alliance Theatre years ago, but I am a season ticket holder and have reaped the benefits of the re-naming all this time. I understand the Cultch has the chance to receive a large donation if they add the company's name to the name of the York Theatre. I am writing to urge you to approve the signage. It will be your way of supporting the arts scene in Vancouver.

Cheers,
Susan Harman

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 2:07 PM
To: RONALD SIMPSON
Subject: RE: YORK THEATRE RE-NAMING

Thank you for your comments.

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Thank you.

-----Original Message-----

From: RONALD SIMPSON s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 12:09 PM
To: Correspondence Group, City Clerk's Office
Subject: YORK THEATRE RE-NAMING

Sir

I understand that the Cultch is now using the newly renovated York Theatre as one of their performance venues and essential financial support has been offered by West Coast Reductions Ltd a local East Vancouver firm. As with other venues such as the Stanley Theatre the Cultch hope to recognize this support by incorporating the firm's name in the new theatre. This gift is largest corporate donation made in the Cultch's history and is a critical event in sustaining Live Theatre in Vancouver.

I fervently hope that the re-naming meet with your approval.

Ron Simpson

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 1:59 PM
To: s.22(1) Personal and Confidential
Subject: RE: Support for the York signage proposal

Thank you for your comments.

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Thank you.

From: Heidi Taylor s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 12:01 PM
To: Correspondence Group, City Clerk's Office
Subject: Support for the York signage proposal

Dear Mayor Robertson and Council Members,

I am writing to express my support for the proposed signage for the York Theatre, recognizing West Coast Reduction's investment in the local cultural community. As a neighbourhood resident (I live 4 blocks from the theatre) and a member of the cultural community, I urge council to support the proposal, which identifies multiple ways in which the immediate neighbours' needs are being considered.

If we are to develop into a city with culture in every neighbourhood, we need to support local investment, and creative ways of recognizing that investment. The Cultch has made every effort to consider the needs of the neighbourhood, and this investment is crucial to the success of the York.

Best regards,

Heidi Taylor

s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 1:59 PM
To: Ruthie S. Tabata
Subject: RE: Support for York Naming

Thank you for your comments.

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Thank you.

-----Original Message-----

From: Ruthie S. Tabata
Sent: Wednesday, January 08, 2014 11:55 AM
To: Correspondence Group, City Clerk's Office
Subject: Support for York Naming

s.22(1) Personal and Confidential

Hello,

I support that the York be able to display the supporting sign of West Coast Reduction. \$2 million dollar contributions to cultural organizations are few and far between and deserve recognition.

Sincerely,
Ruthie Tabata

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 1:57 PM
To: Andrew Wade
Subject: RE: York Theatre naming agreement

Thank you for your comments.

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Thank you.

From: Andrew Wade s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 11:55 AM
To: Correspondence Group, City Clerk's Office
Subject: York Theatre naming agreement

I support the new York Theatre naming agreement and exterior signage proposal (with West Coast Reduction) that will ensure the theatre is able to wow audiences and build on our cultural city.

Cheers,
Andrew Wade

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 1:36 PM
To: Jamie King
Subject: RE: In support of the York signage

Thank you for your comments.

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Thank you.

-----Original Message-----

From: Jamie King s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 11:45 AM
To: Correspondence Group, City Clerk's Office
Subject: In support of the York signage

To whom it may concern,

I would like to express my support of the new signage proposed for the York theatre. When it can often be so difficult to find funding for theatre, West Coast Reduction is helping both the artists and community in exchange for some recognition.

The Cultch is an artistic institution that is worthy of such generous support and should be allowed this opportunity to thrive. I am a longtime member of the community, and I completely support the proposed signage.

Jamie King
s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 1:35 PM
To: s.22(1) Personal and Confidential
Subject: RE: The York Theatre

Thank you for your comments.

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Thank you.

From: s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 11:43 AM
To: Correspondence Group, City Clerk's Office
Subject: The York Theatre

Dear Honorable Mayor and City Council

I fully support the proposed West Coast Reduction Signage on the York Theatre.

We have schools putting out artists but a lack of facilities and support so that they can increase the quality and amount of culture in Vancouver. Vancouver culture needs the support.

Sincerely Sanders Whiting

s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 11:46 AM
To: Bruce McDonald
Subject: RE: Recognition of West Coast Reduction at the York theatre rebirth

Thank you for your comments.

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Thank you.

