

PUBLIC ART POLICY

Issue

The draft Public Art Policy is provided to the Governance and Priorities Committee (GPC) for review and discussion.

Motion Proposed by Administration

That the draft Public Art Policy be forwarded to Council for adoption.

Recommendation Alternatives for Consideration at the September 25, 2023 Council Meeting

- a) That Administration be directed to amend the draft Public Art Policy as discussed and bring back to the October 10, 2023 Regular Council Meeting; or
- b) That Public Art Policy _____ be approved as presented.

Report, Analysis and Financial Implications

Following recommendations from the November 2022 GPC meeting, Administration has developed a draft Public Art Policy for review.

GPC recommended the use of the 2005 Public Art Guidelines as a starting point and requested that the new policy and program should:

- focus on public art created by Alberta artists;
- ensure public art aligns with Okotoks values;
- assure public art enhances the public realm;
- include maintenance;
- encourage businesses/developers to advance public art;
- include a decision making matrix;
- define a system for donation acceptance; and
- engage with stakeholders and community on public art selection and siting.

These elements are addressed in the Policy.

Funding for public art programs are dissimilar (see attached 2019 Public Art Funding Comparison Report); municipalities tend to fund public art to fit their own requirements. For Okotoks, Administration recommends the allocation of \$50,000.00 per year for public art. Funding will be used to leverage community partnerships, sponsorships, and public art grants.

Following adoption of the Public Art Policy, Administration recommends identifying opportunities for public art during planning stages of engineering, transportation, parks, other business centres, or ad hoc opportunities.

Strategic Plan Goals

<input type="checkbox"/>	Responsibly Managed Growth	<input type="checkbox"/>	Demonstrated Environmental Leadership
<input checked="" type="checkbox"/>	Strong Local Economy	<input checked="" type="checkbox"/>	Enhanced Culture & Community Health
<input type="checkbox"/>	Organizational Excellence		

Equity/Diversity/Inclusivity Impacts and Strategy

Public art creates and nurtures an environment in which residents are able to pursue the fulfilment of their values, in harmony with the community. It provides a vibrant, resilient, and connected community that fosters the wellbeing of land and people, where every person has a right to equal treatment and where residents are strengthened by sharing diverse backgrounds, perspectives, and experiences.

Environmental Impacts

n/a

Governing Policies/Bylaws/Legislation or Agreements

- Culture Heritage and Arts Master Plan (CHAMP)

Public Participation Strategy

- CHAMP
- Public Art Public Survey, What We Heard Report 1
- Public Art Public Conversation, What We Heard Report 2

Alternatives for Consideration

CAO Comments

This draft policy translates the committees previous direction into a policy for consideration. Feedback is needed to ensure policy objectives will be achieved with these guidelines.

Attachment(s)

1. Draft Public Art Policy CMD F xx
2. Community Life Policy PS A 2.2 - REDLINED VERSION
3. Public Art Funding Community Comparison Report
4. Public Art Public Survey, What We Heard Report 1
5. Public Art Public Conversation, What We Heard Report 2

Prepared by:
Allan Boss
Culture & Heritage Team Leader
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