

STAFF REPORT: Recreation Department



REPORT TO: INFRASTRUCTURE AND RECREATION COMMITTEE

MEETING DATE: April 28, 2009

REPORT NO.: DOR 09 15

SUBJECT: Blue Mountain Foundation for the Arts and The Blue Mountains Partnership

PREPARED BY: Joanna Garland
Youth Advisor
Shawn Everitt
Director of Recreation

A. Recommendations

THAT Council receive Staff Report DOR 09 15 “Blue Mountain Foundation for the Arts and The Blue Mountains Partnership” for a Youth Art Camp; July 13th through July 17th, 2009 for information purposes.

B. Background

The Blue Mountain Foundation for the Arts is running a kids/teen summer art camp throughout the area for 2009. This is a one week professional art camp with high quality projects, supplies and teachers. It is also a Fine Art Curriculum verses a traditional Arts and Crafts summer camp. The camps would be open for kids ages 6-13. If numbers are high there is the option of running two weeks of camp for different age groups. The Blue Mountain Foundation for the Arts and The Blue Mountains have developed a partnership to bring this opportunity to Youth in our area.

The Blue Mountains through the Youth Initiative will provide the Beaver Valley Community Centre Arena Lobby for one week; July 13th through July 17th. The space is appropriate for the camp to run and is a central location for our Youth Population.

The Blue Mountain Foundation for the Arts will pay for the materials to promote this camp and the Blue Mountains logo as well as the Youth of the Blue Mountains Logo will be on all promotional material. The cost will be \$180 for the whole week which will include supplies and workshops. The days will run from 8:45am until 4:00pm. The Maximum number of students would be fifteen however; they usually have eight or nine and there is no guarantee that the

maximum number will sign up. Attached is last year's brochure for the camps. The Blue Mountains Foundation for the Arts Camp in previous years has been associated with a Trillium Grant. This year they are keeping it the same quality but without a grant. For these reasons, the partnership will benefit the camp in expanding to the Blue Mountains.

There are many talented young artists who would be interested in learning/further developing their artistic skills. Running a camp like this in Thornbury will add to our socially and culturally diverse community, give youth a fun, creative and safe activity to do and build our relationship with neighbouring municipalities, youth and community partners. These camps have been successful in Collingwood and the Blue Mountain Foundation for the Arts hopes to bring their success to The Blue Mountains.

C. The Blue Mountains' Strategic Plan

Supporting the development of social and recreational programs to meet the broad range of needs in the community.

Managing growth to ensure the ongoing health and prosperity of the community.

D. Environmental Impacts

Rather than driving to Collingwood to take part in the arts camps, the art camp will come to the Blue Mountains.

The workshops are all non-toxic and environmentally focused often using green/recycled materials.

E. Budget Impact

Arena Lobby

\$50 per day x 5 days

\$250.00 transfer of funds from Youth Initiative to Beaver Valley Community Centre

F. Attached

A. Last year's brochure for the Children's Art Camps.

B. Blue Mountain Foundation for the Arts, Art Camp Budget

Respectfully submitted,

Joanna Garland, Youth Advisor

Shawn Everitt, Director of Recreation

Signature

Signature

For more information, please contact:

Joanna Garland, Youth Initiative

jgarland@thebluemountains.ca

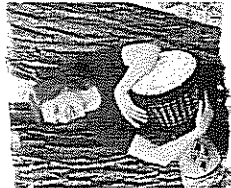
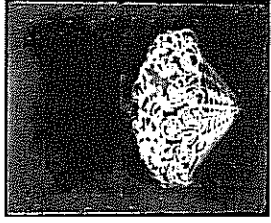
519-599-3131 ext 303



Jennifer Lawton received her B.A. from the Art and History program at both University of Toronto and Sheridan College. After 25 years of teaching Fine Art and Photography in high school, Jennifer has retired to paint full time. Her recent work challenges two differing focuses in her painting: photo realism rendered with an old master approach to technique and a close up examination of subject matter bordering on abstraction. Visit Jennifer's site at www.jenniferlawton.com

