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**For Information**

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**REPORT TITLE:** **Peel Art Gallery, Museum, and Archives Annual Report**

**FROM:** Davinder Valeri, Chief Financial Officer and Commissioner of Corporate Services

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**OBJECTIVE**

To share the 2022 achievements of Peel Art Gallery, Museum and Archives (PAMA).

**REPORT HIGHLIGHTS**

- PAMA exists to share the stories of Peel by providing diverse opportunities for creative exploration and discussion to help build cohesive communities. ‘Nothing About Us, Without Us’, our guiding principle, ensures direct participation of communities represented in our exhibitions and programming.
  - PAMA completed mould abatement of the Museum collection, HVAC upgrades, and building improvements, including installation of a high-density shelving system, fire prevention system, and climate control system in the Museum storage in 2022. The incremental return of over 20,000 Museum collection artifacts is scheduled to begin in October 2023. The full return of the collection will take approximately 2.5 years.
  - In 2022, PAMA established the framework for an Indigenous Sharing Circle (ISC). The mandate of the ISC is to actively contribute to the development of exhibits and programming that work to promote cultural awareness, while increasing intercultural understanding of Indigenous histories and contemporary experiences, artistic expression, and cultural practices. PAMA is working toward developing one of the largest Indigenous learning centres in Southern Ontario in partnership with the ISC.
  - As the Cultural Hub and steward of art, history, and culture for Peel Region, PAMA has built trusted relationships with Peel residents, school boards, libraries, newcomer associations, donors, members, volunteers, community stakeholders, various levels of governments and cultural partners. Given the announcement of Bill 112, there is significant risk to the erosion of these relationships, particularly newly fostered relations with Indigenous program partners.
  - Dissolution poses significant risk to care of the PAMA collection, which includes historic buildings and the PAMA Art and Museum collection, containing over 20,000 artworks and historical artifacts.
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**DISCUSSION**

**Background**

The Peel Art Gallery, Museum, and Archives (PAMA) enriches the Region of Peel and supports a Community for Life by safeguarding, sharing, and promoting arts and culture across Brampton, Caledon, and Mississauga.

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PAMA exists to share the stories of Peel by providing diverse opportunities for creative exploration and discussion to help build cohesive communities. 'Nothing About Us, Without Us', our guiding principle, ensures direct participation of communities represented in our exhibitions and programming.

As the "Cultural Hub" for the Region of Peel, PAMA has demonstrated leadership in cultural and community engagement through collaboration to deliver local, national, and international content and experiences that resonates with residents.

After facility renovations and COVID related closures, PAMA began a phased approach to reopening of its indoor spaces in April 2022. Over 4,000 in-person visitors were welcomed back to the PAMA campus and over 20,000 visitors engaged with PAMA through the delivery of digital exhibitions and programs.

### 1. Exhibitions

PAMA's commitment to diversity, equity, inclusion, accessibility, and decolonization were demonstrated through the delivery of thought-provoking exhibitions presented by the Art Gallery and Museum.

In 2022, PAMA presented a total of eleven exhibitions, including two outdoor banner exhibitions, four Art Gallery exhibitions, three Museum exhibitions, one virtual exhibition and one travelling exhibition.

Outdoor Banner Exhibitions:

- Bidemi Oloyede: I Am Hu(e)Man!
- Russna Kaur: Maze of control and the slightest chaos

Art Gallery Exhibitions:

- Power Play: Hockey in Contemporary Art
- Peter Powning: A Retrospective
- Facing Claude Cahun and Marcel Moore
- Sedna: Inuit Goddess of the Sea

Museum Exhibitions:

- REGALIA: Indigenous Pride
- UN/COVERINGS: Mennonite and Muslim Women's Heads and Hearts
- We Are Hockey

Virtual Exhibition:

- Life is beautiful: Memoirs of people living with dementia

Travelling Exhibition:

- George Paginton: Painting A Nation

Success of the 2022 exhibition and programming schedule and a vibrant 2023 plan has resulted in approximately 16,000 in person visitors being projected for 2023.

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### **2. Programming**

In 2022, PAMA's Education and Programming team focused on outreach as part of the institution's overarching engagement strategy. The team collaborated with several community partners to offer new and innovative programs and workshops during the post-COVID recovery period and the partial reopening at PAMA.

PAMA partnered with Cawthra Park Secondary School to provide a PAMA Arts and Culture Professionals panel discussion to support students interested in pursuing arts and culture careers post-secondary. Students had the opportunity to engage in meaningful dialogue with administrative and curatorial staff to gain a better understanding of the wide range of careers available in arts and culture and the realities therein.

