



ADMINISTRATIVE REPORT

Report Date: February 6, 2012
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Meeting Date: February 28, 2012

TO: Vancouver City Council
FROM: Managing Director of Cultural Services
SUBJECT: Establishment of an Arts and Culture Advisory Committee

RECOMMENDATION

- A. THAT Council establish an Arts and Culture Advisory Committee to advise Council and staff on all civic programs that relate to arts and culture with a terms of reference as outlined in Appendix A.
- B. THAT Council direct staff, with the assistance of legal services and guidance from the new Arts and Culture Advisory Committee, to restructure the Public Art Committee as a sub-committee of the Arts and Culture Advisory Committee.
- C. THAT Council appoint a non-voting Councillor liaison to the committee and invite the Vancouver Board of Parks and Recreation and the Vancouver Board of Education to each appoint a non-voting liaison to the Committee.
- D. THAT Council direct staff to proceed with a call for nominations for the Arts and Culture Advisory Committee.
- E. THAT Council direct Cultural Services staff to coordinate an interdepartmental team of senior staff responsible for implementing arts and cultural projects and programs to coordinate any corporate wide emerging issues and priorities in respect to arts and cultural services and programs.

REPORT SUMMARY

This report makes recommendations for the establishment of a single civic arts and culture advisory committee to be a consistent and comprehensive community voice in providing advice to Council and staff on civic arts and cultural emerging issues, programs and services.

This report also recommends that the existing formal civic arts and culture committees, the Public Art Committee be incorporated as a subcommittee under this new committee allowing for improved coordination and a more flexible, responsive structure. Complementing this process, Cultural Services will continue with independent peer assessment committees to make recommendations on grant allocations, awards and commissions.

COUNCIL AUTHORITY/PREVIOUS DECISIONS

In 1961 City Council passed the Vancouver Civic Theatres Board By-law (No. 3941) to provide for the establishment of the Vancouver Civic Theatres Board. The jurisdiction and function of the Board is to advise Council generally on the operation of the Civic Theatres on matters related to the use and improvement of such theatres, and in particular, the forms of entertainment and types of organizations which should be specially encouraged to use the theatres, operating policies, integration of other facilities and concessions in the operation of the theatres, budgets and rental rates.

The Public Art Committee By-law (6870) was passed by Council in 1991. The duties of the Committee are to "advise Council, staff, the Development Permit Board, and others on implementation of the "Public Art Program for Civic and Private Development" adopted by City Council on 4 October 1990 and particularly on the public art proposed for sites, developments or projects falling within the City's jurisdiction, either as a result of the Program or otherwise."

In 2008, City Council affirmed its commitment to a diverse and healthy creative sector through the adoption of the *Cultural Plan for Vancouver 2008 - 2018* that included a Cultural Grants Review, a Public Art Review and Plan, a Cultural Facilities Priority Plan and a Cultural Tourism Strategy and subsequent recommendations.

On July 26, 2011, Vancouver City Council adopted a motion requesting staff to bring forward recommendations for the establishment of a single advisory committee which would advise on all civic programs that relate to arts and culture.

CITY MANAGER'S/GENERAL MANAGER'S COMMENTS

One of the short term priorities in the Corporate Business Plan is a charter to co-ordinate the grants programs and processes administered by various divisions of the City including Cultural Services, Park Board, Engineering Services, Social Policy and others. The Director of Social Policy and the Director of Grants, Awards and Support Programs in Cultural Services are the project leads. The creation of the Arts and Cultural Advisory Committee will compliment this project by assisting with engaging the cultural community.

In addition, Cultural Services staff will work with staff at Parks Board and other areas that provide funding and/or services to the greater arts and cultural community.

REPORT

Background/Context

The vibrancy of Vancouver's arts and culture scene is an exceptional benefit to its citizens and visitors. The City's Cultural Services division provides support to Vancouver's arts and culture community through programs and services such as: Grants, Awards and Support Programs, Cultural Infrastructure Grants Program, Civic Theatres, Public Art Program, Hastings Park and PNE development and special projects such as Celebrate Vancouver 125.

While the City has an exceptional history of supporting arts and culture, there has been no consistent committee representing the community as a whole since the early nineties when the *Mayor's Advisory Committee on the Arts* was replaced in 1991 by the *Vancouver Arts Initiative* – a mayor's task force.