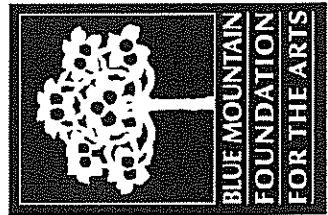


David McClymont was trained in classical painting at OCA, graduating with that school's medal for Fine Arts. He has been exhibiting professionally in the Toronto area for over 25 years. McClymont was the long time Project Officer for Visual Arts Ontario, where he developed much of their professional practices resources, courses and programs. He has authored books on topics such as portfolio presentation, exhibition management, grant applications, photo documentation, etc. Currently, he teaches in the Art and Design Foundation Studies program at the Centre for Creative Communications, Centennial College in Toronto where he developed that school's first professional practices curriculum for the Foundation students, the Haliburton School of the Arts, Fleming College in Haliburton and the Toronto School of Art.



Zoe Kessler is the owner and head facilitator of Diana's Drum. Zoe has provided rhythm based events in community, corporate and health care settings for over a decade. Past clients include Spirit of the Drum, NCR Corporation, World Vision Canada, and Hinck's Delester Children's Mental Health Facility to name a few. In 2004 Zoe trained with Dr. Barry Bitman to become a HealthRhythms® facilitator. With a focus on fun, camaraderie, and community, Zoe offers an experience to lift your heart and soothe your soul!

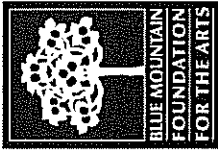
We gratefully acknowledge the support of;



ARTS CENTRE

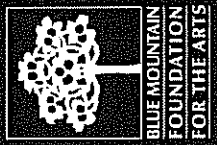
163 Hurontario Street
Collingwood, ON
705.445.7843 • www.bmfa.on.ca

Blue Mountain Foundation for the Arts
presents



Summer art classes

children's * adults * artists



2008

create paint sing sculpt act draw imagine

Welcome!

Bay breezes, sunny afternoon naps, gardening hands and summer reading lists...the season of sand and surf awaits!! Enjoy a workshop or two from our fantastic offerings for 2008: Clay sculpture, basketry, floral oils, printmaking, concrete sculpture, figure drawing and more. For practicing artists, concrete sculpture, figure drawing and seminars and intensive workshops to brush up on your marketing skills, test the ground waters and increase your exposure. Quite possibly the most exciting element of summer 2008 at the Blue Mountain Foundation for the Arts is the vibrant and dynamic array of children's programming sure to awaken young imaginations!

About the BMFA

The BMFA is a vibrant arts organization that has promoted the arts in the Georgian Triangle for more than 30 years, supporting and educating artists in our community. It is a member-supported, non-profit organization that also owns and operates the Arts Centre. The many community arts programs offered by the BMFA expand the horizons of amateur and professional artists and art-lovers, and add to their well-being. The BMFA offers many creative, exciting opportunities to experience art in the community.

Summer at a Glance

- May 24/25 David Mc Glympt
June 7/8 Fran Bouwman
June 14/15 David Mc Glympt
June 22 Fran Bouwman
June 25 Joanna Alonzo
June 28 Zoe Kessler
July 2 Joanna Alonzo
July 5/6 David Mc Glympt
July 19 Zoe Kessler
July 19/20 David Mc Glympt
July 23/24 Sue Belcher
August 5/6 Jennifer Lawton
August 9/10 Tim Laurin

Just for Kids!

- June 4, 11, 18, 25, 29, July 2
June 5, 12, 19, 26, July 3
July 7, 6, 9, 10, 11
July 14, 15, 16, 17, 18
July 28, 29, 30, 31, Aug 1
August 11, 12, 13, 14, 15

Every Saturday Morning!

Fresh Art at the Market!

