



CORPORATION OF THE TOWNSHIP OF ESQUIMALT

A G E N D A **ARTS, CULTURE AND SPECIAL EVENTS** **ADVISORY COMMITTEE MEETING**

May 6, 2009

7:00 p.m.

Esquimalt Council Chambers

1. **CALL TO ORDER**

2. **LATE ITEMS**

3. **APPROVAL OF THE AGENDA**

4. **MINUTES**

- (1) Minutes of the Arts, Culture and Special Events Advisory Committee meeting, April 1, 2009 Pg. 1 – 5

5. **OLD BUSINESS**

- (1) Work Plan Discussion
(a) List of Current Events in Esquimalt Pg. 6

(2) Sub-committees

(3) Buccaneer Days

- (a) Event
(b) Parade
- Esquimalt Jazz Band
 - Flat Deck for Float

(4) Fall Event

(5) CRD Grant Application

- (a) CRD Arts Development Project Grants
(b) Community Arts Council of Greater Victoria Community
Municipal Arts Grants

- (6) Public Art Policy Pg. 7 – 27

6. **NEW BUSINESS**

- (1) Introduction of Esquimalt Tourism Manager

7. **ADJOURNMENT**



CORPORATION OF THE TOWNSHIP OF ESQUIMALT

**MINUTES
ARTS, CULTURE AND SPECIAL EVENTS
ADVISORY COMMITTEE**

Wednesday, April 1, 2009

7:00 p.m.

Council Chambers, Municipal Hall

PRESENT: Councillor Bruce McIldoon
Councillor Meagan Brame
Janet Jones
Nick Brame
Maira Tait
Norman Swan

STAFF: Barbara Snyder – Director of Development Services (Staff Liaison)
Karen Hay – Planning Technician
Deborah Liske – Recording Secretary

GUEST: Mayor Barbara Desjardins (Departed 7:26 p.m.)

REGRETS: Avrille Gosling

1. CALL TO ORDER

Barbara Snyder, Director of Development Services called the meeting to order at 7:00 p.m.

2. LATE ITEMS

There were no late items.

3. APPROVAL OF THE AGENDA

Moved by Councillor Brame, seconded by Councillor McIldoon that the agenda of the Arts, Culture and Special Events Advisory Committee meeting of April 1, 2009 be approved as presented. The motion **CARRIED**.

4. INTRODUCTIONS

Roundtable introductions took place.

5. GREETINGS FROM MAYOR DESJARDINS

Mayor Desjardins welcomed and thanked everyone for participating.

Mayor Desjardins provided a brief explanation of the creation of the Arts, Culture and Special Events Advisory Committee. Esquimalt is a wonderful place to live which needs to be celebrated and promoted to the rest of the world. Mayor Desjardins further noted that a special event can be anything that the community wants to celebrate and is excited to see what the committee comes up with.

Mayor Desjardins provided examples of concepts and ideas that the committee could develop and/or provide assistance and guidance for. Mayor Desjardins is interested in a concept to develop a type of dessert that represents Esquimalt (similar to how Nanaimo utilizes the "Nanaimo bar") and also noted that the organizers of the Esquimalt public market have expressed an interest in receiving help to expand and promote the market. Mayor Desjardins noted that she has other ideas and concepts that she would be happy to share with the committee.

6. NEW BUSINESS

(1) Review of Committee Terms of Reference (TOR)

The Director of Development Services reviewed the terms of reference noting the requirement to complete a work plan and an end of year report. Work plan development will take place during the next few meetings. The Director of Development Services noted that meetings will take place a minimum of four times a year; regular meeting dates to be determined. Minimum quorum requirements were also reviewed.

The Arts, Culture and Special Events Advisory Committee will be working towards connecting events, current and new, with the community by providing assistance in the form of participation, ideas and possibly some development. The committee needs to develop concepts for people to become more interested in participating in events throughout the community. It was noted the Cultural Advisory Committee hosted events such as Heritage Week and the Spring Awakening. It was further noted that the committee is not limited to only assisting in the development of arts and cultural events.

