

**Windsor Endowment for the Arts
Public Consultation
March 4, 2009, WFCU
Carolyne Rourke's Speaking Notes**

Slide 1 – Drummers with title

Slide 2 – Today's agenda

Good morning everyone. It's great to see so many of you and especially, out so early in the morning.

This is a very important day in the life of WEA – the Windsor Endowment for the Arts. We are here today to share our exciting plans for the future – and most importantly – to involve you in the process of shaping our direction going forward.

WEA is all about ensuring that our artists – be they visual artists, musicians, dancers, actors, playwrights, architects or filmmakers – are able to flourish and continue to enrich the lives of all of us in Windsor/Essex.

We know that this is why you are here today and we look forward to working with you to ensure the supports are in place to sustain and grow our incredible creative assets.

But before we move into the nuts and bolts of our agenda I would like to introduce a special friend of the Arts – a perfect embodiment of the creative spirit at work.

James Patten, chief curator at the Art Gallery of Windsor, came to us from the Winnipeg Art Gallery and Museum London. Under his direction our gallery mounts about 30 shows a year for local admirers of contemporary visual art. His efforts also ensure that the gallery's excellent reputation extends beyond Windsor. His exhibition of the work of Iain Baxter has just completed an 8-venue tour across Canada and their Yousef Karsh

show on industrial images is currently on display at the McMichael Canadian Collection in Kleinburg.

James is also an adjunct professor in the Visual Arts Department at the University of Windsor and a member of the International Association of Curators of Contemporary Art. He is a director at the YMCA and we are delighted to announce that he will also be joining the WEA board.

Ladies and gentlemen, please join me in welcoming James Patten

Applause. James joins Carlyne at the podium.

James speaks.

Thank you, James.

Slide 3 –Acknowledgements

Before we move forward I'd like to acknowledge a few people in the room.

WEA is especially grateful for the support of Ontario Trillium Foundation. We received a grant last year that has made it possible for us to develop and execute on this plan that we are bringing to you today.

Representing the Ontario Trillium Foundation is Karen Kahelin – Grants Associate (Karen, please raise your hand) and Pam Fenchak, who is a volunteer on the grant review team for Essex-Kent-Lambton. Pam would like to say a few words on behalf of OTF.

Pam...

Thanks Pam.

And bringing greetings on behalf of the Mayor is Councillor Caroline Postma.

Caroline...

Thanks Caroline.

Sincere thanks are extended to Michael J. Farrell – our namesake for our arts education award, and Alistair McLeod – for whom we named our literary achievement award.

Their assistance and support in establishing their respective Awards are greatly appreciated. Alistair is here today, (please raise your hand Alistair). Michael Farrell is out of the country but sends his best wishes for a successful forum.

WEA's Board Directors, past and present, have been the foundation of strength and ideas for the growth of this organization. They can be recognized today by their WEA logo.

Slide 4 History of WEA

WEA was established more than ten years ago to build a permanent source of support for the arts and culture in Windsor-Essex. We started with a dream and over the years through public events like the Walk for a Creative City and Car Tunes on Parade, we built profile for the arts and in so doing gradually built up our endowment.

The Arts Leadership Awards are our most high profile achievement to date and the foundation from which we are building our organization.

Slide 5 Arts Leadership Awards

The Arts Leadership Awards celebrate excellence and long-standing contribution to the arts. They also raise public awareness of the role and impact of our artists in the Windsor-Essex community.

Slide 6 Past Award recipients

Since 2005 we have presented two Awards: one recognizing education in the arts and the second, literary achievement.

In addition to recognizing the important contributions of the individuals you see listed here, the Awards are presented at public events and have always drawn media attention, raising awareness and generating financial support for WEA's future plans.

Slide 7 The New Arts Leadership Awards

Now, we are taking the Awards to the next level. Our plan is to:

- build from strength
- grow the program

AND

- introduce a new role for WEA as a grant-making body

WEA was established to provide a permanent source of financial support for the arts. We have diligently grown our support base over the years. Today our endowment stands at just over \$250,000. While still modest, we are now in a position to begin to disburse some of the interest.

This is why you have been invited here today.

