



**TO:** CITY BUILDING COMMITTEE

**SUBJECT:** PUBLIC ART PROGRAM - 2022 TEMPORARY PROJECT AND MAINTENANCE BUDGET ALLOCATION

**PREPARED BY AND KEY CONTACT:** S. SCHLICHTER, DIRECTOR, ECONOMIC AND CREATIVE DEVELOPMENT

**SUBMITTED BY:** S. SCHLICHTER, DIRECTOR, ECONOMIC AND CREATIVE DEVELOPMENT

**GENERAL MANAGER APPROVAL:** B. ARANIYASUNDARAN, GENERAL MANAGER, INFRASTRUCTURE AND GROWTH MANAGEMENT

**CHIEF ADMINISTRATIVE OFFICER APPROVAL:** M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

**RECOMMENDED MOTION**

1. That up to \$25,000 for temporary public art installations in 2022 be approved and funded from the Public Art Reserve as recommended by the Barrie Public Art Committee.
2. That up to \$10,000 for maintaining the permanent works of art with the Public Art Inventory, in accordance with the approved maintenance plan and/or conservation plan required for each piece, be approved and funded from the Public Art Reserve.
3. That per the recommendation of the Barrie Public Art Committee, the number of Citizen representatives be increased to 10 and the following individuals be added to the membership of the Barrie Public Art Committee for the duration of the current Council Term:
  - a) Andrea Araujo
  - b) Sharon Bagot
  - c) Emily Emond
  - d) Jenn Guerin
  - e) Craig Handy
  - f) Sarah Jensen
  - g) Laura Kelly

**PURPOSE & BACKGROUND**

**Purpose**

4. The purpose of this report is to request approval to allocate funding from the Public Art Reserve for project and maintenance activities of the Public Art portfolio, supported by the Barrie Public Art Committee. The financial policies of the City require that Council approval be required to utilize any funding from a Reserve account.
5. Further, the report seeks approval to accept the appointment of additional members to the Barrie Public Art Committee for the duration of Council term based on the need to fill vacancies on the Committee.

## **Background**

6. The Public Art Program has been operating since 2012, through the Barrie Public Art Committee. The Barrie Public Art Committee (BPAC) operates as a working group comprised of two City Councillors, and volunteer members of the art, design, and architecture industries and interested community members.
7. Barrie Public Art received several updates in 2021 to reflect the growth and evolution of the public art program at the City of Barrie and to ensure the work of the Barrie Public Art Committee and the Economic and Creative Development Department can be completed efficiently and with accountability to Council and the community as a whole. These included:
  - a) On May 10<sup>th</sup>, 2021, City Council adoption Motion 21-G-107 that approved updated Terms of Reference for the Barrie Public Art Committee, maintaining their status as a working group;
  - b) On May 31<sup>st</sup>, 2021, City Council adopted motion 21-G-128 approving an interim update to the Barrie Public Art Policy; and
  - c) In June, 2021, Economic and Creative Development re-allocated a part-time position to create a dedicated Public Art Coordinator position to provide dedicated support to the portfolio.
8. The Public Art Program is funded annually through a contribution to the Public Art Reserve, based on approved Council Motion 12-G-252 that established a base of \$25,000 to the Public Art Reserve in 2014 with annual increases of 10% for a maximum of ten years. The 2022 contribution to the public art reserve is approximately \$49,924. Staff and the Barrie Public Art Committee are seeking to draw up to \$35,000 from the Reserve to support two temporary public art projects and conduct a required maintenance inspection for the Sea Serpent permanent art installation at Heritage Park.

