

ITEM 6
MANAGER'S REPORT NO. 9
COUNCIL MEETING 89/01/30

RE: ARTS POLICY FOR BURNABY

ACTING MUNICIPAL MANAGER'S RECOMMENDATION:

1. THAT the recommendation of the Director Recreation & Cultural Services be adopted.

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1989 JANUARY 19

TO : MUNICIPAL MANAGER
FROM : DIRECTOR RECREATION & CULTURAL SERVICES
RE : **ARTS POLICY FOR BURNABY**
PURPOSE: To advise Council of the formation of an Arts Policy Committee by the Parks & Recreation Commission.

RECOMMENDATION:

1. THAT this report be received for information purposes.

REPORT

Council is aware that for some months the Parks & Recreation Commission has been involved in developing an Arts Policy for the Corporation.

Extensive research has been completed and its results reviewed by the Commission.

The Commission is now ready to appoint an Arts Policy Committee and to start upon a 7 month process of obtaining community input on the arts. The results of this input will assist the Commission to recommend to Council an arts policy which will set directions for arts priorities in Burnaby over the next several years.

At its meeting of 1989 January 18, the Commission received and adopted a staff report detailing the process to be followed by the Commission and establishing the terms of reference for the Arts Policy Committee.

As directed by the Commission, a copy of this report is attached for the information of Council.



DENNIS GAUNT
DIRECTOR RECREATION &
CULTURAL SERVICES

PAL:ps
Attach.

RE: ARTS POLICY

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RECOMMENDATION:

1. THAT approval be given to proceed with the Arts Policy development for Burnaby according to the agreed upon terms of reference, committee structure and proposed schedule of activities. 118

REPORT

At its meeting of 1989 January 04, sitting as a Committee of the Whole, the Commission received a presentation from staff regarding an arts policy strategy. This was further to Committee report dated 1988 November 29 entitled 'Arts Policy - Terms of Reference', an amended copy of which is attached.

The Commission has affirmed its intention to develop a policy as a guide for long range planning and resource allocations for arts and agreed to include a public process for community input.

The rationale for developing an arts policy includes a clarification of benefits to both the municipality and the community. It is believed that in addition to the creation of an action plan for the responsible use of public funds, a policy will build new community partnerships and improved management of arts resources.

Policy Consultant, Mr. Rory Ralston, had relayed his advice about the public process in cultural policy development. In an 18 to 36 month strategy, he believes that the interested individuals and groups in the cultural community can enhance their management and leadership skills as "cultural trustees". It is anticipated that with the addition of consulting services for the volunteer community within the arts division, an ongoing skill development and "arts awareness" function can help with improving leadership and clarifying roles, thus meeting this particular criteria of Mr. Ralston.

As mentioned above, attached is a copy of the amended four page memorandum to the Committee of 1988 November 29. It outlines the Terms of Reference and the process under which the Committee would operate. The January 06 amendments to this memo includes a revised time line over a ten month period and an amended Committee structure to include representation from organized labour. The time line if approved now can always be subject to alteration at the Commission's discretion throughout the process.

SUMMARY OF PRESENTATION ON ARTS POLICY: 1989 JANUARY 04

ARTS POLICY FOR THE CORPORATION OF THE DISTRICT OF BURNABY

Why Policy?

- A planning tool for long-range development;
- A clear statement of mission, principles and goals;
- A definition of roles and responsibilities;
- Identification of financial, physical, human and legal resources

Policy Leads To:

- A realistic action plan;
- Responsible use of public funds;
- Meaningful measurement of performance;
- Community partnerships

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The Results:

- Enhanced quality of life for residents and visitors;
- Stimulation of individual creativity, expression, and community involvement;
- An improved economy;
- An attractive community for investment;
- The pursuit of excellence as a public value

The Arts as a Unique Sector:

- A renewable human resource: creative/efficient;
- A major contributor to cultural identity and pride of place;
- Significant economic impact;
- Involves all age groups with variable interests and abilities: amateurs/professionals; audiences and artists; volunteers/businesses/associations

The Municipal Role?

- Facilitator: consulting; liaison; information
- Advocate: arts awareness; promotion;
- Patron: financial aid;
- Programmer: arts education; events/attractions; research/resource production; etc.
- Developer: pilot projects; investment partnerships
- Facility provider/manager

The Public Process:

- Statement of intent;
- Review of past performance;
- Solicit public input (Committees);
- Review existing literature;
- Interpret results: propose an implementation strategy with an analysis of options and implications

Mr. Ralston's Approach

- Policy as a "public process": to develop cultural literacy; to improve group management skills; to clarify roles/responsibilities;
- Components include: framework policy (stakeholders) - identify the community resource base; governance policy - mandates, missions, structures; operational policy - programs, activities, results;
- Public involvement: broad base, 18-36 months; develop cultural identity/arts heritage awareness.

DN:DG:hh
Attach.

1988 November 29 / (Revised: 1989 January 06)

TO: Members of the Parks and Recreation Commission

FROM: Director Recreation and Cultural Services

RE: ARTS POLICY - TERMS OF REFERENCE

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Out of its meeting of 1989 November 02, the Commission sitting as a Committee of the Whole, asked staff to provide a revised Terms of Reference for the Arts Policy process. The following is provided for the Committee's review.

Under its current mandate, the Parks and Recreation Commission produces strategies and policies to assist in the planning of the wise use of community resources in all sectors within its jurisdiction.

