

**Minutes: Public Art Committee**



**MEETING DATE:** Thursday, December 3, 2015  
**MEETING TIME:** 10:00 a.m.  
**LOCATION:** Town Hall, Committee Room  
**PREPARED BY:** Karen Hilgendorf,  
Executive Assistant

**A. Call to Order**

- Barb Hector called the meeting to order with all members in attendance.

- **Approval of Agenda**

Moved by: Peter Tollefsen

Seconded by: Hazel Milne

THAT the Agenda of December 3, 2016 be approved as circulated, including any items added to the Agenda, Carried.

- **Declaration of Pecuniary Interest and general nature thereof**

- **Previous Minutes**

Moved by: Hazel Milne

Seconded by: Peter Tollefsen

THAT the Public Art Committee minutes of November 5, 2015 be adopted as circulated, including any revisions to be made. Carried

**B. New and Unfinished Business**

**B.1 MAP 2016 – Call for Artists’ Submissions**

The committee reviewed the design and content of the 3-fold brochure. Hazel referenced the enhancements and revisions suggested at the November meeting and noted revisions to the brochure have been made by Karen. The new brochure identifies the MAP program, acts as an application and identifies the February 28, 2016 deadline for submissions.

Reference was made to the notation in the brochure that artists commit to the loan of their art for a 12-month exhibition at Town Hall. It was strongly suggested that if a piece of art is sold, an additional jury of several pieces would be done by the committee in order to select a replacement piece from the same artist. It was suggested that this procedure be communicated through other communication vehicles this year but included in the brochure in subsequent years.

Members of the committee were each provided with a quantity of the colour brochure that was printed in-house, for distribution and marketing of the 2016 MAP program. Karen noted a supply has been placed in the MAP brochure stand

in the atrium of Town Hall and an electronic version of the brochure is available on the Town's website and through the Town's weekly e-blast.

### **B.2 MAP 2016 – Communication**

The committee reviewed a communication template provided by Communications Co-ordinator Elizabeth Cornish to assist in determining communication goals for the MAP 2016 and the use of a variety of communication vehicles. Discussion included the distribution of the "Call for Artists' Submissions" brochures, press releases, special feature articles, complimentary media coverage, and the atrium television for notices, e-blasts, twitter, and the direct contact by the committee with groups and individual artists. Communication announcing that the 2016 Municipal Art Program submissions are now open will continue through to the February 28 deadline.

Peter provided an update on the feature article he is writing about MAP. Mayor McKean has provided a quote. The article will be finalized and passed to Communications Co-coordinator, Elizabeth Cornish, for her review and comment before it is offered for publication by her to media contacts.

### **B.3 Public Art Policy**

The Committee began a review of the November 29, 2012 Public Art Policy - POL.COR.12.15. It is the committee's goal to work through the policy over the course of several meetings and following the review, identify suggestions for revisions and/or updates for Council in a committee report. The committee will continue with the policy review at the next meeting.

### **B.4 Additions to the Agenda**

There were no additions to the agenda

## **C. Adjournment**

Moved by: Hazel Milne

Seconded by: Peter Tollefsen

THAT this Public Art Committee meeting does now adjourn at 12:00 p.m. to meet again on Thursday, February 4, 2016. at Town Hall, Committee Room, or at the call of the Chair. Carried.