



# WHAT WE HEARD REPORT (PART 2)

Public Art in Okotoks

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**Culture & Heritage Manager**





SATURDAY, SEPTEMBER 15  
10:30AM - 2:30PM

# Public Art Conversation

Rotary Performing Arts Centre





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# PREAMBLE

The Town of Okotoks Culture and Heritage Services (CHS) organized an engagement session where fourteen regional participants engaged in a guided tour of selected public art displays in Okotoks, followed by viewing of some thought provoking videos at the Rotary Performing Arts Centre (RPAC).

Participants collected thoughts on “sticky notes” during the process in order to capture their vision of public art in Okotoks. Once the videos ended participants assembled in the community room for desert and a World Café exercise where teams discussed and documented ideas around three questions:

- How do we best engage the community in the public art planning process?
- How should public Art be selected?
- What are the pros and cons of public art in Okotoks?

CHS gathered the data and categorized it into themes in order to identify patterns. CHS sent out the report to participants on October 5, 2018 asking that they send feedback to CHS by October 19, 2018. CHS released the final report to the public on October 29, 2018.

Culture and Heritage Services documented the event photographically, with some included in this document.



## VIDEOS

**The arts in community planning and development** | Jamie Bennett

**Public art as social engagement** | Ed Woodham

**Painting the Town: Reflections on Christchurch's Relationship with Urban Art...** | Dr. Reuban Woods

**Placemaking and Community** | Dr. Cara Courage

**"Be aware of the international community around us. Cultural variety."**  
**-- Session Feedback**



# HOW DO WE BEST ENGAGE THE COMMUNITY IN THE PUBLIC ART PLANNING PROCESS?

Responses to questions were categorized into eight themes and given a score of one when the response addressed the theme. If the comment was a single word or ambiguous and fit within multiple categories, all categories were scored.



## THEMES IDENTIFIED

**Plan** -- interested in where art should be placed or proposed/ing designs

**Govern** -- interested in how projects are funded, or policy development

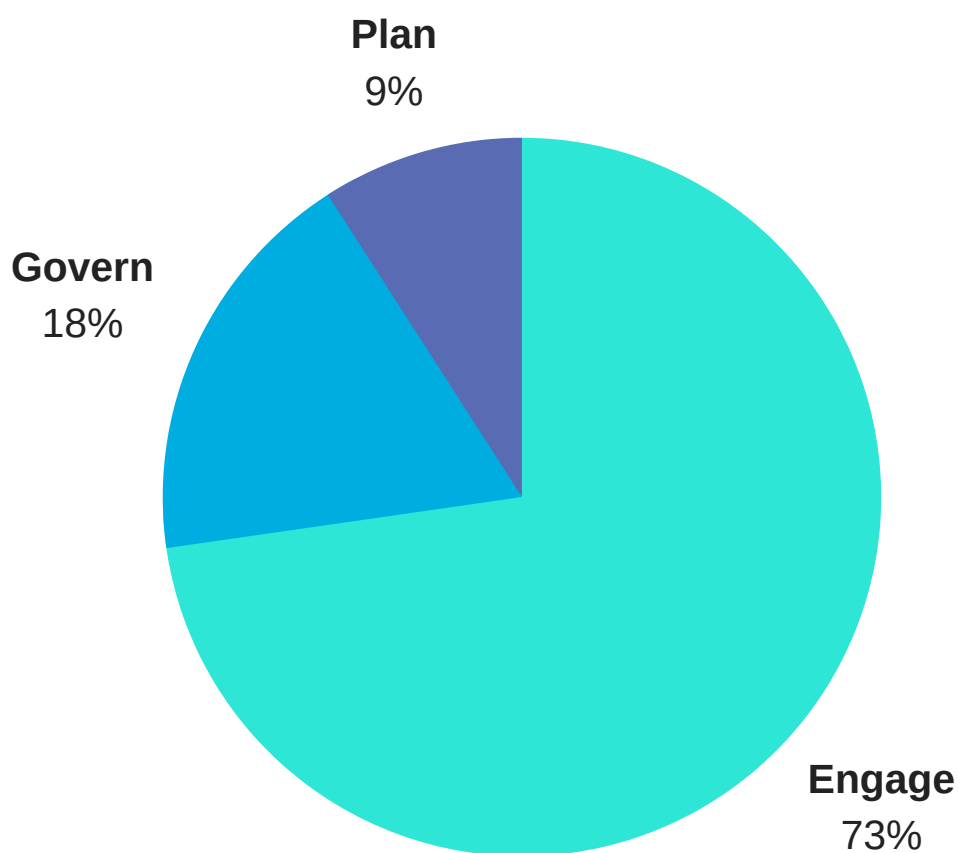
**Engage** -- interested in how the the community is consulted, design selection, and the ability to help choose design and location