(2) Membership List Contact Information

A confidential membership contact list was distributed to committee members with the request that any revisions be provided to the Recording Secretary for updating prior to redistribution.

(3) Committee Member Interests – What Each Member Brings to the Table

Councillor Brame has a background in childcare and is interested in the development of more family events in the community to increase participation by children and youth.

Councillor McIldoon is the Council representative on the CRD Arts committee, past president of the Esquimalt High School parent advisory committee and has experience organizing community events. Councillor McIldoon is interested in the development and promotion of Esquimalt based events.

Moira Tait is a volunteer with New Horizons and suggested increased development of events for all generations. Esquimalt has a large population of seniors that can be utilized when developing and organizing events.

Norm Swan has participated on school councils; assisted with organizing special events and will bring a youth perspective to the committee.

Janet Jones has a background in marketing and selling art; has experience working with the francophone and first nations communities and has experience in preparing and writing grant applications which would be an asset to the committee.

Nick Brame would like to include youth as much as possible and to also work towards enhancing Esquimalt's image.

Karen Hay, Planning Technician, will be assisting Barbara Snyder, staff liaison and is looking forward to participating on the committee.

Barbara Snyder, Director of Development Services and staff liaison, has a background in the arts, which includes a Bachelor of Fine Arts and is very interested in fine arts and the promotion of the arts. The Director of Development Services has also assisted in organizing the Landmark Lecture Series which has been very successful in promoting Esquimalt as a place to participate in the arts. It was noted that the City of Victoria website is currently showcasing Esquimalt art.

Mayor Desjardins departed the meeting 7:26 p.m.

(4) Meeting Schedule Dates and Times

The Arts, Culture and Special Events Advisory Committee will meet on the first Wednesday of the month with meetings schedule for May 6th and June 3rd. Meeting dates for the fall will be discussed at the June meeting. Meetings will start at 7:00 p.m. and will be held in the Council Chambers. As per the committee terms of reference, the committee will not meet in the months of July, August and December.

(5) Agenda Items and Distribution

The Recording Secretary distributed a list of options for agenda distribution to committee members.

(6) Work Plan Discussion

The Committee discussed ideas and concepts for events that they would like to see take place in Esquimalt.

- shop Esquimalt; Esquimalt Chamber of Commerce has indicated an interest
- be a tourist in Esquimalt – participation in your own community
- Esquimalt bucks
- open house – fall harvest of art and culture showcasing the arts (including visual and performance)
- highlight francophone and first nations communities and other cultural diversity in the area
- intergenerational family events – i.e. grandparents day; encourage seniors to participate with other age groups
- support reading festival
- Friday night event at Buccaneer days– perhaps art exhibit
- garden tour
- art in the park
- jazz festival in Saxe Point park
- jazz performances in atrium at recreation centre – focus on seniors from Grafton Lodge and Renaissance
- events for the 100th anniversary of Canada's navy which take place in June 2010 (during Buccaneer days weekend); involve schools; organize tours for visiting sailors

Committee members also provided the following suggestions:

- the need to research when other communities are having events, tours and open houses to eliminate conflicting event dates
- partner with resident associations
- apply for grants from the CRD for specific projects
- sponsor the high schools in some capacity to encourage participation in Buccaneer days
- promote local talent
- increase participation by Esquimalt in events in other communities and throughout the region
- invite lantern festival to make a presentation to the committee
- utilize recreation centre for events – art show and photography show have taken place in the past
- increase usage of Memorial park – great central location that is underutilized
- explore possibility of borrowing art from the Greater Victoria Public Art gallery for showcasing
- murals for the exterior of the Archie Browning Sports Centre – the Director of Development Services reviewed the Esquimalt Public Art policy and the requirements of the policy. The Director of Development Services will forward a copy of the policy to all committee members for their review.
- creation of a list of current events that happen in Esquimalt

Moved by Councillor McIldoon, seconded by Nick Brame that the Arts, Culture and Special Events Advisory Committee host a fall event to showcase local artists and apply for a grant from the CRD Arts Advisory Committee to assist with the costs associated with the event.
The motion **CARRIED**.