The most recent civic committee on the arts was the Creative City Task Force which led the creation of the *Cultural Plan for Vancouver 2008 - 2018* and developed the following vision for the City in respect to the arts:

"To develop, enliven, enhance and promote arts, culture, and cultural diversity in the City of Vancouver in ways that benefit our citizens, creative community, cultural entrepreneurs, business sector and visitors".

In 2008 Council put forward a motion for staff to report back on arts council models for civic arts and culture grant funding. RE: Consulting was engaged to research comparable civic models (vancouver.ca/ctyclerk/cclerk/20090324/documents/a13.pdf) and reported back the following:

- There is no one model or trend for arts funding – each municipal process is unique.
- While there is a broad range of assessment models – most cities utilize a combination of peer and staff review.
- Relative to other municipalities Vancouver's grant administration costs are low.
- Arts Councils, while able to fundraise, primarily rely on municipal revenues.

As part of this process, in 2009 broad community input was sought on preferred models for the delivery of cultural programs and services. Overall the results did not indicate a strong preference for a new or significantly changed funding model for Vancouver but for a system that would:

- Be flexible, accessible, and transparent
- Represent greater diversity and scope in granting
- Improve communications on grant eligibility and processes
- Develop new partnerships
- Improve coordination with all City and Park Board arts and cultural services
- Continue with peer assessment which includes staff-input

On July 26, 2011, Council adopted a motion requesting staff to bring forward recommendations for the establishment of a single advisory committee which would advise on all civic programs that relate to arts and culture.

Strategic Analysis

Council and staff are “committed to bringing the community into City Hall by engaging citizens, and soliciting their ideas, input and creative energy”. An Arts and Culture Advisory Committee would provide one consistent community voice for arts and culture at the City that would identify community issues and provide input, expertise and leadership. The committee would:

- Advise Council and staff on City arts and cultural services and programs
- Act as conduit for feedback from public to the City on civic arts and culture services
- Deal with related matters referred to Committee by Council or City staff
- Engage in outreach and public awareness in respect to civic arts and culture services and programs

The Arts and Cultural Advisory Committee would not make recommendations on specific grants or commissions. Cultural Services utilizes peer assessment for reviewing cultural grants requests, public art commissions and awarding the Mayor’s Arts Awards, the Book Awards, Artists Live Work Studios and the Poet Laureate. Peer assessment supports decision making centred on independent evaluation of creative work by panels of individuals respected for their work in the same field. These panels require a significant time commitment, focused expertise and a changing adhoc membership to ensure transparency and fairness. The Arts and Culture Advisory Committee would not replace or take the place of current peer review processes and current members would not be eligible for participating in a civic peer review process.

Based on the draft terms of reference provided to Council on Oct 8, 2011, staff consulted the arts and culture community in early 2012 by conducting two public workshops (attended by 150 individuals) and used the session results to develop an online survey. The survey results are provided in Appendix B. Over 500 individuals working in a broad range of artistic and cultural disciplines (Appendix B -Table 1) provided input into the new committee’s membership, selection criteria and priority directions for the next three years. Sixty two percent of respondents thought that a new committee would have a positive impact on Vancouver’s arts and cultural community (Appendix B - Graph 1), and close to half responded that they would be interested in participating (Appendix B - Graph 2).

Membership

Committee composition and representation is a critical aspect of an effective advisory body. During the workshops community members identified what they considered to be Vancouver’s top arts and cultural assets. The online survey asked respondents to confirm or add to the top assets with a “dedicated, optimistic, passionate, collaborative arts and culture community” identified as an important community asset (Appendix B - Table 2).

Civic committee selection is based on the following requirements:

- Members must live or work in Vancouver, or have a significant body of experience with Vancouver issues,
- Applicants of all ages, genders, neighbourhoods, racial origins, income levels and sexual orientations, and persons with disabilities are encouraged to apply,

- Knowledge of civic services/jurisdiction is regarded as an asset; as is ability to speak a second language and;
- Applicants must be able to demonstrate relevant experience or knowledge, abilities and skills related to the mandate of the committee.

Community members were asked to identify the skills qualifications, experience and knowledge that they considered most important for the new Arts and Culture Advisory Committee. The most important attribute identified was the need for strong artist representation with an emphasis on established, experienced artists but that would also include emerging artists (Appendix B - Graph 3). While past committees have had artist representation, this emphasis represents a subtle shift as a balance of membership has typically been representatives of umbrella organizations and arts and cultural non profits. Members able to articulate a vision, with a broad understanding of the “big picture”, and with a positive, non partisan approach was also considered important.