# HOW DO WE BEST ENGAGE THE COMMUNITY IN THE PUBLIC ART PLANNING PROCESS?

## THEMATIC ANALYSIS

Responses focused on the desire to be engaged and consulted during the process of public art selection and placement.



# HOW DO WE BEST ENGAGE THE COMMUNITY IN THE PUBLIC ART PLANNING PROCESS?

## VERBATIM COMMENTS



"Surveys"

"Social Media"

"Include all age groups in creation"

"Involve community/private proposals for public art projects"

"Give incentive for businesses to hire/contract art on private/public places"

"Full consultation w arts organisations"

"Invite public to have a voice through various media. - Meet in beautiful public spaces."

"Public murals"

"Public voting"

"Be aware of the interantional communtiy around us. Cultural variety."

"Inform & Engage notices posted in public places, schools"

"Involving schools eduction (town liasons)"

"Open/change policy development including art"

"presence @ public events"

"involvement of seniors"

"Involvement of all art experts with/in the community -- bring to them"

"take it to where the people are -- schools, seniors centres, etc."

"Open houses -- communicate in different forums and different ways."

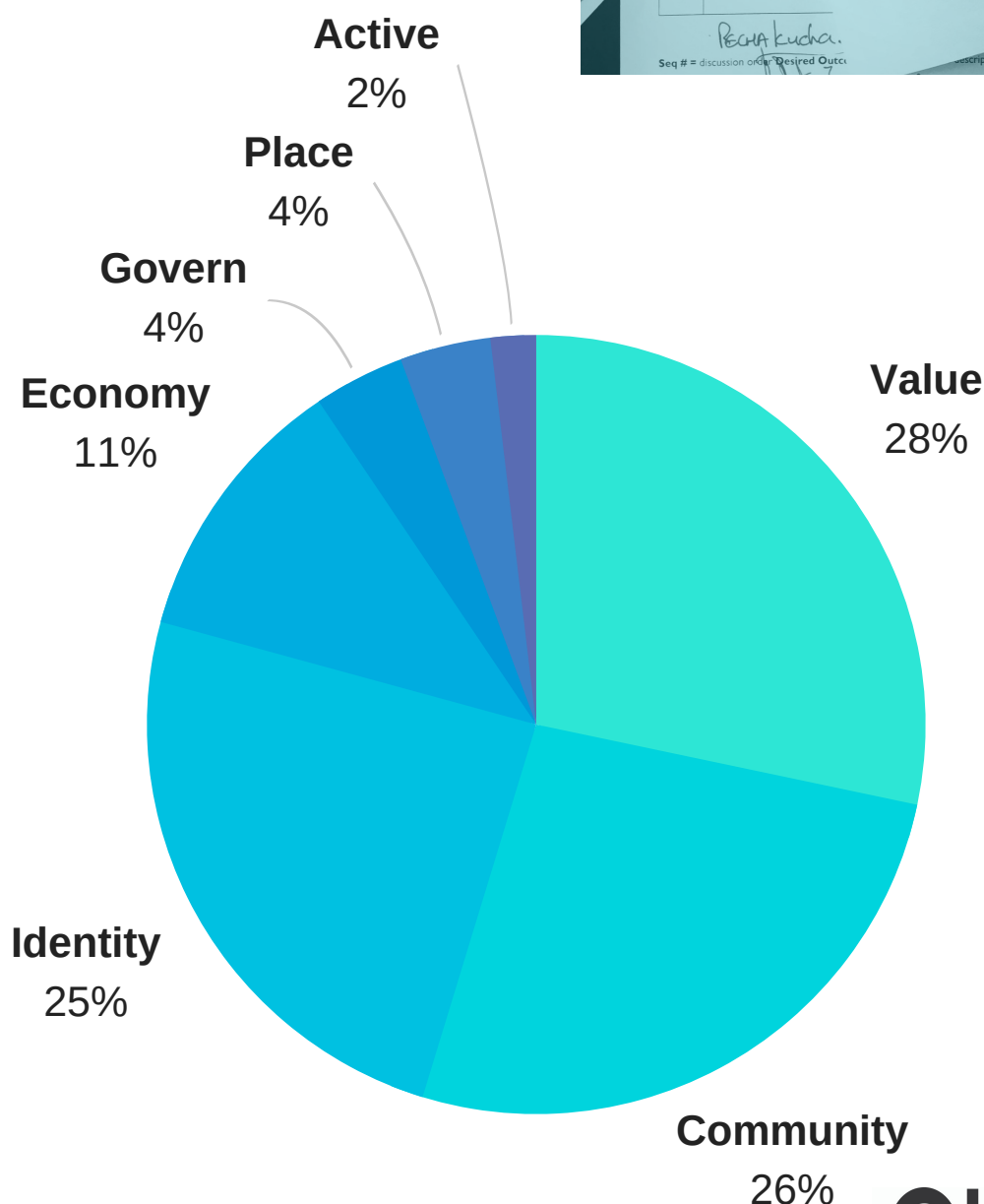
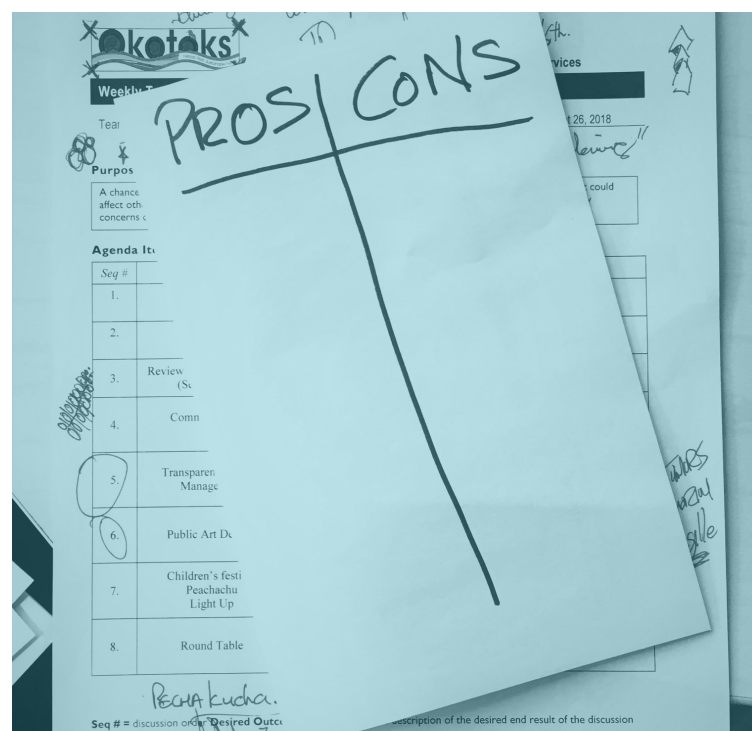
"Engage larger community. [County] of Foothills and other rural towns [and] communities in the area."





## WHAT ARE THE PROS AND CONS OF A PUBLIC ART PROGRAM IN OKOTOKS?

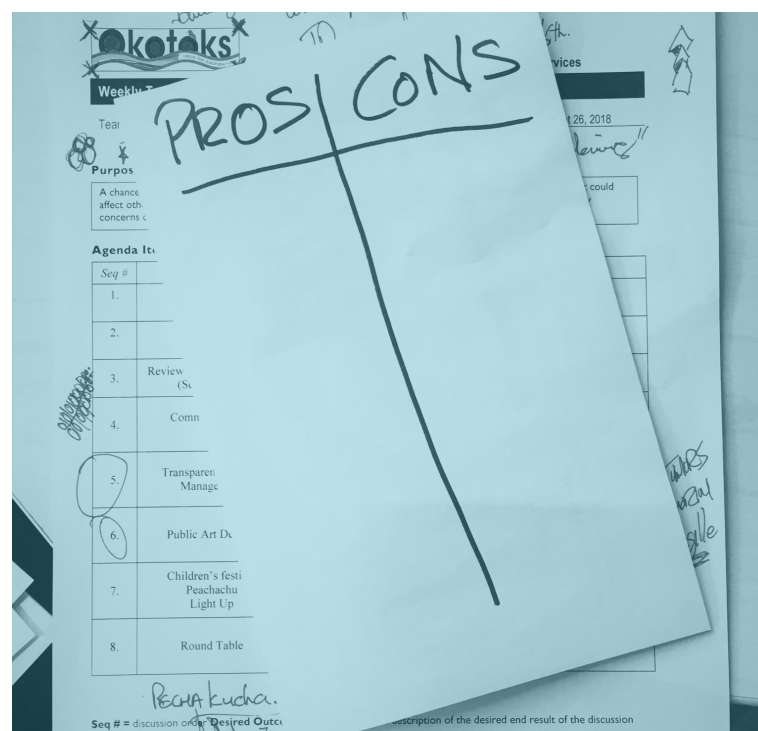
The strongest themes in this section involved improving the community's perception of art and artists. Increasing community value of art and artists promotes creativity, innovation and Okotoks' distinctive identity. Together, these elements promote tourism, drive entrepreneurship and economy.



