



## **PUBLIC ARTS ADVISORY COMMITTEE**

**5:00 p.m. – Thursday, May 2, 2013  
Committee Room No. 2 at City Hall**

### **MINUTES**

#### **MEMBERS PRESENT:**

|                        |                                  |
|------------------------|----------------------------------|
| Laura Moodie, Chair    | - Arts Professional              |
| Jacqueline Dionne      | - Arts Professional, Vice Chair  |
| Ted Drabyk             | - Arts Commission Representative |
| Councillor Bill Harper | - Council Representative         |
| Peter Lojewski         | - Community Member               |
| Patrick O'Shaughnessy  | - Urban Designer                 |
| Eric Pattison          | - Urban Designer                 |
| Lynne Probyn           | - Community Member at Large      |
| Paul Rodham            | - Architect                      |
| Ingrid Tamboline       | - Arts Professional              |
| Gisela Woldenga        | - Other Arts Professional        |

#### **MEMBERS REGRETS:**

|                    |                                 |
|--------------------|---------------------------------|
| Gabriela Diaconu   | - Artist of Recognized Standing |
| Carolyn McLaughlin | - Artist of Recognized Standing |

#### **STAFF PRESENT:**

|                |  |
|----------------|--|
| Greg Magirescu | - Manager, Arts and Cultural Development |
| Terry Dunlop   | - Recording Clerk                        |

The meeting was called to order at 5:03 pm

### **1.0 ADDITIONS TO AGENDA**

The following items was added to the agenda:

- **6.2 Public Art Tour Update**

### **2.0 ADOPTION OF MINUTES**

#### **2.1 Adoption of the Minutes of April 4, 2013**

The minutes were corrected in section 9.0 – Next Meeting – by changing “Tuesday” to read “Thursday” [May 2, 2013]

**MOVED and SECONDED**

*THAT the April 4, 2013 minutes be adopted, as corrected.*

**CARRIED.**

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

**4.0 PRESENTATION**

No items.

**5.0 UNFINISHED BUSINESS**

**5.1 Public Art Reserve Fund Bylaw Update – G. Magirescu**

Greg Magirescu, Manager, Arts & Cultural Development, reported orally that language had now been drafted for establishment of the fund by bylaw. The bylaw will require several readings by Council before final adoption that will then establish the fund with a base of \$130,000 for the current year. Also, with Council authorization, additional monies in other funds will be transferred into the Public Art Reserve Fund.

**5.2 Biennale update**

Greg Magirescu, Manager, Arts & Cultural Development, advised that Council received a presentation on the Vancouver Biennale at its meeting of April 22, 2013. Staff will meet with the presenters on May 6 to develop an initial proposal. This will then be brought to the June PAAC meeting for consideration and subsequent recommendation(s) to Council.

**Discussion:**

Discussion ensued during which the following questions and comments were raised:

- Mr. Magirescu explained that the Biennale seeks civic partners and brings proposals forward; if accepted, the Biennale acts as the curator of the program. In New Westminster’s case, it is proposed that there would be three large outdoor installations.
- Council will be asked to consider both positive and negative implications. A final decision would likely be made by late summer or early fall.
- The City would not act as its own curator, rather, art would be brought in from outside Canada, and New Westminster would be invited to “host” the exhibits.
- Funding for three large-scale exhibits would total \$75,000 all-inclusive over the two-year period. The educational component

would be funded by the School District; artists-in-residence aspects might be funded either by the City or by sponsors. Other funding might be provided through the civic art gallery operations.

- Host jurisdictions are rarely in a position to purchase exhibits since they often cost in the millions [the City of Vancouver recently acquired one such exhibit following a generous private donation to keep the piece on permanent display]. However, the Vancouver Biennale Foundation aims to do everything possible in order that at least one legacy piece would remain in the municipality.

### 5.3 Public Art Strategic Plan “Guiding Principles”

Greg Magirescu, Manager, Arts & Cultural Development, facilitated a workshop session of the committee to develop guiding principles and outcomes, based on some of the content of the 2008 Public Art Policy. The goal would be to develop a draft document to help guide the implementation of the Public Art Policy.

The five key areas for workshop consideration were identified as:

1. City-commissioned artwork
2. Community-based projects
3. Developer-related projects
4. Artist initiated projects
5. Donations/acquisitions

The committee broke into four working groups to develop strategic objectives, strategic priorities and strategic outcomes.

As a result of group discussion and a prioritization “dot” exercise, the PAAC developed the following:

| CITY – INITIATED PROJECTS   |   |          |
|---|---|----------|
| Objective   | Outcome   | Priority |
| Commission artwork which reconnects people to the City's waterfront | <ul style="list-style-type: none"> <li>• Use existing and new trails, parks and other waterfront sites to help beautify, interpret and create interaction</li> <li>• Projects with create a link with the waterfront and become a destination unto themselves</li> <li>• Permanent and temporary art installations along the waterfront</li> <li>• Parkade enhancement</li> </ul> | High     |

