

Report to Council



Date: April 18, 2012
File: 1340-40
To: City Manager
From: Planner Specialist, Urban Design
Subject: Funding for 2012 Community Public Art Project

Recommendation:

THAT Council receives, for information, the report from the Planner Specialist, Urban Design dated April 18, 2012, with respect to funding for 2012 Community Public Art Project;

AND THAT Council approves funding in the amount of \$7,500.00 from the Public Art annual allocation towards funding of the Community Public Art project proposed by the Rutland Minor Baseball Association.

AND FURTHER THAT Council endorses the artwork proposed for dugouts A, B, and C into the City's art collection as outlined the Report from the Planner Specialist dated April 18, 2012

Purpose:

To consider a proposal 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, and 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.

\$15,000 was available under the Community Public Art Program for 2012. On April 2, 2012, Council approved the allocation of \$7,500.00 to Centre culturel francophone de l'Okanagan (CCFO) for six murals to be created and installed at CCFO's building at 702 Bernard Avenue.

Community Public Art Program Project, 2012

Rutland Minor Baseball Association (RMBA) is celebrating its fiftieth anniversary in 2012. To commemorate this event, RMBA is proposing to apply murals to four dugouts located at Edith

A handwritten signature in blue ink, appearing to be a stylized 'A' or similar character.

Gay Park (Attachment A), which is a recreation facility owned and maintained by the City of Kelowna. The purpose of the murals will be to honour the past, celebrate the present, and look towards the future.

Local artist, Scott Tobin has been engaged to execute the murals. Mr. Tobin has completed other artworks under the Community Public Art Program. These are the "Pride Mural" on the south wall of the building at 1476 Water Street, and "Reach for the Stars", Kelowna's largest mural on the back wall of a commercial building facing Springvalley Middle School.

Dugout A (Attachment B) will commemorate the past, depicting a 1960's-era scene of children playing baseball. No funding from the Community Public Art Program is being requested for this mural.

Dugout B will be a tribute to the past and in particular, the history of minor baseball in Rutland. No funding from the Community Public Art Program is being requested for this mural.

Dugout D will be dedicated to the future. Its mural will depict RMBA's new logo, also designed by Scott Tobin. No funding from the Community Public Art Program is being requested for this mural.

Dugout C will celebrate the present. It is for an artwork on this dugout that funding from the Community Public Art Program is being requested.

In March 2012, RMBA launched an art contest with local schools. These schools were Rutland Senior, Rutland Middle, Springvalley Middle, Rutland Elementary, South Rutland, Black Mountain, Belgo, Springvalley, Bankhead, Ellison, Pearson Rd., Quigley, and Heritage Christian. Submissions were sought from six age categories ranging from 6 years to 16 years and older. The goal of the contest was to create images that reflected the meaning of baseball to the participants.

Although the initiative was expected to attract a greater response, only twelve submissions were received. Had there been a greater number of responses, the contest submissions would have been adjudicated by a panel of judges. RMBA decided however that all twelve contest entrants should participate in the next phase of the process which will be a Brainstorming Session on Tuesday April 24, 2012.

At this event, the twelve contest entrants will meet with a number of invited participants including 3-4 RMBA alumni, 2-3 RMBA parents, a representative from the Uptown Rutland Business Association, and a representative of the Okanagan Historical Society. Artist Scott Tobin will attend and the session will be facilitated by Ms. Carley Dawson, principal of 4Cats Art Studio.

Participants, working in groups will review the art contest submissions and other media including archival photos. Supplies will be provided for participants to draw, and as images develop and the discussion becomes more focused, the artist will produce sketches that capture the emerging ideas. A final sketch will then be prepared by Mr. Tobin, to be used by the artist as a template for the final artwork.

Through this a process, RMBA will have engaged multiple generations in an interactive, hands-on process to fine-tune a concept for an artwork which can now be applied by the artist to the dugout wall. As such, 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.

The proposed project has been reviewed by, and has the support of the City's Recreational and Cultural Services department. The City's Staff Liaison to the Public Art Committee and staff from the Recreational and Cultural Services department would view the artist's sketch prior to the application of the artwork to the dugout wall.

