

City of Port Moody

Minutes

Arts and Culture Committee

Minutes of the meeting of the Arts and Culture Committee held on Monday, November 1, 2021 via Zoom.

Present

Councillor Zoë Royer, Chair
Jacquie Boyer
Tasha Evans (left at 9:08pm)
Katherine Holgate
Brenda Millar
Richard (Scott) Place (left at 7:14pm)
Tracey Schaeffer
Olya Wright

Absent

Councillor Meghan Lahti, Vice-Chair

In Attendance

Devin Jain – Manager of Cultural Services
Jennifer Mills – Committee Coordinator

Also in Attendance

Mike Arseneault (re item 4.1)
David Driscoll (re item 4.1) (arrived at 7:07pm)
Elizabeth Keurvorst (re item 4.1)
Jim Millar (re item 4.1)

1. Call to Order

Call to Order

1.1 The Chair called the meeting to order at 7:00pm.

2. Adoption of Minutes

Minutes

2.1 ACC21/021

Moved, seconded, and CARRIED

THAT the minutes of the Arts and Culture Committee meeting held Monday, October 4, 2021 be adopted.

3. Unfinished Business

4. New Business

Meaning of Being City of the Arts

4.1 Presentation: Mike Arseneault

The Chair provided an overview of the Committee's discussions about the meaning of being City of the Arts and the importance of learning the history of the slogan. The Chair introduced former Port Moody Mayor, David Driscoll, former Manager of Cultural Services, Elizabeth Keurvorst, and Jim Millar, who provided background on the development of the City's slogan, and the following was noted:

- the slogan was meant to be aspirational and was developed with check-ins and reviews to guide the journey of being City of the Arts;
- the six guiding principles included: learning as we were doing; leveraging opportunities; finding the visionaries; keeping sustainability as a goal; interdepartmental cooperation; and building on the foundation;
- the City had joined the Metro Vancouver Arts Table and participated in the Metro Strategy for Culture, which reviewed the economics of culture;
- the Corporation of the District of West Vancouver had recently rebranded as the Waterfront City and Port Moody was looking for a way to differentiate themselves;
- at the time the slogan was developed, branding was popular and Port Moody statistics showed a high percentage of artists and residents who were interested in arts;
- the Economic Impact of Arts and Culture report prepared by a consultant included the recommendation to rebrand as the City of the Arts;
- the slogan was presented to the civic committees and received positive feedback;
- the Galleria and Inlet Theatre were designed to be community gathering places; the Theatre was designed with the number of seats that allow the community to operate it and not require professional technicians;
- investment in the community can positively impact the amount of work, energy, and resources that help create culture;
- professional involvement should not outweigh the community's involvement but resources to develop policy and structure are required to support the community's vision; and
- creating connections with the arts community in Port Moody could provide opportunities to support and foster ideas and appreciate how art is authentically embedded in the community.

Richard (Scott) Place left the meeting at this point and did not return.

Mike Arseneault gave a presentation on Bringing Meaning to the City of the Arts, and the following was noted:

- there is a strong sense of art in Port Moody, but also a disconnect where people do not understand what art is and why it should matter to them;
- the slogan will only be successful if the broader community believes the statement and it is authentic;
- the definition of art can be viewed narrowly and not include the many forms beyond drawing and painting;
- the challenge is building a deeper connection to the arts and understanding how arts are perceived in Port Moody;
- there could be an opportunity to create a deeper connection to the arts by sharing the stories of creating art in Port Moody;
- the development of a campaign profiling people creating art in their own medium, such as mixology, photography, dancing, woodcarving, or brewing, could be undertaken; and
- the art of storytelling can create an emotional connection and help build a stronger community through inclusiveness and extending idea that art is not just what you think it is.

The Committee noted the following in response to the presentation:

- a campaign would be a good evolution of the slogan and could help give it meaning and tell the story of why it belongs to Port Moody;
- a campaign could help create a deeper connection with arts and culture by informing people about the many forms of art and discover that art is embedded in many everyday activities; and
- a campaign could help bring exposure to local artists.

ACC21/022

Moved, seconded, and CARRIED

THAT the meeting be extended for up to 30 minutes.

Mr. Driscoll, Ms. Keurvorst, and Mr. Millar left the meeting at this point and did not return.

Outdoor Arts Festival Update 4.2 Outdoor Arts Festival Subcommittee

The Outdoor Arts Festival Subcommittee gave a presentation on the Port Moody Outdoor Arts Festival, and the following was noted:

- the Festival will be a one-day event held at Kyle Centre and include an outdoor space, an arts sales area, and a black box theatre;
- the Festival will include a Fast Film Contest, live performances, a Battle of the Brushes event, and an outdoor art market;
- the Fast Film Contest will be written, shot, and edited in 72-hours using specific elements in and around Port Moody;
- the submitted films will be used to advertise for the Festival and hosted online to increase traffic to the Festival's website;
- the submitted films will be G-rated, adjudicated by a celebrity panel, and winners will receive a prize;
- the Library is scheduled to host a three-part youth film workshop to teach youth how to create a visual story;
- the youth film workshop will be led by Jason Karman who will be selecting three youth from the workshop to mentor;
- the performances will be chosen by submitting ten minute video auditions and selected performers will be paid \$600;
- the Battle of the Brushes will be a two hour event where three teams of two artists each will paint outdoors on a large canvas for spectators to view;
- the finished Battle of the Brushes paintings will be included as part of a silent auction;
- the outdoor market will have six tables available for rent by artists to sell their wares;
- the Festival is intended to be small and encourage people to get involved in the art that's taking place.

Tasha Evans left the meeting at this point and did not return.

ACC21/023

Moved and seconded

THAT the Outdoor Arts Festival Proposal be approved with the requested budget and staff support.

The Manager of Cultural Services advised that details about the Festival being a community- or City-led event can be discussed once Council receives the report and determines the next steps.

ACC21/024

Moved, seconded, and CARRIED

THAT the meeting be extended for up to 15 minutes.

The question on the main motion (ACC21/023) was put to a vote; the following motion was CARRIED:

THAT the Outdoor Arts Festival Proposal be approved with the requested budget and staff support.

Action: The Committee Coordinator to email information about the report's presentation to Council to the Committee.

2021 Arts and Culture Committee Annual Report

4.3 Devin Jain, Manager of Cultural Services
Attachment: 2021 Annual Report – Arts and Culture Committee

The Manager of Cultural Services provided an overview of the 2021 Arts and Culture Committee Annual Report and requested Committee members' feedback.

ACC21/025

Moved, seconded, and CARRIED

THAT the 2021 Arts and Culture Committee Annual Report be approved.

Cultural Expressions

4.4 This item was not addressed.

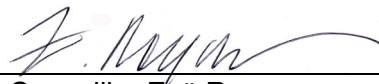
5. Information

Staff Updates

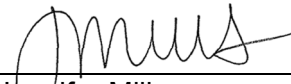
5.1 This item was not addressed.

6. Adjournment

The Chair adjourned the meeting at 9:39pm.



Councillor Zoë Royer,
Chair



Jennifer Mills,
Committee Coordinator