# WHAT ARE THE PROS AND CONS OF A PUBLIC ART PROGRAM IN OKOTOKS?

## PRO COMMENTS

- "Demystify the value of art for public when presented with stats"
- "Becomes a history of our development as a community (cultural heritage)"
- "Aesthetics + enhancements (incl. architectural, infrastructure)"
- "Provides focus on community interests"
- "Unifying community health + engagement + pride + ownership"
- "Economic benefit -- destination tourism"
- "Accountability + integrity RE: Artists"
- "Guidelines + \$ for action -- need for gov. support"
- "Site and projects specific?"
- "Dedicated spaces for temporary art"
- "Tourism increase, economic increases, business increases"
- "Increases artists in community and arts"
- "Improved visual aspect of Town"
- "public art encourages walking + physical activity"
- "Create identify for our Town other than just the Big Rock"
- "Helps capture a following of your people getting on appreciation of the arts as part of their culture."
- "More aesthetic communities"
- "Encourage public + business involvement"



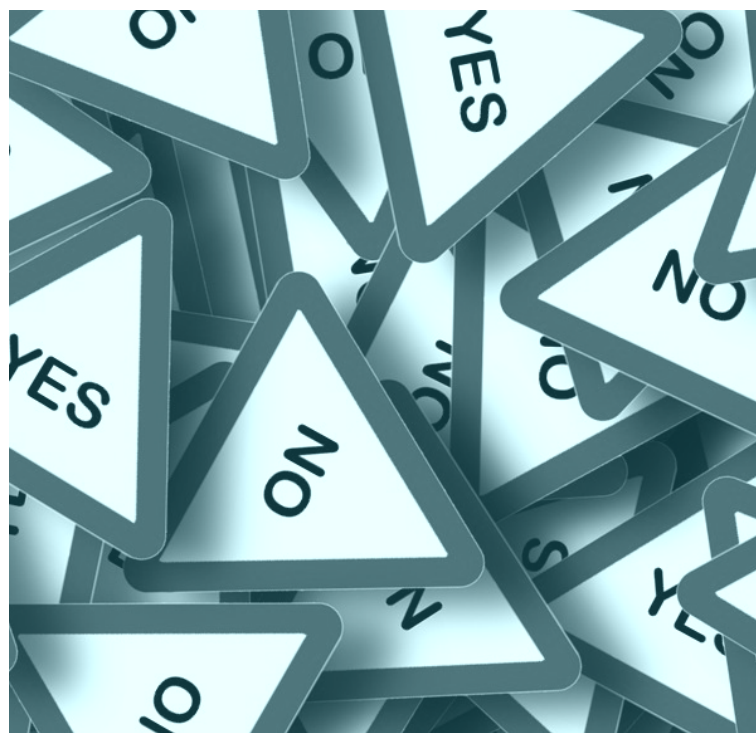
- "Educates public"
- "Balances Town Motto"
- "Beautifying town"
- "Bring art to the people"
- "Guidelines for what is created"
- "You have a plan"
- "Create gathering places"
- "Create a unique place where people want to be"
- "Builds community"
- "Too many rules limits creativity."
- "some tax payers will not support"
- "Town policy"

## CON COMMENTS

- "Too many rules limits creativity."
- "some tax payers will not support"
- "Town policy"

## HOW SHOULD PUBLIC ART BE SELECTED?

Responses to this question were categorized into eight themes and scored one when the response addressed the theme. If the comment was single word or ambiguous and fit within multiple categories, all categories were scored.

