



PUBLIC ART ADVISORY COMMITTEE

Thursday, November 5, 2015 – 5:00 p.m.

Meeting Room 1

City Hall

MINUTES

MEMBERS PRESENT:

Jacqueline Dionne	- Acting Chair, Arts Commission Representative
Lynne Probyn	- Community Member
Eryne Donahue	- Community Member
Ted Drabyk	- Community Member
Peter Lojewski	- Community Member
Councillor Mary Trentadue	- Council Representative (left at 5:51 p.m.)

MEMBERS REGRETS:

Eric Pattison	- Urban Designer
Mariane Kazemir	- Community Member
Karen Campbell	- Urban Designer

STAFF PRESENT:

Rob McCullough	- Manager, Cultural Services
Biliana Velkova	- Arts Coordinator
Debbie Johnstone	- Committee Clerk

The meeting was called to order at 5:04 p.m.

Procedural Note: Jacqueline Dionne assumed the role of Acting Chair.

1.0 ADDITIONS TO THE AGENDA

The following items were added to the agenda:

- Item 5.1 Blue Trees Presentation
- Item 6.4 Unveiling of WOW New Westminster

2.0 ADOPTION OF MINUTES

2.1 Adoption of the October 1, 2015 Minutes

MOVED and SECONDED

THAT the minutes of the October 1, 2015 Public Art Advisory Committee meeting be adopted.

CARRIED.

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

3.0 PRESENTATIONS

There were no items.

4.0 UNFINISHED BUSINESS

There were no items.

5.0 NEW BUSINESS

Procedural Note: Item 5.1 was discussed after item 6.3

5.1 Blue Trees Presentation

Peter Lojewski, Committee Member, provided a slideshow presentation regarding his experience with the Vancouver Biennale Blue Trees project located at Westminster Pier Park and New Westminster City Hall.

6.0 REPORTS

6.1 Parkade Public Art Update

Councillor Mary Trentadue provided the Committee with a brief update regarding the Parkade Public Art project. Councillor Trentadue explained that the selection jury had narrowed down the application process to two final images.

Discussion ensued, and the Committee, together with Rob McCullough, Manager, Cultural Services, and Biliانا Velkova, Arts Coordinator, provided the following comments:

- Including the public in the decision making process would be a large administrative undertaking;
- The Committee would need to determine an effective mechanism for voting (i.e. voting online, voting at City Hall, etc.); and,

- Artists who submitted their work to the current competition were not informed in the initial call that the public would be involved in the decision making process.

The Committee suggested that as public engagement may be better utilized in a future art opportunity, the decision regarding the Parkade public art project should remain with the Committee. However, in the future, the Committee advised that they would like to implement a community piece where the public can be involved in the process.

Lynne Probyn, Chair, provided an overview of the two final designs. The first image, entitled “Peek-a-Boo”, is a black and white mural of children’s faces. The second image, entitled “Birds on a Branch”, is a mural with songbirds resting on tree branches.

Following questions from the Committee, Councillor Trentadue, Ms. Probyn, and Ms. Velkova provided the following information:

- The “Peek-a-Boo” design is much more detailed and may be more difficult to produce;
- The concept of children’s faces received mixed reactions from the jury;
- The numbers of faces used in the “Peek-a-Boo” design has not been set and would be dependent on pricing;
- “Birds on a Branch” would not be seen as one solid image. The mural would be woven through the trees and foliage in the area;
- The images of the birds would be coloured, while the faces would likely remain black and white;
- The sun would not fade either image;
- The fabricator guarantees a 25 year duration period for both designs;
- Images would provide visibility on both sides for safety reasons, and the materials used would be non-flammable;
- Once an image is chosen, it would be priced out with a fabricator and the design would be finalized; and,
- Completion of the project is expected for spring 2016.

Discussion ensued, and the Committee provided the following comments:

- The faces in the “Peek-a-Boo” Design could humanize the parkade;
- It was debated whether there would be less imagery on the parkade with the “Peek-a-Boo” design because of the intricate nature of the faces;

- The useable parkade space would be better utilized with the “Birds on a Branch” design;
- It would be refreshing to have colour brought into the parking area; and,
- The City has several monuments paying tribute to people; however, there are not many art pieces in the City dedicated to nature.

The Committee suggested that “Birds on a Branch” be recommended to Council as their preference for the Parkade public art project.

6.2 Diverse-City

Biliana Velkova, Arts Coordinator, provided the following update regarding the Diverse-City project:

- A call for submissions has been issued for local writers and artists to create work around diversity for an exhibition taking place in spring 2016;
- The project is in partnership with LitFest, and involves representatives from the Arts Council and Douglas College; and,
- The call is open to the public, but members of the Public Art Advisory Committee are welcome to apply.

Procedural Note: Item 6.4 was discussed prior to Item 6.3

6.3 Vancouver Biennale Update

Rob McCullough, Manager, Cultural Services, advised that the installation of the Blue Trees has been completed. Mr. McCullough explained that the trees have been painted at City Hall and Westminster Pier Park, and that the final cost was between \$10,000 and \$15,000.

6.4 Unveiling of WOW New Westminster

Rob McCullough, Manager, Cultural Services, provided the following update regarding WOW New Westminster:

- The sculpture would be located at the east end of Timber Wharf at Westminster Pier Park;
- Installation would begin the week of November 9;
- Mayor Coté and the Senior Biennale Curator are scheduled for a media opportunity on November 17; and,
- The official unveiling for the event would be Sunday, November 22.

