

COMMITTEE OF THE WHOLE (WORKING SESSION) - OCTOBER 25, 2005

ARTS ADVISORY COMMITTEE

Recommendation

The Commissioner of Community Services, in consultation with the Director of Recreation & Culture, recommends:

1. That Council approve the establishment of an Arts Advisory Committee;
2. That Council approve the "Terms of Reference" for an Arts Advisory Committee; and,
3. That Council direct staff to initiate the recruitment process as per City guidelines for advisory committees for community members interested in membership on the Arts Advisory Committee.

Economic Impact

The economic impact associated with this request, being \$6,570, has been dedicated to the proposed Arts Advisory Committee in the Community Services 2006 Operating Budget.

Purpose

The purpose of this report is to seek Council approval to establish an Arts Advisory Committee; to approve the "Terms of Reference" governing the committee; and to direct staff to initiate the recruitment process for membership in the Arts Advisory Committee.

Background - Analysis and Options

There has been interest expressed recently by community members for the need to increase the profile of the arts, both visual and performing, in the City of Vaughan. There is evidence that arts and culture contributes significantly to the vibrancy of a city in areas such as a quality of life and place, cultural tourism, economic and urban revitalization and renewal, helping build community identity and pride and assisting in the personal and social development of youth.

As a first step in the development of the arts in Vaughan, an Arts Advisory Committee is being proposed to provide a voice for the community on arts-related matters and a forum in which initiatives may be developed.

In 1993, the City formed the Arts & Culture Advisory Committee that started what now has become the yearly *Festival of the Arts*. The Arts & Culture Advisory Committee developed a number of initiatives including a quarterly newsletter that highlighted art-related opportunities in the community, and with the assistance of staff, published a local "Arts & Culture Directory". The Arts & Culture Advisory Committee was eventually dissolved in 2000 due to the lack of interest by community volunteer members. As there is a renewed interest in the arts, a new Arts Advisory Committee is being proposed that may continue the development and increase the profile of the arts in the community.

The mandate envisioned for the Arts Advisory Committee is to advise Council on matters relating to the planning, development, promotion, and sustainability of community arts in Vaughan. In particular, its goals will be to facilitate artistic and creative opportunities and experiences in Vaughan, to create a better awareness and appreciation for the arts and artists, to position itself as a community resource on arts-related matters, to facilitate and secure funding sources to carry out arts-related activities, exhibitions and special events and to facilitate creativity in the community by encouraging opportunities for community engagement, development and partnerships.

In the next few years the Arts Advisory Committee will be working on the development of short and long-term objectives that will fit the goals assigned to the committee in the areas of securing funding sources, community mapping, facilitating creative opportunities for the community to experience and creating partnerships.

Relationship to Vaughan Vision 2007

This report is consistent with the Vaughan Vision 2007 as it provides for effective and efficient delivery of services.

This report is consistent with priorities previously set by Council and the necessary resources have been allocated.

Conclusion

The Arts Advisory Committee will be beneficial in providing assistance in the development of the arts in Vaughan. The Committee will help develop and guide a number of proposed initiatives in the upcoming years including art exhibitions for community artists, an art in public places program that will expose community members to the arts and artists, art programs and workshops, the development of an Arts Council for Vaughan, a Public Art Policy and a municipal art collection. As funds have been allocated for the operating expense of the committee, the establishment and appointment of the Arts Advisory Committee may proceed should Council endorse this request.

Attachments

1. Draft "Terms of Reference" for the Arts Advisory Committee

Report Prepared By

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Respectfully submitted,

Marlon Kallideen
Commissioner of Community Services

ARTS ADVISORY COMMITTEE

TERMS OF REFERENCE

DRAFT

Guiding Principles

1. Citizens should have access to the arts and artistic/creative experiences in their community.
2. The arts contribute to the enhancement of a community's quality of life by providing opportunities for self-expression, creative enjoyment and enlightenment.
3. The arts as a cultural resource is best managed and sustained when the public sector, private sector and the community collaborate using their respective strengths and resources together for a common purpose.
4. The arts contribute to the creative, social, and economic vitality of a community.

Mandate

The mandate of the Arts Advisory Committee is to provide input on matters relating to community arts in Vaughan.

Goals

1. To contribute to the Vaughan community by promoting and facilitating artistic and creative opportunities and experiences.
2. To create a better awareness and appreciation of the arts in the community.
3. To provide information on community arts-related resources.
4. To facilitate, promote and secure funding to help carry out arts related activities, exhibitions and special events in the community.
5. To facilitate creative development by encouraging opportunities for community engagement, sustainability, development and partnerships.

Objectives

1. To collaborate with interested community stakeholders to develop and promote arts-related activities and events.
2. To explore funding opportunities from public agencies and private organizations for the purpose of implementing the mandate and goals of the committee.
3. To establish annual work plans, programs and funding strategies based on the approved budget.
4. To assist in developing a database of various funding sources both in the public and private sectors for the purpose of assisting non or for-profit arts related community groups and individual artists in funding/supporting their initiatives and projects.
5. To provide community input on matters related to community arts, art opportunities and initiatives.

6. To develop ties with artists and art groups in the community for the purpose of improving communication, understanding needs and creating partnerships.
7. To assist in developing a database of artists and arts-related businesses and groups in the community for the purpose of mapping/identifying community resources and opportunities.
8. To assist in the coordination of the annual *Festival of the Arts* show/event.

Committee Membership

It is recommended that members on the Arts Advisory Committee be composed of the following:

1. City of Vaughan Council representatives (2).
2. Community artists (1 working visual arts/craftsperson, performing artist).
3. Art Gallery owners.
4. Representative from the McMichael Canadian Collection.
5. Members representing established Vaughan community arts organizations.
6. Individuals having expertise or background in the area of arts development, marketing, special events planning, legal or financial.

Staff Representatives

1. Director of Recreation & Culture, City of Vaughan
2. Manager of Cultural Services, City of Vaughan
3. Recording Personnel from the Clerks Department

Administrative Support

Technical support to the Arts Advisory Committee will be provided by Cultural Services staff. Secretariat services will be provided by the Clerk's Department. The Arts Advisory Committee will be governed by the City's Revised General Rules, Roles and Procedures for Council Appointed Advisory Committees.

Meetings

Meetings shall take place on a bi-monthly basis or at the discretion of the Arts Advisory Committee Chair.

Term

The Arts Advisory Committee will be appointed by Council on a three-year term, concurrent with Council's term in office.

October, 2005