Janet Jones will draft a letter to the CRD to initiate the grant application process.

It was suggested committee members be provided with a tour of Esquimalt's existing culture and art.

7. **ELECTIONS**

(1) Elections of Chair and Vice-Chair

The Director of Development Services opened the floor to nominations for Chair.

Janet Jones was the only nomination received for chair. Janet Jones was appointed to the position of Chair of the Arts, Culture and Special Events Advisory Committee by acclamation.

The Director of Development Services opened the floor to nominations for Vice Chair.

Norman Swan was the only nomination received for vice chair. Norman Swan was appointed to the position of Vice Chair of the Arts, Culture and Special Events Advisory Committee by acclamation.

Because time permitted, the Director of Development Services opened the floor to a round table discussion.

The Director of Development Services reviewed acceptable utilization of committee budget funds. The 2009/2010 Arts, Culture and Special Events Advisory Committee budget allocation can be utilized to cover the costs of incidental expenses incurred to promote an event. Incidental expenses for events may include: mail outs, advertising, food costs, honorariums and coordination costs.

The Director of Development Services also noted that a Tourism Project Manager will be hired to implement the strategies set out in the Tourism Action Plan. This position will assist in providing the committee with information on the development of initiatives to promote tourism in Esquimalt.

Committee members continued to discuss additional suggestions for community events. Additional suggestions included:

- dine around Esquimalt – partner with the Esquimalt Chamber of Commerce to increase promotion of food establishments as Esquimalt has some great unique places to eat that people do not know about
- garden tour for June 2010 – identify gardens, utilize Esquimalt Garden Club; include Saxe Point park; possible fundraiser for Japanese garden; coordinate tour in conjunction with opening of Japanese garden.

The committee discussed encouraging the Esquimalt High School jazz band to participate in the Buccaneer Days Parade. Nick Brame will enquire as to whether the band would like to participate and Norm Swan will make enquires for a flat deck for the band to ride on.

Sub-committees will be determined at the next meeting.

8. **ADJOURNMENT**

Moved by Nick Brame, seconded by Norm Swan that the meeting adjourn at 8:35 p.m.
The motion **CARRIED**.