|  |  |        |
|--|--|--------|
| Commission artwork that aligns with the City's revitalization objectives | <ul style="list-style-type: none"> <li>Implement public art elements into the city's engineered infrastructure, urban design, traffic circles</li> </ul>   | High   |
| Commission artwork that aligns with economic development goals           | <ul style="list-style-type: none"> <li>Create opportunities for dialogue with developers</li> </ul>  | High   |
| Commission artwork that promotes cultural tourism                        | <ul style="list-style-type: none"> <li>Work with Tourism New Westminster to promote the city's public art collection;</li> <li>Work with BC Transit to promote New Westminster as a cultural destination</li> <li>Enhance the Public Art presence on the City's website</li> <li>Walking tours and maps</li> </ul> | Medium |
| Engage the local business community to support Public Art commissions    | <ul style="list-style-type: none"> <li>Work more closely with the BIA's for integration and planning; engage local businesses in commissioning and sponsorship opportunities</li> </ul>  | Medium |
| Engage dialogue and educational opportunities                            | <ul style="list-style-type: none"> <li>Open houses, symposia, artist talks and residencies as adjuncts to outdoor installations</li> </ul>   | Medium |
| Promote heritage   | <ul style="list-style-type: none"> <li>Commission a healthy mix of traditional or historical works as well as contemporary</li> </ul>  | Low    |
| Promote BC-based artists and emerging artists                            | <ul style="list-style-type: none"> <li>Ensure that local and BC-based artists are made aware of artist calls and opportunities</li> </ul>  | Low    |

| <b>COMMUNITY ART PROJECTS</b>                     |  |          |
|---|--|----------|
| Objective   | Outcome  | Priority |
| Increased community participation and interaction | <ul style="list-style-type: none"> <li>Involve the community in submitting ideas, participating in the creation of artwork</li> </ul>  | High     |
| Celebrate diversity and multiculturalism          | <ul style="list-style-type: none"> <li>Increased representation of artists from multicultural and other backgrounds, both in the creation of art and in the content/subject matter</li> </ul>        | High     |
| Provide opportunities for local artists           | <ul style="list-style-type: none"> <li>Create a grant program (matching or stimulus funds) to stimulate local art creation</li> </ul>  | High     |
| Create attractive and safe communities            | <ul style="list-style-type: none"> <li>Encourage the inclusion of public art around traffic circles, public access points, and integration with other programs (e.g. decorative lighting)</li> </ul> | Medium   |

|  |  |        |
|--|--|--------|
| Broaden the public perception of community art | <ul style="list-style-type: none"> <li>use stories, trivia, performance art, other artforms, whimsy and fun (e.g. Seattle's "gum wall") to create new ways for people to experience art</li> </ul> | Medium |
| Promote art education                          | <ul style="list-style-type: none"> <li>Artist talks, artist-in-residence programs (including schools and businesses); use Translink to promote art in New Westminster</li> </ul>                   | Low    |

| DEVELOPMENT-RELATED PROJECTS  |   |          |
|---|---|----------|
| Objective   | Outcome   | Priority |
| Developers include public art in their projects (as add-ons or integrated into the architecture)                        | <ul style="list-style-type: none"> <li>Create a "Developer Guidelines" manual for public art to help developers and planners through the process of public art inclusion</li> <li>host "art in architecture" workshops with developers, planners and engineers</li> <li></li> </ul> | High     |
| Developers are "culturally-minded"  | <ul style="list-style-type: none"> <li>Developers "sponsor" particular artists or projects in the community</li> <li>Offer an annual Public Art Award (similar to Builders Award) to developers</li> </ul>  | High     |
| Break down barriers between artists and developers  | <ul style="list-style-type: none"> <li>Host a symposium or workshops for developers and artists to dialogue and network, including keynote speakers/presenters with experience in this area</li> </ul>  | High     |
| Artists and non-artist professionals work together  | <ul style="list-style-type: none"> <li>Non-artist professionals (e.g. Engineering Operations crew/staff) develop and create projects which are mentored by artists</li> </ul>   | Medium   |
| Maximize the number of projects that can be developed through density bonus program and other incentives for developers | <ul style="list-style-type: none"> <li>Re-define density bonus parameters to allow for more inclusion of public art</li> </ul>  | Medium   |
| Public art enhances neglected areas   | <ul style="list-style-type: none"> <li>Use permanent and temporary art to enhance neglected areas and areas slated for re-development</li> </ul>  | Low      |

## **6.0 NEW BUSINESS**

### **6.1 Public Art Sites – site sub-committee**

No report presented.

### **6.2 Public Art Tour Update**

It was noted that fourteen persons had registered for the May 30 tour of North Shore public art installations.

## **7.0 CORRESPONDENCE**

### **7.1 Please note, Council at the April 22, 2013 Regular Meeting, passed the following resolution:**

#### **b) Vancouver Biennale 2013-15 and Potential Participation by the City of New Westminster**

*THAT staff in conjunction with the City's Public Art Advisory Committee, further explore the benefits and implications of the City's involvement in the 2013-15 Vancouver Biennale.*

## **8.0 NEXT MEETING**

**5:00 p.m. on Tuesday, June 6, 2013 in Committee Room No. 2 – City Hall**

## **9.0 ADJOURNMENT**

**ON MOTION,** The meeting adjourned at 7:10 p.m.

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**Laura Moodie**  
Chair

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**Terry Dunlop**  
Recording Clerk