

ST. JOHN'S

Arts and Culture Advisory Committee Minutes

February 5, 2020

12:00 p.m.

Conference Room A, 4th Floor City Hall

Present:

Suzanne Mullett, Resource Centre for the Arts, Chair
Councillor Debbie Hanlon
Sherri Breen, Music NL
Patrick Foran, Artistic Fraud of Newfoundland Inc.
Daniel Rumbolt, Visual Artists of Newfoundland and Labrador-CARFAC
Richard Stoker, DanceNL
Jen Winsor, Writers' Alliance NL
Terri Andrews, TaDa! Events
Sarah Mackinnon, Canadian Heritage
Pete Soucy, Business and Arts NL
Elizabeth Lawrence, Director of Economic Development, Culture and Partnerships
Thea Morash, Arts & Culture Development Coordinator
Shanna Fitzgerald, Legislative Assistant

Regrets:

Cheryl Hickman, Opera on the Avalon
Jenelle Duvall, First Light NL
Ruth Lawrence, Citizen Representative

- 1. CALL TO ORDER**
- 2. APPROVAL OF THE AGENDA**

Moved By Jen Winsor

Seconded By Daniel Rumbolt

That the agenda be adopted as presented.

MOTION CARRIED

3. ADOPTION OF THE MINUTES

3.1 Adoption of Minutes - October 29, 2019

Moved By Patrick Foran

Seconded By Debbie Hanlon

That the minutes of October 29, 2019 be adopted as presented.

MOTION CARRIED

4. BUSINESS ARISING FROM THE MINUTES

5. OTHER BUSINESS

5.1 Art Procurement Program

Daniel Rumbolt, Visual Arts Representative, was welcomed to the Panel.

The Arts & Cultural Development Coordinator notified the Committee that the Art Procurement Program budget has been renewed for \$20,000. The program will be communicated via the City Communications department.

Planning is in the early stages and staff is reviewing the program to address any changes that need to be made with consideration to keeping it in line with the Provincial Art Bank Program. The Arts & Culture Development Coordinator will reach out to the Panel for juror recommendations. In the past the process included an annual deadline where individual artists or galleries would submit up to three pieces of work per artist in digital format. A jury was then convened to review the submissions and make the selections with a deadline for a decision. Submissions tend to be smaller pieces and there is approximately 12-15 average pieces of work purchased per year.

There are approximately 300 items of art in the City art collection and there is currently no art lending program; however, art pieces can be viewed via the City of St. John's Archives. Wyatt Hall has themed art exhibits throughout the year which are recirculated quarterly, chosen by staff on the basis of seasons. A member of the Panel suggested an online gallery. Staff advise that this would be a considerable undertaking and there would a cost involved. It was recommended that Daniel Rumbolt

review the cost associated to put the art online for viewing and report back to the Panel, taking into consideration the cost of online infrastructure required for an online library. It was also noted that currently the City is doing a website update and an online art gallery could possibly be tied into that update.

A member recommended a curator could select a thematic selection of work for display in Wyatt Hall. It was noted that in 2015 a curator was contracted to develop three exhibitions taken from the civic art collection. They were displayed for four months in Wyatt Hall. Two of those exhibitions have since been remounted in Wyatt Hall and the third will be remounted in May for the Spring and Summer months. Thea Morash will check with Neachel Keeping, head archivist for the City, and see what is not currently hung on the walls. It was suggested that a list be published of what art is available in archives.

The Director of Economic Development, Culture and Partnerships advised the Panel that the City will be hosting the Federation of Canadian Municipalities National Conference on Sustainable Communities in October. The Mayor will hold a Mayor's reception in Wyatt Hall. The intent is to review the City's art collection to see what artwork is created with reclaimed, reused, recycled materials and create a themed exhibit.

5.2 Animating Public Space

1. Welcome Centre public art project

The Arts & Cultural Development Coordinator provided an update of the Welcome Centre Public Art Project located on the main floor of the Welcome Centre at 348 Water Street. This project was made possible by the remaining funds in the public art budget. An RFP circulated in October/November had a number of successful applications. Julie Lewis was the successful proponent. The Panel viewed the watercolor map with "Welcome" translated in 403 languages.

There is a digital component including a QR code that can be scanned which is linked to google maps. The intention is for this to become a populated map with the places of origin noted of the visitors to the Welcome Centre. The dots will become a heat map that can create three-dimensional imagery.

