

# FORMAL REPORT

<b>To:</b>	Mayor Strathdee and Members of Council
<b>Prepared by:</b>	Trisha McKibbin, Director of Corporate Services / Deputy Clerk
<b>Date of Meeting:</b>	12 September 2017
<b>Subject:</b>	<b>COR 34-2017 Public Art Program</b>

## PURPOSE

This report contains general information on Public Art programs, how they are governed, and the processes and procedures that typically exist in a Public Art programs.

## RECOMMENDATION

THAT COR 34-2007 Public Art Program report be received for information and discussion to provide direction to staff on the role the municipality will have regarding a Public Art Program.

## BACKGROUND

Over the past two years the BIA have been working towards establishing a Public Art Program for St. Marys. As part of their 2017 Budget, the Downtown St. Marys Business Improvement Area (BIA) allocated funds for an outdoor Public Art program. From their research and experience, the BIA have determined that this is a much larger program than first thought, and that partnerships with the municipality and other groups would be essential to the success of the program.

The BIA Board approached staff for assistance with this project, and as such staff have brought information forward to Council for further direction.

## REPORT

Several municipalities have outdoor art programs that may include murals, sculptures and other art forms. Staff have undertaken research on these programs and have found consistencies that exist in the management, processes and delivery of these programs. Below is information on the components of a Public Art program:

### What is Public Art?

Within most programs, the first step in a public art process is defining "Public Art" within the framework of the program. Public art can take many forms and media, including murals, donated art, memorials, sculptures, water features and so much more. It can be temporary or permanent, it may also be functional or simply aesthetic. Typically, the intention of Public Art is to engage with the community.

### Why are Public Art Programs developed?

- Building and supporting a vibrant Downtown
- Generate interest and awareness in local artists
- To create culturally enriched public spaces
- Stimulate creativity

## **What does a Public Art Program entail?**

The common features found in most outdoor public art programs include: guidelines and process for installing artwork; Terms of Reference; a Request/Call for Proposals or application form, Public Art Easement Form/Agreement, and an Artists Maintenance Plan. Broken down in further detail this includes:

Guidelines/Terms of Reference should include such things as:

- Identified sites and ideas for public art projects
- Specifications for each site. i.e. dimensions of the art, medium, manner in which it is to be affixed (painted directly on building, removal board/backing, etc.)
- Budget for each public art project
- Evaluation criteria to evaluate the proposed public arts sites and projects
- Determine roles and responsibilities of all collaborative partners

Easement Form/Agreement should include such things as:

- Defining legal ownership of the public art
- Length of time the artwork will be displayed
- Setting terms of removal/termination by either the artist or Town
- Maintenance of artwork – who is responsible for conducting and paying for maintenance
- Insurance – for both the installation/creation of the artwork and while it is on display

## **Who is typically involved in a Public Arts Program?**

The organizations involved in the outdoor art programs do vary between programs. Some programs are overseen solely by the municipality. In these instances municipal staff are responsible for making available, receiving and reviewing application forms; setting appointments/meetings with prospective artists; entering into agreements/contract with the artists; and maintenance of the art. The municipalities all generally have some form of public consultation process, ranging from developing a set of criteria to evaluate the proposed public arts sites and projects or to having a Public Arts Commission/Group that evaluates and approves/denies each application.

In other municipalities the Public Art Program is a partnership between the BIA and the municipality, with both being collectively involved in the process.

In other instances where communities have an incorporated not-for-profit Arts Council the Council oversees the Public Arts program.

In discussion with the BIA, they would prefer to see a partnership (Committee) formed with representatives from the Town, BIA, Arts Group and general public who would create the guidelines, paperwork, process, requests for proposals and select the artwork for public display.

Even without a formal partnership the Town would be involved in a Public Arts Program in regards to the Building Code, possibly Sign Bylaw, Heritage permits and possibly municipal easements. By having the Town at the table as a partner in the program, staff could assist in the process and navigation of municipal regulations.

## **Where will the Public Art be displayed?**

Members of the BIA Executive have approached building owners within the Downtown to determine if there would be interest in utilizing the exterior of their buildings for public art. There has been a positive response from this initial inquiry. If a Public Art Committee were to be formed, it is recommended that the selection of locations be determined by the Committee following the prescribed criteria created by the group.

## **How will the Public Art program be funded?**

The BIA has currently earmarked \$10,000 in their 2017 budget to initiate a Public Art Program. In discussion with the BIA they would be willing to support the Public Art Program within their annual budget.

### **Next Steps:**

To move this proposal forward, staff believe there are two preliminary questions for Council Questions for Council's consideration:

**Questions #1** - Does Council support the concept of a Public Art Program for St. Marys?

**Question #2** – If Council supports the concept of a Public Art Program how will the Municipality be involved?

It is staff's recommendation that if Council supports the idea of a Public Art Program, that a Committee of Council be struck to implement and oversee this program. If Council directs a Committee of Council to be struck the next steps would entail:

- Reporting back to the BIA on the direction of Council
- Drafting a Terms of Reference for the Committee (ensuring broad representation)
- Including funds for said Committee in the 2018 budget
- Advertising for members of the Committee
- Council appointment of Committee members
- Meeting of Committee to establishing Terms of Reference for the Program, Guidelines, Application Forms, Easement Agreements, etc.
- Launching of the Program (2018)

## **SUMMARY**

This report provides information on Public Art Programs, how they are managed in other communities, the general guidelines of this type of program, and funding source of the program. If Council determines that the municipality should be involved in establishing a Public Art Program, it is staff's recommendation that a Public Art Committee of Council be formed to ensure the effective establishment and delivery of such a program. There will be costs to the municipality for establishing a Committee of Council for Public Art, including; staff time, remuneration for committee members, legal fees, materials and supplies, etc.

Staff is seeking Council's direction on the next steps for this proposal.

## **FINANCIAL IMPLICATIONS**

There will be costs to the municipality for establishing a Committee of Council for Public Art, including; staff time, remuneration for committee members, legal fees, materials and supplies, etc.

## **STRATEGIC PLAN**

- ☐ Not applicable to this report.
- ☒ This initiative is supported by the following priorities, outcomes, and tactics in the Plan.
  - Pillar #5 Economic Development:
    - Outcome: Emphasize culture as a key economic driver for the community
    - Tactic(s): Leverage the downtown architecture, in particular the alleyways, to enhance the cultural experience in the downtown core.

## **OTHERS CONSULTED**

Jim Brown, Director of Finance  
Business Improvement Area Board  
Julie Docker, BIA Chair

## **ATTACHMENTS**

None

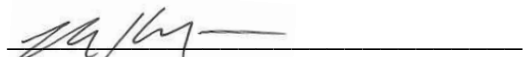
## **REVIEWED BY**

### **Recommended by the Department**



Trisha McKibbin  
Director of Corporate Services

### **Recommended by the CAO**



Brent Kittmer  
CAO / Clerk