Janet Jones, Chair

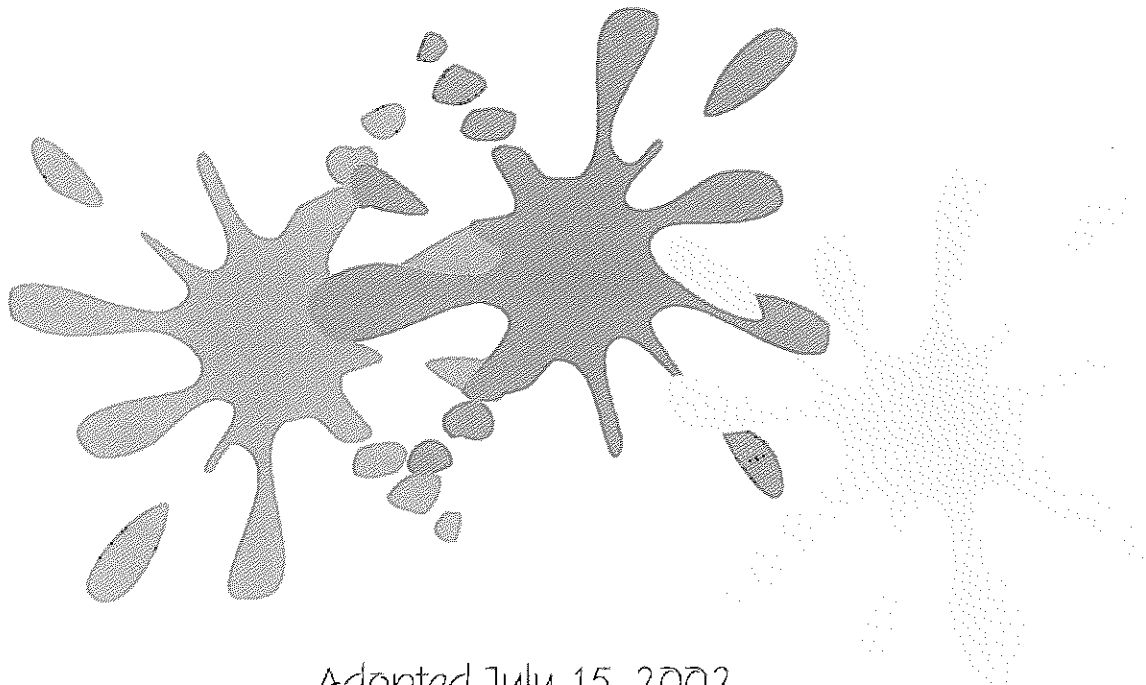
This day of , 2009

DRAFT

2009 Event Listing

Event	Date	Planning Committee Chair/Contact
Esquimalt Market		
Youth Week	May 1 – 7	Vicki
Move For Health	May 10	Christina
Bike to Work Week	May 11 – 17	Heather/Dan
Mayor's Charity Golf Tournament	May 7	Dan H.
Strides for Change - MADD	June 6	Drew Koelewyn
Rivers & Oceans Day	June 7	Vicki
Buccaneer Days	June 12 – 14	Bob McKie/Vicki
Lifeguard Competition	June 27	Brett
Co-ed Hockey Tournament	July	Regan
Triathlon for Compassion	July 5	Thalia Castillo
Esquimalt 8K Run		David Milne
CFB Esquimalt Navy 10K	Aug 16	Kwily Binette
Active Aging Week	Sept 21 - 27	Melissa/Heather
Story Festival	Oct 3	Vicki
Casper's Carnival	Oct 24	Vicki
Pizza, Skate & a Movie	Oct 31	Regan/Ice Leader
Halloween Bonfire	Oct 31	Lions Club/Portia
Pumpkin Swim	Oct 31	Brett
Remembrance Day Parade	Nov. 11	PO2 Byron Barriault
Food 4 Thought	Nov 28	Christina/Vicki
Celebration of Lights	Dec 1	ESQ Neighbourhood House/Vicki Klyne
Lions Skate w/Santa	Dec	Regan/Ice Leader
Swim w/Santa	Dec	Brett
Senior's Xmas Lunch	Dec	Melissa

Esquimalt Public Art Policy



Adopted July 15, 2002

PUBLIC ART POLICY

Mission Statement

Introduction

Glossary

Section A Purpose, Benefits, Principles and Goals

- A1 Purpose
- A2 Benefits of Public Art
- A3 Guiding Principles
- A4 Goals

Section B Governance

- B1 Establishment of the Public Art Advisory Committee
- B2 Duties and Responsibilities of the Public Art Advisory Committee
- B3 Jury Selection and Responsibilities
- B4 Code of Conduct

Section C Funding Strategy

- C1 Goal
- C2 Guidelines

Section D Selection and Management

- D1 Maintenance and Inventory
- D2 Gifts and Donations
- D3 Copyright
- D4 De-accessioning of Artwork
- D5 Policy Review and Monitoring
- D6 Encouraging Private Art Initiatives

GLOSSARY

Archives, as they relate to this Policy, means public records which are the property of the Township of Esquimalt.

Artist means a painter, sculptor, designer, fabricator, performer, technician, or craftsman who creates Art Work.

Art Work may be permanent, semi-permanent, functional or temporary, and includes all forms of art conceived in any medium, material, performance, media or combination thereof, including but not limited to: civic infrastructure and furnishings [such as gates, streetlights, or signage], sculpture, kinetic works, landscaping, murals, paintings, drawings, fibreworks, neon, glass, photography, prints, parades, and tableaux, vignettes, or creative displays of an artistic/informational nature which interpret the heritage significance of a building or site. Art Work or Public Art does not include illegal practices and their destructive results [i.e. tagging and uncontrolled graffiti].

Collection in the context of this policy refers to products of the arts and crafts [including but not limited to, sculpture, in any material or combination of material whether in the round, bas-relief, high-relief, mobile, fountain, kinetic or electronic; painting, drawing, print, photograph, film and videotape, crafts, in any material or combination of materials such as clay, fibre, textiles, wood, metal, plastic or any combination of the above forms or media; and/or architectural embellishments such as ornamental surface treatment, special lighting, etc.] plus antiques, monuments, memorials, and objects of historical interest to the Township of Esquimalt, which are owned by the municipality.

