



## **PUBLIC ART ADVISORY COMMITTEE**

**Thursday, October 3, 2013, 5:00 p.m.  
Committee Room No. 2  
City Hall**

### **MINUTES**

#### **MEMBERS PRESENT:**

Laura Moodie, Chair	- Arts Professional
Ted Drabyk	- Arts Commission Representative
Councillor Bill Harper	- Council Representative
Peter Lojewski	- Community Member
Patrick O'Shaughnessy	- Urban Designer
Eric Pattison	- Urban Designer
Gisela Woldenga	- Other Arts Professional

#### **MEMBERS REGRETS:**

Paul Rodham	- Architect
Ingrid Tamboline	- Arts Professional
Lynne Probyn	- Community Member at Large
Gabriela Diaconu	- Artist of Recognized Standing
Jacqueline Dionne	- Arts Professional, Vice Chair
Carolyn McLaughlin	- Artist of Recognized Standing

#### **GUESTS:**

Jordan Kerr  
James Manfredi  
Chelsea Carlson

#### **STAFF PRESENT:**

Greg Magirescu	- Manager, Arts and Cultural Development
Sloane Elphinstone	- City Recreation Programmer
Alison Worsfold	- Recording Clerk

The meeting was called to order at 5:20 p.m.

## **1.0 ADDITIONS TO AGENDA**

### **MOVED and SECONDED**

*THAT the agenda be amended by adding the following items:*

- 3.2 – “Alley Art” – Brow of the Hill resident’s small neighbourhoods grants (Chelsea Carlson)
- 5.1 – Arts Commission member report (Ted Drabyk)
- 5.2 – Wait For Me Daddy update (Greg Magirescu)

*AND THAT the agenda be adopted as amended.*

**CARRIED.**

All members of the Committee present voted in favour of the motion.

## **2.0 ADOPTION OF MINUTES**

### **2.1 Adoption of Meeting Minutes of September 5, 2013**

#### **MOVED and SECONDED**

*THAT the minutes of the Public Arts Advisory Committee meeting held September 5, 2013 be adopted.*

**CARRIED.**

All members of the Committee present voted in favor of the motion.

## **3.0 PRESENTATION**

### **3.1 “Paint the City” digital billboard project – Jordan Kerr and James Manfredi**

Jordan Kerr and James Manfredi, “Paint the City,” provided the following information regarding the “Paint the City” digital billboard project:

- The main goal is to give back to local communities and bring public art to communal spaces;
- The project started out in New York and Brooklyn, and has since extended to Canadian cities, including New Westminster;
- The billboards highlight different artists of varying calibre every month;
- Ms. Kerr and Mr. Manfredi are currently seeking and accepting artist recommendations;
- All forms of art are being displayed – painting, digital photography, etc.;
- Local Vancouver artist, Ben Reeves, is looking to work with the project in January 2014;
- On average, 1.2 million people view the artists’ work on the billboards in one day;
- The project provides local artists with the opportunity to have their work displayed in major cities throughout North America;

- A website with the artists' details will be launched in the New Year;
- Ms. Kerr and Mr. Manfredi curate the art;
- Various art galleries in Montreal have shown an interest in providing artist recommendations towards the project;
- Ms. Kerr and Mr. Manfredi maintain a business relationship with the founder of <http://www.at60inches.com/>, a popular website whereby personal art advisors provide affordable recommendations to artists;
- There is no cost to the artist or any liaisons involved in the process;
- The art slots are based around unsold space on the billboards;
- The project is being referred to "Canada's largest outdoor gallery;" and,
- There are currently four "Paint the City" billboards located throughout New Westminster.

Greg Magirescu, Manager, Arts and Cultural Development, reported that there are a large number of artists with different artistic levels throughout the city. Mr. Magirescu noted that the main challenge of the project is the curatorial process, and that the city should explore alternative options, such as working with an external curator who would be provided with a pool of artists.

There was a general consensus between the Committee members that the project maintains a good concept overall, and can be of benefit to both the city and local artists who are looking to develop their career.

### **3.2 "Alley Art" – Brow of the Hill residents - small neighbourhoods grants (Chelsea Carlson)**

Chelsea Carlson, Brow of the Hill resident, provided an update regarding the status of the Small Neighbourhood Grant they recently received from the Vancouver Foundation. Ms. Carlson reported that the Brow of the Hill residents have decided to use the grant money to construct a sculpture, and the following details were provided:

- Ms. Carlson and Sloane Elphinstone, City Recreation Programmer, have discussed the idea of the sculpture being comprised of scrap metal;
- There is limited funding for the concept;
- The statue will be situated on the boulevard of Ash/8<sup>th</sup> Street, at the entrance of 3<sup>rd</sup> Avenue (North);
- A local engineer has been incorporated into the plans, and is prepared to create the cement base;
- Ms. Carlson has been in discussion with a certified welding company who can lend expertise in the area of vandalism; and,
- The artists who reside in the neighbourhood have volunteered to provide their guidance and talent throughout the process.

Discussion ensued and the following comments were noted:

- The projected location of the sculpture is on city property, so it could affect the maintenance budget down the road;

- The site is constrained, and poses the challenge of sitting directly in line with a Telus box;
- Should the concept move forward, the city will reserve the right to remove the statue if it is not maintained;
- Exploring the option of making the statue larger than six feet would be beneficial to the neighbourhood;
- The type of steel being used (mild steel) in the design rusts easily, so perhaps look at using alternative material such as Cor-ten steel;
- The project as a whole is very low maintenance; and,
- The project utilizes signage and art to complement each other.

