D = deferred

APPENDIX 4

Recommendations by Session

The Recommendations listed below are taken from the morning plenary session, the four workshop sessions, the plenary session reporting on the workshops, and the final plenary session.

The source material for all is the notes and flip chart notes taken at the sessions; as well, the workshop reports and final plenary session were recorded and the transcription was used in isolating recommendations.

All the recommendations that were raised are listed below, regardless of whether the same or a similar recommendation was already made in another session, but some attempt was made to compile recommendations within each session where they were raised several times.

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1. THE CITY AND THE ARTS

1.1 The City, especially the Recreation Department, should establish better ongoing communications with the arts community with respect to their events and resources. The Department should be aware and make use of arts events and organizations, both in their community programming such as activities for day camps, and in their programming of public venues such as the amphitheatre at Bowring Park.

1.2 Regarding Arts Jury Deadlines, steps should be taken by the City to amend the process so that the application is approved within a reasonable amount of time, perhaps even the thirty days now specified in the policy. The current four months between application and approval is too long, causing unnecessary inefficiencies. Also, the City should increase the amount of funding to the arts jury.

1.3 The City should take steps to reinstate the arts procurement process. Given that there is no remaining display space at City Hall, the possibilities for exhibiting arts at the Civic Centre, and possibly other civic buildings, should be explored. There should be a policy that 1% of new civic building costs should be allocated to arts procurement.

1.4 The City should expect business to contribute to the arts as they are expected otherwise to contribute to the community. Additional public amenities space for use by the arts should be seen as one of the prices of doing business. There should be a 1% levy on construction costs to go towards funding the arts.

1.5 The City should investigate using its current procured arts as an Art Bank. Pieces could be rented to businesses in town, ensuring both exhibition beyond civic buildings and additional revenues. As well, the City should investigate encouraging businesses to exhibit local arts, for example, local cinemas could be encouraged to screen local short films before features. The City should investigate the possibility of displaying art in schools.

1.6 The City should consider the proven ability of artists to revive neighbourhoods, and accordingly consider offering free use of facilities and tax exemption for that purpose.

D 1.7 The City should investigate donating the land behind LSPU Hall to the Hall, and the City should authorize the use of its heavy equipment to repair the existent retaining wall so that the land might be used.

1.8 The City should designate space in its buildings for artists to use, and it should encourage the private sector to offer space in public buildings. Artists need space that is free and available, without the encumbrances of management and maintenance.

1.9 The City should consider whether it can provide space to house a common costume bank.

1.10 The City should investigate what in kind support it can offer to the arts, for example, use of photocopying services and other production services, use of staff or summer students, use of offices and equipment, use of meeting space. The City should offer in kind support to artists.

1.11 The City should investigate public art such as sculpture or installations. The current Art procurement has been too focused on art that hangs on walls.

1.12 The City should review its programming of the Concert Shell at George Street. It could be better coordinated with other events, there should be more a variety of programming, a regular busking feature should be considered, and the programming could be advertised. More coordination is needed to avoid conflict between George Street events and Murray Premises events.

2. THE ARTS FOR LIFE

2.1 The City should encourage and facilitate the use of underutilized space, public and private, by artists. Free space should be provided wherever it is available. There is a need for space, not just in which to put art objects or art events, but also in which artists can work in public, to actually expose the creative process, for example, open rehearsals, studio projects, craft production, etc.

2.2 The City should ensure that its arts funding includes a criteria of community development, not only the criteria of artistic merit. How that criteria is weighted has to be determined, but there should be some support for community based art, socially engaged practices or community generated art.

2.3 The City should require developers to invest at least 1 per cent of development costs in arts-related or arts-accessible space or activities. Similar to how suburban developers might be required to provide parks land and amenities, the artists situated largely downtown require that same kind of onus on people who are developing the downtown.

2.4 The City should take into account the needs of artists and the public in executing its responsibilities regulating private and public use of land. Public space, publicly and privately owned, has to be designed to be welcoming to artists and the public, so that public spaces in the city can be used as a real venue where art practice and art events can be taking place in the community on a daily, integrated basis.

