



City of Port Moody

Minutes

Arts and Culture Committee

Minutes of the electronic meeting of the Arts and Culture Committee held on Monday, December 7, 2020 via Zoom.

Present

Councillor Diana Dilworth, Vice-Chair
Chris Dunnett
Tasha Evans
Brenda Millar
Katy Sandler (joined at 7:03pm)
Jill Schuler

Absent

Councillor Zoë Royer, Chair (Regrets)
Evgeny Demin (Regrets)
Sara MacLellan (Regrets)
Alison White (Regrets)

In Attendance

Devin Jain – Manager of Cultural Services
Joji Kumagai – Manager of Economic Development
Philip Lo – Committee Coordinator

Also In Attendance

Laura Dick – PoMoArts Board Vice-President
Katherine Holgate – PoMoArts Board

1. Call to Order

Call to Order

1.1 The Chair called the meeting to order at 7:01pm

2. Adoption of Minutes

Minutes

2.1 ACC20/028
Moved, seconded, and CARRIED
THAT the minutes of the Arts and Culture Committee meeting held on Monday, November 2, 2020 be adopted.

3. Unfinished Business

4. New Business

Joint Meeting with PoMoArts Board Members

4.1 The Committee noted the following in discussion:

- the City and PoMoArts are the two major institutions that have the ability to support the arts in Port Moody, but have not found a way to fairly compensate artists;
- fair compensation of artists is a key element in having a financially viable “City of the Arts”, where the arts has economic value;
- the City and PoMoArts define the arts in the City, and if they are not strongly committed to fair compensation, then the community may follow this example, leading to an inability to create an economy of the arts;
- the City can consider adopting a policy for fair artist compensation, where City-hired artists would be fairly compensated based on standard industry rates;
- any recommendations to Council in this regard should include a specific amount, rather than just calling for “fair” compensation.

Laura Dick, PoMoArts Board Vice-President, noted the following:

- arts programming transitioned online in March 2020 with significant success, and achieved a wider reach due to the digital format;
- artist instructors were previously paid based on their experience, the type of course, and the number of participants;
- some artists have transitioned to become salaried employees and are compensated fairly;
- in 2019, there were 390 artists in the gallery, with 25 individually curated exhibits, 18 group showings, seven solo shows, and digital gallery showcase;
- artists are typically not paid to exhibit in the gallery;
- PoMoArts has an artist residency program, and provides two \$2,000 scholarships annually;
- the PoMoArts gallery is not considered a high-end professional gallery, and is run by one gallery manager, staff, and a team of volunteers who help to set up and take down for shows;
- up until 2019, the gallery charged an artist exhibition fee; the fee was eliminated in 2020;
- the gallery stopped taking commissions from art sales in 2020, with 100% of sale proceeds going back to artists.

The Committee noted the following in discussion:

- the Committee can collaborate with PoMoArts to come up with the minimal compensation standard for artists;
- CARFAC sets out national compensation standards for artists, and most galleries in the country follow this standard;
- publicly-funded galleries are typically required to pay CARFAC rates; the question is whether PoMoArts is considered as a community gallery or a publicly-funded gallery;
- the question of who receives the benefit from an artist exhibit could also guide the discussion on compensation; aim to balance the benefit to both the artist and the public;
- there is currently no recognition of the artistic community in the Economic Development Master Plan; the focus is on a high-tech hub, well-paying jobs, and marine industries; the value of arts and tourism should be emphasized during public engagement; and
- the economic analysis of the Wearable Art Festival was a great benchmark to measure the impact of tourism to the community; the Tourism Committee has plans to continue benchmarking work next year.

Katherine Holgate, PoMoArts Board member, noted the following:

- PoMoArts is funded almost entirely for arts education, and have a mandate to promote arts in the City; and
- there is a benefit to the exposure through exhibiting in the gallery; the Gallery Manager is very passionate about promoting the arts, including promoting up and coming artists.

Staff noted the following:

- the City currently does not have a policy on compensation for artists;
- CARFAC helped to determine the fair wage for the staff artist's work; and
- artists do not receive compensation for the Artist in the Park and Art at Council programs.

The Committee noted the following in discussion:

- exposure is insufficient compensation; financial compensation helps to support artists;
- if the public is getting value for the exhibits, then artists should be compensated;

- many local arts organizations are defunct or have relocated, and there are not many new ones replacing them;
- arts needs to be a pillar and economic driver for the City; and
- local arts groups, organizations, and institutions need to partner together, and be vocal about the value of the arts in the City.

The PoMoArts Board Vice-President invited members of the Committee to a structured visit with the PoMoArts Centre Board and with key staff members, to obtain a strong understanding of what the Arts Centre does.

Increase Public Awareness of the Positive Impacts of Investing into the Local Arts Economy

4.2 Presentation: Manager of Economic Development

The Manager of Economic Development presentation:

- arts and culture is critical for quality of life in a community, and contributes to the GDP of the national and provincial economies;
- trends in employment include increase in automation and reduction of work force, with potential jobs gain in areas such as climate change adaptation, infrastructure, health care, leisure and entertainment;
- key industries in Metro Vancouver are facing disruptions, and innovation becomes necessary;
- arts and culture fosters skills that aid innovation, such as problem solving and exploration, and which requires new insights from seemingly unrelated observations, and non-linear iterative processes;
- economic development is about supporting existing businesses and attracting commercial investment to improve community well-being, and should leverage a community's strengths;
- the City's Arts and Culture Master Plan, Tourism Strategic Plan, and Council's Strategic Plan all have components to support arts and culture;
- innovation and entrepreneurial capacity are intertwined and critical for innovation and growth in the community;
- current economic development initiatives include developing policies to support existing businesses and attracting the creative digital sectors, engaging with universities and the private sector, and building off existing assets;
- the City has invested heavily into arts and culture policy development; emerging economic development initiatives can build on work done by the Committee and community groups; and

- challenges for the City include limited resources and limited ability to support the arts.

The Committee noted the following in discussion:

- the City has a lot of potential for the arts, and only needs greater organizational push;
- arts in the City should move away from the narrow focus of public art funded by developer money;
- Port Moody can achieve an authentic artist environment like Granville Island; branding will be important.

The Manager of Economic Development noted the following:

- business roundtables are part of the Economic Development Master Plan, and where local businesses can take ownership of ideas; Committee members are welcome to attend these roundtables;
- the Economic Development Committee has discussed branding, and how to leverage the arts and the City's existing identity to move forward;
- public art is valuable but it is not the only way to establish the City as being supportive of the arts; and
- Vancouver's Strathcona neighbourhood has a strong artistic flair, with a strong cross-current of arts, design, and business culture; this can be the case in Port Moody as well.

Draft 2020 Annual Report – Arts and Culture Committee

4.3 Attachment: 2020 Annual Report – Arts and Culture Committee

File: 01-0360-20-43

ACC20/029

Moved, seconded, and CARRIED

THAT the draft 2020 Arts and Culture Committee Annual Report be approved for presentation to Council.

Cultural Expressions

4.4 There were no Cultural Expressions shared.

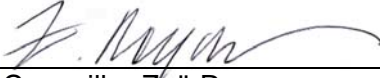
5. Information

Staff Updates

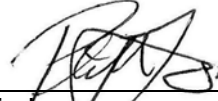
5.1 There were no staff updates.

6. Adjournment

The Chair adjourned the meeting at 8:29pm.



Councillor Zoë Royer,
Chair



Philip Lo,
Committee Coordinator