

REPORT TO COUNCIL



Date: March 27, 2012
File: 1340-40
To: City Manager
From: Planner Specialist, Urban Design
Staff Liaison to the Public Art Committee
Subject: Funding for 2012 Community Public Art Project

Recommendation:

THAT Council receives, for information, the report from the Planner Specialist, Urban Design Staff Liaison to the Public Art Committee dated March 27, 2012, with respect to Funding for 2012 Community Public Art Project.

THAT City Council endorse the Community Public Art project proposed by the Centre culturel francophone de l'Okanagan.

Purpose:

To consider a proposal recently submitted for the City of Kelowna's Community Public Art Program for 2012.

Background:

The submission deadline for consideration under the 2012 Community Public Art Program was December 9, 2011. Two applications were received. In past years, the applications have been reviewed by the Public Art Committee and the recommendations for funding forwarded to Council for its consideration. As the Public Art Committee has not been re-instated for the 2012-2014 term pending a review of the Public Art Program, staff invited the members of the previous Public Art Committee to undertake the review. Three members offered to review the applications.

The members of the evaluation committee were Amanda Parks, past chair of the Public Art Committee, Elizabeth Balderston and Nataley Nagy, both longstanding members of the Committee. Each applicant made a brief presentation to the evaluation committee and was available to answer questions from the committee members. The staff liaison attended in an advisory capacity.

After an initial review of the applications by the committee, both applicants were asked to clarify certain aspects of their proposals. The Centre culturel francophone de l'Okanagan (CCFO) subsequently provided that information to the satisfaction of the committee members. A response from the other applicant is outstanding and a recommendation regarding that project is expected to come before Council in the near-term.

Community Public Art Program Project, 2012

The Centre culturel francophone de l'Okanagan owns the building located 702 Bernard Avenue (on the north-east corner of the Bernard Avenue/Richter Street intersection). The organization's proposal is to create six artworks that would fit within the existing window frames (the windows would remain in place) on the west side of the building facing Richter Street. A photo of the building is included as Attachment 1 to this report.

The goal of the project would be to promote diversity by sharing the story of the Francophone in the Okanagan with the wider community. This sharing would contribute to a better appreciation and understanding of the differences among the various cultures in the Okanagan and generally to greater community cohesion. Additionally, it is intended that the artworks will help enhance the urban environment and in conjunction with the upgrades to Bernard Avenue, contribute to the revitalization of Downtown.

The artworks will be executed by local artist Henri Brazeau. Mr. Brazeau's resume is included as Attachment 2 of this report. The concept for each mural however, would be determined through a creative process that would bring together a broad cross-section of the community.

CCFO is proposing a process whereby representatives of community groups (Attachment 3) would meet to present and discuss drawings, paintings, songs, poems and other forms of cultural expression. These forms of expression would be expected to communicate some aspect of the relationship between the Francophone community and the larger community within Kelowna, as perceived by the organization represented.

Mr Brazeau would facilitate this process, coaxing ideas and representative images from the participants. Based on the discussion, he would make sketches to present to the participants at a subsequent meeting. At the follow-up meeting, the participants would discuss each of Mr Brazeau's sketches and advise on what elements should be kept, changed, removed, or added. Participants would be able to intervene directly, personally adding colors, images, objects, etc. The artist would then revise the sketches accordingly. The artist and the participants would meet as many times as necessary until consensus is reached on the six sketches that would be used as templates for the six artworks.

The proposed project is deemed by the evaluation committee to meet the goals of the Community Public Art Program including:

- documenting social change and strengthening the understanding among communities; and
- fostering community pride, identity, and cohesion through a collaborative artistic endeavour.

Total estimated cost of the project is \$33,332.00. Staff, on behalf of the evaluation committee is recommending that \$7,500.00 out of the \$15,000.00 available under the Program for 2012, be allocated to the Centre culturel francophone de l'Okanagan. If endorsed by Council, a Memorandum of Understanding would be signed that would set out the respective expectations and responsibilities of the applicant and the City. It is anticipated that the artworks would be installed in August, 2012.

The artworks would remain the property of the applicant and Centre culturel francophone de l'Okanagan would be responsible for all maintenance and upkeep of the artworks. The artworks would be profiled on the City's website as well as included in the next edition of the public art brochure. In the event that CCFO wished to remove the artworks from public view,

the City would have right-of-first-refusal to take ownership of the artworks for the nominal sum of one dollar. This provision would be set out in a Memorandum of Understanding between the City and CCFO prior to commencement of the project.

Existing Policy:

The recommendation is being made pursuant to Arts & Cultural Policy 274, Chapter 9 of the Official Community Plan, and the Community Public Art Program Guidelines (<http://www.kelowna.ca/CityPage/Docs/PDFs//Cultural%20District/CPA%20Application%20package.pdf>).

Financial/Budgetary Considerations:

The City will make a financial contribution of \$7,500 towards the project and it will be funded from the 2012 Public Art Capital Budget.

Internal Circulation:

Cultural Services Manager

Considerations not applicable to this report:

Legal/Statutory Authority:

Legal/statutory Procedural Requirements:

Personnel Implications:

Technical Requirements:

External Agency/Public Comments:

Communications Considerations:

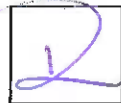
Alternate Recommendation:

Submitted by:



P. McCormick, Planner Specialist, Urban Design

Approved for inclusion:



R. Cleveland Director, Infrastructure Planning

Attachment 1: Photograph of Proposed Site

Attachment 2: Artist's Resume

Attachment 3: Participating Organizations

cc: Cultural Services Manager
Director, Community and Media Relations

Attachment 1: Photograph of Proposed Site



Indicates proposed artwork location



Attachment 2: Artist's Resume

Mr. Henri Brazeau is a semi-retired therapist. He also is a recorded musician, and a painter. He was recently commissioned to complete an oil canvas work for Montreux Castle in Sussex U.K. He is past director of the French Cultural Society, Big Brothers of Canada, and several local companies. He participated in the Lake Country Artwalk 2011, and has completed murals for the City of Cloverdale, the Clover Valley Music Society Festival and the Coca Cola Company. He holds accreditation from S. Carolina University and a Ph.D. in Behavioral Applied Psychology from Crown University in London, U.K. He trained in fine arts at Ottawa University. Mr. Brazeau lives in Kelowna.

Attachment 3: Participating Organizations

NAME OF GROUP	CONTACT PERSON
Okanagan Historical Society	Alice Lundy
Ecole l'Anse-au-sable	Francine Masse
Kelowna South-Central Association of Neighbourhoods	Bev Kalmakoff
UBCO	Lorin Card
Centre culturel francophone de l'Okanagan	Nadia Rannou
Downtown Kelowna Association	Dustin Sargeant