Slide 8 The New Arts Leadership Awards Program

In our first phase of the New Arts Leadership Awards Program we will expand the list of Awards we present – from 2 to 4. We will be asking you later for your input in selecting the 2 new Awards.

And, we will directly link the Awards to a new grants program.

The Awards will stand as our mechanism to recognize and profile the arts.

The grants program will be the means through which we allocate funds.

Slide 9 Phase I Program Characteristics

In this initial phase, we will make a small number of modest grants.

Grant decisions will be made by expert independent juries that include the annual Award recipients. Selecting grantees will therefore be part of the benefit of receiving an Arts Leadership Award – and the decision-making process will benefit from the expertise of these stellar individuals.

As our endowment grows and more funds are available to grant, we will open up the process to invite public applications -- and we will be calling upon you again when the time comes to move to this next level.

Slide 10 Program Goal

Our new Arts Leadership Awards Program has 4 main goals:

The first goal is to recognize and celebrate excellence in the arts & long-standing contribution to Windsor-Essex

Two new Awards will be created for a total of 4 annual Awards. The artists and arts supporters who receive these Awards will be celebrated at a gala event and they will be given the opportunity to select other artists and arts organizations to receive cash donations – given in their names.

Slide 11**Program Goal**

The second goal is to support the arts infrastructure in the city by granting to arts organizations

We know that our arts organizations are the under-pinnings of our cultural community. Strong organizations ensure that artists have a place to show their work and an audience for it. They build skills, introduce innovations and bring artists together to collaborate and grow the creative field.

We will introduce a new stream of \$1,000 grants that will be given to arts organizations. And we are looking for your help in determining the criteria for these new grants.

Slide 12**Program Goal**

Our third goal is to support the career development of rising artists, along with public access to -- and appreciation of -- art

This is a second stream of \$1,000 grants. But instead of going to organizations, these go to individual artists -- emerging artists in particular -- and for the purposes of expanding the collection of public art for all Windsorites to enjoy.

These emerging or developing artists will receive \$1,000 to purchase or commission a work of art. Now this can be a painting or a sculpture -- or even a dance, a piece of music or a film. When we use the term art we are referring to it in its broadest sense. The new program is multidisciplinary because we recognize that all forms of creativity need to be nourished.

So, this stream of grants is designed to do two things:

- to support emerging artists

AND

- put art and the public together

The commissions or purchases of art will not reside in the private collections of individuals. Instead, they will be donated to a public venue so that the entire community can enjoy them. This could be an arts organization – but doesn't have to be. It could be a healthcare facility or a hotel, a school or a place of business like a winery.

Slide 13 Program Goal

The fourth goal is to support the career development of a rising artist AND the development of the art form through mentoring

The Arts Leadership Awards are designed to recognize a lifetime of contribution. This – and the previous granting stream – is designed to nurture creative development at the early stages.

With this particular granting stream we want to link those who have built successful careers with those who are just starting out. Because we believe that good mentors can be a huge source of support.

\$1,000 will be granted to a second rising artist to further their creative development. But in this case, the grant will be provided to an artist working in the same discipline as the Arts Leadership Award recipient.

So, that brings me to the end of our new program overview.

What I've presented today is a framework. For reference, you will find it outlined in a diagram on the blue sheet we placed on your chair.

This is the foundation from which we plan to grow our new grants program. Initially, we will start out granting modestly. But over time we aim to become an important source of ongoing financial support for artists and arts organizations.

Slide 14 and Slide 15

Now I'd like to introduce Pat Lewis from WEA's board of directors who will lead us through the question & answer portion of our meeting.

Pat...

Thanks, Pat. And a special thanks to all of you for your candid input and for coming out to support WEA this morning.

Slide 15 Please join us in helping us to move forward.

I hope this represents the beginning of a long relationship together. WEA is growing and our continued success depends on the ongoing support of the community.

We welcome your feedback and any new ideas. We are also looking for volunteers.

Slide 16

Please do take the time to fill out the yellow form before you go. Or if you haven't got the time now, please do take one with you and send it in later. We will collect all the input and use it in our plans going forward.

Thank you very much for joining us today and have a wonderful day.