-----Original Message-----

From: Bruce McDonald s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 11:41 AM
To: Correspondence Group, City Clerk's Office
Cc: heather@thecultch.com
Subject: Recognition of West Coast Reduction at the York theatre rebirth

Mayor and Council,

I would like to add my name to those who are supporting the recognition of West Coast Reduction for their contribution to the Vancouver East Cultural Centre. While I don't live in Vancouver City I have for many years enjoyed the creative and thought provoking presentations at the East Van. venue. I have also eagerly awaited the return of the York and I am impressed with the facility. The contribution of the WCR organization/family will greatly enhance the "Cultch" in its' commitment to the cultural life of greater Vancouver.

R. Bruce McDonald

s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 11:45 AM
To: Fred Michael
Subject: RE: York Theatre and West Coast Reduction Signage

Thank you for your comments.

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Thank you.

From: Fred Michael s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 11:28 AM
To: Correspondence Group, City Clerk's Office
Subject: York Theatre and West Coast Reduction Signage

To Whom It May Concern:

I support the placement of illuminated sponsor signage on the York Theatre, as outlined in the information e-mail distributed by the Van East Cultural Centre today.

Regards,

Fred Michael
s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 11:44 AM
To: s.22(1) Personal and Confidential
Subject: FW: 639 Commercial Drive - York Theatre- RTS 10172

Thank you for your comments.

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Thank you.

From: Burpee, Heather
Sent: Wednesday, January 08, 2014 11:07 AM
To: CC Meeting Coordinators - DL
Subject: 639 Commercial Drive - York Theatre- RTS 10172

Hello

The email below is in reference to RTS 10172 which has been referred to public hearing on January 21st. I am forwarding this email to you for inclusion in the package of responses received from members of the public.

Thanks

Heather Burpee
Planner, City-Wide & Regional Planning
Planning and Development Services
City of Vancouver
tel. 604.871.6068
heather.burpee@vancouver.ca

From: Taryn Hayes s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 11:00 AM
To: Burpee, Heather
Subject: Re: Drawings - 639 Commercial Drive

Thanks, Heather.

I had previously emailed in opposition to this bylaw amendment when I received the initial development proposal card. After reviewing the Planning Report and the illustrations, **I am in favour of this bylaw amendment**. Please forward my comments to Council for the Public Hearing.

Best,

Taryn Hayes

s.22(1) Personal and Confidential

On Tue, Jan 7, 2014 at 8:47 AM, Burpee, Heather <heather.burpee@vancouver.ca> wrote:
Hi Taryn,

This is a link to the Council report outlining the proposed amendments to the Sign Bylaw for the signs at the York Theatre. Appendix C contains illustrations of the proposed signs.

<http://former.vancouver.ca/ctyclerk/cclerk/20131217/documents/p2.pdf>

Please let me know if you have any questions or would like more information.

Regards,

Heather Burpee
Planner, City-Wide & Regional Planning
Planning and Development Services
City of Vancouver
tel. [604.871.6068](tel:604.871.6068)
heather.burpee@vancouver.ca

--

Taryn Hayes

s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 11:42 AM
To: s.22(1) Personal and Confidential
Subject: FW: Support for the York theatre WCR naming and exterior signage proposal

Thank you for your comments.

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Thank you.

From: Joslin Kobylka s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 11:41 AM
To: Correspondence Group, City Clerk's Office
Subject: Support for the York theatre WCR naming and exterior signage proposal

This email is to indicate my support for this proposal,
Joslin kobylka

s.22(1) Personal and Confidential

How can The Cultch and the York Theatre be sustainable?

The East-Vancouver-based and family-owned and operated business of **West Coast Reduction Ltd.** is **poised to contribute \$2 million to The Cultch, thus providing much needed financial stability during a time of immense change and growth for the organization.** Following in the Vancouver tradition of the naming of other heritage buildings such as the "Stanley Industrial Alliance Stage" and "Scotiabank Dance Centre," The Cultch hopes to name the stage of the York Theatre and place exterior signage on the building that recognizes West Coast Reduction's contribution. This gift represents the single largest corporate donation made in The Cultch's history, and is a critical piece to the York Theatre's viability.

How will this help?

The significant funds raised from this naming will support the ongoing operations of the York Theatre. It will keep the lights on, the theatre clean and warm, and most importantly it will enable The Cultch to support outstanding theatre, music and dance, especially from local artists in East Vancouver.

How can I help?

Over the next week, the City of Vancouver will be conducting a phone poll. **We ask that you share your support for this proposal!** In order for The Cultch to receive this \$2 million gift, City Council must approve this naming agreement and exterior signage proposal.

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 11:39 AM
To: s.22(1) Personal and Confidential
Subject: FW: Cultch

Thank you for your comments.

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Thank you.