CPTED [Crime Prevention Through Environmental Design] means an assessment by qualified CPTED practitioners of the advisability of placing a particular piece of Art Work in an identified outdoor location and/or how it could be situated to address issues of public safety and vandalism.

Cultural Workers means anyone employed in the promotion or production of Art Work or cultural events.

De-Accessioning is the process whereby the municipality, with the advice of the Public Art Advisory Committee (PAAC), will determine whether to remove a piece from the municipal art Collection. [See Section D.4]

Public Art Advisory Committee (PAAC) is established by council to advise on all aspects of Public Art policy, planning, education and promotion for the municipality of Esquimalt.

Public Art means original works of art [in any medium or discipline, permanent or temporary, placed, incorporated or performed in indoor or outdoor public places] designed for a specific site or integrated into their surroundings for the enjoyment or enrichment of the public and are available to the public without a direct cost. [see Art Work] For the purposes of this Policy, Public Art also includes civic monuments and memorials.

Public Realm includes the places and things, such as building facades, parks, public open spaces and streets, that provide for unrestricted or visual access by the public.

Sustainable in relation to Public Art or Art Work means works capable of lasting in good condition for the intended duration of their display for temporary pieces and capable of enduring indefinitely, with proper maintenance and restoration, for permanent pieces.

Public Art Policy For Esquimalt

MISSION STATEMENT:

To cultivate a more vibrant community full of visually exciting and identifiable spaces where art in all its forms is incorporated into everyday life.

INTRODUCTION:

In May 2001, Esquimalt Council directed staff to initiate the development of a Public Art Policy based on input from the Esquimalt residents, community organizations, local Artists, arts promoters and regional arts staff.

The first step was to identify those persons with experience in the arts and community representatives who would be willing to participate in the development of a Public Art Policy. The second step was to bring those people together in a series of workshops aimed at developing a Public Art Policy with goals and objectives specific to Esquimalt.

The first public workshop was held October 20, 2001 with ten community members, including two councillors, and five staff in attendance. From this workshop the framework of a draft policy was created as well as the beginning of an inventory of existing Public Art in Esquimalt. Subsequent workshops on January 19th, February 28th, and March 6th, 2002 developed and completed a draft Policy.

Initially the Policy was intended to deal primarily with the acquisition and management of Art Work in municipally-owned public spaces. However, workshop participants expressed a desire to broaden the Policy to include all forms of art in any spaces used by or visible to the public, and to develop an arts policy to include regional art initiatives and promotion of the arts.

At the present time, the municipality does not provide the range of educational, or cultural programs, including art instruction and art appreciation, that some larger municipalities do. The Esquimalt Parks and Recreation Department's mandate does not include 'culture'. However, in the future, should the role of the Parks and Recreation department be expanded to include 'culture', consideration would be given to the formation of a comprehensive Arts Policy.

Following the workshops, the draft Policy was presented to the community at Open Houses held on April 20, 2002 and June 25, 2002. The draft Policy was circulated to five professional Artists in the Greater Victoria area and their comments were taken into consideration.

Esquimalt's Public Art Policy was adopted by Council on July 15, 2002.

Section A - PURPOSE, BENEFITS, PRINCIPLES AND GOALS

A1 Purpose

A Public Art Policy will enrich Esquimalt both physically and intellectually by ensuring that a diversity of Art Work and art forms are integrated into the design of public spaces. It will also ensure that art is valued as an integral part of society.

An inclusive Public Art policy will enable community participation in the building and embellishing of public spaces and allow residents to take pride in the public cultural expressions within Esquimalt.

The effects of the Policy will be a more vibrant urban environment, an increase in community understanding and acceptance of the arts, promotion of the arts in general and increased community pride.

By ensuring a fair and consistent selection process, local and visiting Artists and members of the Esquimalt community will be able to participate in the cultural, economic and social development opportunities associated with Public Art.

