

ITEM 9
MANAGER'S REPORT NO. 82
COUNCIL MEETING Dec. 9/74

Re: Waterfront Conference Arts Mobilization Project

Following is a report from the Parks and Recreation Commission regarding the appointment of a municipal representative to serve in a liaison capacity with representatives from the Waterfront Conference Arts Mobilization Project.

This is for the information of Council.

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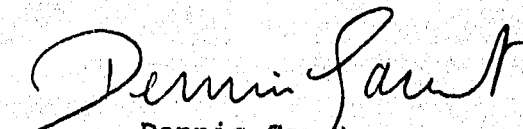
TO: MANAGER December 5, 1974.

FROM: PARKS AND RECREATION COMMISSION

RE: BURNABY ARTS COUNCIL LETTER OF NOVEMBER 28, 1974
WATERFRONT CONFERENCE ARTS MOBILIZATION PROJECT

The attached correspondence from the Burnaby Arts Council was received by the Parks and Recreation Commission at its meeting of December 4, 1974.

The Commission referred this matter to Council as it felt it was a project of municipal concern and any appointment or suggested appointment should be made by the Municipal Council.


Dennis Gaunt,
ADMINISTRATOR.

ag
attachment.

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COMMISSION AGENDA
DECEMBER 4, 1974
CORRESPONDENCE (a)

**BURNABY ARTS COUNCIL**

6450 Gilpin Street, Burnaby, B.C. V5G 2J3 - Telephone 298-7322

CENTURY PARK

28 November 1974

The Chairman & Commissioners
Burnaby Parks & Recreation Commission
Municipal Hall
4969 Canada Way
Burnaby, B.C.
V5G 1M2

Gentlemen:

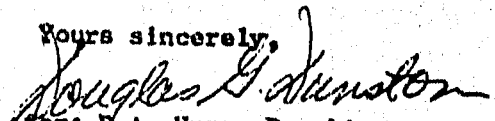
Enclosed is background information on the Waterfront Conference Arts Mobilization Project. This is a major undertaking to coincide with the 1976 United Nations Habitat Conference which will be held in Vancouver.

The project encompasses a wide variety of specific proposals and requires a great deal of lead time.

The Burnaby Arts Council gives its full support to this project. We also feel that involvement by the Municipality is required during this stage of development, and throughout the life of the project. We request, therefore, that the Parks and Recreation Commission appoint or suggest a person who could serve as a liaison between the Waterfront Conference and Burnaby.

A representative of the Burnaby Arts Council will attend your next regular meeting to answer any questions you may have.

Yours sincerely,


for: D.A. Hume, President
Burnaby Arts Council

enc.
DAH/dgd

WATERFRONT CONFERENCE COMMITTEE REPORT

prepared by Jo Gunn

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The Waterfront Conference Committee came into being in the first four months of 1974 -- initiated by the Citizens Council for Civic Development in cooperation with

B.C. Environmental Council
Concerned Citizens of Burnaby
Community Arts Council
Community Planning Association
U.B.C. Department of Continuing Education

The first conference was held on May 4, 1974, at the Bayshore Inn, entitled "Canada's Southwest Coast -- A Limited Resource."

A. Present and future growth plans for Greater Vancouver waterfront.

B. Focus on Burrard Inlet as a whole.

All levels of government were invited, and planners, business and professional organisations, organized citizens' groups and members of the public. The general idea was to get everyone together who is involved with the growth and development of the waterfront and to maybe steer towards the formation of an overall body to plan the entire waterfront area rather than have the different levels of government making decisions for their own particular area, hence creating the hodge-podge we are now faced with.

The first meeting of the continuing W.F.C. was held in early October. At this meeting we were told that Vancouver will host the United Nations Habitat Conference in 1976, and along with this the Federal Government will appropriate \$100,000,000 for 20 projects. These projects must have a direct connection with the problems of urban living. The following guidelines have been set:

1. The project has to be adaptable to anywhere in Canada.
2. It has to produce a solution to an urbanization problem.
3. It has to be a continuing project -- not a model or research, etc.

Most of the funding will be made available in 1976; however, there will be money available from April 1975 for such things as a paid secretary or organizer. So, until then, it is solely volunteer labour.

The W.F.C. Steering Committee has come up with the idea of the project "MOBILIZATION OF THE ARTS," and they are now in the process of getting a very wide range of people interested -- professionals, amateurs,

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labour unions, schools, colleges, any one or group that has imaginative ideas on how to awaken the mass of people to their environment and how they want to live within that environment. The solution being that if everyone becomes aware of the good and bad of their surroundings, they will bring results by pressure.

The suggestions that have come up so far vary from the beautification of the city through the use of artists in a wide spectrum to the social awareness of the industrial and general development of our waterfront, also the ideas of a celebration or festive occasion have been suggested which could come at the opening of the Habitat Conference as a gigantic advertising feature to show the world through the news media that Vancouver has awoken to the problems of being an urban area and port city and is going to solve these problems and make it a far more enjoyable place to live in.