Total estimated cost of the project is \$26,410.00. 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 Rutland Minor Baseball Association. RMBA would provide matching cash and in-kind funding as required by the Program Guidelines. Other terms and conditions for delivery and installation of the artwork would be set out in a Memorandum of Understanding between the City and RMBA prior to commencement of the project.

The artwork would become the property of, and would be maintained by the City of Kelowna. The other murals would also become the property of the City. The murals on Dugouts A and B will also become part of the City's public art collection and be maintained by the Program. The mural on Dugout D, being RMBA's logo, is not deemed to be public art and will not become part of the Public Art collection. This mural will be maintained by RMBA.

Internal Circulation:

Director, Recreation and Cultural Services
Cultural Services Manager

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.

Considerations not applicable to this report:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Personnel Implications:

External Agency/Public Comments:

Communications Comments:
Alternate Recommendation:

Submitted by:



P. McCormick, Planner Specialist, Urban Design

Approved for inclusion:



R. Cleveland Director, Infrastructure Planning

Attachment A: Vicinity Map

Attachment B: Aerial Photograph of Edith Gay Park with Dugout Locations

Attachment C: Photos of Dugouts

cc: Director, Recreation and Cultural Services
Cultural Services Manager
Director, Community and Media Relations

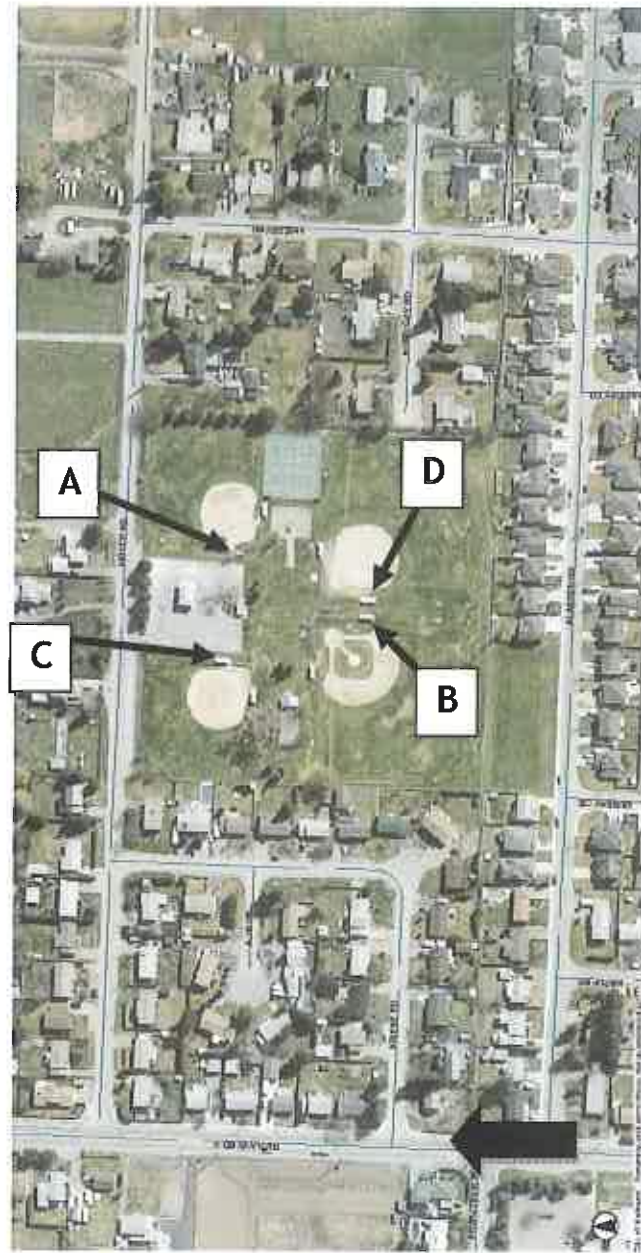
Attachment A: Vicinity Map

Edith Gay Park

Rutland Rd. N.



Attachment B: Aerial Photograph of Edith Gay Park with Dugout Locations



Attachment C: Photos of Dugouts



Dugout B



Dugout D



Dugout A



Dugout C