Although school programming was not offered on site at PAMA, due to ongoing renovations and lingering impacts from COVID restrictions, PAMA delivered outreach programming to over 900 students at schools across the Peel Region.

Through the ongoing support of the Brampton and Caledon Community Foundation grant, PAMA led Creative Expressions art workshops in nine schools, for a total of 54 sessions. These workshops encourage adults and children with developmental and/or physical challenges to channel their own creativity.

PAMA hosted several onsite public programs, post reopening in April. The Downtown Brampton Business Improvement Association (BIA) Easter Egg Hunt brought hundreds of families through the doors, with many participating in an instructor-led family fun activity. The PAMA Youth Council designed and hosted a Mother's Day flower making event in May. The Mother's Day event empowered the youth to engage in program design and delivery, while receiving support and guidance from the PAMA staff.

Additional public programs included Family Staycation drop-ins, tea tastings, forest bathing, art workshops, music with the Brampton Folk Club, and Connections: Art + Book Club with the Brampton Library.

Working with Peel Region's Long Term Care centres and private organizations, PAMA's educators delivered the Museum Memories and Young at Heart programs to over 170 registrants.

PAMA's Education and Programming team also provided outreach and engagement at community events, including festivals, fairs, and pop-up exhibitions.

### **3. Program Area Highlights**

#### **a. Art Gallery**

As part of Alzheimer's Awareness month, PAMA kicked off the year with a stunning virtual exhibition called 'Life is beautiful: Memoirs of people living with dementia', in partnership with Peel Region's Long-Term Care. The exhibition was extremely well received, with over 10,000 views in its opening month.

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PAMA reopened the Art Gallery and Courthouse in April to in-person visitors and presented the exhibition 'Power Play: Hockey in Contemporary Art'. Power Play examined themes of diversity in the sport and challenged popular stereotypes of hockey in Canada.

In the Spring 2022, the 'Expressions Art Competition' launched in partnership with Peel Public Health. Artists were invited to share their COVID-19 experiences through their works. A juried panel selected the top ten submissions from each of the adult and youth categories. The public then voted on selections to name the top three in each category. The top three works were awarded prizes.

The Art Gallery processed several new acquisitions in 2022, all by living female artists, for its permanent collection. Four works that were featured in the 'Power Play: Hockey in Contemporary Art' exhibition were donated by artists Liz Pead, Liss Platt, and Cyndra MacDowall. Such donations are a testimony to the new relationships that are often forged between PAMA and community artists.

PAMA continued to grow and diversify the collection of works on paper in 2022 through the purchase of three drawings by prominent Inuit artists Ningiukulu Teevee and Shuvinai Ashoona. Funds for these acquisitions came from the David Somers Works on Paper Endowment.

### **b. Museum**

During the summer season, the PAMA Museum team presented 'Regalia: Indigenous Pride'. This exhibition featured stunning photographs celebrating powwow dancers from across Canada, and displayed beaded works created locally.

PAMA completed mould abatement of the Museum collection, HVAC upgrades, and building improvements, including installation of a high-density shelving system, fire prevention system, and climate control system in the Museum storage in 2022. The incremental return of over 20,000 Museum collection artifacts is scheduled to begin in October 2023. The full return of the collection will take approximately 2.5 years.

'UN/COVERINGS: Mennonite and Muslim Women's Heads and Hearts' explored the meanings of head coverings in both Mennonite and Muslim communities and posited whether they elicited the same responses from outside communities.

A donation of objects from the Egan family of Bolton in 2022 increased Museum holdings representing the Caledon area. Objects were also transferred into the PAMA Museum collection from the Ontario Police College and Peel Region's Treasury Services. These objects will help us to share the story of the Peel County Jail and the formation of the region.

In 2022, PAMA established the framework for an Indigenous Sharing Circle (ISC). The mandate of the ISC is to actively contribute to the development of exhibits and programming that work to promote cultural awareness, while increasing intercultural understanding of Indigenous histories and contemporary experiences, artistic expression, and cultural practices. PAMA is working toward developing one of the largest Indigenous learning centres in Southern Ontario in partnership with the ISC.