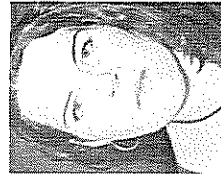
Our Instructors



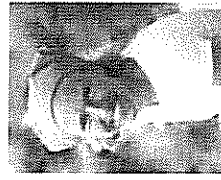
After a career as an interior designer in Aspen, Colorado and moving back to Ontario in 1987, Joanna Alonzo launched an exciting line of custom furniture often showcased at One of a Kind Shows. A multi talented artist, Joanna has turned her hand to many art forms, and was the subject of a television program with Sue Warden on Fusion Television. Presently Joanna has turned to creating wearable fabric art and her studio will be open to the public on the BMFA Studio Tour in Collingwood, Ontario.



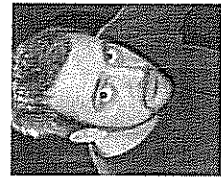
Sue Belcher is a professional artist living in Wasaga Beach. A favourite instructor for many years at the BMFA, she has been a featured artist in Dining and the Arts magazine and a guest on Rogers Daytime T.V. Her own work is varied and includes landscapes, still life, figures and portraits. She is also a member of the Portrait Society of Canada and accepts commissions. Check out her website at www.susanbelcher.com



Allison Billings is a local artist, arts educator and activist. She is most interested in creating things that involve collaboration, insist upon dialogue, explore possibility and manifest passion...regardless of the theme. Creator of the Collingwood based eye(i) collective and Artistic director of Sonic Orchard, Allison's visual work centres on large scale acrylics that examine tension between seemingly disparate elements. Her ongoing community projects can be tracked at www.greenbirdevents.ca



At age 23 Fran Bouwman met Jeff Stone, a madman in the best sense of the word, and a mentor who changed her life forever. Jeff enrolled Fran in a sculpture class which led her to subsequently switch her studies from Archaeology to World Religions and Philosophy. From there Fran was led to a self taught vocation as a wood sculptor. Her large outdoor installations can be seen in various locations in the Georgian Triangle and in private collections. www.franbouwman.com



Having graduated from Sheridan School of Design in 1985, Tim Laurin returned to study fine art at Georgian College in Barrie, Ontario. Tim has worked in various media including sculpture and painting, however, in recent years he has turned his interest to printmaking. His work is included in many prestigious collections such as the Royal Ontario Museum in Toronto, and the Corning Museum of Glass in New York.



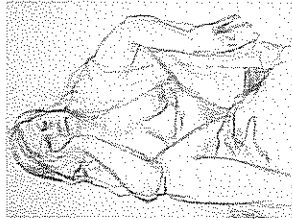
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create paint sing sculpt draw imagine

July 23 & 24, 2008 Figure Drawing with Sue Belcher

Since the beginning of humankind's desire to create art, the exercise of drawing the human body in all its shapes and positions has proven an unending pursuit. Sue's gentle guidance will help students master what is arguably one of the most difficult skills to master. Working with both male and female live models, the class explores both technical and expressive styles. Mornings are spent loosening the hand and training the eye in short poses, while afternoons allow for longer poses in excess of an hour for more careful observation.

9-4pm \$110 plus GST Materials Included.



August 5 & 6, 2008 Floral Oil for Intermediates with Jennifer Lawton

This course assumes a knowledge of the basics of oil painting. Taking inspiration from Georgia O'Keefe each student will be asked to push the limits off their ability to see objects closely, and to enlarge them to the point of simplification, verging upon abstraction. The goal is to pursue larger canvases, closer viewpoints, bolder colours and simpler shapes, all the while creating strong compositions that yield striking original artwork. Subject matter will be suggested by the instructor but is entirely at the students discretion.

9-4pm \$95 plus GST Material List available at registration.

August 9 & 10, 2008 Printmaking 1 & 2 with Tim Laurin

Mono printing combines elements of painting and printmaking and is a fun and accessible way to enter the rich medium of printmaking. Using a low tech approach, Tim encourages students to explore the many possibilities and variations the medium has to offer. Day 1 overviews the history of printmaking, materials discussions, mono printing demonstrations and studio time to develop prints. Day Two continues with advanced techniques, Chine Colle applications and more studio time. Students will be shown how to build their own inexpensive printing press so they can continue to explore at home. *Printmaking 1 can be taken by itself. Students must attend Printmaking 1 to attend Printmaking 2.*

9-4pm \$110 plus GST Materials Included.



