

Minutes: Public Art Committee



MEETING DATE: May 9, 2013
MEETING TIME: 10:00 a.m.
LOCATION: Building Meeting Room
PREPARED BY: Karen Hilgendorf, Recording Secretary

A. Call to Order

Chair, Barbara Hector called the meeting to order with all members in attendance.

- Approval of Agenda

Moved by: Peter Tollefsen Seconded by: Adriene Veninger

That the Agenda of May 9, 2013 be approved. Carried

- Declaration of Pecuniary Interest

No member declared a pecuniary interest with any matter as listed on the Agenda.

- Approval of Minutes of April 4, 2013.

Deferred to next meeting

B. Deputations/Presentations

None.

C. New Business

C.1 Municipal Art Program 2013 – Overview Discussion

Committee discussed the feedback received during the call for artists for the 2013 program.

Some artists feel having their art on site at Town Hall for one year is too long. Some suggested asking the Town to consider a lending fee whereby an artist might receive 2% of the value in order to provide some compensation for the time the chosen art is on display as part of MAP. Some artists felt they had helped the Town by having art available during the opening of the building, but do not plan to submit art for jury consideration for MAP in the future.

Discussion took place regarding CARFAC and artist fees. The idea of selecting one piece for a monetary award annually from MAP was also discussed. The committee then noted paying artists was not part of the original mandate.

The importance of feedback from artists was acknowledged. The committee noted MAP is highlighted on the Town's website to provide exposure for the artists, the artistic community and the MAP program. The MAP brochure features the artists and brochures are available at Town Hall. The program is set up to be fun, easy and win-win confirming we are municipal government and not a public gallery or an institution-type operation. The committee noted that the art is in a public building and must be of a certain standard with each work appropriate for public space e.g. nature-based, abstract etc. by area artists.

The committee concurred that the goals of the program included enhancement of the building through the display of local art but is also intended to provide artists an opportunity to have their work hung in a public space. It was noted that Council may see diverting to artists fees as another level of administration. There is no expectation to apply for grants as that money would come from the public purses.

The committee noted over 100 emails were sent and this effort was supplemented by personal visits. Barb noted that with the volunteer time extended, it is a bit disheartening that there are not more submissions this year. The committee discussed some possible confusion with the call for artist application brochure. It seems it was the perception of some artists that artists who had not yet shown would receive first consideration. This may have contributed to the decision by potential returning artists not to submit work for jury consideration. This will be corrected on the brochure with the hope to increase submissions in subsequent years.

Peter noted that some galleries and places visited did not have a suitable location to display the call for the brochure. It was felt this method of program exposure was very labour intensive for the volunteer committee. Suggestion was to start twelve weeks in advance of the jury selection deadline to promote MAP.

The committee agreed the duration of the art on loan will remain at one year. Changing every six months would be too labour intensive. If a piece of art in MAP is sold by the artist, the art is removed.

Eventually the committee hopes to add three dimensional art to the program. Through MAP, the committee is building an artist data base of art in the region.

While a request to Council to consider artists fees may be raised in the future, it was the consensus of the committee not to approach Council at this time. Artists will continue to choose to participate in MAP by submitting their art for the jury selection.

The committee agreed to focus on enhancements to the program. The call for art brochure will be revised. An evaluation survey will be designed to secure feedback from outgoing artists. Ideas for increased exposure and media coverage will be considered. Engaging the business community will also be explored.

C.2 MAP 2013 – Artist Appreciation Day

The committee discussed the Artist Appreciation Day scheduled for Thursday, June 6, 2013 in the Council Chambers. Incoming and outgoing artists will be invited to attend a reception during the delivery and pickup of art. Staff will arrange refreshments and coordinate Council representation to bring greetings to the artists and to extend thanks for their participation in the Municipal Art Program. Staff will also invite the media.

Staff will draft an artist evaluation for review by the committee. It will be available for outgoing artists to secure feedback on MAP 2012.

Committee members will be on hand to facilitate the completion of the art loan contracts. Staff will prepare the list of incoming art for Financial Services for insurance purposes; insurance coverage will then cease on the outgoing art.

C.2 MAP 2013 – Town Art Day

The committee discussed the June 14, 2013 Town Art Day. The art selected for the 2013 MAP program will be on hand for viewing by Staff between 11:00 a.m. and 2:00 p.m. Town staff has been invited to attend. Art designated for public and non-public spaces will be determined in advance.

C.3 MAP 2013 – Jury Selection

Staff prepared a PowerPoint presentation to feature art submissions for consideration in the jury selection.

The committee reviewed the submissions and selected 8 artists and 17 different works in various mediums. Art by the following artists was chosen: Peter Adams, Steven Bowie, Adele Derkowski, Colette Dionne, Irene Gordon, Allen Hilgendorf, Ted Sivell, and Diane Timperley.

Adriene revised the public art Town Hall Plan for the Juried Selection and the committee did a walkthrough of the building. A draft list of art designated for the placement of art in public and semi-public locations was developed.

Barb agreed to review the artist bios for text for the completion of the brochure. Ted Sevell will be the featured artist on the brochure cover. Staff will arrange for the printing of the brochure and the wall cards identifying each piece of art. Staff will arrange to have the brochure featured on the Town's website. Staff will coordinate the hanging of the art by the committee with Town maintenance support.

D. Follow-up Items Decisions/Discussed

None

E. Correspondence

None

F. Future Business

None

G. Adjournment

Moved by: Peter Tollefsen

Seconded by: Adriene Veninger

That this meeting does now adjourn at 3:27 p.m. to meet again at the call of the Chair,
Carried.