



Parks, Recreation & Culture
Memorandum

To: Chief Administrative Officer
From: Director of Parks, Recreation & Culture
Date: November 22, 2010
Subject: Historic Photo Mural at the Leisure Centre

Recommendation

That Council provide direction to staff as to the preferred response to Mr. Leblanc's proposal to establish an historic photo mural at the Leisure Centre.

Background

Eric Leblanc has approached department staff with the idea of installing a number of historic photos of Mission on the exterior of the Leisure Centre. A copy of Mr. Leblanc's proposal is attached.

Mr. Leblanc and others noted in the proposal have formed a committee to raise funds for this initiative. A number of private donations (cash and photos) have been received thereby ensuring that there would be no initial cost to the District. Further, a small contingency (approximately \$1,500) will be left over to address ongoing maintenance issues.

The photos would be mounted on fiberglass panels and installed on the northwest corner of the building. Staff have discussed the project with the sign manufacturer/installer and are comfortable with the mounting method. Staff anticipate that the panels will need to be washed once per year. Mr. Leblanc advises that those who have made donations have been guaranteed that the photos will be displayed for a minimum of ten years (but he has asked the District for a fifteen year commitment).

The original vision was to mount the photograph panels on the building housing Home Hardware. However, once that business ceased to exist, Mr. Leblanc approached the District. He has indicated that he does not want to hold onto the privately donated funds any longer and will return those funds should the District not move this project forward quickly.

At their meeting of November 17, 2010 the Cultural Resources Commission was asked to provide their comments for inclusion in this report. The Commission's recommendation was that the ORG.08 Public Art policy, which was adopted by Council earlier this year, should be followed and that this proposal should be vetted through the processes outlined therein. A copy of the policy is attached.

Staff are supportive of the proposal in principle. The photos would add some life to the exterior of the building, and they would show support for the cultural aspect of the department. There are, however, a number of issues Council should consider before a decision is made on the proposal:

- The recommendation of the Cultural Resources Commission is sound, and the Public Art policy has been adopted.

- Staff estimate that the annual cost to clean the panels will be approximately \$750 per year (includes lift rental, labour and supplies). Given the contingency estimated at \$1,500 and the ten year commitment, the operating budget would need to be increased starting in 2013. Vandalism has not been estimated, and it is hoped that it will be minimal given the location of the panels.
- The Sponsor Board is prominent, in a high-profile location. Given that a number of individuals, community groups and businesses contribute to various programs and events throughout the year without this type of recognition, staff are concerned that the Sponsor Board may lead to a large number of requests for recognition within the facility. Staff would prefer that the sponsors be recognized directly on the photos.
- There has been some suggestion that the photos selected did not go through any type of adjudication process, and were included based on monetary donation. Given that this is a private initiative Council may not have a concern. This is an issue that would be addressed if the Public Art policy was followed, but it may result in the loss of some/all of the donated funds.

Options:

1. Approve the proposal at this time. This would ensure the work takes place, but would be in contravention of the Public Art Policy.
2. Refer the proposal to the Cultural Resources Commission for recommendation and adjudication. This would lengthen the time frame and may result in the loss of privately donated funding. This would not preclude Council from continuing to consider the project and investigating other funding sources.



Ray Herman

ORGANIZATION

PUBLIC ART

ORG.08

POLICY

Date Policy Adopted: May 3, 2010

Council Resolution Number: RC10/233

I. DEFINING PUBLIC ART FOR MISSION

“Public Art” in Mission is defined as:

“artwork which is accessible to the public and has aesthetic qualities. The artwork can be permanent, semi-permanent, functional, temporary, and includes all forms of art and performance.”

Diversity of art placed in public spaces is a particularly important goal to enhance cultural awareness in Mission by integrating public art into everyday life and contributing to Mission’s unique character and lifestyle.

Five general categories of “public art” include:

1. “Site specific art” which is public art that gets its inspiration from its site and could not exist anywhere else. (Example: Xa:ytem)
2. “Semi-integrated art” which is public art that gets its inspiration, to a certain degree, from some aspect of the site. These works can exist in a number of locations provided that all have the same physical and conceptual conditions. (Example: St Mary’s Memorial longhouse-style covered picnic shelter at Fraser River Heritage Park)
3. “Discreet art” which is public art that is not integrated with the site either in physical or conceptual manner and therefore is not at all dependent on the location. Usually this type of public artwork only relates to the site from a location and scale point of view and is created off site and moved into the place. (House Post at the Chamber of Commerce)
4. “Community art” which is art that is focused on the values of the local citizens. It has a community-based design that allows people to express their goals and ideas about culture and encourages community participation. People’s experience of their community becomes part of the art design. (Example: Mission Arts Council banner art program)
5. “Performance Art” which includes theatre, readings, music, dance, media presentations,

film and video, virtual exhibits, celebrations of community diversity and our many festivals. (Example: annual Multicultural Festival)