Kids Summer Art Camps

Fun filled excursions into the wonders of art!

July 7, 8, 9, 10, 11

Elementals!!

July 7 Earth Plant a secret garden in downtown Collingwood and make found natural object sculptures.

July 8 Fire Glazes, metallics, washes and more!! Paint the fury of fire!

July 9 Wind The power of the wind= mobiles and kites!! Create kinetic sculptures.

July 10 Water The art of origami and a birds eye view. Create a huge aerial view painting of the Collingwood harbour and handmade boats to sail it!

July 11 Unity Learn about the geometric art of the mandala! Create colourful patterns and shapes to represent your place in the universe!

July 14, 15, 16, 17, 18 Sesquicentennial Celebrations

July 14 Townscaping Create a miniature version of your street.

July 15 Clocktower Architectural majesty and time telling practicality...build your own working clocktower!

July 16 Kidstown Take it to the street!! Create large paintings and transform the downtown streets your way!!

July 17 Forgotten People Old photos of strangers, neat painting and photography tricks. Make the past live in your art!

July 18 Tall Tales Make up a legend of Collingwood's past..and turn it into a comic book!

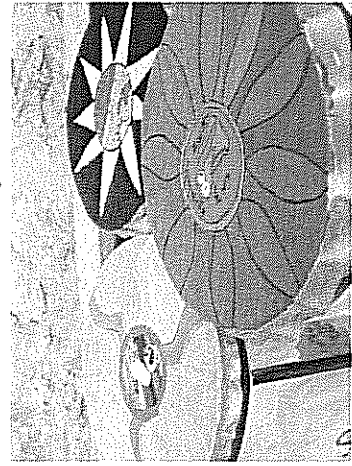


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Kids Summer Art Camps cont'd

July 28, 29, 30, 21, Aug 1
July 28 **Mini Me** Learn about sculpture processes ...and create a mini version of you!



Being Me

July 29 **Self Portrait** Take a walk around your face!! Take a good look at things you forget to look at...and improve your drawing skills!

July 30 **Life Size** Make it big!! Figure Drawing and the mirror, to scale.

July 31 **Masks** One of the oldest, most interesting art forms! Become your inner beastie!

Aug 1 **Super Me** Cartoonist tricks of the trade. Turn yourself into a superhero!

August 11, 12, 13, 14, 15

August 11 **Pack a Suitcase** using transparent film, line drawings and color, pack a "suitcase" with everything important to you

August 12 **Blast off** Found objects, old tin, bolts and oddments become fantastical spaceship sculptures

August 13 **The Door** Open a real door (a small one!) onto a painting of where you are headed in life!

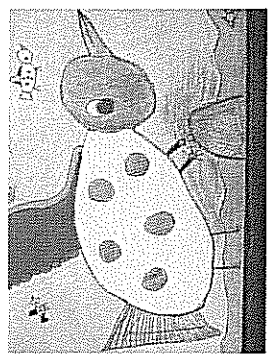
August 14 **The Traveller's Project** Cook up some crazy sock monsters and learn about the exciting places an intrepid group of sculptures from Collingwood have been off to!

August 15 **Bird of flight** Using found wood, lots of colourful paint and adornments

Ages 7-13 years old 8:45am-4pm
Full Week \$ 210.00 plus GST
Full Day \$ 45.00 plus GST

Art Camp Policies

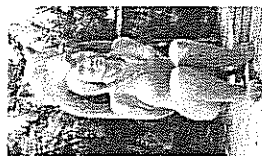
- Registration is confirmed only after your payment is received or a credit card number is used to reserve the spot.
- You must completely fill out a health and contact form before your child can enter the program
- Full refunds are available up to one week before the commencement of a session.
- Any child causing emotional or physical harm to other campers or causing continual disturbance in the classroom will be asked to leave. No refund will be available.
- Please be on time!



