



Legislation Details (With Text)

File #: POL-17-005 **Version:** 1 **Name:**
Type: Policy **Status:** Agenda Ready
File created: 5/1/2017 **In control:** City Council
On agenda: 6/12/2017 **Final action:**
Title: Amendment to Council Policy C-CS-04 Public Art
Presented by: Kelly Jerrott, Director

Sponsors:

Indexes:

Code sections:

Attachments: 1. C-CS-04 - Public Art Policy (amendments incorporated), 2. C-CS-04 - Public Art Policy (amendments highlighted)

| Date | Ver. | Action By | Action | Result |
|------|------|-----------|--------|--------|
|------|------|-----------|--------|--------|

TAMRMS#: B06

Amendment to Council Policy C-CS-04 Public Art
Presented by: Kelly Jerrott, Director

RECOMMENDATION(S)

1. That City Council Policy C-CS-04, Public Art Policy, as amended, provided as an attachment to the June 12, 2017 agenda report entitled "Amendment to Council Policy C-CS-04 Public Art" be approved.
2. That Council authorize \$2,000 annually from Public Art Reserve Funds to support the acquisition of artwork by local Emerging Artists.

PURPOSE OF REPORT

That Council approve the amended Public Art Policy C-CS-04 to include a Definition of Emerging Artist and to obtain authorization to provide an annual acquisition of artworks award for an Emerging Artist.

COUNCIL DIRECTION

On May 16, 2016, Council passed the following motions:

(C331-2016)

That Administration bring for Council's approval by Q2 of 2017, the selection procedures for a local

emerging artists' City Art collection and/or public art collection category, where a minimum of 1 piece of art from local emerging artists of all ages is selected annually for public display and added to the City art collection and that the successful artists are recognized and bring forward amendments to the Public Art Policy C-CS-04, to add an emerging artists category that states the selection and standards for this category.

BACKGROUND AND DISCUSSION

In 2009, Council approved the City's first Public Art Policy. Administration has identified ways in which we can help to facilitate and develop Emerging Artists and provide opportunities for them to participate in creating and engaging Public Art in St. Albert.

Recommendation 1

Administration recommends that "Emerging Artist" be added as a Definition to the Council Policy C-CS-04 Public Art. Alberta Foundation for the Arts defines Emerging Artist as artists with less than five years' professional practice. We recommend the definition be added to the Policy as follows:

"Emerging Artist" refers to artists with less than five years' professional practice.

A version of the policy, with the inclusion of the definition of "Emerging Artist", is redlined and included as an attachment to this report for reference.

Recommendation 2

Administration recommends that Council authorize \$2,000 annually from the Public Art Reserve Fund to support the acquisition of artwork from an Emerging Artist through an Open or Invited Competition, following the selection process that is currently in place and consistent with the Council Policy C-CS-04 Public Art. Procedures can be accommodated within existing policy.

a) Select projects and artworks in consideration of the following criteria:

- i. Public Art Policy;*
- ii. Donations to the City of St. Albert Policy (Refer to Administrative Policy A-FS-09);*
- iii. Artistic merit;*
- iv. Legal and ethical obligations regarding acquisitions, particularly the need to establish clear title;*
- v. Resources required to provide adequate care, storage, documentation and access for objects accepted into the Public Art Collection;*
- vi. Need for independent appraisal; and*
- vii. Donating group and/or public suitability.*

b) Recommend one or more of the following selection processes to accession art:

- i. Request for Proposals (RFP);*
- ii. Request for Qualifications (RFQ);*
- iii. Open or Invited Competition; or*
- iv. Direct Award.*

(Council Policy C-CS-04 Public Art clause #11)

As per Council Policy C-CS-04 Public Art, a jury will be established through the Public Art Advisory Committee to review the art and provide expertise in the selection of public art as required. Juries shall consist of members who are qualified to ensure an artwork's suitability in the general community, City Administration and representatives from the visual arts community, including

representatives of public or private art galleries in St. Albert, and persons qualified to ensure an artwork's technical feasibility.

(Council Policy C-CS-04 Public Art clause #9)

STAKEHOLDER COMMUNICATIONS OR ENGAGEMENT

Administration conducted a review, and consulted internally with staff and the Public Art Advisory Committee, to obtain feedback and suggestions regarding the process to facilitate the inclusion of works by local emerging artists in the City's Public Art Collection.

The Public Art Advisory Committee (PAAC) consists of representatives from the community, industry experts and professionals. The PAAC Committee supports the addition of a definition for Emerging Artists to the Policy as well as acquisition of Emerging Artist's work via the selection process and criteria as listed in Council Policy C-CS-04 Public Art.

IMPLICATIONS OF RECOMMENDATION(S)

Recommendation 1

No implications from this recommendation.

Recommendation 2

Financial:

The annual Emerging Artist acquisition is proposed to be funded annually from the Public Art Reserve Fund in the amount of \$2,000.

Public Art Reserve available balance for acquisition as of April 30, 2017 is \$31,606.58

Legal / Risk:

None at this time

Program or Service:

Cultural Services would facilitate this annual project in consultation with the Public Art Advisory Committee and in alignment with the Public Art Policy C-CS-04. Procedures can be accommodated within existing policy.

Organizational:

Administration is comfortable with the current staffing capacity to support an annual Emerging Artist Public Art acquisition.

ALTERNATIVES AND IMPLICATIONS CONSIDERED

If City Council is not supportive of what Administration has brought forward, the following alternatives could be considered:

Alternative 1. To approve amended Policy and change source of funding to support an annual Emerging Artist Public Art acquisition.

Alternative 2. To refer the matter back to Administration with direction from Council.

STRATEGIC CONNECTIONS

a) City of St. Albert Strategic Plan (Policy C-CG-02)

Pillars of Sustainability

SOCIAL - We are a friendly and inclusive community of passionate equals, where everyone feels a sense of belonging. We believe that community starts with the person next door.

Opportunities are created for young and emerging artists to become actively engaged in community based and temporary art projects. In the Cultivate Life (2012) mural project, for example, established artists facilitated a group of 180 young and emerging artists to contribute to the project and share their creative talent, values and vision for St. Albert.

CULTURE - We are proud of our storied history that has fed and nurtured our festive and culturally-rich community.

Providing opportunities for emerging artists to contribute to Public Art, Special Projects, Community Based and Temporary Public Art projects helps to nurture the next generation of participants, improve access to opportunities for artists, and equip cultural organizations and artists with the skills to sustain their craft.

b) *Council Policies, Bylaws or Federal/Provincial statutes*

- *Public Art Policy*

- *One of the purposes of the Public Art Policy is to*

- a) *foster community cohesion, creating engaging spaces for community activity and interaction;*

- b) *develop community leadership, public dialogue and creative learning opportunities.*

Public art fosters community cohesion with artists of all ages and levels of expertise. It provides an opportunity for emerging artists to showcase their work, develop community leadership through mentorship and interaction with their peers, and develop and grow their craft through creative learning opportunities.

c) *Long Term Plans (e.g. MDP, Social Master Plan, Cultural Master Plan, etc.)*
Cultural Master Plan (2012)

Report Date (Council Meeting Date): June 12, 2017

Author(s): Kelly Jerrott

Committee/Department: Cultural Services

Acting General Manager:

City Manager: Kevin Scoble