II. PUBLIC ART VISION

“Public art enhances the livability of Mission. It builds our community by enhancing our quality of life, contributing to economic development and helping us to celebrate our rich heritage and our unique and distinctive cultural diversity. It brings art to life for our citizens in many everyday settings. Public art shows our commitment to local artists and to providing our citizens with access to art from British Columbia, Canada and around the world.”¹

III. GOALS

1. To incorporate and integrate the public art program into the planning, design and execution of civic projects in Mission
2. To demonstrate that public art can significantly enhance the quality of life in Mission and contribute to economic development
3. To ensure that through the selection process qualified artists provide a variety of arts and cultural expressions that reflect the diversity of Mission and its citizens
4. To ensure that the selection / jury process is meaningful, fair and equitable, and compatible with community aspirations
5. To encourage community members to participate in developing the resources of public art
6. To encourage participation of and partnership with the private sector to provide for enhanced public art in private spaces which are publicly accessible
7. To support the planning of public arts facilities for the creation, display, and promotion of the arts
8. To further the acquisition of municipally owned art.
9. To ensure that public art reflects and contributes to Mission's heritage and culture.

IV. POLICY ADMINISTRATION - PROCESS AND DECISION-MAKING

Various departments and bodies will be involved, in a collaborative and consultative process, to ensure that Mission has a realistic and workable Public Art program.

1. The Public Art Policy will be reflected in the District Official Community Plan. Administration of the policy will include
 - an orderly plan for the placement of public art including a Public Art 3-year plan

¹ Cultural Resources Management Plan, adopted March 27, 2008

- a public art inventory maintained by the appropriate staff
 - the care, conservation and management of any public art collection
 - involvement of District professionals to ensure stability of public art installations, placement, maintenance, removal and de-accessioning
2. The Cultural Resources Commission role is to advise and make recommendations to Council on progress toward implementation of the Cultural Resources Management Plan and on those items referred by Council². This includes Public Arts Policy (Goal 2)
- The Commission will be responsible for recommending overall policy that will support arts development in Mission.
 - Specifically, CRC responsibility for the Public Arts Policy would be to:
 - a) Develop a vision for public art through community consultation
 - b) Recommend criteria that will ensure orderly management of a Public Art Selection Process
 - c) Recommend the selection of specific projects to be commissioned or competitions within specific pre-established criteria
 - d) Make recommendations related to collection management issues such as acquisitions, loans, rentals and de-accessioning
 - e) Recommend appropriate cycles or application processes
 - f) Support the development of a public art endowment fund, managed by the Mission Foundation
 - The Cultural Resources Commission will establish Ad Hoc Public Art Selection Committees which may include representation from:
 - a) Tourism and Economic Development
 - b) Social Development Commission
 - c) Mission Arts Council
 - d) Business community
 - e) Arts, Heritage and Multicultural professionals
 - f) Artists from relevant disciplines
 - g) Educators, teachers and students of the arts
 - h) Community members
 - The Cultural Resource Commission will establish Ad Hoc Public Art Selection Committees, as required, according to the following:
 - a) Set specific member numbers.
 - b) Determine if the Committee will be project or issue specific.
 - c) Ensure community representation from the neighbourhood where the public art is being placed are included.
 - d) Ensure representation from those in the community knowledgeable and/or trained in the area of specific review.
 - e) Provide expertise which may include District administration, engineers, business and professionals.

² Cultural Resources Commission Terms of Reference, adopted March 27, 2008.

- f) The Commission will seek Committee members from outside the District if it is felt outside expertise is required.
- g) The Commission will invite additional advisors to a Committee as the need arises.