Community members were also asked to identify and rank the top priorities for a new Arts and Culture Advisory Committee. Not surprisingly, a need for multi year funding, affordable spaces for creation and presentation and support for individual artists/high cost of living were identified most often. (Appendix B - Graph 4).

Presently, there are four civic committees with unique structures and mandates that relate to arts and culture:

- Civic Theatres Board – a formal Council appointed Committee established in 1961 to advise Council on the operation of the Civic Theatres.
- Public Art Committee – a formal Council appointed Committee established in 1991 to “assist and provide advice and guidance to Council, Park Board, staff, developers and citizens on public art matters and on the implementation of the Public Art Program for Civic and Private Development”.
- Cultural Infrastructure Implementation Team – an informal staff appointed committee established in 2009 is a hybrid of staff and representatives of umbrella organizations with a focus on implementation of the Cultural Facilities Priority Plan.
- The Hasting Park Open Space Advisory Group – consists of a broad range of on-site, community, and city-wide representatives whose role is to review and advise City staff on the design detail and public consultation for the initial park developments of the Hastings Park/PNE Master Plan.

In order to ensure one voice and a comprehensive perspective on civic support for arts and culture staff recommend that Council establish an Arts and Culture Advisory Committee to advise Council and staff on all civic programs that relate to arts and culture with a terms of reference as outlined in Appendix A.

To ensure a coordinated approach that provides a broader context, staff recommends that the new Arts and Culture Advisory Committee incorporate the Public Art Committee as a subcommittee that may include additional members with specific area expertise. Upon

establishment of the new Committee, the Public Art Committee will be asked to appoint a representative to sit on the new Committee and to continue as a Council appointed committee for approximately one year or until such time as staff and committee members revise any required by-laws and related terms of reference. The Civic Theatres Board will remain to guide the Civic Theatres Review and Strategic Plan currently underway. As the new Arts and Culture Committee refines its priorities and focus throughout the first term it will further determine which additional subcommittees should be established.

Any committee structure needs staff support to ensure a meaningful working connection between issues of concern brought forward by committee members and the community, taking into consideration Council priorities and priorities staff face in managing and developing programs and services. Most of the existing bodies recognize the need for staff input and have, at some point, utilised a staff committee (generally a steering committee and or working groups) to guide, inform and advise processes. A coordinated staff consultation approach would be particularly beneficial in respect to issues which need to be brought to the committee. An interdepartmental team of senior staff responsible for implementing projects and programs, chaired by the Managing Director of Cultural Services or his designate, would ensure issues brought forward by staff before the committee are coordinated and, when required, the Corporate Management Team and or Council are advised. Project specific working or technical groups would continue to operate on an as needed basis.

Implications/Related Issues/Risk (if applicable)

Financial

There are no immediate financial implications; however servicing the Advisory Committee will require substantial staff support to maximize the committee's effectiveness.

CONCLUSION

Both staff and the community are looking forward to the establishment of a civic Arts and Culture Advisory Committee. The opportunity to have a consistent, comprehensive community voice to advise Council and staff on civic arts and cultural issues, programs and services is, as one survey respondent wrote, "an important step in establishing Vancouver as an international leader in integrating arts and culture in city life, benefiting all residents and visitors".

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**ARTS AND CULTURE ADVISORY COMMITTEE
TERMS OF REFERENCE**

Overview	On July 26, 2011, Vancouver City Council adopted a motion requesting staff to bring forward recommendations for the establishment of a single advisory committee which would advise on all civic programs that relate to arts and culture.
Mandate	The mandate of the Arts and Culture Advisory Committee is to advise Council and staff on all civic programs that relate to arts and culture.
Terms of Reference	<p>The Committee's role is to:</p> <ul style="list-style-type: none">• Advise Council and staff on City arts and cultural services and programs• Act as conduit for feedback from public to the City on civic arts and culture services• Deal with related matters referred to Committee by Council or City staff• Engage in outreach and public awareness in respect to civic arts and culture services and programs
Structure	<ul style="list-style-type: none">• Up to 13 voting members• The Committee Chair is selected by the members at the first meeting for the Council term of the Committee• Committee members will be appointed by Council based on a staff assessment of abilities, skills, experience and knowledge• Committee chair (voting) is a committee member selected by the committee• Council Liaison (non voting) communicates to Council, provides context• Staff Liaisons (non voting) to provide information/advice on City programs and work• 6 meetings per year
Membership	<p>Membership must include:</p> <ul style="list-style-type: none">• Broad representation of artistic disciplines and practices• Strong representation of individual artists• Articulate visionaries with a non -partisan approach• Extensive demonstrated experience in arts and culture• Reflect Vancouver's diversity, including youth and First Nations• Members with knowledge of City services and broad arts and cultural programs• Appointees serve as individuals - not as representatives of an organization
Committee Member Selection	<p>Will be selected through the City of Vancouver's Civic Committee public selection process.</p> <ul style="list-style-type: none">• City Clerk's Office has an open application process and advertises openings• Interested parties can obtain information from the City's website and apply online• Applicants may nominate themselves or be nominated by organizations• Applicants should be able to attend most meetings and serve minimally for the full 3 year term