-----Original Message-----

From: Margaret Reynolds
Sent: Wednesday, January 08, 2014 11:05 AM
To: Correspondence Group, City Clerk's Office
Subject: Cultch

This is to register my support for the naming and signage of the Cultch.

Margaret

--

What did you read today?

I'm reading Moonstone by Wilkie Collins

Join the National Reading Campaign - www.nationalreadingcampaign.ca

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 11:37 AM
To: Heather Washburn
Subject: RE: York Theatre on Commercial Drive

Thank you for your comments.

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Thank you.

-----Original Message-----

From: Heather Washburn s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 11:05 AM
To: Correspondence Group, City Clerk's Office
Cc: s.22(1) Personal and Confidential; The Cultch; The Cultch
Subject: York Theatre on Commercial Drive

I just want to let you know that I am in favour of the signage proposal for the new York Theatre. From the proposed illustration of the signage and its description provided to me by staff at The East Side Cultural Centre, I feel it is tasteful and appropriate.

As for those who feel that "West Coast Reduction" is not a suitable donor or whatever - well not so. Yes, possibly WCR has been smelly in the past. They do their best I believe. Let's go ahead and facilitate this donation from a local, public minded business which supports the arts. YES, PLEASE, Mayor and Council.

Sincerely,
Heather Washburn

s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 11:29 AM
To: s.22(1) Personal and Confidential
Subject: FW: The Cultch and York Theatre

Thank you for your comments.

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Thank you.

From: Lisa Turner s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 11:02 AM
To: Correspondence Group, City Clerk's Office
Subject: The Cultch and York Theatre

Dear Mayor and Council,

I am in favour of the new signage for the York Theatre. Having been an active volunteer in the arts it is wonderful to see businesses stepping up to contribute back to the rich and essential culture of our city.

I hope you will approve their proposal.

Best

Lisa Turner

s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 10:59 AM
To: Jan
Subject: RE: West Coast Reduction/Stanley Theatre

Thank you for your comments.

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Thank you.

From: Jan s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 10:58 AM
To: Correspondence Group, City Clerk's Office
Subject: West Coast Reduction/Stanley Theatre

To the Mayor & City Council:

As I am unable to attend the public hearing, I thought I would send an email stating my support of the naming agreement/signage proposal associated with West Coast Reductions proposed gift to the Cultch. This is an opportunity for one of the key arts organizations in the city to have funding that will guarantee a level of stability, provided by an organization that is involved in the east side community. At a time when Vancouver is seeing the demise of live music and arts venues across the city, this proposal provides a rare opportunity to help a cultural institution receive support at no expense to the taxpayer.

I hope that the City sees fit to approve this proposal. I am a season ticket holder at the Cultch, and look forward to having the opportunity to see many great productions at the Stanley.

Janice Chutter

s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 10:58 AM
To: Leslie Carty
Subject: RE: Support the York and Cultch!

Thank you for your comments.

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Thank you.

From: Leslie Carty s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 10:56 AM
To: Correspondence Group, City Clerk's Office
Subject: Support the York and Cultch!

Hello,

I write to support the Cultch and the York! It is my understanding that they need Mayoral and Council support to receive the financial contribution from West Coast Reduction Ltd. Theatre is essential to Vancouver and after the closing of the Playhouse last year, it is even more important for organizations like the Cultch to be able to receive corporate support.

Please approve the naming agreement and exterior signage proposal.

Leslie Carty

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 10:58 AM
To: Stacy Kyle
Subject: RE: Support the cultch and York theatres

Thank you for your comments.

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Thank you.

-----Original Message-----

From: Stacy Kyle s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 10:54 AM
To: Correspondence Group, City Clerk's Office
Subject: Support the cultch and York theatres

I support the proposal for the York theatre

Regards
Stacy Kyle

Sent from my iPad

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 10:56 AM
To: Anne Duifhuis
Subject: RE: Support for York Theatre naming

Thank you for your comments.

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Thank you.

From: Anne Duifhuis s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 10:52 AM
To: Correspondence Group, City Clerk's Office
Subject: Support for York Theatre naming

Good morning,

4 members of our family went to the East Van Panto over the holidays. Great theatre. Great show. We have seasons passes to the Cultch. We support local theatre and performing arts. We hope you extend your approval for the West Coast Reduction naming.

Thanks,

Anne Duifhuis

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Wednesday, January 08, 2014 10:55 AM
To: Darlene Seto
Subject: RE: Support for York Theatre sign

Thank you for your comments.

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Thank you.