In affirming its commitment to provide leadership in arts policy development in Burnaby, and in cooperation with key sectors of the community, the Commission sees the need for a comprehensive public process. As a planning tool, it is hoped that the research material provided by staff and the community input will result in a useful arts policy to set direction and priorities for the next several years.

Terms of Reference:

The Arts Policy Committee appointed by the Parks and Recreation Commission will:

- 1) Establish definitions, objectives and policy directions for the arts in Burnaby.
- 2) Review relevant arts policy information received from other sources.
- 3) Assess an inventory of both public and private arts resources and services in the Community.
- 4) Conduct interviews, solicit briefs, host public meetings and related activities, in a process for public input.
- 5) Generate position papers on specific strategic areas through committee and sub-committee deliberations.
- 6) Synthesize information from all sources and recommend to the Parks and Recreation Commission an Arts Policy for Burnaby.
- 7) Report to the Parks and Recreation Commission with recommendations

In the conduct of its business, the Arts Policy Committee will convene sub-committees, provide an historical analysis of arts support in Burnaby, and propose a rationale for continued arts support from the municipal government.

In creating a comprehensive statement, the Arts Policy Committee will address the issues of:

- 1) The need for ongoing research and planning.
- 2) Governance, Structure and Communication
- 3) Financial Support
- 4) Facilities
- 5) Program and Services
- 6) Implementation

As well the Committee will consider basic principles related to public involvement. Amongst other, these will include:

- 1) Public Access
- 2) Pursuit of Excellence
- 3) Financial Stability, Continuity of Organization and Leadership and Financial Self-Sufficiency
- 4) Awareness, Appreciation and Involvement
- 5) Investment Partnerships
- 6) Comprehensive Development

Time Line Proposal:

The following is a proposed sequence of activities for the development of an Arts Policy. This schedule will be revised to accommodate the availability of volunteer contributors, once all committees have been convened.

ACTIVITY	ACTORS	START	END
1. Review discussion paper	Commission/Staff	Nov. 02	Nov. 02
2. Review revised terms of reference & time line	Commission/Staff	Nov. 30	Nov. 30
3. Present brief on policy to Commission	Staff/Commission	Jan. 04	Jan. 04
4. Prepare policy kit for committee	Staff	Jan. 04	Feb. 15
5. Recommend committee & sub-committee membership; prioritize & recruit	Commission/Staff	Jan. 18	Feb. 15
6. Briefing session/adjust time line	Commission/Committees/Staff	Mar. 1	Mar. 1
7. Collect/Analyze existing policies	Staff/Committees	Nov. 30	Mar. 15
8. Prepare/Analyze inventory of Arts Resources	Staff	Jan. 04	Apr. 5
9. Public Notice/Press Releases/Telephone/Advertising/Press Conference	Committee/Staff	Mar. 15	Mar. 20
10. Conduct interviews/request briefs, etc	Committee/public	Mar. 20	June 17
11. Community workshop with amateur	Committee/public/animateur/staff	Apr. 1	Apr. 1
12. Sub-committee reports to committee	Sub-committees	June 17	July 5
13. Committee prepares draft policy statement	Committee/staff	July 5	July 19
14. 2 focus group meetings for feedback	Committee/public/staff	July 19	July 26
15. Final policy draft	Committee/staff	July 26	Aug. 9
16. Presentation to Commission/Approvals	Committee/staff/Commission	Sept. 20	Sept. 20
17. Review/Report to Council	Commission/Council	Sept. 20	Sept. 20
18. Acknowledgement to respondents, publication & distribution of policy	Committee/staff	Sept. 6	Oct. 4
19. Implementation for 1990 budget year	Staff/Commission/Council	Oct. 18	-

Suggested Committee Structure:

<u>Arts Policy Committee</u>				
Commission Council	3			
Arts Council	1			
School Board	1			
Artist	1			
Total	7			
<u>Sub-Committees</u>				
1. <u>Arts Community</u>				
Artist (Chair)		1		
Professional Arts Organizations		2		
Amateur Arts Organizations		1		
Arts Council		1		
Provincial Government Rep.		1		
Total		7		

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1. Arts Community

- Artist (Chair)
- Professional Arts Organizations
- Amateur Arts Organizations
- Arts Council
- Provincial Government Rep.
- Total

2. Arts Institutions

- Commission (Chair)
- Commissioner
- Art Gallery
- Village Museum
- Multicultural Society
- Total

3. Education

- School Board (Chair)
- Library Board
- S.F.U.
- B.C.I.T.
- Douglas College
- Total

4. Business / Labor

- Commission (Chair)
- Chamber of Commerce
- Film Industry
- Tourism Industry
- Corporate Community Unions
- Total

5. Community

- Arts Council (Chair)
- Community Groups
- Citizens
- Seniors Rep.
- Total

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PUBLIC INVOLVEMENT

A significant volunteer commitment will be required for the public process. The lead committee members will be involved from approximately March 1 to Oct. 4, 1989. The sub-committees will conduct their work from March 1 to July 5. It will be important to find members who have the expertise and the time to contribute.

SUPPORT RESOURCES:

These activities will be accommodated within the resources of the Parks and Recreation Department, Arts Division. Needs include:

1. Secretarial Services: typing, minutes, copying
2. Technical support and research
3. Meeting rooms
4. A/V support
5. Mailing
6. Publishing
7. Food/refreshments
8. Advertising/Press Conference & Meeting Hosting

It is estimated that direct costs may exceed \$4,000, not including department support staff costs to aid the volunteer committees. Division staff will work closely with committee heads in coordinating the schedule of activities.

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