

**THE CORPORATION OF THE DISTRICT OF WEST VANCOUVER  
ART MUSEUM ADVISORY COMMITTEE (AMAC) MEETING MINUTES  
GREAT HALL, GLENEAGLES GOLF COURSE & CLUBHOUSE  
THURSDAY, SEPTEMBER 3, 2020**

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Committee Members: F. Albert-Howard; D. Becker; K. Duffek; R. Jafari; D. LaCas; F. Patterson; and Councillor N. Gambioli. Absent: H. Greenwood; B. Helliwell; M. Kemble; and M. Price.

Staff: H. Letwin, Acting Administrator/Curator; D. Niedermayer, Senior Manager, Cultural Services; C. Rosta, Cultural Services Manager; and L. de Jesus, Recording Clerk.

**1. CALL TO ORDER**

The meeting was called to order at 9:22 a.m.

**2. APPROVAL OF AGENDA**

It was Moved and Seconded:

THAT the September 3, 2020, Art Museum Advisory Committee meeting agenda be approved as circulated.

CARRIED

**REPORTS / ITEMS**

**3. Welcome and Introductions**

Phil Aldrich facilitated this meeting and strategic planning session.

Councillor Gambioli welcomed the committee and members introduced themselves with brief overview of why they got involved with the Art Museum and what they think they can contribute.

Discussions continued relating to AMAC members' priorities of the Art Museum noted as follows and in no particular order:

- Space for permanent collection and exhibits; education; events; mobility/accessibility
- Marketing and communications for programs
- Governance – review governance of the Art Museum and ensure arms-length input to ensure ongoing access to outside funding agencies
- Location for higher profile and public access
- Maintenance of professional standards and quality programming
- Programming/Education/Exhibitions for all demographics
- Mission that is relevant and clear
- Fundraising for endowment funds, programs and publications

P. Aldrich reminded the AMAC of the purpose of this meeting:

1. To clarify the vision and mandate of the WV Art Museum that will make it a resounding success for the community
2. To define specifically how that vision will fit within the recent work of the Arts Facilities Advisory Committee (AFAC) on a larger arts and culture centre that will encompass other arts functions
3. To identify the immediate next steps to nurture support for this thinking

For Council's benefit, the Art Museum would need to show that they have support for its programs and activities; private funding support and ability; and a sustainable governance structure. Further discussion ensued regarding various governance structures.

#### 4. Historical Review

Most members were familiar with the history of the Art Museum.

#### 5. Visualization Exercise on Success

P. Aldrich led the committee in an exercise in success. The main discussion points were prioritized by the members. The top two were:

- Governance

**Issues:** The AMAC, as a committee of Council, can only make recommendations to Council which may compete with other municipal priorities. The group has no final decision-making power to determine the priorities of the Art Museum.

**Action:** Staff to research governance models of similar institutions and bring forward for AMAC's consideration some examples of successful models.

Review process of developing a membership base for the Art Museum.

- Mission

**Issues:** The need for clarity. Is the Mission statement clear in terms of expressing the Art Museum's functions as a community museum serving a broad and changing audience?

**Action:** AMAC to revisit the Mission Statement at a later meeting.

- Communications

**Issues:** The need for the Art Museum to communicate its value to the District and the community.

Determining how and what to publicize.

Challenges in reaching the community and defining who the target audiences are.

**Action:** AMAC and District staff to assist in increasing subscribers.

F. Patterson spoke with respect to the Art Museum's recent fundraising initiatives.

**6. Arts & Culture Strategy and Facilities Plan Summary**

C. Rosta gave an update on the arts facilities planning. There is a report to Council on September 14 with respect to community consultation of a preferred location. To be presented are two top ranked District owned sites (Ambleside Park: South Parking – Lot, and Tennis Courts) and one private site (1400 Block on Marine Drive). The AFAC is recommending a consolidated facility.

This committee can promote and support AFAC's work by attending public meetings including the consultation open house planned for later in the Fall.

D. Niedermayer gave a quick overview of the Arts & Culture Strategy and the Art Museum's role in the delivery of the Strategy.

**7. Next Steps**

Refer to action items listed under #5. The committee will debrief at the next meeting on September 16.

The committee expressed their thanks and gratitude to P. Aldrich for preparing for and facilitating this meeting, as he donated his time.

**PUBLIC QUESTIONS**

**8. PUBLIC QUESTIONS**

There were no questions.

**9. ADJOURNMENT**

It was Moved and Seconded:

THAT the September 3, 2020, Art Museum Advisory Committee meeting (open session) be adjourned.

CARRIED

The meeting adjourned at 1:12 p.m.

Certified Correct:

  
\_\_\_\_\_  
Chair

  
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Committee Clerk