2.5 The City should investigate and pursue possibilities for continued discourse with the arts community, for example, through forums like The Arts and the City Symposium.

2.6 The City and its staff should facilitate partnerships between the arts and the community, be "match maker". There is a skill and knowledge transfer that can operate both ways. For example, the City might help an artist put a new hard drive in their computer. An artist might help design a partnership with St. Michael's printshop to bring a printmaking course to the elderly in community center. The City should also seek the advice of artists where possible; every time there is a committee, an artist should be asked to sit on it.

2.7 The City should document its art collection digitally, and put it on the web. Use the art to promote St. John's, and pay the artists reproduction fees for the use. Also, art purchased by the city in the future should be well documented so that it can be shared, so that we don't have to constantly re-invent our history, so that we can look back at what was done.

2.8 The City should hire a full-time staff person at city hall to work between and in departments, and as a liaison in City Hall for the arts community. The City needs someone who knows about art, art practice, art policy and art funding.

2.9 The city staff should be encouraged to act as "voice thrower" with regards to the arts. The Arts Depot can provide information; city staff should spread it out into a broader community audience than would normally find it, for example, in parks or community centers.

2.10 There should be an artist-in-residence at City Hall. Artist residencies are useful and other opportunities for them should be examined.

2.11 The City Council should take advice from professionals in the arts and cultural industries, especially:

1. on international promotion and representation of the city and its culture;
2. on an ongoing basis through a standing committee, struck to liaise with council and to give council advice and the benefit of arts expertise whenever it is required.

2.12 The City should direct the Recreation Department to set up, in the next year, three pilot projects using three artists in three different non-traditional settings, such as parks or community centers or with sanitation workers. Document the projects well and focus on public relations work.

2.13 The City's steering Committee that organized this consultation should report back to the participants.

2.14 The City could provide a center for business advice where central staff could provide expertise in proposal writing, business planning and marketing specific to the arts.

2.15 At its next meeting, Council should adopt a statement of value, recognizing the arts, culture and heritage as central to our community life, our future and our legacy.

3. THE ARTS ENCHANT

3.1 The City has to contribute more money to support the arts. Other money could possibly be found in partnership with other levels of government or the private sector.

3.2 The City should cooperate in establishing more open lines of communication between the arts community, the city and the province, possibly using the Association of Cultural Industries as a vehicle.

3.3 The City should continue the initiative of investigating and developing its role in supporting the arts, and should hold an annual meeting of the arts community to review the progress.

3.4 The City should support contemporary arts in its tourism programming and programming at city events, not only traditional arts. In order to fully benefit from the arts, we need to capitalize on it as a whole. The contemporary arts need be supported, cutting edge art needs be supported, because they contribute greatly to our reputation for artistic excellence, without diminishing our reputation for strong traditional culture which is already well established.

3.5 The City should investigate ways to facilitate and make in kind contributions to the arts, and to individual artists. For example, if the City can provide a letter of support to an artist for a particular project, it might help lever funding or investment or in-kind contribution.

3.6 The City should consider establishing a museum for music history.

3.7 The City should consider developing a winter festival built on the foundation of the existent Irish week festivities. The week could be extended to a Celtic month that could investigate contemporary and traditional Celtic forms of art from all disciplines.

3.8 The City should consider purchasing Belevedere for a multidisciplinary arts facility.

3.9 The City should establish an arts/tourism award program to recognize excellence.

4. THE ARTS AROUND US

4.1 The City should establish an advisory Council specific to urban design, to support development and adoption of urban design principles and guidelines in city policy. Artists should be included on this body.

4.2 The City should allow and encourage artists and the arts community and the arts industry to bring their vision into public policy. The Committee should add a preamble to the Arts Policy that defines the relation of the arts and the city.

4.3 The City should ensure inclusion of artists or aesthetic experts on its relevant decision-making bodies, that is, it should consult with artists. The City should also establish a formal relationship between the arts and the city, whether through an Arts Advisory Committee, or through connections of artists on planning or heritage or other committees.

4.4 The City should consider the vehicle of competitions to solicit input from the broader community. For example, it could mount competitions in design for particular situations or for policy ideas, or it could mount an ideas competition for artists on policy or program initiatives.

