



PUBLIC ART ADVISORY COMMITTEE

Thursday, June 2, 2016 – 5:00 p.m.

Committee Room #2

City Hall

MINUTES

MEMBERS PRESENT:

Eric Pattison	- Chair, Developer Recognized by Community
Councillor Mary Trentadue	- Council Representative
Jacqueline Buchanan	- Community Member
Bruce Hemstock	- Urban Designer
Mariane Kazemir	- Community Member
Neal Michael	- Community Member (exited the meeting at 6:44 p.m.)
Stephen O’Shea	- Arts Professional Representative (exited at 6:44 p.m.)
Lynne Probyn	- Community Member

MEMBERS REGRETS:

Karen Campbell	- Vice-Chair, Urban Designer
Richard Carswell	- Community Member
Eryne Donahue	- Community Member

GUESTS:

Mike Fiorentino	- Dead Famous
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STAFF PRESENT:

Biliana Velkova	- Arts Coordinator
Debbie Johnstone	- Committee Clerk

The meeting was called to order at 5:03 p.m.

1.0 ADDITIONS TO THE AGENDA

The following items were added to the agenda:

- Item 4.5 – 150 Mosaic Project
- Item 4.6 - 2017 Work Plan
- Item 5.1 – Mural Request

- Signage for Gateway to New Westminster on Columbia Street (This item was discussed during Item 4.4)

2.0 ADOPTION OF MINUTES

2.1 Adoption of the May 5, 2016 Minutes

MOVED and SECONDED

THAT the minutes of the May 5, 2016 Public Art Advisory Committee meeting be adopted.

CARRIED.

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

3.0 PRESENTATIONS

3.1 Dead Famous

Biliana Velkova, Arts Coordinator, introduced Mike Fiorentino, the principle for Dead Famous Marketing Agency. Mr. Fiorentino has worked with the City on several marketing projects, including the Waterfront vision, Economic Health Care Cluster and the Intelligent City initiative strategy.

Mr. Fiorentino advised that he had an interest in planning an art festival that could utilize pop-up space throughout New Westminster. The following additional information was provided:

- The art festival would partner with the Ayden Gallery in Vancouver;
- The event is expected to take place in September/October, 2016;
- The festival would be looking into six to eight venues, with one signature spot directing guests to event locations;
- The time length and exact locations for the festival are still being determined;
- The goal would be for the event to be hosted in a centralized walkable area, or easily accessible by SkyTrain; and,
- It is anticipated that visual arts would be the focus of the festival.

Discussion ensued, and the Committee provided the following suggestions:

- Involving local businesses and public space in a compact area to promote art could be an excellent opportunity for the City;

- Vacant businesses on Columbia Street, 100 Braid Street, and the vacant lot adjacent to Westcoast Massage School were suggested as possible event locations;
- Coordinating with Culture Days, or the opening of Front Street Mews could attract additional attention to the festival; and,
- The Committee could consider submitting a temporary piece of public art for the festival, time permitting.

Ms. Velkova suggested that Mr. Fiorentino contact Michelle Dean, Special Events Coordinator, with regard to this project. Ms. Velkova further suggested that the Anvil Centre, New Westminster Pride and the New Media Gallery could be included in the event.

4.0 UNFINISHED BUSINESS

4.1 Olympic Torch Legacy

Biliana Velkova, Arts Coordinator, reported that Bruce Walter, the artist selected for the piece, had initiated work on the project and anticipates that the piece would be completed in July, 2016.

4.2 Wood St. Pump Station

Biliana Velkova, Arts Coordinator, reported that the contract between the City and the artist was being finalized. Following this, meetings would take place between the artist and the design team for the project.

Discussion ensued, and it was suggested that the artist could provide a presentation to the Committee regarding the concept for the design upon its finalization.

4.3 Community Banners Public Art Projects

Biliana Velkova, Arts Coordinator, reported that banners had been installed on Sixth Street and would be displayed throughout the summer. Ms. Velkova proposed that a casual opening or picnic could be planned to celebrate the project.

Discussion ensued, and the Committee provided the following suggestions:

- An outdoor picnic at City Hall could be a unique opening for the project;

- The press, Mayor, and Council could be included in the event;
- Hosting the event late in the afternoon could increase attendance levels; and,
- It was suggested that the event take place on a Thursday, to tie into the local farmers market.

The Committee agreed that Thursday, June 16th between 4:30 p.m. and 6:00 p.m. would be an ideal time and date for the event. Ms. Velkova was directed to check with the artist on his availability and would provide an update to the Committee via email.

Ms. Velkova reported that the kids' banner project would be completed on June 4, 2016. An art exhibit showcasing the banners would be scheduled; however, the location is to be determined. The banners would be installed after Sapperton Days.

4.4 Unveiling date for Gateway to Downtown New Westminster

Biliana Velkova, Arts Coordinator, reported the following information regarding the Gateway to Downtown New Westminster:

- The piece was installed mid-May, and has received positive attention from City residents;
- Unveiling is scheduled to take place on Wednesday, June 29th from 4:30 p.m. to 6:00 p.m.;
- As the piece is displayed on a median, unveiling would need to take place in a safe location (such as the sidewalk across the street); and,
- A plaque would be displayed to commemorate the piece and the artist. If a plaque is not ready to be displayed or a finalized location has not been determined by June 29th, a mock-up design could be utilized for the opening. The finalized plaque could then be implemented upon completion.