2. "OMG" waste containers

The Arts & Cultural Development Coordinator informed the group of a brand new project in the works with a similar theme to the Clean St. John's traffic box program whereby artists submitted designs to paint on traffic boxes. Currently the City is in the early stages of trying to do something similar with the three stream waste containers around the city known internally as the "OMG" containers. There are approximately 25-30 containers already existing within the City.

The artwork requested for this project would be thematically related to the idea of sustainability and waste diversion. The artist would design the work digitally and submit the design to be reproduced on a material designed to withstand the weather. A member of the panel suggested that poetry could be considered as a design option. The Panel was invited to submit ideas for this project.

3. Laneway animation project update

The City of St. John's and the Craft Council of NL partnered to carry out a laneway public art animation project in Solomon's Lane in downtown St. John's. The Committee viewed an image of the ribbon cutting. The project was noted to be a great success with the most "instagrammable wall" with artwork designed by Jessica Waterman. The laneway has been unofficially dubbed "Quilty Lane". The main priorities of the project were to increase lighting in the area, generally enliven and introduce public art to the area, and contribute to a safe and welcoming environment. Through this partnership, the City has leveraged annual public art programming, engaged community organizations, and developed a project that will help in creating interest, activity, and vibrancy in downtown.

This project is considered a pilot project towards animating other laneways throughout the downtown. Currently the City is looking at other partnerships for other laneways throughout the City. The priority of the project is to increase the lighting and safety of the space with low maintenance required. Discussion ensued and the Panel was invited to speak to the City regarding this initiative if there is interest in potential partnerships. It was noted that community organizations can also apply for other funds to help fund the cost.

4. Call for performers

Patrick Foran retired from the meeting at 12:59 pm.

The Arts & Cultural Development Coordinator advised the Committee that the annual call for performers will be advertised in the next couple of weeks with an application deadline of March 15, 2020. It was noted that this is not just for musicians as they are looking for performers of all kinds for any city event that requires performers. In the past it was noted that primarily musicians apply but the call is open to all and the request is written to include all performances. Members were encouraged to advise their various disciplines of this open call. There is no minimum age for the call for performers. Youth performers are coordinated separately through a partnership with the Folk Arts Society and young music submissions will be sent on to John at the Folk Arts Society. It was also noted that each event has its own budget. Pete Soucy noted that he could do a Spotlight on this open call to include all performers.

A member suggested that Downtown St. John's Reel Downtown Outdoor Movie Screenings could be used to display other types of art such as local music videos, monologues or readings and the season for viewings could be extended to September. Councillor Hanlon offered to suggest this idea at the next meeting of Downtown St. John's.

5.3 Arts & Culture in Existing City Plans/Programming

The Chair provided an update about the Municipal Arts Plan. Adopted by St. John's City Council in 2010, the Municipal Arts Plan is a policy document that serves as the City's reference for cultural planning. Created based on consultations, primarily with the arts community, the plan outlines five strategic directions for developing the arts in St. John's:

1. Financial support of the arts: funding the future;
2. Cultural space: working and living;
3. Collaboration with business and the arts;
4. Engagement with the arts;
5. Artist as entrepreneur.

A Committee was struck to look at the Municipal Arts Plan which would review the previous planning document and make recommendations

towards a new cultural plan. This committee was stalled so suggestion was made that the Arts and Culture Advisory Committee should be informed of what the City has in the works that could benefit from an arts and culture integration. It was noted that arts and culture is embedded in the Economic Development Plan.

Following discussion, the committee agreed that the subcommittee will meet to review the Municipal Arts Plan and recommendations will be brought back to the Arts and Culture Advisory Committee. The Committee will then reach out to City departments and staff leads and bring in a few people per meeting to show a brief overview of the projects currently being undertaken by the City to create an opportunity for art to be injected into those projects.

The link to Municipal Arts Plan was sent out by email to the Committee members. The Municipal Arts Plan can be found on the City of St. John's website at the following link: <http://www.stjohns.ca/living-st-johns/arts-and-culture/municipal-arts-plan-0>

6. DATE AND TIME OF NEXT MEETING

The next meeting of the Arts and Culture Advisory Committee is scheduled for April 15, 2020.

7. ADJOURNMENT

There being no further business, the meeting adjourned at 1:40 pm.

CHAIRPERSON, SUZANNE MULLETT