

Peter provided a brief overview of his Research Project discussions with Collingwood. In discussion with one individual, he was advised that while the municipality does not currently have a Council approved percent for art, Council agreed to pilot the concept when the Fire Hall was constructed and 1% of the construction costs were put into a public art reserve. Since then, where appropriate, 1% for public art is set aside during the planning of most park projects. There are no incentives in place to encourage a percent for public art on external projects. A membership with Creative City Network of Canada at <https://www.creativity.ca> was suggested for access to their resources pertaining to public art.

In a subsequent discussion regarding their policy, Peter noted it is based on their Leisure Services Master Plan and Sustainable Community Plan. The purpose is to provide a framework to encourage, fund, select and preserve Public Art in, or adjacent to new or existing municipal buildings, infrastructure, projects, parks, trails etc. He noted there is a policy statement that plans for increased placement of public art throughout the Town that ensures a steady stream of funding for art with 6 Guiding Principles. It suggests that staff will prepare a multi-year Public Art Plan to be reviewed by the Arts and Culture Committee and presented to Council for approval. He noted there is reference to the Town establishing an annual budget allocation for Public Art, with the intent of working toward a Percent for Art Program and that the Town will encourage the private development sector to participate voluntarily through a percent for art. It also mentions that a Public Art Reserve Fund will be established. Peter noted a copy of the referenced policy is included in the research project. They don't take 1% from private projects, but noted it is their understanding that Toronto has its own legislation to make this happen. Peter noted he will follow up further with Planning Director on some new questions.

Peter suggested the Public Art Committee start by enhancing our existing policy in this regard and develop a strategy and a report to Council. He noted he would really like to see The Blue Mountains allocate financial resources toward encouraging outdoor public art. Yvonne's noted she can help to articulate this and what the committee might propose, based on her experience in practicing municipal law. Peter felt there was additional homework to be done.

With guests scheduled to join the meeting for item B.2, the committee deferred additional discussion on the research project to later in the meeting.

B.2 Public Art Planning Discussion

Hazel welcomed Shawn Everitt, Director of Community Services/Acting CAO and Artist, Roger Edwards to the meeting. The invitation was extended to them as an opportunity to begin discussions about the Committee's move to public art and what they might recommend and consider. It was felt their individual and combined insights, suggestions and direction from the Town's administrative perspective and processes and the experience and perspective of an artist who has been involved in public art projects, selection and funding, would be a valuable first step before the Committee reviewed and discussed the results of a public art research project they had worked on over the summer. Shawn

commented that the Town is open to public art acknowledging there would be budgetary and other considerations such as location/s that would involving Staff and Council. He offered a suggestion to take a look at the Town's non-purposed land inventory to help identify a possible site/s (application, theme, selection, installation, maintenance, safety etc. would also be considerations in the planning process for a proposal). He noted past liability concerns noting things are looked at differently and that we have come a long way from 10 years ago and as even as little as 5 years ago. He referred to the Mosaic Mural unveiled on Canada Day at the Frank & Jessie Memorial Park adjacent Town Hall; our first piece of public art.

Peter provided some history on the Committee's work on past endeavors involving indoor art. The permanent collection at Town Hall is complete and the Municipal Art Program (MAP) and the associated annual events are in place. With reference to the Public Art Policy, the focus of any new acquisitions will be in the form of outdoor art. He referred to the research project conducted by the Committee to look at projects in other communities and their response to the "how" questions we would be asked about getting started in the areas art selection, themes, events, partnerships, funding, policy development and budget allocation. He noted the committee will be reviewing and discussing the results of the research project later in the meeting.

Shawn noted the Thornbury BIA is very interested. He also advised of a Town park bench project with an artistic flair in the design and the possibility of incorporating historical and interpretive messaging about the particular area or vista in which a bench is located. He gave the Beaver River and the history of the Trestle Bridge as examples. He referred to social media noting Facebook, Instagram and Twitter are getting us on the map by bringing attention to experiential tourism and photo opportunities in our municipality.

Peter referenced a Montreal festival that features moving pictures. Yvonne noted an increase in use of mobile phones at outdoor fitness centres where QR Codes have been introduced to take participants through each fitness station. Shawn referred to sculptures and interpretive signs in Orangeville. We are beginning to see an evolution in interpretive signage.

Roger noted creating a culture that appreciates fine art.

In response to Hazel's inquiry as to whether there are any obstacles the committee should be considering. Shawn suggested the need to respond to questions like, "What is the criteria?" and "What is the acceptable form?" David echoed Roger's comments concurring with the need to encourage and build a culture that appreciates fine art/public art.

Roger suggesting it is his perception that the area is starved for art but there is a risk of becoming too "cottage-y". He suggested efforts to keep public art high-end. Based on his experience, keeping the high-end fine art focus will garner the interest of accomplished artists in the area and beyond, increase the interest by the area's artistic community and generate excitement through the art and related events such as an art festival; all confirming the integral part that art plays

in the culture of the community. He referred to the Toronto Outdoor Art Exhibition and art placed around City Hall. He suggested a festival and that perhaps someone would sponsor it. He noted crafts could be added but suggested keeping the festival high-end with fine art and serious artists. He reiterated the emphasis on developing a cultural town, beyond interesting crafts.

Roger spoke about the “Brain” project he has been involved with in the City of Toronto, how individual sponsorship, site locations for 100 pieces throughout the city, the art form design, project partners, annual replacement of pieces, auctioning or the sale of the previous year pieces and proceeds benefitting the Alzheimer’s Society (cheques presented in advance of receiving a tax receipt) evolved. He referenced programs in San Francisco and New York with sponsorship and backing from corporations like Telus, Rogers and Bell and their interest in supporting events with medical and sports themes.