The purpose of this policy is to guide the placement of all Art Work [including monuments and memorials] which are to be located in parks, municipal facilities, municipal open spaces and streets.

A2 Benefits of Public Art

Identifiable benefits of including Art Works in Esquimalt's public places and spaces visibly accessible to the public include the following:

- increases the livability and attractiveness of the urban environment
- increases public appreciation and awareness of the arts
- stimulates the creation of new artworks by inviting and encouraging Artists and the public to participate in diverse arts activities
- provides opportunities for local Artists to be recognized by their community
- provides a mechanism for residents to be involved in the design of their public environment
- creates a sense of community pride and identity
- serves as a catalyst to economic development and tourism

- inspires new ways of looking at the community
- provides opportunities to reveal community legacies, i.e. culture and heritage, and creates bridges between different social groups
- identifies a vibrant, progressive community that is a leader in the arts
- the arts come to be valued as an integral part of society.

A3 Guiding Principles

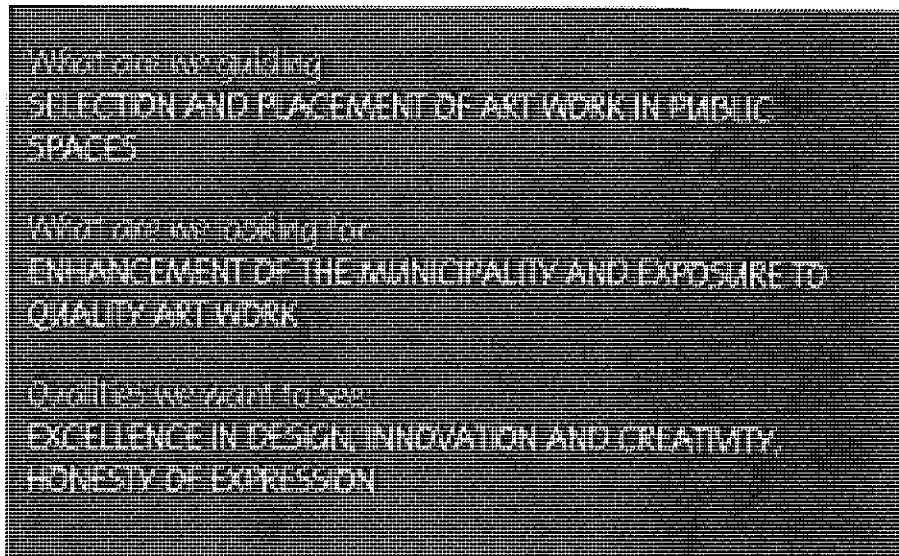
- A.3.1 Ensure that Art Work selected for placement in public facilities, particularly permanent works, exhibit excellence in design and execution and are an enhancement to the community.
- A.3.2 Acquire a Collection of Art Work that as a whole is inclusive of the broad spectrum of the community, although individual art pieces may reflect the styles and preferences of particular segments of the community.
- A.3.3 Ensure that the process for selecting Public Art Works is meaningful and equitable and in keeping with the community's aspirations.
- A.3.4 Embrace good design principles in all aspects of the urban environment.
- A.3.5 Encourage adequate resources for the creation of Public Art Work.
- A.3.6 Ensure the maintenance of permanent pieces of Public Art in their proper condition.
- A.3.7 Ensure that public s are safe, sustainable and enduring.
- A.3.8 Encourage excellence, quality and innovation in the selection of Public Art pieces while being open to new ideas and accepting of a variety of artistic expressions.

A4 Goals

The goals of the Public Art Policy are:

- A.4.1 To incorporate Public Art into the planning, design, and execution of selected civic and private development projects.

- A.4.2 To demonstrate that Public Art can act as a catalyst to enhance the municipality as a location for diversified economic development.
- A.4.3 To ensure that Artists have the opportunity to provide a variety of art works and cultural expressions in public places.
- A.4.4 To ensure that Artists are respected and given a dignified role in shaping the cultural evolution of the community.
- A.4.5 To encourage community members to participate in developing the resources of Public Art to reflect the multi-cultural nature of the Township of Esquimalt.