Discussion ensued, and the Committee provided the following comments:

- TransLink has a fenced off space close to the art piece that could be utilized for the unveiling event;
- The sidewalk on the south side of the street is quite wide and could be an adequate location for the event. The plaque could also be implemented in this area;

- The north side of the street receives a large amount of transit traffic, which could allow for more people to experience the event;
- Traffic noise on the street could be an issue;
- Implementing the plaque on a light pole was suggested; however, concerns were expressed over the strength of the metal straps that fasten the plaque onto the pole; and,
- Implementing a mock up design would allow for more time to decide on a permanent location.

Lynne Probyn, Committee Member, enquired if there would be any additional signage for the art piece. The location for the piece was chosen for its historical significance at the entrance point for the Golden Mile. Ms. Probyn enquired if more could be done to mark the significance of the location.

Discussion ensued, and the Committee provided the following suggestions:

- A reference to the Golden Mile could be made on both the east and west end of the street;
- Working in a collaborative manner with the Downtown Business Improvement Association (BIA) could be considered if the Committee felt signage was required;
- Columbia street currently has original downtown banners, which also serve as markers for the area; and,
- Concerns were expressed that additional signage could take away from the design of the art piece.

Ms. Velkova reported that Rob McCullough, Manager, Museums and Heritage Services, is currently working on a project to draw attention to the historical markers in the City, and suggested that this project could mark the entrance points for the Golden Mile.

The Committee directed Ms. Velkova to send a letter to the downtown BIA to discuss the possibility of signage in the area.

Procedural Note: Items 4.5 and 4.6 were addressed following item 5.2

4.5 150 Mosaic Project

Biliana Velkova, Arts Coordinator, reported that participation for the 150 Mosaic project is currently being advertised in the Active Living Guide. The project will also be promoted through flyers and brochures distributed at Canada Day events in New Westminster.

4.6 2017 Work Plan

Stephen O'Shea, Arts Professional Representative, requested that the 2017 work plan be added as a standing item to the agenda.

Discussion ensued, and the Committee provided the following comments:

- An annual public art tour and a briefing memo could be implemented in order to provide background information to new members;
- An interest was expressed to work with Capture for a short term pop-up art piece;
- The Terms of Reference for a permanent public art piece could be readdressed and further clarified;
- Locations, themes and artists need to be explored for possible 2017 projects; and,
- Sixth and Sixth and the waterfront area were both suggested as possible locations for the 2017 work plan.

The Committee directed Biliana Velkova, Arts Coordinator, to contact the Engineering and Planning departments in order to provide insight into the development of the Committee's work plan for 2017. A workshop for this process was suggested at the next meeting.

5.0 NEW BUSINESS

Procedural Note: This item was addressed following item 4.3

5.1 Public Art Painting Project

Councillor Mary Trentadue, Council Representative, reported that she had received a Vancouver Foundation Neighbourhood Grant for a public art painting project in the community. The following information was provided:

- The mural would be painted on the washroom building in Moody Park;
- The project would take place over the weekend of July 23 and 24, 2016, and would be a family event;
- The grant allows for minimal funding for the selected artist, which could be an obstacle for the project;
- Once an artist is obtained, the public can sign up to participate; and,

- Designating a kids painting area and an adults painting area on the building was being considered.

Stephen O'Shea, Arts Professional Representative, suggested that the Arts Council of New Westminster could act as a partner for the event and could therefore contribute to the artists' budget.

5.2 Mural Request

Biliana Velkova, Arts Coordinator, reported that she had been contacted by Planning staff regarding a request for possible locations in Sapperton for a mural project.

Ms. Velkova reported the following additional information:

- The request came from the non-profit society PossAbilities, that has received a small neighbourhood grant for the project;
- The Mural Policy is outlined in the City Sign Bylaw, and indicates that mural requests would be reviewed by the Planning department; and,
- A deeper involvement in this process and a better understanding of the information contained within the policy could be explored by the Committee.

Discussion ensued, and the Committee suggested that rather than asking for a location, the group find a site that interests them. They would then be able to request further information from the City regarding the mural process and their chosen location.

Further research regarding City guidelines for murals, and the level of involvement that the Committee could provide was suggested. Ms. Velkova reported that she would look into other City's policies and could report back to the Committee regarding this matter at a later date.

6.0 REPORTS

Procedural Note: Stephen O'Shea and Neal Michael exited the meeting at 6:44 p.m.

6.1 Report from Arts Strategy Task Force

Jacqueline Buchanan, Community Member, reported the following information:

- The Arts Strategy Task Force recently met to discuss what could be included in the Arts Strategy, and how to properly define the role of the Task Force going forward;
- The Arts Strategy would focus on four main areas: Stakeholders, Places, Artistic Creations and Communications and Networks; and,
- Public engagement with the artistic community would be maximized throughout the creation of the strategy.

Biliana Velkova, Arts Coordinator, clarified that festival groups were included in the last Arts Strategy; however, it is undetermined if they will be part of the strategy going forward. Meetings with the Task Force would be ongoing, and it is anticipated the process would be underway for the next eighteen months.

7.0 CORRESPONDENCE

There were no items.

8.0 NEXT MEETING

8.1 September 1, 2016 at 5 p.m. in Committee Room #2 or at the Call of the Chair

9.0 ADJOURNMENT

The meeting was adjourned at 6:56 p.m.

Certified Correct,

ERIC PATTISON
CHAIR

DEBBIE JOHNSTONE
COMMITTEE CLERK