
CITY OF KELOWNA

MEMORANDUM

Date: April 21, 2008
File No.: 7800-01
To: City Manager
From: Sandra Kochan, Public Art Coordinator, Cultural Services Division
Subject: Approval of 2008 Community Public Art Project

RECOMMENDATION:

THAT Council approve a Community Public Art Project award of \$6,500 to Central Okanagan Science Opportunities for Kids Society (SOKS) for their collaborative art project titled 'Kelowna Waterscapes;'

AND THAT Cultural Services staff be authorized to enter into a standard form Memorandum of Understanding governing the project.

BACKGROUND ABOUT THE COMMUNITY PUBLIC ART PROGRAM:

In late 2006, the Public Art Committee, with the assistance of Cultural Services staff, established guidelines and an application process for Community-Based Public Art projects.

Community public art is a collaborative, collective creative process between a professional practicing artist and a community. It is a way for members of the community to get directly involved in art-making. The art which results, whether it is temporary or permanent, becomes an expression of community identity and pride. The process of bringing people together to create something also provides special benefits, including building leadership in the individuals and groups involved and a way to bring out issues and themes that might not otherwise be addressed. Above all, the collective nature of community public art provides a gathering point where people learn more about each other and their community and have a lot of fun along the way.

A maximum of \$10,000 of matching funding is made available annually from the Public Art Reserve Fund for Community Public Art projects. Applicants must submit an application form to the Public Art Committee, and applications are adjudicated by the Committee using the criteria described in the guidelines.

Program guidelines include the following stipulations and criteria:

- applicants (organizations or individuals) must reside in Kelowna;
- Individuals, groups or agencies associated with the City of Kelowna or receiving financial support or funding from the City pursuant to any other program or function are ineligible for funding under the community Public Art Program (new in 2008).



Two projects benefiting from the Community Public Art program were completed in 2007:

- **Reach For the Stars Mural** – this project, coordinated by Colleen Cornock through the Graffiti Eradication and Prevention Program, resulted in Kelowna's largest mural on the rear wall of a building facing the schoolyard at Springvalley Middle School. Springvalley students had been volunteering to clean up graffiti in the area, and the idea for the mural was motivated, in part, by their wish to do something that would deter graffiti and add something beautiful to a huge, bare surface. Artist Scott Tobin painted the mural with assistance from students from the school's CHOICES program, and all of the Springvalley students had a chance to submit their ideas for the mural. The Public Art Committee provided a \$7,000 grant, which was more than matched by local businesses and other agencies. The mural has proven to be an effective method of deterring graffiti on the wall and in the vicinity.
- **Martin Avenue Mosaics** – Meredith Ferner and the North End Residents' Association worked with local artist Holliby Ross to design three concrete benches which were then decorated with hundreds of small tiles handpainted by local residents during a series of workshops. Most of the tiles feature either a self-portrait or a name, and many families and children got involved in adding their own unique personalities to this project. The benches were installed in the playground and park area adjacent to the Martin Avenue Community Centre and each bench is accompanied by an Emerald Queen Maple Tree. The tree planting was a community effort as well. This project received a \$2,500 grant through the Community Public Art program, and many local businesses and agencies provided matching support.

BACKGROUND ABOUT THIS YEAR'S PROJECT:

This year, Community Public Art project applications closed on January 28, 2008, and the Public Art Committee met to evaluate the applications on February 27, 2008. Based on the evaluations, SOKS was identified as the only applicant to meet the criteria for 2008 and was invited to make a presentation to the Public Art Committee on March 19, 2008. The Committee concluded its evaluation at that time and recommended that the SOKS project be approved for funding of \$6,500.

For the last 15 years, the Science Opportunities for Kids Society has been involved with community-based science and stewardship programs involving children ages 6 to 13, along with their families, neighbourhoods, schools and other community groups. As an enrichment to this existing work, the Waterscapes project will offer about 150 children from a number of schools and clubs an opportunity to visit various marshes and aquatic environments in the company of professional artist and art educator Dawn Emerson and experienced naturalists.