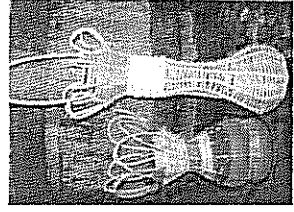
Subsidies Available

Adult Workshops

June 7 & 8, 2008 Therapeutic Creativity with Fran Bouwman
A fun and exciting course that explores the personal experience of creating art, a process that involves mind, body and spirit. The course introduces exercises designed to catalyze creative exploration through different mediums, explore body memory with creative writing and movement, investigate your inner self through making masks that visualize your social selves, examine your relationship to time and your surroundings through natural sculpture and finally honour the being you are through multimedia imagination. Of special interest to those working to integrate more creativity into their own lives.
9-4pm \$110 plus GST Materials included.



June 22, 2008 Intro to Clay Sculpture with Fran Bouwman
The tactic pleasure of squishing ones hands into clay is an elemental pleasure that must be experienced!! This course explores both the history of sculpture from prehistoric to present as well as the sensory world of the sculptor. Learn to see with not only your eyes but your hands as they explore the artistic process, materials and technical instruction needed to conceptualize and create your own clay sculpture.
9-4pm \$65 plus GST Materials included.



June 25, 2008 Basketry with Joanna Alonzo
Learn to make wonderful wonky baskets! Learn the skills needed to create a variety of different shaped vessels using reeds, birch bark, and found and manufactured objects. Students will learn how to hand dye their own reeds so that a limitless rainbow of colours can be enjoyed! Basketry is a great pastime to fill a leisurely evening or morning creating functional art for friends and family!
9-4pm \$65 plus GST Materials included.

July 2, 2008 Concrete Sculpture with Joanna Alonzo

This course introduces students to the materials and process of concrete sculpture through the creation of wall hanging planter "heads". These quirky and individual delights can be left outside year round and are a great stepping stone to creating more wonderful concrete adornments for home and garden. Joanna's infectious whimsy encourages students to adorn their "heads" with metal oddments, coloured dyes...whatever strikes the imagination!
9-4pm \$65 plus GST Materials included.

create paint sing sculpt act draw imagine

The Business of Art cont'd

July 5 & 6, 2008 The Price is Right Art and the almighty dollar! Pricing, commissions, closing sales, agents, reproductions, contracts, copyright, and taxes. Whether you are trying to get rich or just buy more time in your studio, this weekend will look at strategies to maximize the revenue potential of your artwork.

Seminar: We will cover a broad range of topics that relate to making your artwork earn its way.

Pricing: how to establish the "market value" for your artwork; the impact of gallery commissions on your prices; closing sales; etc.

Agents, consultants, and representatives: what they do and won't do for you.

Reproductions: pricing, production and distribution.

Contracts: how to avoid getting burned.

Copyright: what you need to know to protect yourself.

Taxes: everybody's favourite (not!) A quick overview of PST, GST, bookkeeping and income tax.

Grants: a quick overview of what is available to you, with a particular emphasis on Exhibition Assistance Grants.

July 19 & 20, 2008 Into the Spotlight

Get your work out of the studio and into the public eye! This seminar and workshop event will explore a number of strategies for marketing and promoting your work.

Seminar: We will look at a number of different issues related to marketing and getting media attention.

Audience analysis: understanding the market for your artwork is, and how to reach it.

Alternate Strategies: what is available to you other than the traditional gallery model. Studio tours; restaurants; store fronts and more. What works, what doesn't and why.

Using the Cyber World: looking at effective marketing strategies that employ digital and internet processes, including web sites, E broadcasts, internet mailing, etc.

Media Coverage: press releases, press kits, and how to attract the media's attention.

Mailing Lists: why they are important, how to develop them, and how to use them.

Business of Art series Saturday seminars are FREE and run from 1-4pm. Sunday intensive workshops are limited to 15 people, run from 9am-4pm and cost \$40.00 plus G.S.T.

Two NEW and FREE programs for kids and families!!
In partnership with the Collingwood Farmer's Market.