Suggestions for an Art Festival included ideas for an apple theme or a themed annual Apple Art Festival with the possibility of sponsorship and proceeds centred on a charity or proceeds going to a local cause such as the medical centre. He suggested the committee would do the work of the event, but there would be a need for qualified people to do the judging. Bus visits to apple country, identifying little known facts about apples, adding music and musicians and the potential for private sponsorships were discussed. He noted private money will come for charity causes and suggested the apple growers or Telus. He reiterated that art festival judging would require the work of qualified people judging noting that keeping it high end is really tough. Artistic components could include paintings, sculpture, weaving etc. He noted he can help to consult. The biggest challenge will be the selection committee. He referenced the Brain project noting there were no winners, that art is hard to judge and that “art is art”.

Ideas also included an Art Centre or School with a possible affiliation to an educational institution offering courses, art teachers and events. The vision would be to further develop Thornbury and the municipality as a young, happening, art-focused, cultural community.

With reference to seed money for outdoor sculpture, Roger noted the potential for acquired art through donations or private money for sponsorships and noted the importance of creating an environment in which artists and sponsors want to donate. He noted his past experience noting an event where art was donated but donors were not given an opportunity to determine where a piece was placed. Roger referenced development charges, more density, giving back art/land and bonusing. Shawn referred to the idea of an art centre as an interesting concept and while the Town has land that is currently not purposed, ways to fund a development and the ongoing maintenance could be issues for Council. It was questioned if the residential base could support an arts centre.

The idea of an art museum was suggested with the educational component about “the apple” and the potential to develop an iconic apple; something neat to look at were envisioned. He noted the apple being a strong symbol.

In addition to his suggestions, Roger provided background information on his experience with Parks Canada, licensing a line of high-end products for sale at the Air Canada Centre, a current project called Artists for Peace and Justice that has raised over \$2 million dollars involving 50 artists promoting the cause and the program focus on social justice and peace. He note another project that raised funds to build a school in Haiti generating classroom assistance for the benefit of over 3,000 students. Roger noted he often acts as an ambassador for individuals wishing to sponsor. He also provided samples of marketing pieces showing the steel chain and bronze brain sculptures he designed and showed the full page coverage Brain Project received in a Toronto newspaper.

The committee thanked Shawn and Roger for their insight and suggestions and for their time spent joining today's meeting.

B.1 Summer Research Project – Public Art continued.

The focus returned to B.1 and the Public Art Research Project.

In the interest of time, the Committee deferred discussion on the various sites researched, to the October meeting.

B.3 PAC Budget Projections 2018

Karen provided a list of estimates she provided to Shawn Everitt, Director of Community Services/Acting CAO, for 2018 budget reference. It was suggested that future budget considerations might include funds for development of the public art policy re the legal structure for public art, donations under the grants and donations for public art, an art festival committee, fundraising and advertising.

B.4 “The Amalgamation”

“The Amalgamation” is the name of a painting by artist, Bill Hartman referred to as the “Town Crier Painting”. It portrays the amalgamation of the Town of Thornbury and the Township of Collingwood.

At the July 10, 2017 Council Meeting, Council approved the following resolution: “THAT Council of the Town of The Blue Mountains acknowledges receipt of the correspondence from Mrs. Beverly Lapointe dated July 5, 2017 and supports the request that the “Town Crier Painting” be returned to the Town Hall for display, from the current Craigleith Depot location;
AND THAT Council refer this request to The Blue Mountains Public Art Committee, in coordination with The Blue Mountains Public Library Board, Museum Advisory Committee, for consideration and recommendation back to Council, Carried”

A joint meeting of the Public Art committee, the Craigleith Heritage Depot Museum Advisory Committee and Library Staff was held on July 24, 2017 and the recommendation not to deaccession the piece for return to Town Hall but to retain it at the Craigleith Heritage Depot Museum was recommended. Karen suggested a Staff Report, on behalf of the Public Art Committee, be written in response to the request for consideration and recommendation back to Council. Karen advised she could prepare the Staff Report for the October 2, 2017

Committee of the Whole meeting. Yvonne Hamlin offered to assist. It is expected a resolution from the Committee of the Whole meeting will go forward to the October 16, 2017 Council meeting.

B.5 Canada 250 Mosaic Mural – Poster

Karen advised that Shawn Everitt has provided a supply of Mosaic Art Posters. She will email MAP participants who participated to advise they can pick up a poster, featuring their tile/s, from Town Hall. Yvonne offered to deliver a poster to artist, darci-que. A request was made by the committee to suggest moving the sign located below the mural as there have been comments that the sign restricts visibility of the tiles on the bottom row. Karen will advise Shawn Everitt of the request.

C. Additions to the Agenda

D.1 The Enterprise Bulletin – Newspaper Article

For information, Peter referenced and provided a copy of a July 21, 2017 Enterprise Bulletin article, “Merv returns to Hurontario Street” by Gisele Winston Sarvis wherein there is reference to the public art policy adopted by Collingwood and the movement of a metal sculpture to what was once the Collingwood Shipyards property.

D. Future Business

D.1 Yvonne asked that the January meeting agenda include the suggestions for improvements and enhancements to the 2018 MAP events as noted in the June 1, 2017 minutes. Karen will add this item for discussion and reference during the planning of the Artists’ Appreciation Event, MAP Intake/Outtake, MAP Exhibit and the art installation).

E. Adjournment

Moved by: Yvonne Hamlin

Seconded by: Peter Tollefsen

THAT this Public Art Committee meeting does now adjourn at 12:10 p.m. to meet again on October 12 at 9:30 a.m. at Town Hall in the Committee Room, or at the call of the Chair. Carried.