

REPORT

REPORT TO: Mayor Bonnette and Members of Council

REPORT FROM: Catherine McLeod, Cultural Development Coordinator

DATE: January 24, 2018

REPORT NO.: ADMIN-2018-0003

RE: Recommended Public Art Advisory Board Membership

RECOMMENDATION:

THAT Report No. ADMIN-2018-0003, dated January 24, 2018, regarding the recommended membership for the Public Art Advisory Board be received;

AND FURTHER THAT the Public Art Advisory Board members recommended in this report and listed under separate cover in confidential Appendix 1 of this report, be approved.

BACKGROUND:

Council approved the Public Art Policy in August 2016 as outlined in report COMMSERV-2016-0002. This Policy guides the development and implementation of the Town's Public Art Program. It provides a process through which the Town will assess and acquire public art for municipally-owned public spaces and facilities, whether through purchase, commission or donation. The overarching goal of the Public Art Policy is to position Halton Hills as a vibrant and engaging place of creativity that utilizes the talents of local artists, honours the unique attributes of the community, beautifies the landscape, raises quality of life and builds the creative economy.

Part of the Public Art Policy states that Council will form a Public Art Advisory Board to provide input and support implementation of the Public Art Policy and Public Art Master Plan. The Public Art Master Plan will prioritize sites for the installation of public art on municipally-owned lands and for incorporation into municipal infrastructure, as well as recommend specific art pieces for such installations.

Town staff completed a recruitment process and recommend three public members for the Public Art Advisory Board, as listed in confidential Appendix 1 - attached to this report.

COMMENTS:

The Public Art Advisory Board will work under the direction of the Cultural Development Coordinator who leads the public art program. The Public Art Advisory Board will be responsible for:

- Supporting implementation of the Public Art Policy;
- Supporting completion and implementation of the Public Art Master Plan;
- Guiding decisions on when and where public art should be added;
- Providing input into public art calls;
- Reviewing public art proposals;
- Reviewing gifts and bequests with staff with a view to acquisition and de-accessioning (removing work permanently from the collection);
- Reviewing existing works with staff that may require maintenance; and
- Providing advice and direction on the integration of public art in capital projects, as required.

The Public Art Advisory Board will consist of seven members who represent the diversity of interests and backgrounds in the community. Originally, under the Public Art Policy, the Board was to report to the Commissioner of Community Services. However, it will now report to the Manager of Economic Development, Innovation and Culture, but work under the direction of the Cultural Development Coordinator as Board Chair. This change aligns with the new Economic Development, Innovation and Culture division which was established after the approval of the Public Art Policy.

Board membership will include:

- Cultural Development Coordinator (Chair)
- Helson Gallery Curator
- Theatre Supervisor (Cultural Centre)
- Representative from the Halton Hills Cultural Roundtable
- Town staff that are familiar with various municipal capital projects that, as required, can assist with the integration of public art in infrastructure. This role will be supplemented by the recently established cross-departmental Cultural Services Coordination Committee.

The Board is also to include three representatives of the local/arts community.

The Cultural Services section led a recruitment process that included publishing calls for applications in the Independent and Free Press and The New Tanner, promotion on the Town's website, Let's Talk Halton Hills, social media platforms, and via various e-newsletters and e-lists. Eight applications were received and reviewed using an evaluation grid of preferred skills and qualifications. Five applicants were interviewed by

the Cultural Development Coordinator and Theatre Supervisor (Cultural Centre). Of these, three are recommended to Council for inclusion on the advisory Board (see confidential Appendix 1).

In terms of the Public Art Master Plan, work on the Master Plan began in March 2017 when the Town approved the bid by The Planning Partnership Ltd. (COMMSERV-2017-0007) to develop the Public Art Master Plan. Progress to date includes an Analysis of Public Realm Initiatives, an Inventory of existing public art in Halton Hills, successful public consultations to obtain input into the Master Plan, and the establishment of an online engagement portal through Let's Talk Halton Hills. A draft "What We Heard" report has been prepared to summarize the results of the consultations. An updated report will be presented to the Community and Corporate Affairs Committee in Q1 2018. A draft Public Art Master Plan has also been submitted by the consultants. Reviewing these documents as well as the preparation of formal Terms of Reference for the Board, will be among the key first tasks undertaken by the Public Art Advisory Board.

Through the development of the Terms of Reference and building on the Public Art Policy and the Public Art Master Plan, the Board's meeting schedule will be set, and refinements may be recommended to the Board's membership, scope and other matters to ensure that the Board reflects current conditions and priorities.

RELATIONSHIP TO STRATEGIC PLAN:

Establishment of the Public Art Advisory Board and the corresponding implementation of the Public Art Policy supports a number of Strategic Directions from the Strategic Plan, as well as its top eight priorities:

A. Foster a Healthy Community

- A.3 To provide a broad range of educational, recreational and cultural services that meet the needs of our residents.
- A.9 To support and enhance a variety of arts and cultural opportunities for the enjoyment of the public.

C. Foster a Prosperous Economy

- C.6 To maintain and enhance our historic downtowns and vibrant commercial areas to provide for shopping, services, cultural amenities and entertainment.
- C.10 To promote opportunities for tourism that are linked to the Town's natural and cultural heritage and countryside character.

D. Preserve, Protect and Promote our Distinctive History

- D.5 To foster civic pride by recognizing the contribution that built heritage and cultural heritage landscapes make to the rural and urban character of the Town.

Council's top eight priority area of Sustainability is also supported via this action:

- B Collaborate with community partners to continue to implement the Integrated Community Sustainability Strategy.

FINANCIAL IMPACT:

Through the 2018 Budget, Council approved a budget allocation that will support the Board's operation.

COMMUNICATIONS IMPACT:

Applicants to the Public Art Advisory Board will be informed of the disposition of this report. Board members will be highlighted on the Public Art Master Plan's "Let's Talk Halton Hills" webpage and in other communication material.

SUSTAINABILITY IMPLICATIONS:

The Town is committed to implementing our Community Sustainability Strategy, Imagine Halton Hills. Doing so will lead to a higher quality of life. The relationship between this report and the Strategy is summarized below:

Do the report's recommendations advance the Strategy's implementation? **Yes**

Which pillar(s) of sustainability does this report support?

- Cultural Vibrancy,
- Economic Prosperity
- Social Well-being

In Summary, the Sustainability Implications of this report are as follows:

The Community Sustainability Strategy provides a roadmap for continuing to raise quality of life in Halton Hills. One of the four pillars that supports Halton Hills' shift to a more sustainable future is Cultural Vibrancy. The development and implementation of a Public Art Master Plan, including the work of the Public Advisory Board, will make a significant contribution to a culturally vibrant community where culture is integrated into the economic, social and environmental fabric of Halton Hills.

Overall, the alignment of this report with the Community Sustainability Strategy is:
Excellent

CONSULTATION:

The recommendations of this report are a result of consultation between the Cultural Development Coordinator and the Theatre Supervisor (Cultural Centre).

CONCLUSION:

Town staff is confident that the recommended Public Art Advisory Board candidates have the qualifications necessary to support implementation of the Public Art Policy and the Public Art Master Plan.

Respectfully submitted,

Catherine McLeod
Cultural Development Coordinator

Reviewed and Approved by,

Damian Szybalski
Manager of Economic Development, Innovation and Culture

Brent Marshall
Chief Administrative Officer