#### **MOVED AND SECONDED**

*That the Public Art Advisory Committee support the Alley Art concept and forward to Council for consideration.*

**CARRIED.**

All members of the Committee present voted in favour of the motion.

### **4.0 UNFINISHED BUSINESS**

#### **4.1 Biennale – follow-up on revised proposal**

Greg Magirescu, Manager, Arts and Cultural Development, provided the following update regarding the revised Biennale proposal:

- Curators across the globe are currently scouting out talent and seeking opportunities to showcase artists in the greater Vancouver area;
- The Vancouver Biennale has come back to the city with a final proposal, which includes a budget of \$90,000 inclusive; and,
- The feature artists are Jose Resende from Brazil and Konstantin Dimopoulos from the USA;
  - Mr. Resende’s art includes the utilization of train cars or container cars as art; and,
  - Mr. Dimopoulos’ art includes the painting of tree trunks blue, which are referred to as “Blue Trees.”

#### **Jose Resende – Brazil**

- The piece is comprised of train cars or container cars situated in a tripod structure;
- A large amount of space is required to complete the piece;
- The city has looked at several sites throughout the city, with two sites being predominant;
  1. Muni Evers park at the Quay – bears the issue of being situated above underground tanks and is partially owned by Metro Vancouver; and,
  2. The area surrounding Queen’s Park at Sixth Avenue and McBride – the former “PNE” grounds and railway tracks were located here in the late 1800’s.

- From an engineering perspective, this location is simple in regards to infrastructure and installation;
  - The city could inquire to the local railway companies about donating old rail cars, which would significantly decrease the \$90,000 budget; and,
  - It is a prime location, as there is not a lot of residential movement in the area.
- The city has arranged a Queen's Park site visit for October 22, 2013, and the Public Art Advisory Committee is invited to attend; and,
  - The project is currently still in the planning stages; no agreements have been finalized, and no recommendations have been forwarded to Council.

### **Blue Trees (Konstantin Dimopoulos - USA)**

- Blue Trees have been located in greater Vancouver municipalities and prominent locations throughout the province;
- The Blue Trees are comprised of lime and pigment in order to maintain an eco friendly project and eliminate the possibility of paint damage to the trees;
- The Blue Trees are symbolic and an international sensation;
- Biennale has expressed interest in moving the program into New Westminster;
- Columbia street (between 4<sup>th</sup> Street and Begbie Street) would be the perfect location for the Blue Trees, due to the fact that there are strong and healthy trees in the area that would draw attention to the local businesses;
- The Business Improvement Association should be included with the planning of Blue Trees; and,
- After the budget proposal is forwarded to Council for consideration, the Committee can begin looking at the terms of the agreement, marketing options, etc.

### **MOVED AND SECONDED**

*That the Public Art Advisory Committee move forward with their discussions with the Biennale and recommend to Council to commit to the \$90,000 Biennale budget from the Public Art Reserve Fund.*

**CARRIED.**

All members of the Committee present voted in favour of the motion.

### **MOVED AND SECONDED**

*That the Public Art Advisory Committee request staff approach the Downtown Business Improvement Association and the New Westminster Community Development Society trustees for financial support for the Biennale Blue Trees project on Columbia Street.*

**CARRIED.**

All members of the Committee present voted in favour of the motion.



#### **4.2 Process for developing Public Art project recommendations**

The item was deferred to next meeting.

### **5.0 NEW BUSINESS**

#### **5.1 Arts Commission member report (Ted Drabyk)**

Ted Drabyk, Arts Commission representative, provided the following information regarding the Arts Commission September 12, 2013 meeting:

- The Cultural Mapping Project was presented and explained to the Commission;
- The Commission was invited to attend the public presentation of the Queensborough Official Community Plan at Douglas College on September 26, 2013;
- The Commission was provided with information regarding the grant process and changes to the new application form; and,
- The Commission was provided with an update of the development of the Anvil Centre.

#### **5.2 Wait for Me Daddy update (Greg Magirescu)**

Greg Magirescu, Manager, Arts and Cultural Development, provided the following information regarding the 'Wait for Me Daddy' initiative:

- The project is currently in the planning stages and is moving ahead in full force;
- Edwin and Veronica Dam de Nogales, a husband and wife team, have a world renowned reputation of working with bronze and metal have been selected as the artists;
- The city has archived photographs that were recently received from Whitey Bernard, who was the child in the photograph;
- The city has hired a public art coordinator to coordinate the logistics, marketing and community engagement component of the 'Wait for Me Daddy' project; and,
- There is a CBC documentary being filmed, highlighting the process of the 'Wait for Me Daddy' art work.

### **6.0 CORRESPONDENCE**

No items.



**7.0 NEXT MEETING**

**November 7, 2013 at 5:00 p.m. in Committee Room No. 2**

**8.0 ADJOURNMENT**

**ON MOTION**, the meeting was adjourned at 7:02 p.m.

Certified Correct,

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**LAURA MOODIE**  
**CHAIR**

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**ALISON WORSFOLD**  
**COMMITTEE CLERK**