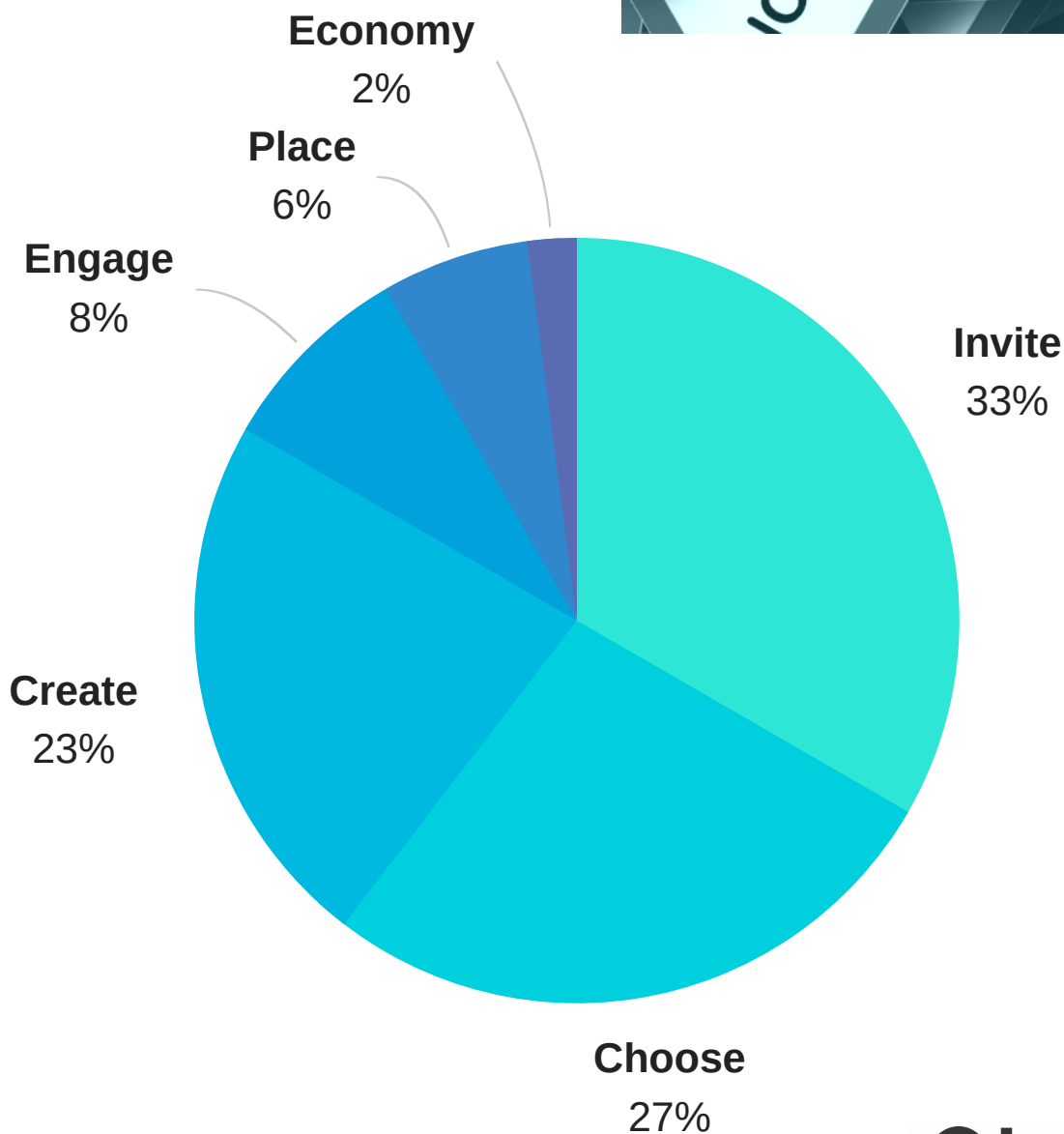
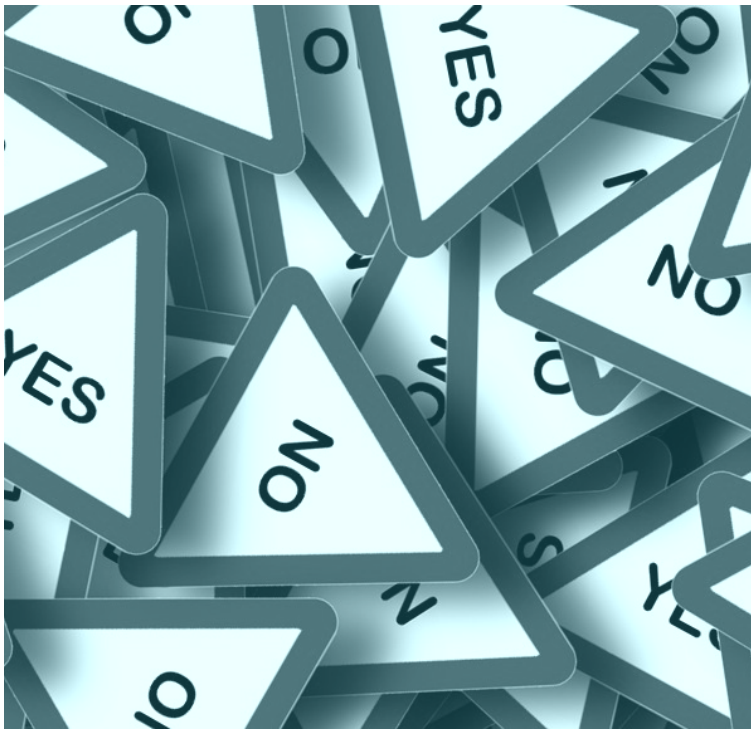