Fresh Art is an interactive, fine arts instruction adventure in the heart of the market! Drop by the booth each week to explore different art mediums and ideas with a range of local artists. The booth opens at 9am and runs until 12:30pm every week-end the market at Pine and Second in Collingwood is open. Friends, family, small hands, big hands, old and young are invited to pull up a chair, roll up your sleeves and make art!! All materials and instruction provided free of charge!

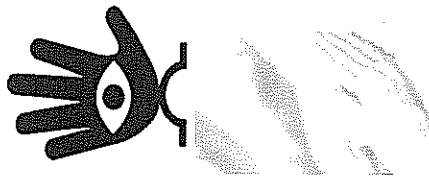
FRESH ART

I Made This

I Made this is a unique program developed to introduce kids to different art making practices that have the potential to be viable businesses and potential life paths. Open to youth ages 10 and up, modules are available in either jewellery making arts (bead making/stringing and wire art and found object creations) graphic design, illustration or cartooning. The kids are taught the techniques to create either jewellery or t-shirt designs which they are then sponsored to create for sale at a special booth at the Farmer's Market. Each new entrepreneur is free to take home the profits of their labours!!

All participants must attend two modules (one creative, and then the I made This Business smarts) plus volunteer to run the booth to sell their work at least once during the months of July and August. Just want to sell your original artwork? Talk to us!

June 4	Wire Jewellery with Devaki Macdonald	6-8pm
June 11	Cartooning with Heather Collett	6-8pm
June 18	Graphic Design with Heather Collett	6-8pm
June 25	Bead Jewellery with Beady Wendy	6-8pm
June 29	Drop in materials access	1-5pm
July 2	I made this Business smarts	6-8pm



I made this

Collingwood
Outstanding!

create paint sing sculpt act draw imagine

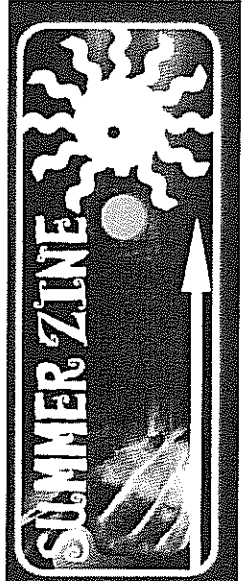
Music, Art and Ecology

=Summer Zine

An exciting FREE new program for youth to showcase their creative talents in print format. Interested imaginations are invited to

drop in to a module or two to work on and submit poetry, artwork, cartoons, articles or whatever they desire, to be published as a magazine in early August. Each module has a different thematic focus led by graphic designers, cartoonists, journalists and artists and offers the needed tools (and materials!) to produce a truly youth centred publication. Want to rant, rap or rave? Do it here! Open modules are for all interested people to come submit items, get your hands on materials and have input into what the magazine will look like. Want to see a module in your community or for your group? Let us know!! Please check local media and the BMFA website for updates on module date, times and locations! Remember...it's all free!!

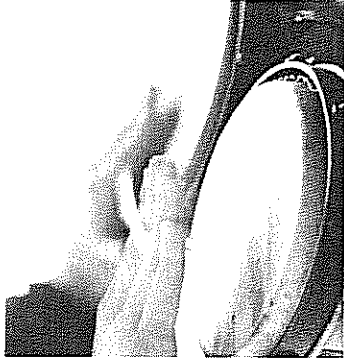
- June 5 Illustration ,Collingwood
- June 12 Cartooning and Graphic Design with Heather Collett, Collingwood
- June 19 Writing Seminar, Collingwood, Ontario
- June 26 Open Module , Thornbury
- July 3 Open Module , Stayner



BEAT

Drop into the Collingwood Farmer's Market

June 28 and July 19 from 10:30 am to 12:30 pm and join percussionist Zoe Kessler for a hand drumming adventure!
 Learn basic drum techniques, African poly-rhythm's, play rhythm games and learn how to improvise. Bring your own drum (or any percussion instrument for that matter!) or borrow one of our frame drums, djembes, sangbans, dunduns, darbukas, shakers sticks or tambourines! For all ages so bring the whole family for some fresh be(e)ts!