## **2022 Temporary Art Projects**

9. In 2021, the City of Barrie and the Barrie Public Art Committee received \$40,000 in grant funding through the Government of Canada's Healthy Communities Initiative supported by the Barrie Community Foundation for the Brightening Barriers temporary art installation in downtown Barrie.
10. Seven businesses in Barrie's downtown had temporary art installations displayed on their patio fencing as part of the Brightening Barriers public art project, which paired local and regional artists with business owners. With the success of the program in 2021, the Barrie Public Art Committee has endorsed continuing the program in 2022, with four of the 2021 pieces being reinstalled and the four new projects being developed. The estimated project cost for four installations, including artist fees, materials and supplies, installation and removal is \$5,000 per project.
11. The Barrie Public Art Committee is also seeking sponsorship for the program, and any funds received will offset the draw of the reserve.
12. The second project is a pilot with Traffic Services to wrap their traffic signal boxes with public art. There are three boxes scheduled for installation in the Fall in various locations around the City, providing adequate timing to pilot the process. Costs for this program are related to the commissioning and hiring of artists. Presently, there are two boxes wrapped in Downtown Barrie.
13. The pilot will inform a work program, process and other considerations for the potential to develop future traffic signal box public art program, including opportunities for community engagement.

## **Public Art Maintenance**

14. The Interim Public Art Policy states that Maintenance and Conservation is the responsibility of the City of Barrie to maintain all permanent works of art within the Public Art Inventory, in accordance with the approved maintenance plan and/or conservation plan required for each piece.

15. A public art maintenance program is comprised of 2 core functions: 1. Routine maintenance and inspection of all works in the City's collection according to a predetermined schedule. 2. Artworks in need of capital or restorative conservation.
16. For 2022, the *Sea Serpent* is due for maintenance review and treatment.
17. At the time of donation acceptance, the *Sea Serpent* was assessed by a professional conservator who provided a condition report as well as a maintenance proposal. It was recommended that a maintenance treatment be completed every five years. The *Sea Serpent* has been installed in the City of Barrie since 2016, and is therefore due for a maintenance review and treatment.
18. The maintenance required for the *Sea Serpent* includes inspection and cleaning of all drainage holes, pressure washing all surfaces and the application of a protective coating. An associated conservation report will also be prepared. A quotation for this service in 2014, was estimated at \$5,500. An updated quotation will need to be acquired for the maintenance works. Staff have requested up to \$10,000 to support the maintenance works.

#### Barrie Public Art Committee Working Group Membership

19. As a working group of Council, the Barrie Public Art Committee continues to play a key role in advancing the Public Art portfolio in concert with a dedicated staff.
20. The Term of Reference for the Barrie Public Art Committee Working Group provides that:  
  
'The Barrie Public Art Committee shall be comprised of two (2) members of City Council, one MacLaren Art Centre representative, one Barrie Arts Committee representative, and up to eight (8) citizen members who reside, work or own a business in the City of Barrie or the Simcoe County region.  
  
Citizen members include, but are not exclusive to, a broad range of individuals with interest in public art and those with experience in public art including recognized visual arts professionals (visual artists, architects, landscape architects, curators, arts educators, and art historians) as well as urban planners.'
21. There are currently three citizen members on the Committee. To address new vacancies and volume of interest and projects, a public call was made in late 2021 to attract new members. Seven applications were received representing a diverse set of backgrounds and based on the level of interest, volume of projects and the current committee duration expiring at the end of the current Council term, the Barrie Public Art Committee have endorsed temporarily increasing the number of citizen representatives by two, for a total of ten citizen members.
22. Council approval is required to confirm their membership until the end of the current Council term. The Committee will review the effectiveness of the increased membership and make recommendations as part of the reconstitution of the Committee for the new Council term.