## THEMES

- **Inform & Engage**      *How does the Town communicate with community?*
- **Choose**                *Help choose designs*
- **Govern**                *What the public art policy might include & how it fits with other plans*
- **Create**                *What type of art is right for Okotoks?*
- **Place**                *Where does public art belong?*
- **Fund**                *Who pays for the art?*
- **Invite**                *Would like to be involved in defining the project*
- **Economy**            *Public art should support economic development*



# HOW SHOULD PUBLIC ART BE SELECTED?



# HOW SHOULD PUBLIC ART BE SELECTED?

## VERBATIM COMMENTS



- "Public Input & Open Calls"
- "Involve businesses so they are more involved in the art"
- "Performance public art"
- "Engage more than one senses [sic]"
- "Not just a western focus"
- "Digital - more relevant to technology"
- "involve children & schools"
- "Support local artists -- Okotoks -- Foothills -- Southern Alberta"
- "Open minded, digital, etc. considered"
- "interactive work"
- "projects w/ community collaboration"
- "More variety"
- "interactive"
- "temporary pop up art"
- "Free little galleries"
- "Make it accessible to all"
- "Exposure to different art encourages more diversified selection"
- "internet"
- "Contests"

# WHAT IS YOUR VISION OF PUBLIC ART IN OKOTOKS?

Responses to this question were categorized into six themes and scored one when the response addressed the theme. If the comment was single word or ambiguous and fit within multiple categories, all categories were scored.