I feel that we should take an active part in this and help spread the word around to other organizations in Burnaby and elsewhere. If we can come up with some imaginative ideas to be part of this project, I'm sure that it will be a great benefit to Burnaby. But, I think that we should think of Burnaby as just part of the whole coastal area and not get too narrow-minded about our own area -- otherwise we are defeating the original idea of the overall planning that the W.F.C. is based on.

I'm sure we owe a great deal to Jack Shadbolt for the general direction of this committee has taken. He originally became involved over the expansion of the Chevron Oil Refinery on Burrard Inlet and has been a driving force in this much broader outlook on the entire coastline from White Rock to Squamish. I think that we should make a real effort to keep this broad approach even though we will be working ultimately within Burnaby.

There was a request for people to help on the Steering Committee and I told Jack Shadbolt that I would do my best to find someone who would feel that this project was worth spending the extra time on. I think it is essential we have someone from Burnaby on the main committee.

I am planning to see the Mayor next week to inform him of the W.F.C. and their plans. I'm sure he will be interested.

Nov. 8/74:JG:dgd
B110-501

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But it is not enough to complain. We must be prepared to come up with schemes that are better. We must face the economics realistically. We must encourage imaginative designers and demand that industrial-commercial developers make use of them to work out solutions agreeable to both sides that are more than just expediency. Our water access is our most precious commodity and our true uniqueness.

Action consensus

The notion, therefore, proposed in our project submission, to focus the originality of the arts--especially their capacity to dramatize an idea, an event or a dilemma in metaphoric images of great carrying power to both simultaneously entertain and clarify our public awareness about the potentialities and problems of our environment is an inspired concept.

Preliminary soundings have proved that our image of focus can arouse a warm response. Meetings have been held. People have been talked with. A temporary committee has agreed to act.

Consensus suggests that we concentrate on two aims:

ONE - to use the momentum of Habitat as an occasion for a great celebration of our coming alive into awareness and pride both for the visitors and for ourselves. To this end we should address ourselves to certain "spectaculars" which would involve the general citizenry in great numbers, an example of which would be our proposed Operation Night Shore. This calls for a picnic fire at every mile of our 400 mile waterline and at a given signal each group would launch a flare light and thus collectively we would instantly illuminate our entire magnificent sea edge in one gigantic gesture--a gesture bold enough to impress the world news media.

Operation Walk Across would follow later. The thinking is that by such means we could also inspire a wake of smaller events and celebrations which would reverberate around the regional areas. Since we cannot do everything without diffusion we might better concentrate our originality.

TWO - that we sponsor into being (or coordinate from existing schemes) a select group of significant project concepts proposed by inventive originators with the stress on unique relevance to our living pattern. We could both set themes and call for solutions or nurture concepts which we know to exist in a state of latent potentiality.

If we were to receive funding we could use it well in either pump-priming grants, publicity to attract support or organizational backing for projects to make their own funding applications.

Experienced urban thinkers such as Dick Mann, Bruno Freschi, Rudy Kovach and Allan Waisman have already offered projects for cooperation under our banner. The Vancouver Art Gallery, the Centennial and Maritime Museums, the Aquarium,

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PROGRESS REPORT

THE WATERFRONT CONFERENCE ARTS MOBILIZATION PROJECT

Agreed background: rationale and reiteration

How can a city-region mobilize the creative potential of its arts and artists to help awaken public awareness of the possibilities and problems of its development toward the future?

This is the theme of the Waterfront Conference submission to the competition for 20 Canadian demonstration projects to be funded by the Ministry of State for Urban Affairs in connection with the United Nations Habitat Conference to be held in Vancouver from May 30 to June 11, 1976. The selected projects could be funded for a period of five years.

We feel that the arts, with all their resources of imagination, invention, humor, fantasy, entertainment and mental daring can get over to the public, as nothing else can, a great concept of the good and interesting life we could have in this region and dramatize how this stands in danger where haphazard development is allowed to proliferate.

This region is magnificently endowed--we are one of the world's potentially great waterfront cities. In the circles of intelligent urban thinkers we are envied because we still have a chance to do something about our options. Our mistakes are not irreparable, we are not yet fixed beyond change, the future can still be controlled. We can determine the qualities of our living pattern.

We have to learn to live side by side with a healthy commercial-industrial development yet in the process, if we are alert, we need not lose our greatest assets--our access to the water, our parks and recreation possibilities or make crowded, ugly communities, or a bleak concrete jungle of our downtown city. Nor is there any need for the unhealthy pollution of our air or the fouling of our waters with the consequent ruin of our great Fraser estuary killing off the wildlife and endangering our world-famous and economically vital salmon industry, or choke off our valuable farmlands in the valley. But these very things we are in danger of doing.

