

Memo



Date: May 26, 2010
File: 1340-40
To: City Manager
From: P.McCormick, Staff Liaison to the Public Art Committee
Subject: Funding for 2010 Community Public Art Project

Recommendation:

THAT City Council approves funding for a Community Public Art project proposed by the Canadian Mental Health Association (CMHA), as recommended by the Public Art Committee.

Purpose:

To consider funding for a project recommended by the Public Art Committee under the terms of reference for the City of Kelowna Community Public Art program (<http://www.kelowna.ca/CityPage/Docs/PDFs//Cultural%20District/CPA%20Application%20package.pdf>.)

Background:

The deadline for submissions for projects for this year was January 29, 2010. The Public Art Committee met on March 29th, 2010 to review the proposals. Projects proposed by the Living Positive Resource Centre and the Cool Arts Society of Kelowna were recommended for funding by the Public Art Committee. On May 3, 2010, Council approved funding for those projects in the following amounts:

Living Positive Resource Centre; The Body mapping Project:	\$4,000.00
<u>Cool Arts Society; <i>Spirals</i>:</u>	<u>\$2,200.00</u>
Total funding:	\$6,200.00

Project from the Canadian Mental Health Association

The project proposed by CMHA is for the creation of a metal art work to be installed at the new Willowbridge Supportive Housing site, located at 330 Boyce Crescent and scheduled for completion in summer 2010.

The project from the CMHA had been reviewed by the Public Art Committee at its meeting of March 29th, 2010 but was not included in the May 3, 2010 presentation to Council. The reason a recommendation was deferred was because CMHA had indicated prior to the Council meeting that it had to replace the artist identified in its initial proposal. The selection of a new artist necessitated a revision to its proposal and a follow-up re-evaluation by the Public Art Committee. This re-evaluation took place at the Committee's monthly meeting held May 19, 2010 and the revised proposal was endorsed.

A handwritten signature in blue ink, appearing to be the initials "P.McCormick".

The project from CMHA is seen as an opportunity to engage marginalized people within the community and to dispel myths associated with homelessness and mental illness. It would be a collaborative process facilitated by CMHA staff. It would include a local metal-work artist to engage formerly homeless people who were part of the Willow Inn project which successfully housed and supported 38 individuals in the winter of 2007. The project would also involve representatives from the CMHA ArtWorks studio¹. Together these participants would embark on a process to create a work of art that would be showcased on the Willowbridge site.

The project would also involve a local media artist. Each step of the process would be recorded by this artist to create a short documentary. The video would be used as a tool for promoting understanding about mental health and homelessness. Additionally, it would serve to demonstrate the value of public art as a collaborative, community-based process.

Willowbridge is Kelowna's first publicly funded LEED Gold sustainable housing project. It is being built and will operate with the highest standards of environmental sustainability. The proposed artwork will be in keeping with this standard by using recycled metal.

In the first phase of the project, CMHA's ArtWorks Studio staff and Homelessness Outreach staff would facilitate one or two 3-hour sessions with participants and the artist to generate the artistic concept. A workshop where participants draw, paint, or sculpt in clay is proposed. Up to 30 CMHA participants would be involved. As part of this creative preparation process, participants would also join the facilitating team on a group outing to gather the scrap metals for the project.

In the second phase of the project, the artist would present concepts to the participants. A final concept would be determined based on input from the Willow Inn stakeholder group.

In the final phase of the project, the artwork and the video would be completed in time for the opening of the Willowbridge housing facility.

The artwork would be owned by the City and added to its public art collection and be maintained under the Public Art Program. A copy of the video would be provided to the City for promotional purposes. Copyright pertaining to the video would be jointly owned by CMHA and the City.

Existing Policy:

The Public Art Committee submits its recommendation pursuant to its Terms of Reference, Arts & Cultural Policy 274, Chapter 15 of the Official Community Plan, and the terms of the Community Public Art Program.

Financial/Budgetary Considerations:

The funding allocation recommended by the Public Art Committee is \$4,300.00. If approved, this allocation would bring the total allocated to all Community Public Art projects for 2010 to \$10,500.00.

¹ The ArtWorks Studio works is a team of CMHA staff that provides a safe and creative environment for individuals living with mental illness to explore their artist talents and in so doing give expression to their personal voices. ArtWorks Studio employs the artistic process and its outcomes to profile individuals with mental illness as respected and self-sufficient citizens.

Internal Circulation:

Manager, Cultural Services

Considerations not applicable to this report:

Legal/Statutory Authority:

Legal/statutory Procedural Requirements:

Personnel Implications:

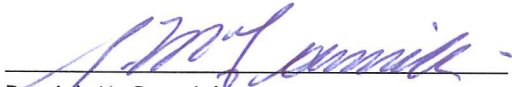
Technical Requirements:

External Agency/Public Comments:

Communications Considerations:

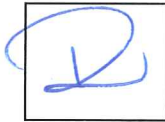
Alternate Recommendation:

Submitted by:



Patrick McCormick

Approved for inclusion:



R.Cleveland, Director, Infrastructure Planning

CC: General Manager, Community Sustainability
Chair, Public Art Committee
Director, Recreation & Cultural Services
Director, Community and Media Relations
Manager, Cultural Services