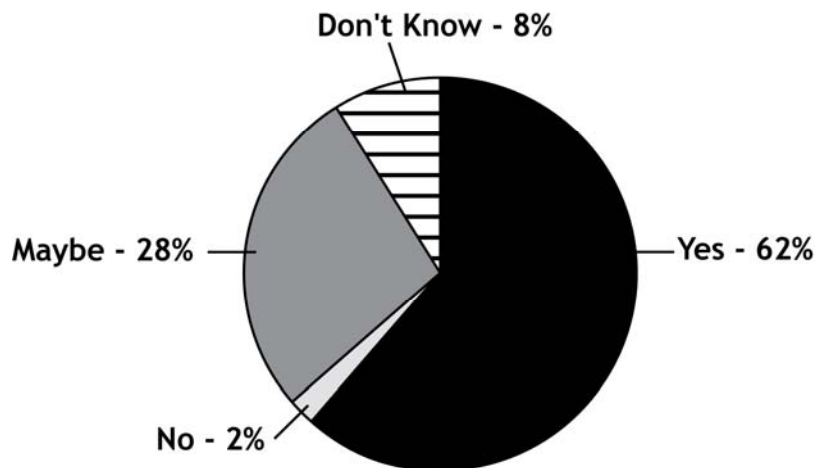
Appendix B - Arts and Culture Consultation Results

Table 1. Arts and Cultural Sector(s) of Respondents

Arts and Cultural Sector	Responses*
Visual and Exhibition	47%
Music	42%
Festivals and Special Events	42%
Community Arts	31%
Theatre	28%
Media Arts	27%
Multidisciplinary	20%
Literary Arts	20%
Cultural Facilities	18%
Consumer/Audience	18%
Dance	17%
Other	11%
Service	7%

**More than one response could be selected, for this reason the percentages don't add up to 100.*

Graph 1. Do you think an Arts and Culture Committee will have a positive impact on Vancouver's arts and cultural community?



Graph 2. Would you be interested in participating in Vancouver's Arts and Culture Committee?

