

City of Mississauga
Corporate Report



Date: 2017/11/27

To: Chair and Members of Council

From: Paul Mitcham, P. Eng, MBA, Commissioner of
 Community Services

Originator's files:

Meeting date:
 2017/12/13

Subject

Vietnamese Boat People Memorial Association (VBPMA) Donation to the City of Mississauga

Recommendation

That the Commissioner of Community Services, or designate, be authorized on behalf of the Corporation of the City of Mississauga to execute an Agreement, including any necessary documents ancillary thereto in a form satisfactory to Legal Services, with the Vietnamese Boat People Memorial Association to complete the development of a memorial sculpture and donation of the sculpture in compliance with policy 05-02-07, City Acquired Art, as outlined in the Corporate Report entitled "Vietnamese Boat People Memorial Association (VBPMA) Donation to the City of Mississauga", dated November 27, 2017 from the Commissioner of Community Services.

Report Highlights

- The Vietnamese Boat People Memorial Association (VBPMA) wish to develop and donate a memorial sculpture to the City of Mississauga. The sculpture will honour the Vietnamese refugees who arrived in Canada during the late 1970s and 1980s and the many who lost their lives in the quest for freedom.
- After preliminary meetings with the City, the VBPMA splintered into two groups. In order to ensure a fair and transparent process based on assessment of the most viable donor for the City, Culture staff met separately with the VBPMA and the VNBPM (formally part of VBPMA), to present the City's Memorial Donation Criteria. The groups were advised that the organization that best met the City's criteria would be recommended to Council as the viable donor.
- On November 14, 2017 the VBPMA submitted a package to Culture staff with their plan for the memorial donation.

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- The VBPMA package aligns with the City's Memorial Donation Criteria, and with Corporate Policy 05-02-07, City Acquired Art.
- The cost of the project will be fully funded by the VBPMA. As per Policy 05-02-27, City Acquired Art, the donor (VBPMA) will provide the City with funding equivalent to 10% of the artwork's gross capital costs. These funds are held in the City's Public Art Reserve Fund for funding future maintenance and conservation of the artwork.
- Culture staff is requesting authority for the Commissioner of Community Services to enter into an Agreement with the VBPMA to complete the development of a memorial sculpture and donation to the Corporation of the City of Mississauga in compliance with policy 05-02-17, City Acquired Art.

Background

Corporate Policy 05-02-07, City Acquired Art, outlines provisions and criteria for the donation of art and memorials to the Corporation of the City of Mississauga (Appendix 1). There is currently a moratorium on accepting donations (Appendix 2). However, in the fall of 2015 (prior to the moratorium) Councillor Starr (Ward 6), and subsequently Culture division staff, were approached by representatives from the Vietnamese Boat People Memorial Association (VBPMA) to donate (to the City) a memorial that honours the Vietnamese refugees who arrived in Canada during the late 1970s and 1980s and the many that lost their lives in the quest for freedom.

At that time, the group was advised of the City's policy for considering memorial donations. Staff from Culture, Parks and Forestry and the Library also undertook preliminary consideration of a potential site that would have contextual relevance for a donation of this nature. A potential site for the memorial was identified on the Burnhamthorpe Library Grounds (at Dixie Road and Burnhamthorpe Road East). The area is home to the Dixie Neighbourhood Centre, which played a key role in the welcoming and settling of Vietnamese Refugees to Mississauga during the 70's and 80's.

Following preliminary meetings, the VBPMA were advised to contact City staff when they felt they were in a position to meet the City's policy criteria. Subsequent to those meetings, some members of the original VBPMA splintered from the group to create a second group known as Vietnamese Boat People Memorial (VNBPM). In order to ensure a fair and transparent process based on assessment of the most viable donor for the City, Culture staff identified 5 criteria as a condition for moving forward with one of the groups: a) demonstrated proof of 30% of the budget on hand; b) a 2-year fundraising plan; c) a project plan; d) evidence of community support; and e) evidence of a stable and recognized organization and structure.

Culture Staff met separately with the VBPMA group on October 19, 2017 and the VNBPM group on October, 20, 2017 to present the donation criteria. The groups were advised that the organization who best met the City's criteria would be recommended to council as the viable donor.