People in this favored area need to know more of each component community's character and problems. There are 18 municipalities in the Lower Mainland Regional District and new territories are "developed" yearly. There are four hundred miles of dramatically varied waterfront from Squamish to White Rock. How many citizens even begin to know the detail of its various areas and what exciting living uses could be generated between the various communities and the water. Why is industry, in general, so ugly and ruthless in grabbing off and blocking off these valuable areas without providing access. A new cooperative spirit of coexistence is needed. People are beginning to care as they realize they can do something about it.

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the Environmental Institute at Douglas College and the Shawnigan Lake Summer School of the Arts music festival have already agreed to participate. The Pacific Coast Mutual Marine Insurance Company have promised to turn out their combined fishing fleet en force for one of our big events. The B.C. branch of the National Film Board have evinced possible interest. These are only a beginning. We have not yet set up an office.

Our dilemma

In a word, FUNDING: if we cannot win adequate funding we cannot properly come into being. We need an office headquarters. We need a salaried director. We need a paid public relations cum information officer. We need paid secretarial help and a mailing and supplies budget.

These factors are a matter of general agreement. Our mobilization scheme is too demanding to be accomplished by volunteer labor only. The capable people are obviously already in demand and therefore too busy.

If Urban Affairs should choose our scheme as one of its demonstration projects we could be in business. But their funding, even then, would not start until next April.

We need help to carry on. We have applied to the B.C. Government and two foundations and have arranged an interview with Canada Council and Urban Affairs, Ottawa, to discuss our problem. So far we have received no help. If anyone has suggestions, we'll listen.

Future procedure

Starting in December, when more information is known, regular meetings of the steering committee will commence. Contacts will spread out from there as priorities shape themselves. The future of the project will be determined as the situation develops --either to proceed further or to leave individual initiatives to chance--whichever way we shall have made a good try.

Those who have responded so far are hereby thanked.

Respectfully submitted,

JACK SHADBOLT, Chairman

Attachment

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The following people have agreed to make their valuable experience available to us as working advisors:

Werner Aellen	film, video
Nini Baird	liaison with B.C. Arts Resources Council
Dr. Robert Bose	biochemical environment
Harry Brodie	industrial transportation
Victor Doray	film, communications
Bruno Freschi	waterfront development studies
Jack Herbert	museum programmes coordination
Warnett Kennedy	future urban and waterfront development
Dr. Joan Lowndes	news coverage of art programmes
Karen McDiarmid	childrens art projects
Richard Mann	waterfront planning
Robin Mayor	Vancouver School of Art liaison
Dorothy Metcalfe	Vancouver Art Gallery special programmes
Christopher Newton	Playhouse Theatre Workshop liaison
Jim Sellner	liaison with UBC Centre for Continuing Education
Ed Sweeney	liaison civic waterfront operations
Terrence Tanner	liaison with ACSOH
Ron Tarves	liaison with Douglas College Institute of Environmental Studies
Phil Thomas	liaison with folk ballad and ethnic groups
Allan Waisman	liaison with B.C. Institute of Architects

The following have agreed to act as consultants:

Don Barnes	liaison with Varsity Theatre Film Festival
Charles Clapham	industrial development information
Harold Christianson	liaison with fishing boat operations
Lille d'Easum	alternative energy information
Bill Duncan	(ex port manager) harbor and shipping
Jim Douglas	liaison with publishers
Arthur Erickson	liaison with civic architectural complex
Dr. Bill Gibson	advice on civic and funding procedure
Rick Hankin	liaison with Greater Vancouver Regional District parks and recreation planning
J.J. Johannesen	liaison with Festival Concert Society
Sol Kort	Science and Humanities lecture programme
Harry Lash	information on GVRD planning
Dr. Barry Leach	liaison with wildlife and environmental studies
Dr. Peter Oberlander	liaison with urban planning administration
Mayor Arthur Phillips	informal liaison with civic plans
Abraham Rogatnick	Vancouver Art Gallery and artist coordination
Doris Shadbolt	evaluation of art concepts
Fred Spoke	(port manager) liaison with Harbours Board
Max Wyman	press liaison with music, dance

These advisors and consultants will be added to as contacts develop with special areas.

The Work Team

A provisional steering committee for this project has been set up from two preliminary meetings. This committee is subject to change as developments proceed.

Jack Shadbolt	Chairman
John Woolliams	Secretary
Elisa Anstis	Information and newsletter
Ed Sweeney	
Chris Newton	
Dick Mann	
Warrett Kennedy	
Allan Waisman	
Terry Snyder	
Martin Kegan	
Joyce Ozier	

Regular Waterfront Conference Committee members:

John Stanton
Nigel Nixon
Selina Hartwell
Irene McAllister
Lille d'Easum
Kathy Sember

Volunteer assistance:

Ed Varney
Bob Willis
J.J. Johannesen