4.5 The City should introduce multi-use or performance based zoning downtown to broaden the possibilities for use. It should also encourage use of second stories of buildings downtown.

4.6 The City should support the development of a statement of character of the city, a vision, for inclusion in the municipal plan. The City should ensure that the artistic vision is somehow legislated, permanent, something "with teeth". Legislation or a vision statement should specify what is to be protected.

4.7 The City should consider establishing a professional design service that could offer free or low-cost assistance on design issues to citizens.

4.8 The City should be aware of space requirements for the arts and support their maintenance and development. There is a need not only to protect existing spaces, but to create new spaces, especially public performance space, and indoor space that can be used for arts activities. The City should offer to the arts use of space and other in kind support.

4.9 The City should organize a charrette as a means of investigating design or aesthetic issues. This consultation should involve artists as well as experts in architecture, design and policy.

4.10 The City needs to ensure that the conditions supporting the arts community downtown are not threatened; that is, availability of affordable housing, multi-use zoning and venues, all of which promote a healthy density of artistic activity. Also, the City should support development of arts in all areas of the city, not just downtown.

4.11 The City should investigate the legal or political structures necessary to intervene in development, including how projects are evaluated and a process for negotiation with developers. We have to ensure the city has the ability to act, not just react to proposed developments, and especially that it has the ability to act based on issues of design and aesthetics

4.12 Regarding Federal Building Policy, develop a similar policy for St. John's

4.13 The City should consider the use of "bonusing" for new developments to encourage the creation of additional amenity space.

4.14 The City should require new developments to provide 5% of total development costs for culture.

4.15 The City should encourage more art in public spaces. The City should encourage other kinds of art in public spaces in addition to flat art on walls.

4.16 The City should consider establishing an area of the downtown, from Cathedral Street East to Cavendish Square, as a Culture Block, or Arts District, and encourage and promote a confluence of arts activities in that area.

4.17 The City should adopt a legislated arts policy, not only a policy statement, so that it's implementation is required, not only suggested or recommended.

4.18 The City should investigate the possibility of establishing and endowing a St. John's Foundation for the Arts. It should also investigate the establishing of a private charitable trust as the recipient of contributions from new development that are levied for art or public art.

5. THE ARTS WORK

5.1 The City should set up a multi-disciplinary committee to regularly report to council on planning issues. The Arts community should be considered in development. There is a need for a permanent advisory committee of artists.

5.2 The City should establish a directory of space available to the arts, private as well as public, and it should establish a coordination service so the space can be reserved.

5.3 Regarding the land between LSPU Hall and Anna Templeton, the City should consider transferring the land to the LSPU Hall and working with them to develop a use.

5.4 The City should investigate what use can be made of the old art gallery at the Arts and Culture Centre, the City Convention Centre and historic buildings around St. John's.

5.5 The City should create incentives for business to provide space for use by artists.

5.6 In addition to the Business Information Centre, the City should support the Arts Depot and Current Magazine in order to support information gathering and dissemination. The City could support a city-wide mailout of an arts calendar once a month with the Arts Depot.

5.7 The City should support a business support center for the arts that could provide hands-on training and counseling from sector specialists. Business and the arts need to be more aware and appreciative of each other, and both need better understanding of corporate sponsorship.

5.8 The City should provide tax breaks to the arts and encourage other levels of government to do so, but ensure that tax breaks are similar to those granted in other sectors, to recognize a similar value for the arts as other sectors.

5.9 The City should investigate and implement some creative ways to find more dollars for the arts, for example, add a dollar to building permits, or designate certain parking meters as collecting for arts funding.

5.10 The City should investigate and instate a reasonable level of municipal funding for the arts, possibly by calculating the value of the 1976 level of support recommended by the Federation of Canadian Municipalities, that is, the value of a 1976 dollar per person.

5.11 The City should ensure that additional funding for the arts should be put toward increase to the arts grants, but also toward increased coordination services, development of youth and outreach programs and increased promotion and public awareness of the arts.