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Present Status

On November 14, 2017, the Vietnamese Boat People Memorial Association (VBPMA) submitted a package to Culture staff that successfully addressed the City's criteria for recommendation of the memorial donation. In contrast, the splinter group (VNBPM) have not demonstrated an ability to meet the City's criteria. Culture staff met with Councillor's Starr (Ward 6) and Fonseca (Ward 3) on November 20, 2017, and they are supportive of Culture's recommendation to proceed with the VBPMA's donation proposal.

Comments

The VBPMA proposal meets the City's defined criteria for the donation of memorial art:

Alignment to Policy 05-02-07:

Background and historical/cultural significance of the individual/event to be honoured:

After many years of successful integration and living peacefully in Canada, Vietnamese Canadians in the GTA and Kitchener-Waterloo-Guelph-Cambridge have come together and wish to build a Vietnamese Boat People Memorial. The sculpture is intended as a donation to the City of Mississauga in appreciation of its welcoming of refugees during the late 1970s and 1980s.

Rationale for honouring the individual/event: A memorial to honour their past, as well as their present ties with the City of Mississauga would be an important contribution to the rich culture of the City and more broadly, to the diverse nature of Canadian Heritage.

Evidence that the proposal meets the criteria outlined in this policy: Culture staff have evaluated the VBPMA's proposal and confirmed that it meets the criteria outlined in Policy 05-02-07.

Commitment of funds: To date, the VPMA has raised 37.44% of the total project funds and is committed to raise the remaining funds by December 31, 2018.

Maintenance plan: The VBPMA will submit a maintenance plan to the City and will provide the City with funding equivalent to 10% of the artwork's gross capital costs for the purpose of future maintenance and conservation of the artwork.

The values of the community should be represented; each memorial must be compatible with the diverse spectrum of perspectives, cultural heritage, traditions and moral values of the City's residents: The VBPMA's proposed memorial design was selected through a public process and the group has demonstrated strong evidence of public support. The artwork will not cause deep or widespread offence or pose any safety hazard to the public.

Timeless aspect of the memorial, recognizing future generations: The Vietnamese Community is an important and growing community in Mississauga. The memorial will remind

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future Vietnamese Canadian generations of their origin and their ancestors' hardships during their quest for freedom.

The designer must be a qualified professional in the field: The VBPMA package includes the artist's biography, exhibition list, honours and awards.

Alignment to Proposal Criteria

- **Demonstrated proof of 30% of the budget on hand:** As of November 4, 2017, the VBPMA has raised \$126,448.04 of \$337,700.00 (37.44% of the total budget cost).
- **2-year fundraising plan:** The VBPMA's plan for 2018-2018 includes three fundraising dinners. They plan to raise funds through tiered plaque sponsorships for the sculpture's base.
- **Project plan:** The VBPMA package includes a site plan, installation location, and sculpture specifications including base, materials, and dimensions.
- **Evidence of community support:** The VBPMA's package includes 15 letters of support from the Vietnamese community (businesses, associations, non-for profits and charitable organizations from across the GTA).
- **Evidence of a stable and recognized organization and structure:** VBPMA was incorporated as a non-for-profit organization on June 9, 2017. There are eight members on the board of Directors.

Financial Impact

There will be no financial impact to the City. The cost of the project will be fully funded by the VBPMA. Policy 05-02-27, City Acquired Art, requires that the art donor (VBPMA) also provide the City with funding equivalent to 10% of the artwork's gross capital costs. These funds are held in the City's Public Art Reserve Fund for the purpose of funding future maintenance and conservation of the artwork.

Conclusion

The Vietnamese Boat People Memorial Association has presented a successful proposal to the City outlining their desire to build and donate a memorial that would be installed on the Burnhamthorpe Library grounds. The sculpture honours the many Vietnamese refugees who arrived in Canada, and Mississauga, during the late 1970s and 1980s and the many that lost their lives in the quest for freedom.

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Culture staff recommends that the City enter into an agreement with the VBPMA for them to complete the development and donation of a memorial sculpture in compliance with the City's memorial donation criteria as outlined in policy 05-02-27, City Acquired Art.

Attachments

Appendix 1: City Acquired Art Policy #05-02-07

Appendix 2: Moratorium on the acceptance of Donations

Appendix 3: Image of VBPMA Memorial Art Donation

Appendix 4: Proposed Location for Donation of the VBPMA Donation



Paul Mitcham, P. Eng, MBA, Commissioner of Community Services

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