From: Darlene Seto s.22(1) Personal and Confidential
Sent: Wednesday, January 08, 2014 10:44 AM
To: Correspondence Group, City Clerk's Office
Subject: Support for York Theatre sign

Hello,

I'd like to express my support for the Cultch's proposal for the York Theatre signage. As a patron to the theatre's performances over the last years, I have always appreciated this community spot, which attracts and has hosted many wonderful arts and culture performances. I have confidence the sign will be inobtrusive, promote the WCR's contribution, and thus perhaps attract other sponsors to supporting local community groups providing a valuable public good.

Sincerely,

Darlene Seto

s.22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 02, 2014 12:37 PM
To: Mike Davison
Subject: RE: 639 Commercial Drive (York Theatre) Sign By-law Amendment

Thank you for your comments.

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Thank you.

-----Original Message-----

From: Mike Davison s.22(1) Personal and Confidential
Sent: Friday, December 27, 2013 2:54 PM
To: Correspondence Group, City Clerk's Office
Subject: 639 Commercial Drive (York Theatre) Sign By-law Amendment

Dear Mayor Roberston and Council Members

My name is Mike Davison, and I live at s.22(1) Personal and Confidential - less than 50 metres from the theatre in question, which I pass on a daily basis. I wish to voice my support for the proposed by-law amendment to allow non-conforming signage. I support the corporate sponsor logo, the size, the location and the changeable type. I am aware of who the sponsor is, and frankly I would rather have the rendering plant's logo on the building than a bank, cell phone company, oil company or big-box store. But really - anyone willing to support the arts community deserves recognition for doing so. As a former Director of Vancouver ACM SIGGRAPH and the Spark Computer Graphics Society, I understand that sponsors may not support it without the publicity, and the support is needed.

I look forward to seeing the changing lights on the sign, bringing a nostalgic glamour to the old theatre - I love the lights on the VIFC on Homer.

Thank-you for considering my support,

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Tuesday, January 14, 2014 3:03 PM
To: Public Hearing
Subject: FW: Support for the York Theatre

-----Original Message-----

s. 22(1) Personal and Confidential

From: Kaitlin Williams
Sent: Tuesday, January 14, 2014 2:34 PM
To: Correspondence Group, City Clerk's Office
Subject: Support for the York Theatre

Dear Mr. Mayor,

I'm writing to you in support of The Cultch and the recently renovated York Theatre. The Cultch is seeking to procure naming rights for The York, and I support them in this venture. The Cultch, and now the York theatres, are very important parts of our cities cultural fabric, and it is important to ensure that they both last for many more years to come.

Please grant them the opportunity to get this \$2 million naming fund for The York Theatre.

Best,
Kaitlin Williams

s. 22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Tuesday, January 14, 2014 3:02 PM
To: Public Hearing
Subject: FW: Public Hearing- January 21st - York Theatre Signage

From: COSTANZO, FRANK s. 22(1) Personal and Confidential
Sent: Tuesday, January 14, 2014 2:30 PM
To: Correspondence Group, City Clerk's Office
Subject: Public Hearing- January 21st - York Theatre Signage

I am sending his correspondence to the City in support of signage for the York Theatre in the name of West Coast Reduction.

I was born and raised in East Vancouver having attended St Francis School and Templeton High which are both short distances from both the York Theatre and the Vancouver East Cultural Centre. I have attended many performances at the Vancouver East Cultural Centre and now having worked in the East Vancouver area for the past 7 years have even more of an appreciation for the impact "The Cultch" and now the York Theatre will have on the community. Both of these institutions rely on funding from both the private and corporate sectors to succeed and provide venues for the arts and youth looking to grow into our arts enthusiasts of tomorrow.

The approval of the signage is in the name of West Coast Reduction a company that is very environmentally conscious will turnout to be a gift to the York Theatre. This signage that is not obtrusive, The York Theatre will be in a position to be self sufficient. Why would the City of Vancouver not be onside with allowing this to take place. There is absolutely no logical reason that this should be supported by City Council.

The benefits far outweigh personal bias and I would simply encourage City Council to take a proactive approach and do the right thing by approving this signage.

Thank you.

Frank V. Costanzo

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Monday, January 13, 2014 2:19 PM
To: Val Mason
Subject: RE: The York Theatre

Thank you for your comments.

All public comments submitted for the public hearing that are received not more than 15 minutes after the close of the speakers list for that public hearing will be distributed to members of Council for their consideration. The public comments must include the name of the writer.

In addition, these public comments will also be posted on the City's website (http://vancouver.ca/ctyclerk/councilmeetings/meeting_schedule.cfm).

Please note that your contact information will be removed from the comments, with the exception of the writer's name. Comments received after the start of the public hearing should not exceed 1500 words.