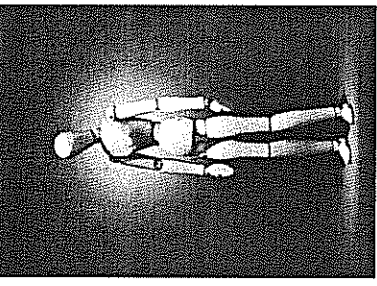


Collingwood
 downtown
Outstanding!

THE BUSINESS OF ART

Seminar and Workshop Series with David McClymont

The Business of Art series seeks to provide area artists with the information necessary to successfully navigate the art world of grants, galleries, portfolios, artists statements, pricing, promotions and copyrights. Each topic is presented first as a free seminar on the Saturday, followed by an intensive workshop that extrapolates topics and issues arising from the seminars and tailoring them to the participants' own ideas and needs.



May 24 & 25, 2008 Making it Happen
 Tired of waiting to be discovered? This seminar and workshop event is for artists who are prepared to organize their own exhibitions. We will focus primarily on group initiated activities such as exhibition collectives and commercial co-operatives. What works, what doesn't, how to get press, funding and more.

Seminar: We will look at a number of issues and challenges common to group activities. These will include:

Organizational Structures: formal incorporation, board and committee management, daily administration, sharing / delegating tasks, fee structures, growth, renewal and selecting new artists .

Audience: identifying the most appropriate target audience and how to reach them: venue location, pricing etc.

Promotion: attracting press

Funding: a look at what's available from both the private and public sector.

June 14 & 15 So You Wanna Be An Art Star!
 Exhibitions!, Commissions!, Competitions!, Grants!...Every opportunity in the visual arts depends on knowing how to effectively present your portfolio.

Seminar: We will go over all basics of making your portfolio shine, including:
Strategies: understanding gallery systems (e.g. commercial, public, artist-run, etc.) application strategies, timelines and realistic Expectations

Written Components: how to write required portfolio components, including cover letters, CV's, bios and the dreaded artist statement

Visuals: with a special emphasis on the selection, formatting and presentation of visuals

How to: photodocument artwork

BMFA Summer Art Camp

Camp runs 8:45-4pm. Ages 6-13

Promotion: \$ 130.00

Admin: \$ 90.00

Instructors Fees Daily

30\$/hr x 6 hrs \$ 180.00

20\$/hr x 1 hr set up and clean up \$ 20.00

20\$/hr x 2 hrs Prep \$ 40.00

\$ 240.00

x 5 Days **\$ 1,200.00**

Materials

5 \$ per student/ 25\$ per week

# of Students	Revenue	Materials	Instructor	Overhead	Camp Cost	Profit/Loss
6	\$ 1,110.00	\$ 150.00	\$ 1,200.00	\$ 220.00	\$ 1,570.00	\$ (460.00)
7	\$ 1,295.00	\$ 175.00	\$ 1,200.00	\$ 220.00	\$ 1,595.00	\$ (300.00)
8	\$ 1,480.00	\$ 200.00	\$ 1,200.00	\$ 220.00	\$ 1,620.00	\$ (140.00)
9	\$ 1,665.00	\$ 225.00	\$ 1,200.00	\$ 220.00	\$ 1,645.00	\$ 20.00
10	\$ 1,850.00	\$ 250.00	\$ 1,200.00	\$ 220.00	\$ 1,670.00	\$ 180.00
11	\$ 2,035.00	\$ 275.00	\$ 1,200.00	\$ 220.00	\$ 1,695.00	\$ 340.00
12	\$ 2,220.00	\$ 300.00	\$ 1,200.00	\$ 220.00	\$ 1,720.00	\$ 500 Add in Assistant
13	\$ 2,405.00	\$ 325.00	\$ 1,200.00	\$ 220.00	\$ 1,745.00	\$ 660.00 35 @ 10\$ \$350.00
14	\$ 2,590.00	\$ 350.00	\$ 1,200.00	\$ 220.00	\$ 1,770.00	\$ 830.00
15	\$ 2,775.00	\$ 375.00	\$ 1,200.00	\$ 220.00	\$ 1,795.00	\$ 980.00