

**Minutes**

Public Art Advisory Committee – Information Only  
Tuesday October 25th, 2016, 5:00 to 6.30 pm  
Sutherland Room, Peterborough City Hall

Present: Heather Avery, Tom Green, Bruce Stonehouse (Chair)

Staff: Ken Doherty, Erik Hanson, Fynn Leitch, Becky Rogers, Celeste Scopelites,  
Wendy Trusler, Sadie Norrad (recording)

By Conference: Naser Miftari

Regrets: Su Ditta, Julia Harris, Krista English, Jon Lockyer

**1. Call to Order**

Information only

**2. Review, Amend and Approve Agenda**

Deferred to next meeting

**3. Disclosure of Pecuniary Interest**

There were no disclosures of Pecuniary Interest

**4. Election of Officers**

Vice –Chair deferred to next meeting

**5. Confirmation of Minutes**

September 27, 2016 deferred to next meeting

**6. Business Arising**

a) Creation of a Sub-Committee to develop guidelines on how Public Art resources will be spent and what processes should be used to determine priorities.

- Ken will provide more information on this at the November meeting

b) Ashburnham Memorial Park and Public Art

- Asset Management Committee was not aware of facilities
- City is looking at demolishing the site

## **7. Including Public Art in the Official Plan Review Brad Appelby**

Deferred to next meeting

## **8. Corporate Sponsorship and Public Art Scott Elliott**

### a) Presentation by Scott Elliott

- See attached Power Point Presentation

### b) Group Discussion

- What opportunities does committee see in the community?
- When Sponsorship/Naming opportunities aren't available the default brand becomes the location. For example "Kinsmen Splash Pad"
- It is possible to rename something after it has been built, however, it requires an investment of time and resources to make it valuable to the potential sponsor
- The more prominent and busy the location, the more valuable the sponsorship opportunity
- Proposed Peterborough Public Library project has the potential to be a valuable sponsorship opportunity
- Need to consider Artists perspective, to what extent does the artist need to be informed of a potential sponsorship? Contract will need to include this information
- Sensitivity to Artist and Sponsor will be crucial
- When DBIA involved in art projects, they could already be considered a sponsor
- Artists rights and location rights need to be considered
- Sponsorships can be a 1 time sum or an annual sum. Typically an annual sum with a large sum at the beginning

### c) First Steps

- Committee needs to identify assets and identify projects for sponsorship
- 2 different perspectives:
  - Sponsorship
  - Philanthropy ( good will in community, still a revenue stream)
- Once possible assets and opportunities are identified, Scott Elliott will discuss next steps with the committee

## **9. DBIA Mural Project - Wendy Trusler**

- Presentation by Wendy deferred to next meeting
- Most recent DBIA project has been damaged. Wendy and Becky will look at maintenance plan and will also be in contact with Alex

- Important to keep in mind that Public Art Murals are not permanent. Murals have a 3 – 5 year duration
- Contracts can be extended, for example Hunter Street Bridge. Was original intended for 2 archways, now all 5 archways are being complete
- Short term contracts can always be extended and they allow for more flexibility
- A mutual Escape Clause is included in every contract

#### **10. UN Peacekeepers Project Erik Hanson**

- City has purchased Shish-Kabob Hut, which is changing the layout and design of the park.
- Project on hold until the New Year to determine best site for the mural.
- UN Peacekeepers would like to begin fundraising; however fundraising should not begin until the Call to the Artist has been determined.
- Scope and Scale has yet to be determined.
- UN Peacekeepers would like naming rights to the Park, Erik has communicated with them that this is not possible.
- UN Peacekeepers have envisioned the piece being complete in June 2017. Suggest that due to the changes in the detailed design, they might want to look at relocation if they want the monument completed earlier.
- Need to maintain regular communication with the group to keep a positive relationship/partnership.
- There will be a Steering Committee for the Park design. Erik will be the representative for Arts Culture and Heritage.

#### **11. Maintenance and Repairs Erik and Becky**

- Briar Sutherland has been recruited to help with the process.
- Erik will meet with her soon, she is scheduled to begin the last week of October.
- Scheduled to have all field work complete in the next few weeks.
- Will provided a final report before the end of the year.
- Brier has a degree in Studio and Art History. She completed the Museum Management program at Fleming College and completed an internship for this program with Celeste. She was hired on for a contract position while the museum was moving collections and knows the registration process for collections. Has worked with Erik in past.

#### **12. New Business**

##### **a) Canada 150 Mosaic – Becky**

- Canada 150 Mosaic wants to develop mosaic murals in 150 communities across Canada (see document).

- Is a private not for profit organization. Not a Government sponsored event.
- They have a team of professional artists who work in the community to identify a theme. They would create 1/3 of the tiles and members of the community would create the other 2/3 of tiles. The Artists would then place the tiles to create a mural.
- Designed to last 10 – 15 years.
- \$12,000 for an 8x8 mural.
- \$15,000 for a 12x12 mural.
- This event could be a Public Art Project, not a Canada 150<sup>th</sup> project.
- Could be part of 2017 budget as additional funds.
- Possibility of aligning project with the welcoming of refugees into community.
- NCC has a massive wall that could be used.
- Need to know if PAAC interested in this event.
- See if they are available for a presentation next meeting.

b) Creative Cities Network & Truth and Reconciliation process - Becky

- Truth & Reconciliation Call to Action includes Commemoration actions. Communities to work with first nations to have artwork that speaks to truth and reconciliation.
- Potential to work with them in the future, not an immediate project, could be done in the next several years.
- 93 recommendations total.

**13. Next Meeting: November 29, 2016**

**14. Adjournment**