VI. SETTING THE STAGE for PUBLIC ART: STRATEGY and ACTION PLAN

1. Public art initiatives may be developed and brought forward by any of the following:
 - As the result of District projects which could benefit from public art.
 - From community groups or individuals interested in cooperating to develop a public art project.
 - From schools or other educational institutions interested in participating in projects.
 - From businesses interested in either donating space or financial support or the development of public art.
2. The Cultural Resources Commission will assist in developing a strategy and action plan based on the economic and cultural objectives of the Cultural Resources Management Plan.
 - It may include the following elements and include these steps:
 - Recommend the Public Art Policy be adopted by the District of Mission.
 - Develop a list of Mission residents and artists appropriate for Selection Panels.
 - Develop a set of themes consistent with the Rationale Statement and with the Goals and Objectives of the Public Art Policy.
 - Develop and recommend Criteria for Public Art, such as:
 - a) Provides a variety of projects which explore themes that reflect the values of the community.
 - b) Makes art accessible to the public through everyday projects
 - c) Ensures that a wide variety of artistic mediums are used to provide the public with the most diverse experience
 - d) Ensures that public art is visible throughout Mission

VII. PROCEDURES for MANAGING A PUBLIC ART COLLECTION

The Cultural Resources Commission will participate by reviewing or recommending Standards and Guidelines to enable the effective, efficient and fair implementation of a Public Art Program which is committed to the highest standards. Effective Procedures and Guidelines can be defined as follows:

1. Commission and Selection of Public Art
 - A commission is an order for a work of art produced specially for the District of Mission either by competition or appointment.

- Selection will be based on accepted standards and criteria, including consideration of maintenance requirements.

2. Acquisitions Procedures

- The District of Mission can acquire works of art that meet the standards and criteria of the Selection Process in the following ways:
 - a) By accepting a donation of art.
 - b) By purchase.
 - c) The District is not under any obligation to accept gifts of art work, or to allow art work to be erected in public places

3. De-accessioning Procedure

- “De-accessioning” is the process of removing an object permanently from the collection.

4. Loan Procedure

- “Loans” may be incoming or outgoing. Ownership remains with the donor. Movable works of art may be loaned with pre-agreed terms and conditions and for a set period of time.

5. Rental Procedure

- The District may rent moveable works of art, either incoming or outgoing, for a short period of time by entering into a rental agreement.

VIII. FUNDING OPTIONS

A Public Art program necessarily has financial implications. Various options can be explored, with active involvement of the Cultural Resources Commission. The following can be investigated:

1. Public Art Endowment Fund managed by the Mission Foundation.
3. Encourage private sector and community participation in the Public Art Endowment Fund.
4. Contribute funds annually to the Arts Reserve Fund as part of financing for ongoing public art.
5. Allocation of a percentage of public capital projects budgets for inclusion of public art in the design and maintenance of public spaces.
6. Use of non-regulatory incentives to encourage private sector support.
7. Planning by appropriate departmental budgets for ongoing conservation, management and care of public art.
8. Investigate funding resources through grants and foundations.
9. Investigate reproduction opportunities to generate revenue where the appropriate legal and financial arrangements have been made with the artist.

LEISURE CENTRE MURAL PROJECT

Rationale: Over the years, we tend to forget who the people are that have our street names or who gave the names to our local points of interest. As Mission grows larger in population, it is extremely important that we celebrate in our own quiet way the pioneers who saw a future for their families in Mission and the surrounding area.

MPAC: With this principle in mind, I first approached Councillor Heather Stewart, and with Dean Lauze, Christina Lauze, Fred Granzo and Heidi Smith, we formed M.P.A.C., which stands for Mission Public Art Committee. The main purpose of the committee has been to fundraise for murals, and we have made this clear to the Cultural Commission Chairpersons, both past and present.

Vision: The Vision was of a “photo album” mural with actual pictures of local pioneers who had contributed greatly to the Mission area. Knowing how funds are extremely hard to collect from government agencies, we felt that this project would have to pay for itself and have, at the end, a contingency fund to maintain a mural for ten years.

Description: The first mural would be of actual photos placed on fiberglass boards and covered with a protective coating to prevent fading and wear. The photos would be approximately 5 by 10 feet and 4 by 8 feet and would be mounted by an experienced sign company. We would also include a sponsor board that lists the funding contributors.

Location: The proposed location for this worthwhile project is the Leisure Centre, which has proven over time to be a community gathering place, first as the Agricultural Grounds and now the site of a wonderful new facility. We are proposing to use the North/West corner of the building for the mural site.

We hope that you will share our view that this site has always been a social gathering space for the entire community. Both rural and urban, our hard working pioneers would take time to visit the Leisure Centre site to celebrate, particularly during May Day and the Agricultural Fair.

Financial: This mural project is already fully funded and designed, and there also exists a substantial contingency to cover maintenance.

Timing: Upon approval of this project, we hope to have the mural placed within two months and logistics would be coordinated with the Leisure Centre staff to create the least interruption as possible.

Eric LeBlanc

Please feel free to contact me at ericleb@telus.net.