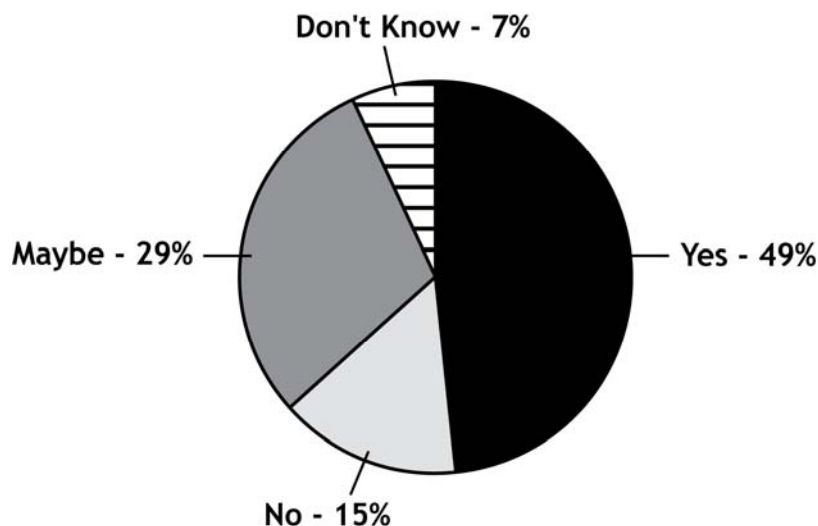
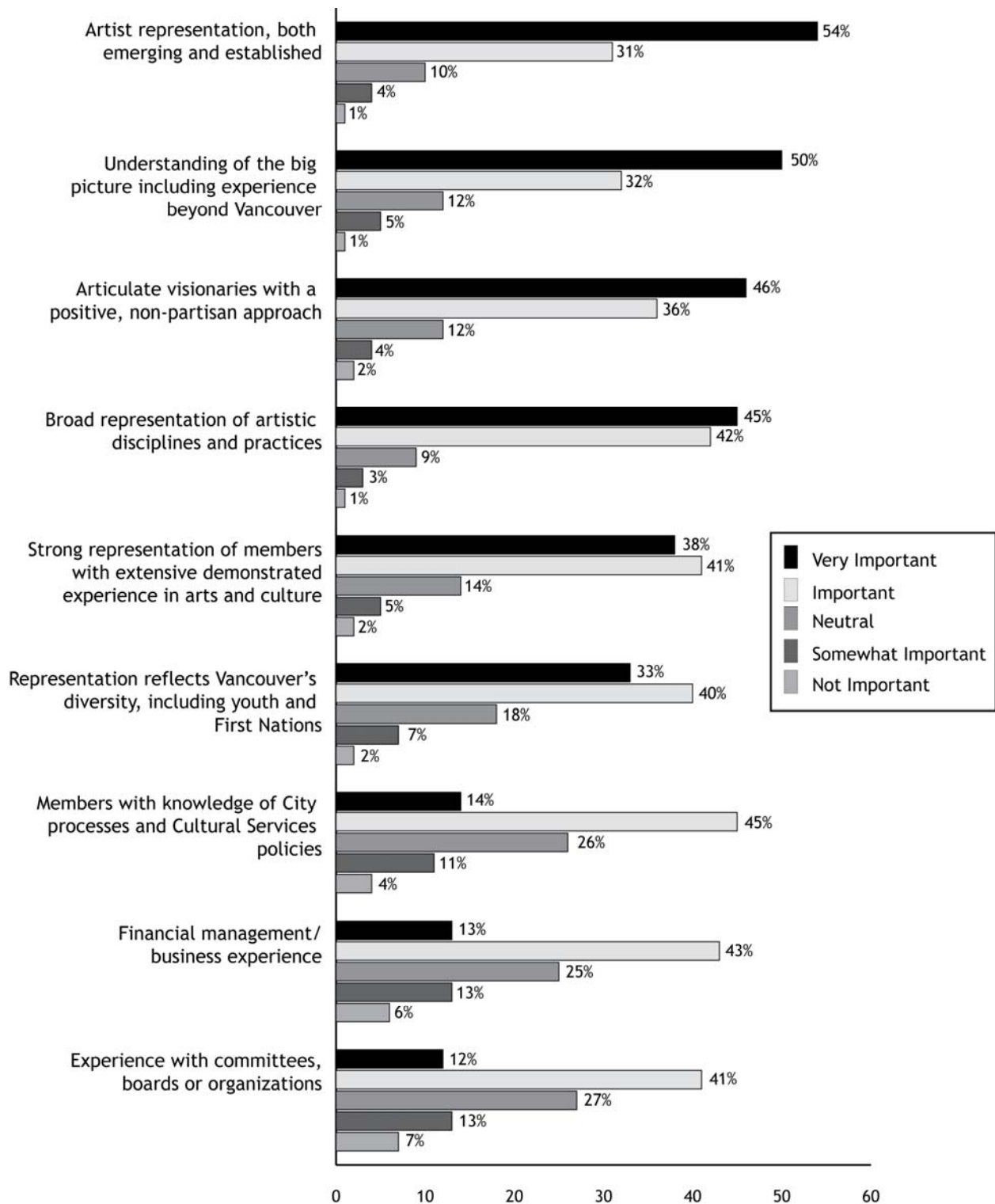


Table 2. Vancouver's top arts and cultural assets

Vancouver's Top Arts and Cultural Assets	Responses*
Diverse ethnic and cultural community	57%
Broad range of art forms and artistic practices	57%
Dedicated, optimistic, passionate and collaborative arts and culture community	52%
Creative, talented and internationally-recognized performers and artists	52%
Innovative, new and emerging arts scenes	49%
Festivals and special events	45%
Dynamic, free and accessible public events	38%
Public Art	34%
Commitment to arts and culture by City Council and staff	33%
New and expanded cultural spaces	29%
Committed volunteer, patron and partnership base	25%

**More than one response could be selected, for this reason the percentages don't add up to 100.*

Graph 3. Most important skills, qualifications, experience and knowledge for committee membership.



Graph 4. Top priorities for an Arts and Culture Advisory Committee