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### c. Friends of PAMA Advisory Board

The Friends of PAMA Advisory Board serves as community ambassadors, ensuring community interests in PAMA's decision-making and supporting the growth, outreach, and preservation of Peel's art, culture, and heritage. PAMA staff actively partner with the Friends of PAMA Advisory Board to support program design, reflective of the diversity of Board members and the community at large. PAMA welcomes the following 2023 Board appointments and continuing terms:

Brandon Corazza – Board Chair (new role)  
Ismat Jahan – Vice Chair (new role)  
Kate Lamb – Past Chair (new role)  
Gagan Battu – Board Member (continuing term)  
Navdeep Gill - Board Member (new member)  
Elaine Kwan – Board Member (new member)  
Sandra Iskander – Board Member (continuing term)  
Sharifa Riley – Board Member (continuing term)  
Nader Shureih – Board Member (new member)  
Regional Councillor Gurpartap Toor (new member)  
Nisarg Vrajlal – Board Member (new member)

### d. Marketing and Development

In 2022, The Marketing and Development team partnered with The Friends of PAMA Advisory Board to fundraise in support of Creative Care kits. The kits were curated for seniors who have memory loss and fine-motor skill challenges. Seventy-five packages for seniors were distributed to the following Peel Region Long Term Care facilities:

- The Davis Centre
- Tall Pines
- Peel Manor Sheridan Villa
- Malton Village

Meditation Moments, led by Marketing and Development, continued in 2022. This series of videos, shared on the PAMA website and YouTube featured guided meditations and positive affirmations, while experiencing beautiful art works.

Since 2016, artists have visited downtown Brampton in person to participate in the en plein air Live Art Competition. This partnership event supports art and culture by bringing artists and the public together to encourage an understanding of the creative process. PAMA partnered with Gallery 35, Baci Gifts, and the Downtown Brampton BIA in 2022 to bring this event to life.

PAMA's rental and filming programs not only have welcomed new guests to our facility, but also brought in substantial revenue that supports other PAMA programs, such as collecting, education and conservation. In addition, they draw guests to other downtown businesses and contribute to Brampton's growing film industry. Notable film productions, such as CBC's 'Working Moms' and Margaret Atwood's 'Alias Grace' have utilized PAMA's facility for filming. In 2022, PAMA hosted three film projects and twenty-three rentals, generating over \$20,000 in revenue.

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### **e. Archives**

The Region of Peel Archives team joined the Clerk's division in September 2022. This change in structure was one of the recommendations outlined in the 2022 Archives' Feasibility study. The study found that municipal archival programs are dependent on a strong working relationship with Records Management teams. Most municipal archives report directly to the Clerk's office to better align with the Clerk's responsibilities related to municipal record keeping. Activities and updates from the Archives will be reported separately.

### **4. Grants and Funding**

In 2022, the Art Gallery and Museum received over \$160,000 in grants and funding from Provincial and Federal partners to support exhibitions, programming, and reopening activities.

Education and Programming received a \$5,500 grant from the Brampton and Caledon Community Foundation for the Creative Expressions workshops.

### **BILL 112 RISKS AND IMPLICATIONS**

As the Cultural Hub and steward of art, history, and culture for Peel Region, PAMA has built trusted relationships with Peel residents, school boards, libraries, newcomer associations, donors, members, volunteers, community stakeholders, various levels of governments and cultural partners. Given the announcement of Bill 112, there is significant risk to the erosion of these relationships, particularly newly fostered relations with Indigenous program partners, seeking to launch an Indigenous learning centre at PAMA through the refresh of the 'We Are Here' exhibition.

PAMA has provided a tangible space for important dialogue around diversity, equity, inclusion, accessibility, and decolonization for all residents of Peel. As a place of lifelong learning, PAMA has become a conduit for residents across Peel's geography and for visitors to discuss and explore the intersections of diversity and to build cultural awareness that fosters cohesive communities.

Over thirty community groups and agencies from across Peel partnered with PAMA in 2022, to deliver programs and to provide access to cultural resources. The uncertain future for PAMA, could reduce access to arts and culture for a sizable proportion of residents in Brampton, Caledon, and Mississauga, who are often underserved and underrepresented in cultural spaces.

Bill 112 impacts PAMA's ability to apply for grants for 2025 and beyond. These funds often support vital programming in the community, subsidize maintenance costs, and provide job training for young workers.

PAMA has achieved 'Class A' designation by the Government of Canada, meaning that we have demonstrated the ability to ensure the long-term preservation of cultural property. Bill 112

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poses a significant risk to that designation if care of cultural property cannot be maintained beyond dissolution.

Dissolution poses significant risk to care of the PAMA collection, which includes historic buildings and the PAMA Art and Museum collection, containing over 20,000 artworks and historical artifacts.

### **CONCLUSION**

PAMA is a well-established and trusted cultural institution serving Peel residents through dynamic exhibitions, programs, and quality experiences that foster inclusivity, connectivity, and collaboration. PAMA will continue to work on objectives that support a Community for Life and provide an environment in which visitors feel safe to explore, learn and connect through all stages of life.

### **APPENDICES**

Appendix I – Community Partner List

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Davinder Valeri, Chief Financial Officer and Commissioner of Corporate Services

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