All project activities will occur within the City of Kelowna.

The project involves three phases of activity with each group of children:

- **Part One** is a classroom or group visit to introduce the concept of watersheds and exchange some ideas for the artwork;
- **Part Two** is a field trip where students will be making sketches, taking notes and doing digital documentation. Whether the students are focused on flora, fauna or the landscape, this site visit will foster deeper attention to, and understanding of, some of the most fragile and precious natural assets in our community, and may also serve to inspire and motivate a young audience which is just starting to articulate its own concerns about the environment;

- **Part Three** is a final classroom or group workshop with the artist, to learn about colour and various art techniques, and work on developing their sketches and notes into a finished watercolour illustration.

The final phase of the project will involve the artist transposing and incorporating the children's art into a much larger artwork digitally printed on banner material. It is anticipated that 5 banners of significant size will be produced. The banners will then be circulated for display in a number of prominent public locations, including libraries, the EECO Centre and community gathering places. All of the banners will convey a theme which supports protection of the environment and an ethic of stewardship. The banners will become part of the City's Public Art Collection and may be permanently installed in one location in the future.

The list of supporters for the project already includes:

- Regional Parks and the EECO Centre (in kind, staff and venue support)
- Central Okanagan Naturalist Club
- The Kelowna Chapter of the Young Naturalists of BC
- City of Kelowna Environment Division
- Friends of South Slopes
- Businesses donating materials and services
- Teachers

Significant inspiration for this project came from the 'Islands in the Salish Sea' community mapping project in the Gulf Islands, and a similar project in Calgary based on Group of Seven paintings in the Glenbow Museum.

Project artist Dawn Emerson is a Kelowna-based painter and mixed media artist with an extensive fine art and art education background. She has had solo and group shows throughout Western Canada and is currently represented by the Art Ark Gallery in Kelowna and the Elevation Gallery in Canmore, Alberta. She has completed commercial commissions for a number of clients including the BC Museums Association, and has worked as a community artist for the Canadian Mental Health Association, the Water Street and Mission Seniors Centres, the Rotary Centre for the Arts and Kelowna's Canada Day celebrations. She has also been working on a banner project for the 2008 Fat Cat Childrens' Festival.

EXISTING POLICY:

The Public Art Committee submits these recommendations pursuant to its Terms of Reference, Arts & Cultural Policy 274 and Chapter 15 of the Official Community Plan. Specifically, the Public Art Committee's Terms of Reference authorize the Committee to 'work with the community to humanize and animate the urban environment.'

FINANCIAL/BUDGETARY CONSIDERATIONS:

Funding for this project will come from the Public Art Reserve Fund. By the time the project is completed, applicants are required to confirm that an amount equal to or exceeding the Public Art funding has been provided in cash or in kind by other agencies, businesses and individuals. A standard form Memorandum of Understanding, prepared by staff in consultation with the Clerk's Office, is used to document project timelines and deliverables. Public art staff will monitor project progress and report to the Public Art Committee.

Considerations that were not applicable to this report:

INTERNAL CIRCULATION TO:

LEGAL/STATUTORY AUTHORITY:

LEGAL/STATUTORY PROCEDURAL REQUIREMENTS:

PERSONNEL IMPLICATIONS:

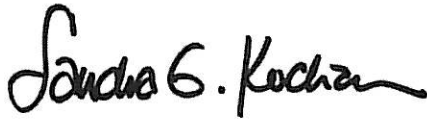
TECHNICAL REQUIREMENTS:

EXTERNAL AGENCY/PUBLIC COMMENTS:

COMMUNICATIONS CONSIDERATIONS:

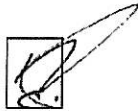
ALTERNATE RECOMMENDATION:

Submitted by:



S. Kochan, Public Art Coordinator

Approved for Inclusion:



David Graham, Director, Recreation, Parks & Cultural Services