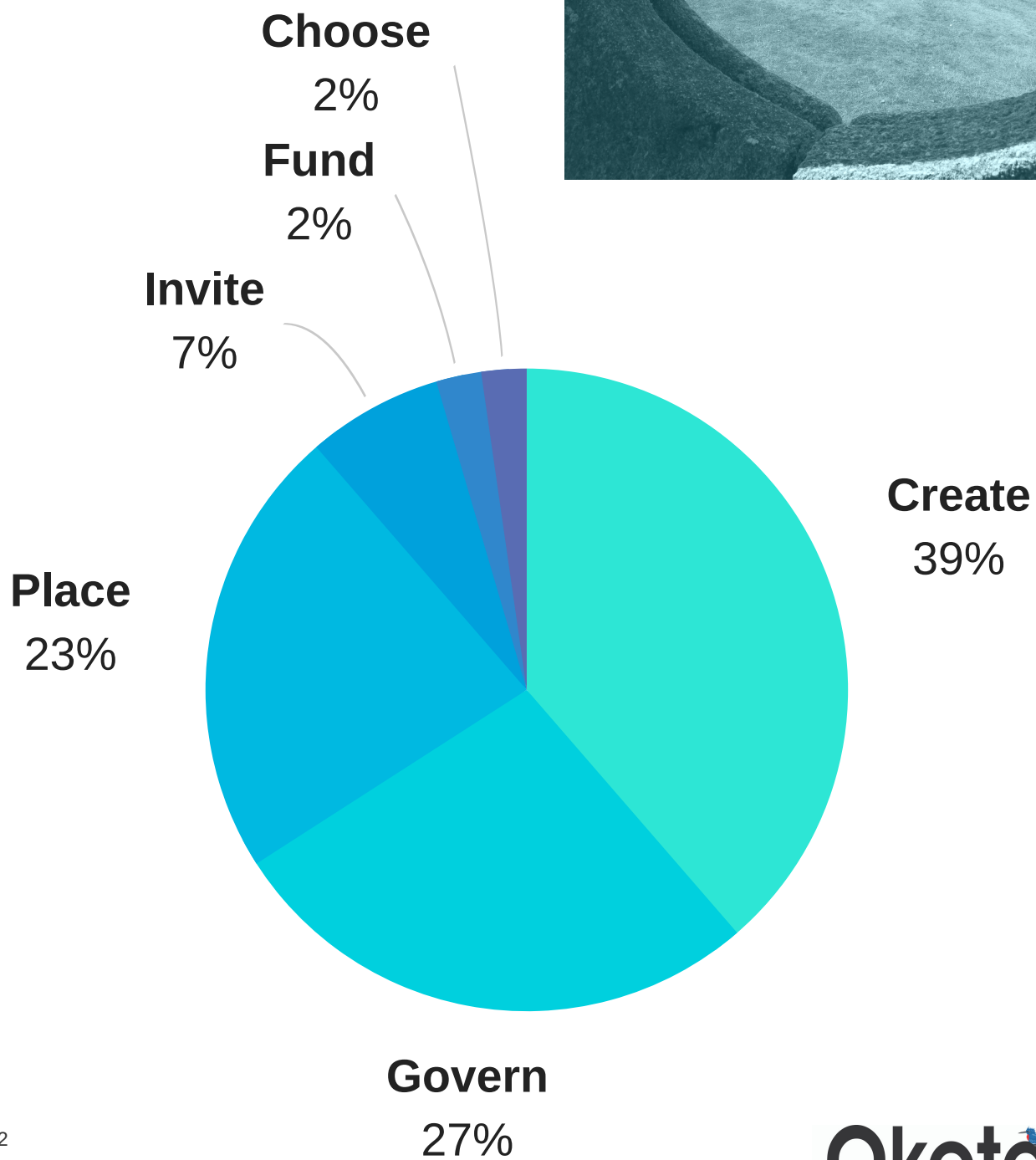


## THEMES

- **Create** *What the art should look like?*
- **Govern** *What the public art policy might include & how it fits with other plans*
- **Place** *Where does public art belong?*
- **Invite** *How to create project design*
- **Choose** *How to select winners of design competitions*
- **Fund** *Who should pay for it?*



# WHAT IS YOUR VISION OF PUBLIC ART IN OKOTOKS?



# WHAT IS YOUR VISION OF PUBLIC ART IN OKOTOKS?

## VERBATIM COMMENTS



"Interrupt/alter common/ignored places"

"Interactive"

"Something Unexpected"

"Placemaking -- gathering places"

"Bring unused spaces to life"

"Accessible art. Welcoming art."

"Youth participation - ownership - valued, juried, good experience. High School Art Dept. included."

"Emphasize local art/regional artists -- Take advantage of local treasures."

"little art gallery like little libraries -- engage community with exchange of free art pieces."

"Visual & performance art as public art -- increase Wonder -- accessible life changing

"Arts - core sector [sic] deserve funding How to influence this?"

"-Mural theme throughout town? - or no overall theme? - Chemmanur, BC"

"Our public art should serve as a tourist draw/enhance the local economy in addition to serving our own interests."

"Public art that is very broadly appealing + easily created in line to the hallmarks of our community are the garden arts ie. sculpture components

"This public art policy needs to be developed in close, accessible consultation to the arts community and all of its representative organizations."

# WHAT IS YOUR VISION OF PUBLIC ART IN OKOTOKS?

## VERBATIM COMMENTS



"Our public art (funded by tax payers or as part of development programs) should have broad appeal initially + then push boundaries as a prog. grows"

"A public arts program needs to be overssen by a governed body that represents the arts community and is accessible by the public."

"A public art policy should apply only to public funded initiatives or programs overseen wholly or in part by the town."

