

**THE CORPORATION OF THE DISTRICT OF WEST VANCOUVER  
ART MUSEUM ADVISORY COMMITTEE (AMAC) MEETING MINUTES  
ELECTRONIC MEETING VIA COUNCIL CHAMBER, MUNICIPAL HALL  
THURSDAY, NOVEMBER 19, 2020**

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

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

**1. CALL TO ORDER**

The meeting was called to order at 6:01 p.m.

**2. APPROVAL OF AGENDA**

It was Moved and Seconded:

THAT the November 19, 2020 Art Museum Advisory Committee meeting agenda be approved as circulated.

CARRIED

**3. ADOPTION OF MINUTES**

It was Moved and Seconded:

THAT the October 20, 2020, Art Museum Advisory Committee meeting minutes be adopted as circulated.

CARRIED

**REPORTS / ITEMS**

**4. Art Museum Mission Statement Review and Approval**

P. Aldrich facilitated discussion to update the Art Museum's mission statement which is currently:

*The West Vancouver Art Museum fosters awareness and understanding of art, architecture and design through its exhibitions, publications, collections and educational programs. The art museum highlights important creators, innovators and significant events that shape the community, region and country.*

Members suggestions for a revised mission statement included: That the Art Museum:

- inspire dialogue, ownership and pride in the community
- that it resonates with and engages more youth
- is a place that amplifies art, with appropriate facilities for curation and collections care
- offers programming that resonates with the local community and beyond
- showcases the art and design of today, rather than that of yesterday
- be a place to observe and preserve the arts and culture in our community

Discussion by the committee focused on considerations for the Art Museum's impact in West Vancouver and beyond including:

- a desire to ensure that the Art Museum is presenting programming that is relevant to current issues and social change; expands awareness of local visitors to the broader outside world and talent
- has a strong and interactive relationship with youth in the community
- can serve as inspiration for local talent and instills ownership in its audience

The mission statement should reflect these aspirations and identify what makes the Art Museum unique compared to other institutions. For example, the Art Museum's location in West Vancouver and its focus on modern art and design in its exhibitions, publications, and collections makes it unique.

**Action:** P. Aldrich, F. Patterson, and H. Letwin will draft a new draft mission statement based on the discussion and circulate to the committee for comment.

## **5. Art Museum Update**

H. Letwin reported the Art Museum has received their operational funding from the B.C. Arts Council for 2021. The Modern Home Tour committee has had their first meeting and decided to offer the Modern Home Tour in 2021 as a virtual presentation. Staff have added a Donor section on the Support page of the Art Museum's website. H. Letwin reviewed the exhibition schedule for 2021. H. Letwin reported on the successful school programs delivered by Education Coordinator, I. Vanderhorst (50 programs; 1,500 students). AMAC asked that I. Vanderhorst be commended for his excellent work. Members were reminded of the Art Museum's upcoming holiday closure to the public from December 12, 2020 until January 20, 2021. H. Letwin expressed thanks to all AMAC members whose terms were ending.

H. Greenwood left at 7:07 p.m. and did not return.

## **6. Finalize Art Museum Advisory Committee's 2020 Highlights and 2021 Priorities for December 16 Council Presentation**

The committee approved the presentation with suggestions for modification: include number of school programs delivered in 2020 and amount raised at the September 15 Dine for Art event.

It was Moved and Seconded:

THAT the Art Museum Advisory Committee approve the 2020 Highlights and 2021 Priorities for the December 16 Council presentation, as amended.

CARRIED

## **7. Review and Finalize 2021 Work Plan**

The committee amended Work Plan to reflect AMAC's strategic planning work.

It was Moved and Seconded:

THAT the Art Museum Advisory Committee approve the 2021 Work Plan, as amended.

CARRIED

**8. Other Business**

There was no other business. There is no AMAC meeting in December. Staff to schedule meetings for January to March.

**PUBLIC QUESTIONS**

**9. PUBLIC QUESTIONS**

There were no questions.

**10. ADJOURNMENT**

It was Moved and Seconded:

THAT the November 19, 2020, Art Museum Advisory Committee meeting (open session) be adjourned.

CARRIED

The meeting adjourned at 7:23 p.m.

Certified Correct:

  
Chair

  
Committee Clerk