Public comments submitted for the public hearing that are received more than 15 minutes after the close of the speakers list, will not be distributed until after Council has made a decision regarding the public hearing application and the related bylaw is enacted, if applicable.

For more information regarding Public Hearings, please visit vancouver.ca/publichearings.

Thank you.

From: Val Mason
Sent: Monday, January 13, 2014 12:16 PM
To: Correspondence Group, City Clerk's Office
Subject: The York Theatre

Mayor and Council,

I would like to strongly support The Cultch and specifically the naming agreement and exterior signage proposal for the York Theatre.

This theatre has the potential to revitalize the North end of Commercial Drive and give more arts organizations the opportunity to perform in a viable and well equipped theatre.

The proposal for the signage seems reasonably unobtrusive and in consideration for the neighbouring community the lighting will be turned off at 11:00 pm each day.

I encourage you to support this new and exciting addition to the Vancouver Arts and Culture community.

Val Mason

s. 22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 16, 2014 4:57 PM
To: Public Hearing
Subject: FW: Support for the York Theatre sign

-----Original Message-----

From: Kathryn Shaw s. 22(1) Personal and Confidential
Sent: Thursday, January 16, 2014 11:51 AM
To: Correspondence Group, City Clerk's Office
Subject: Support for the York Theatre sign

Dear Mayor Robertson and Council Members,

I am writing to express my support for the proposed sign for the Newly opened and renovated York Theatre on Commercial Drive. I feel the plan for the sign is well-considered with an eye to respecting the nearby community. Should the Council approve their proposal, the 2 million dollars they would receive from the sponsor West Coast Reduction will be crucial to the long term sustainability of the York Theatre.

Best regards,

Kathryn Shaw

s. 22(1) Personal and Confidential

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 16, 2014 4:56 PM
To: Public Hearing
Subject: FW: new York Theatre

From: Merle Smith s. 22(1) Personal and Confidential
Sent: Thursday, January 16, 2014 1:35 AM
To: Correspondence Group, City Clerk's Office
Subject: new York Theatre

I support the submission by the Culch for the naming and signage of the newly renovated historic building. Another important piece of Vancouver tradition is saved.
Sincerely,
Merle Smith.

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 16, 2014 4:51 PM
To: Public Hearing
Subject: FW: Support for York theatre Signage

From: Kathy McGrenera s. 22(1) Personal and Confidential
Sent: Wednesday, January 15, 2014 9:31 PM
To: Correspondence Group, City Clerk's Office
Subject: Support for York theatre Signage

Hello,

I'm writing to voice my support for the proposed signage on the new York Theatre. I think this new theatre will enhance our community greatly and these things are frequently not possible without corporate sponsorship. Therefore I support the proposed minimal signage and believe it will not take anything away or disturb the community.

Thank you.

Kathy McGrenera

City of North Vancouver resident but frequent attendee at arts events in East Van and specifically at the Cultch

Ludwig, Nicole

From: Correspondence Group, City Clerk's Office
Sent: Thursday, January 16, 2014 4:50 PM
To: Public Hearing
Subject: FW: Support for the York Theatre.

-----Original Message-----

From: Trevor Battye s. 22(1) Personal and Confidential
Sent: Wednesday, January 15, 2014 2:50 PM
To: Correspondence Group, City Clerk's Office s. 22(1) Personal and Confidential
Subject: Support for the York Theatre.

To Whom It May Concern,

This letter is in support of the proposed partnership between the York Theatre and West Coast Reduction Limited.

I had the pleasure to attend the first production held at the York Theatre of An East Van Panto in Dec 2013, and it was phenomenal. I strongly urge council and the mayor to continue its history of support for arts and culture by doing whatever it can to help the York become a fixture in this city, just as the Vancouver East Cultural Centre has.

In addition to being a fan of the theatre, I'm also a small business owner, with many clients in the arts and culture sector, it is critical that projects like the York Theatre, are supported by the Mayor and Council so that as a city our arts and culture sector continues to flourish in Vancouver. The economic impact of arts and culture is quite significant. In particular I would draw council's attention to the report done by The Canadian Centre for Studies in Publishing at Simon Fraser University, which articulates the economic impact of the arts and culture quite clearly.

<http://www.ccsp.sfu.ca/wp-content/uploads/2012/12/Dreamcatcher-Executive-Summary.pdf>

I urge council to continue to do whatever it can to support the York Theatre, and look forward to this in 2014. Please do not hesitate to contact me if anything further is needed

Regards
Trevor Battye

s. 22(1) Personal and Confidential