"Bylaws re: safety, design guidelines (Downtown MP for eg) etc. are the controls for private business"

"Public art policies need to encourage + enable not frustrate and restrict."

"Our public art should recognize hallmarks of our town (youth, sustainability etc) and ideally incorporate them."

"Weekend Street Art Festival"

"Involve schools -- develop an appreciation for the arts at an early age. They have arts days have an art culture day or an art as part of other Festivities."

"Encourage gathering places w/ public art in new community development."

"Seasonal Publi Art on Fences ie. By kids park by Town Clock on plywood/plasticore or put lywood on fences to be painted parade day etc. encourage positive expression (graffiti)"



# WHAT IS YOUR VISION OF PUBLIC ART IN OKOTOKS?

## VERBATIM COMMENTS



- "Interact + engaging"
- "Community Attachment - Art as Community - Art as event/gathering"
- "Who are the artists? Empowering youth to see themselves as artists."
- "Events"
- "Recognizing local artists - creating a culture of artists"
- "Permanent public outdoor spaces for temporary exhibitions, performances, etc."
- "Prose Poetry on Sidewalks"
- "Partner up w/ arts organizations near by: ie Banff Centre, C-Space, UofC - share incoming artists by inviting & paying them to where work in Okotoks."
- "Public murals/street art in all Town of Okotoks buildings & open space. Encourage & support local business to do likewise by contracting/employing artists to create work on/in private public accessible businesses."

# OTHER THOUGHTS



"Public art juried by different peer juries each year"

"Criteria Decided by Town/Arts Council"

"Call for Artists Proposal"

"Money/fund allotted for art project(s)"

"Jury decides where/who to allocate \$\$ to winning selections"

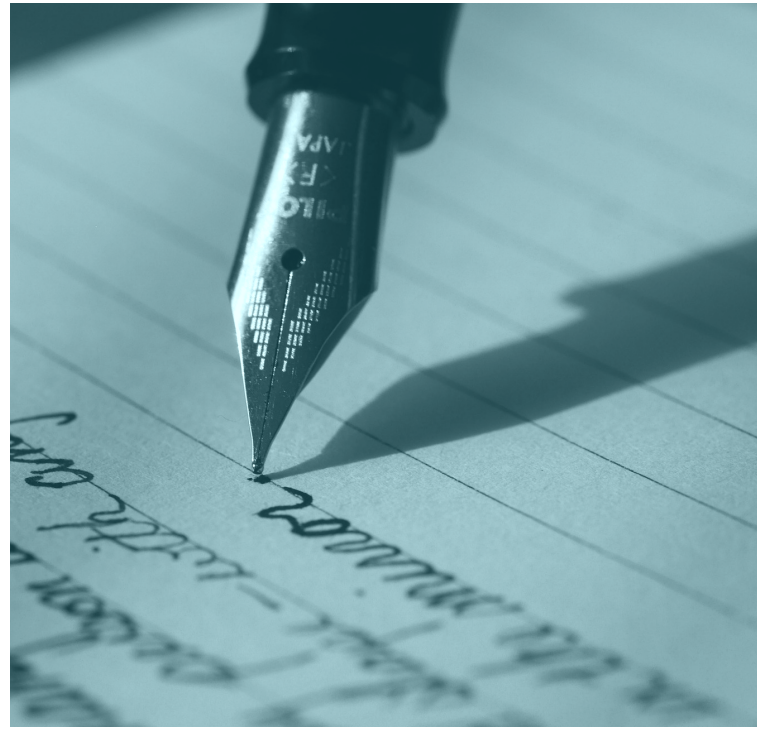
Funding to maintain permanent works?

"See Lemona Lovegrove home & Island"

"Brainstorm -- How do we engage young families, men, youth, etc.?"

"How does this process get attention/time away from other activities?"

# NOTES



- Quotes were chosen arbitrarily, in no particular order.
- Quotes were written on sticky notes during and after videos were watched.
- Sticky notes were chosen according to handwriting style, and collected, entered, on each sheet separately.
- 14 people participated in workshops; three staff facilitated.
- The visioning exercise and the other thoughts exercise were completed by attendants, not staff.
- The three questions about engagement, pros & cons, and selection were completed during a World Café exercise by all participants in groups.
- The World Café exercise had groups of 4 or 5 respond to each question for 15 minutes. After 15 minutes, they moved to a different table, while trying to select new people to collaborate with.