Mr. McCullough asked the Public Art Advisory Committee if a member would like to volunteer to speak at the unveiling.

Discussion ensued, and the Committee nominated Eric Pattison be considered for the role. As Mr. Pattison was not in attendance at the meeting, Mr. McCullough informed the committee he would contact Mr. Pattison on the Committee's behalf.

7.0 Workshop

7.1 Identifying Public Art Opportunities

Biliana Velkova, Arts Coordinator, continued an ongoing workshop to encourage the Committee's involvement in affordable public art opportunities available in the City. Rob McCullough, Manager, Cultural Services, explained to the committee that they have a ten thousand dollar budget to put towards this process.

After a brief summarization of the presentation from the Committee's last workshop, Ms. Velkova suggested the following art opportunities:

- Banners would be an easy project to administer;
- Big Belly Bins (recycle bins) are an easy, inexpensive project that can have a large impact on an area;
- There are currently seven available bus shelters that could display artwork. Each image on the shelter would be on display for a four week period, and the only cost associated would be for production and installation;
- Eco Art is an inexpensive and unique project that brings the community together with nature;
- Laneway Art would be another avenue that harbours community involvement. Ms. Velkova explained that there are several projects in other municipalities that have community members work together on paintings and murals using a type of paint that will disintegrate over time; and,
- City Fabric, similar to the art display under the Granville Street Bridge, is also an affordable and unique option.

Discussion ensued, and the Committee provided the following comments:

- When designing Big Belly Bins it could be more effective to choose art pieces that respond to their environment (i.e. Historical, Industrial);
- Artwork on bus shelters would be highly visible and could be done seasonally;

- Artwork on bus shelters may not be site specific, which could decrease their level of impact;
- Banners would be an easy project to implement that offers a high level of visibility around the City;
- Coordination with the Communications department would be required to determine what space is available for both banners and bus shelters;
- Laneway art can be a fun project and area's like Commercial Drive have really benefitted from similar projects;
- Parking meters could also incorporate public art, which is a new opportunity for the City;
- Artists could provide a continuation of their projects in areas like Columbia Street where there are numerous parking meters in a row; and,
- Digital reader boards could provide possible public art project opportunities and could involve digital media artists. It was noted that this would be a good opportunity for working together with the New Media Gallery.

The Committee discussed potential locations to be considered for the project:

- It was expressed that areas with lots of visibility would be an ideal place to start;
- Calls should be site specific and have a theme;
- The Big Belly Bins on Columbia Street could have designs incorporating the large number of bridal galleries in the area;
- Irving House has banner stands that could be utilized;
- Sapperton has a large amount of parking meters that could offer a good opportunity for public art ;
- It was suggested that new projects could be located outside Downtown, as several art projects are currently being implemented in that location;
- Interest was expressed in implementing a project in Uptown around Sixth Street;
- The Queensborough area may be another location to consider for a future project; and,
- 12th Street and Royal Avenue both have banners currently being displayed and banner space in that location would not be available until April, 2016.

In response to questions from the Committee, Ms. Velkova advised that it is unclear what usable public art space was available at 8th Street and Moody Park. Ms. Velkova will investigate potential locations in the area and report back to the Committee.

When discussing the details of the community call, the Committee suggested the following:

- The Committee could request that the public art project be included in the curriculum of the Douglas College Art Program;
- It was suggested that there could be a call for artists seasonally;
- The call could be advertised on CityPage;
- Interest was expressed in targeting artists from New Westminster in order to provide recognition to a local artist who may not have past experience with community art projects;
- The jury for the design should be comprised of members from New Westminster, together with the Public Art Advisory Committee;
- Diversity on the jury is important, even if it is comprised of New Westminster residents;
- An interest was expressed to include elementary school children in the project; and,
- There could be a voting process to choose designs to promote public engagement in the project.

In response to questions from the Committee, Ms. Velkova advised that involving Douglas College with a public art project could require additional time. Ms. Velkova noted that a call involving Douglas College would be a call to a community group, rather than a community call.

The Committee agreed that creating banners could be the most visible and cost effective approach.

Ms. Velkova asked the Committee what their guiding principles for outreach would be for the project. The Committee responded with the following points:

- The Public Art Advisory Committee would need to issue a call for local artists, or an artist coordinator;
- Only New Westminster residents should be considered for the call;
- A donation could be made to the school in place of an honorarium;
- It was suggested that an artist or artist coordinator work directly with teachers and students through a workshop; and,
- There could be an opportunity to showcase students work at the Anvil Centre before choosing a final design to add to the banners.

In response to questions from the Committee, Ms. Velkova informed the Committee that a reasonable timeline for the project would be around two months; however, it could take longer when coordinating with schools.

The Committee agreed that the goal of their next meeting would be to address the details of the call for an artist or arts coordinator, as well as to decide on a school for the project.

7.0 CORRESPONDENCE

There were no items.

8.0 NEXT MEETING

December 3, 2015 at 5:00 p.m. in Meeting Room 1

9.0 ADJOURNMENT

ON MOTION, the meeting was adjourned at 6:59 p.m.

Certified Correct,

JACQUELINE DIONNE
ACTING CHAIR

DEBBIE JOHNSTONE
COMMITTEE CLERK