

Minutes: Public Art Committee



MEETING DATE: Thursday, November 5, 2015
MEETING TIME: 10:00 a.m.
LOCATION: Town Hall, Committee Room
PREPARED BY: Karen Hilgendorf,
Executive Assistant

A. Call to Order

- Chair (name) 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 (date) be approved as circulated, including any items added to the Agenda, Carried.

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

- **Previous Minutes**

Moved by: Peter Tollefsen

Seconded by: Hazel Milne

THAT the Public Art Committee minutes of October 1, 2015 be adopted as circulated, including any revisions to be made. Carried

B. Correspondence

B.1 Adriene Venninger – October 18, 2150

With regret, the Public Art Committee accepted a letter of resignation from committee member Adriene Venninger effective October 18, 2015. Committee members acknowledged the significant contribution that Adriene made over several years and extend their best wishes as she continues to pursue her personal art endeavors. Public Art Committee members (5) are appointed by Council. The correspondence will be passed to the Clerk and Council will be advised of the resignation. The Clerk will initiate a newspaper advertisement to seek two current committee vacancies, for the remaining term of Council.

C. New and Unfinished Business

C.1 MAP 2016 - Call for Artists' Submissions Brochure

The committee reviewed the draft brochure prepared by Hazel. Additions and revisions were identified. It was also noted that side two of the brochure is the Municipal Art Program 2016 Application Form and that it seeks to collect personal information. Karen noted that a recent communication from the Clerk advises that the collection of personal information requires the addition of the following statement to ensure MFIPPA (Municipal Freedom of Information & Protection of Privacy Act) compliance.

"Personal Information contained on this form is collected pursuant to the Municipal Freedom of Information and Protection of Privacy Act and will be used for the purpose of responding to the request. Questions about this collection should be directed to the Town Clerk, Town of The Blue Mountains, 32 Mill Street, P.O. Box 310, Thornbury, Ontario N0H 2P0 (519)599-3131". Clerk, Corrina Giles joined the meeting to identify the MFIPPA legislated requirement.

Hazel and Karen will work together to complete the brochure enhancements. Upon completion of the revisions, Karen will print colour 100 copies for the atrium brochure rack and for pickup by committee members for their distribution throughout the region. The target date for completion is Monday, November 16. The brochure brings attention to MAP 2016 and the deadline date of February 28, 2016 for artists' submissions.

Karen will post the MAP submission brochure on the Town's website. Barbara will work on the commentary.

C.2 MAP 2016 – Advertising

Regional publications, newspapers and on-line media opportunities were discussed as ways to get the MAP 2016 message out to the artistic community and to advertise that submissions are now open.

Communications and Economic Development Co-ordinator, Elizabeth Cornish joined the meeting. Elizabeth noted she will make a communication plan document available to the committee identifying 22 ways to communicate key messages. She noted the weekly e-blast and twitter have an audience of 800 each.

Karen will work with the committee and the Communications and Economic Development Co-ordinator when communication pieces such as Media Releases and general interest stories require review and concurrence prior to release. Karen will work with Elizabeth to co-ordinate a quotation from the Mayor identifying the Town's support of the Public Art Committee and the Municipal Art Program for MAP communication pieces. Peter will work on a general interest story about MAP and a Media Release regarding MAP 2016 and the Artists' Call for Submissions. Hazel will continue to work on a list of publications and will prepare a small write-up for use in area publications and radio announcements. Elizabeth will speak to the Enterprise Bulletin with regard to MAP and advise that submissions are open. She will speak to the Thornbury Paper to advise that

Hazel will be in touch with regard to MAP. The Artists' Call for Submissions will be added to the weekly e-blast.

C.3 Public Art Policy – Review

In consideration of time, this item was deferred to the December meeting.

D. Adjournment

Moved by: Peter Tollefsen

Seconded by: Hazel Milne

THAT this Public Art Committee meeting does now adjourn at 12:20 p.m. to meet again on Thursday, December 3, 2015 at 10:00 a.m. at Town Hall, Committee Room, or at the call of the Chair. Carried