#### ANALYSIS

23. Based on the Interim Public Art Policy, 'Barrie City Council approves all policies initiated by the Barrie Public Art Committee and approves the budget allocated for Public Art annually through the City's municipal budget process. Barrie City Council approves the final acceptance of all permanent public artworks commissioned by or donated to the City of Barrie as endorsed by the Barrie Public Art Committee, as well as annual budgets for the maintenance and cleaning of the City's public art collection'

24. Historically, requests for allocations of funding to support public art projects have been presented to Council for approval as endorsed by the Barrie Public Art Committee. Going forward into 2023, with the support of a dedicated Staff, budgeting for regular project work (temporary installations) and scheduled maintenance for pieces in the permanent collection will become part of the annual budgeting and business plan process within Economic and Creative Development.
25. In order to achieve the work program endorsed by the Barrie Public Art Committee for temporary program installations and membership for 2022, Council approval is required.
26. As Barrie continues to grow, the role and diversity of public art opportunities continue to grow, including more and diverse temporary installations, and the attraction of donors or commissions for permanent installations that contribute to placemaking and overall vibrancy in the City of Barrie. The role and work of the BPAC will continue to be vital to supporting the City in building its public art portfolio.

### **ALTERNATIVES**

27. There are two alternatives available for consideration by General Committee.

#### **Alternative #1**

General Committee could decide not to approve the 2022 Public Art Reserve Funding to support temporary art projects or maintenance activities.

This is not recommended by staff as the Public Art Program has grown significantly since its inception and the temporary art programs proposed present an opportunity to beautify the downtown as well as activate other areas of the City through the Traffic Signal Box pilot project.

#### **Alternative #2**

General Committee could decide not to approve the additional members of the Barrie Public Art Committee.

This is not recommended as there are several vacancies on the Committee and several projects that require the support of membership to ensure successful completion. Further, the additional members have been endorsed by the Barrie Public Art Committee.

### **FINANCIAL**

28. The funds that are being requested would be drawn from the Public Art Reserve and there are no net new financial implications to the tax base.
29. Section 6.2 of the Interim Public Art Policy states the following regarding the Public Art Reserve Fund:

'An allocation of \$25,000 to the Public Art Reserve was approved for the 2014 Business Plan (Motion 12-G-252) and the amount will be increased annually in future years by 10% for a maximum of ten years.

A Public Art Reserve will receive cash contributions from public and private donors, and operate in accordance with Barrie's financial policies. The Public Art Reserve is used to fund and maintain projects in accordance with the City of Barrie's Public Art Policy.

All funds to be used for Public Art, regardless of origin, will be held in the Public Art Reserve Fund. This fund is to be used to fund Public Art and Maintenance projects approved by the Barrie Public Art Committee, through its selection, recommendation and with City Council approval, as identified in the Public Art Policy. Staff will be encouraged to seek contributions from private donations in support of the Public Art Policy. Further, staff will explore opportunities under the Planning Act to support recommendations related to developer contributions for public art.'

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30. As of December 31<sup>st</sup>, 2021, the balance of the Public Art Reserve is \$120,451. The 2022 budgeted reserve allocation is \$49,924. Based on the Recommended Motion, \$35,000 would be utilized to fund temporary projects and maintenance work in 2022 with the remaining reserve funds available to support future permanent projects, maintenance and conservation work and other projects in accordance with the City of Barrie's Public Art Policy. An additional operational budget of approximately \$8,000 is allocated to the public art portfolio to support the functional work of the portfolio including marketing, consulting and signage.
31. The Public Art Coordinator continues to seek opportunities to acquire grant funding from other levels of government to support initiatives and the Barrie Public Art Committee is actively seeking sponsorship to support the *Brightening Barriers* program. Should other forms of funding be acquired, the financial commitment of the Public Art Reserve would be reduced accordingly.

**LINKAGE TO 2018-2022 COUNCIL STRATEGIC PLAN**

32. The recommendation(s) included in this Staff Report support the following goals identified in the 2018 - 2022 Council Strategic Plan:
- Building Strong Neighbourhoods - Create great public spaces

Linkage To Economic and Creative Development Goals

33. Public art has the ability to transform public spaces for the better and is often a catalyst for further programming and development in parks and other public areas. Allocating operational funding to support temporary projects for 2022 and maintenance on the *Sea Serpent* along with approving membership to the Barrie Public Art Committee will ensure the implementation and continued growth of the public art program in 2022.