5.12 The City should act as advocate for the arts in that they should actively work to explain that the economic benefits from the arts are not to be measured only in dollars and cents, but that the arts contributes also to the healthy community and society and vibrant culture that underpins a healthy economy. There needs be a higher awareness of the "invisible contributions".

5.13 The City should support integration of the arts community with other sectors of the community through, for example, multi-sector projects, or by hosting events at City Hall.

5.14 The City should create more opportunities to profile the arts, for example, through supporting more festivals, by displaying Newfoundland books at a library downtown or City Hall, by using artwork as corporate gifts or for promotion, by using artwork on letterhead, et cetera.

5.15 The City should take steps to ensure members of the city government and municipal staff are educated on the value of the arts. The arts must educate the City in order to have knowledgeable advocates. If the city is to be an advocate for the arts, the arts must be prevalent in all the activities of the City.

5.16 The City should consider the "City of Culture" program as it could be used to mobilize around the arts. Setting an objective that will put a spotlight on the City might free up resources for the arts from other sources, private and public.

6. FINAL PLENARY SESSION

6.1 The City should increase its funding to the arts. There should be a greater allocation of existing funds, taxes or fees could be increased to support the arts, and an endowment fund could be established to create a stable funding base. The City should recognize that admittedly low levels of funding communicate an undervaluing of the arts, and can discourage other sectors of the society from valuing and supporting the arts.

6.2 The City should support better communications, both between itself and the arts community, and about the arts in the city.

6.3 The City should take a role as advocate to raise public appreciation of and commitment to the arts. The City should take measures to increase public awareness of the arts and to encourage public respect, thereby supporting the ability to fund the arts, privately and publicly. Through funding and other measures, the City should encourage artists and the arts community toward a sense of pride and even chauvinism about the work being produced, so to encourage greater development of the arts.

6.4 The City should establish an Advisory Committee on the arts, with legislated means to enact changes. The Advisory Committee would be responsible for establishing a plan for the arts and for initiating that plan. The membership of this committee could be drawn from the Steering Committee for The Arts and the City consultation and from the St. John's Arts Strategy Committee. The Arts Advisory Committee should act as a resource and liaison with City Staff from various departments. There should also be annual or bi-annual consultations with the arts community, especially on matters of development.

6.5 The City should establish an arts Trust or Foundation that can be responsible for arms-length funding of the arts, and that can act as a lobby for the arts. If this structure would seek corporate sponsorship, it should be established to include a corporate board of directors to facilitate that goal. This will serve to help build links between the business and the arts sectors.

6.6 The City should consider broadening the Heritage Advisory Committee to include representation from the arts.

6.7 The City should have cultural officers on staff who can interact and liaise with artists and various City departments.

6.8 The City should instate multi-year funding for sustaining grants to organizations in order to make the process more economical and less demanding.

6.9 The City should work with the arts to better develop skills in corporate funding to the arts. The City could support a public session on corporate sponsorship, possibly with an off-island expert.

6.10 The City should support the arts through providing ticketing services. Given that the new civic center will have to support ticket sales anyway, they should investigate acting as a ticketing agency for arts events as well, possibly in conjunction with the Arts Depot.

6.11 The City should establish an arts award program. There already exist awards to encourage tourism events. An arts award would raise public respect and awareness.

MOTION: That an Arts Advisory Committee be struck by the City of St. John's.
Moved by Pam Hall, Seconded by Edythe Goodridge
Carried unanimously. MOTION ACCEPTED.

APPENDIX 5

Recommendations Deferred

1.7 The City should investigate donating the land behind LSPU Hall to the Hall, and the City should authorize the use of its heavy equipment to repair the existent retaining wall so that the land might be used.

2.14 The City could provide a center for business advice where central staff could provide expertise in proposal writing, business planning and marketing specific to the arts.

3.6 The City should consider establishing a museum for music history.

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4.12 Regarding Federal Building Policy, develop a similar policy for St. John's

4.18 The City should investigate the possibility of establishing and endowing a St. John's Foundation for the Arts. It should also investigate the establishing of a private charitable trust as the recipient of contributions from new development that are levied for art or public art.

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