

TO : CITY MANAGER DATE: 1998 FEBRUARY 19
FROM : DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES
SUBJECT : VISUAL ARTS PROGRAM UPDATE
PURPOSE : To provide an update to Council on the Visual Arts Program.

RECOMMENDATION:

1. THAT this report be received for information purposes.

REPORT

At its meeting of 1998 February 18, the Parks and Recreation Commission received the attached staff report on the above subject and adopted the two recommendations contained therein.



KATE FRIARS
DIRECTOR PARKS, RECREATION
AND CULTURAL SERVICES

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Attachment
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SUBJECT: VISUAL ARTS PROGRAM UPDATE

RECOMMENDATIONS:

1. THAT approval be granted to support the Visual Arts Program as outlined in this report.
2. THAT a copy of this report be sent to City Council for information.

REPORT

On 1997 December 17 an introductory meeting of the new nine-member, arms-length Visual Arts Advisory Board (VAAB) occurred and the volunteer body held its first business meeting on 1998 January 31.

Several key items of business were discussed and support was given to the 1998 program as advanced by professional staff. A summary of highlights is as follows:

1. Staffing

Three full time professional staff and five auxiliary workers, formerly employees of the Burnaby Art Gallery Association, are now City workers engaged within the Cultural Services Division. Temporary office space has been found in the Arts Centre and at the Museum pending occupancy of the Ceperley Mansion (Fairacres) in 1998 July.

2. Program

A complete exhibition program has been initiated including activities throughout the community and in the gallery building. The first major exhibition opening in 1998 April will be held at the Shadbolt Centre for the Arts featuring Burnaby student work organized in partnership with Burnaby School District #41.

3. Policy Development

Preliminary documents for exhibition policy and collection policy have been presented for review and discussion. Further research is being conducted and public policies for Burnaby in these two key areas will be completed for ratification this year. Discussions arose around a public art policy and program, and further work will be done over the course of 1998.

4. Promotion

It was decided that a special event will occur coinciding with Burnaby Discovery Days. July 24 and 25, 1998 as the City assumes occupancy of the gallery facility in that month. An official grand opening of the new service has been proposed for September.

5. School and Library Relations

Staff have met with officials from schools and libraries and have begun scheduling times for facility tours. The purpose is to explore opportunities for off-site exhibits and programs that achieve mutual goals, fit into existing resources and allow for greater exposure and heightened awareness of the visual arts in Burnaby.

6. Volunteers

The historical relationship with volunteers working with professional staff have been reaffirmed between management and CUPE officials now that the staff are City employees. Volunteers have come forward and have expressed their desire to work with the City-run service and plans are well underway to involve these volunteers in various support roles.

7. Art Rental/Gift Shop

Several artists and volunteers stated that they wish to be part of a City-run rental program. A clearly articulated business proposal was put forward for a new service from this group. Staff analyzed the feasibility of a new service and recommended approval of a City-run art rental and gift shop program. The VAAB concurred and asked that this be endorsed by the Commission as soon as possible.

8. Collection

The majority of the permanent collection is in storage in the Burnaby Village Museum's environmentally controlled facility. Some objects remain in the Ceperley Mansion. Since the building is now vacant, these remaining works should be moved to the Museum as well. Staff are attempting to make the arrangement in consultation with the Burnaby Art Gallery Association board members.

9. Celebrating the Year 2000

The Visual Arts Advisory Board has supported the concept of helping finance a commission for a major work of public art in celebration of the year 2000.

10. Committees

Specific Committees will be established to allow VAAB members to provide specific liaisons to the community and to lead special projects with other partners. New links with student councils are being made as well.

11. Fundraising

Support was offered for cosponsoring the 1998 Arts Gala with a percentage of proceeds to be dedicated to the new visual arts programs and services this year.

12. Integrated Marketing and Promotion

By consolidating resources, the Cultural Services Division is making more efficient use of marketing and promotion initiatives that benefit the Burnaby Village Museum, Shadbolt Centre for the Arts and the new City of Burnaby Art Gallery.

CONCLUSION:

The Visual Arts Advisory Board has decided to meet monthly, rather than quarterly, to offer full assistance in the establishment of the new service in its first year.

The gallery itself will now be known as "The City of Burnaby Art Gallery", offering a new public identity to a familiar public cultural facility.

Strategic objectives will be defined at the 1998 February meeting to be monitored and evaluated at the completion of the first year of programming.

A very positive working relationship is well underway between the VAAB and staff, signaling an exciting year ahead.

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