Section B - GOVERNANCE

B1 Establishment of the Public Art Advisory Committee [PAAC]

- B.1.1 A Public Art Advisory Committee is established by council to advise on all aspects of Public Art policy, planning, education and promotion, including the allocation of funds from designated municipal sources.
- B.1.2 PAAC will be an appointed committee composed of volunteers representing the Esquimalt community as well as Artists and Cultural Workers (for example, art historians, gallery/museum staff). Ideally, members of PAAC should encompass the following: be active in some field of art or arts promotion, a member of the Esquimalt community, be knowledgeable about Esquimalt, and an advocate for Public Art.
- B.1.3 The PAAC will consist of seven [7] members selected as follows:
- Two [2] members from the Community at large;
 - Two [2] members from the arts field [i.e. Artists, Cultural Workers]
 - Two [2] members from other Esquimalt committees/community groups
 - One [1] Councillor
- Encouragement will be given to youth, representatives of First Nations or members of the Esquimalt community. In the event that representatives cannot be appointed pursuant to B.1.3, additional citizens at large are appointed.
- B.1.4 PAAC reports to Council and advises Council principally through the Council member.
- B.1.5 Council provides the PAAC with clerical support. Staff assistance is provided primarily from the Planning and Engineering Department and with additional assistance from the Parks and Recreation Department as required.
- B.1.6 Members of PAAC are appointed for a two-year term. The first terms of appointment are staggered so that some members will sit on the Committee for one year and other members for two years to accommodate the future rotation of members. Members of PAAC may not serve for more than three consecutive two-year terms. However, after at least two years out of office, the member may be reappointed.

- B.1.7 PAAC will hold meetings on a quarterly basis. PAAC may meet on a more frequent basis if required for jury selection or to supervise individual projects as they emerge.
- B.1.8 Members of PAAC shall not receive compensation for services other than reimbursement for actual expenses incurred in the discharge of official duties of the Committee.
- B.1.9 PAAC will appoint a Chair to call and preside at the meetings, and to set an agenda. Meetings are to be set in advance and project deadlines are to be established. In the event the Chair is unable to attend, PAAC is to appoint a Deputy Chair as an alternate.
- B.1.10 Five [5] members of PAAC shall constitute a quorum for the transaction of business.

B2 Duties and Responsibilities of the Public Art Advisory Committee

Key responsibilities of PAAC:

- B.2.1 Review and make recommendations to Council on all proposed Public Art projects, and ensure the application of established procedures and guidelines on a project-by-project basis in consultation with appropriate municipal departments.
- B.2.2 Initiate, promote and be actively engaged in the establishment of a Public Art component at all potential Public Art sites.
- B.2.3 Advise Council on communication, education and outreach to the community regarding Public Art; this includes education about individual pieces of Public Art as well as promoting the importance of Public Art to the community.
- B.2.4 Ensure, with the cooperation of municipal staff, that proper Art Work maintenance and conservation programs are in place and practiced.
- B.2.5 Council may request advice from PAAC on other matters related to art as the need arises.
- B.2.6 Establish and maintain, in cooperation with Esquimalt Archives, a Public Art Inventory including Public Art Works currently on

display plus Art Works and Collections held in the Esquimalt Archives.

- B.2.7 Advise Council on the De-accessioning of individual Public Art Works.
- B.2.8 Advise Council on proposed gifts, bequests and donations of artwork according to established municipal policies and procedures.
- B.2.9 Liaise with related arts and cultural organizations with the Capital region.
- B.2.10 Select juries for Public Art competitions in accordance with established guidelines and set the Terms of Reference for projects, and ensure policy is followed.
- B.2.11 Initiate the development of a comprehensive arts policy regarding Esquimalt's future cultural development.
- B.2.12 Provide opportunities for public involvement and feedback on the selection of Public Art Work to ensure that the selection of Art Works reflects the values of the community.
- B.2.13 Promote the inclusion of art in private developments.
- B.2.14 Ensure that federal laws regarding censorship and obscenity are complied with.
- B.2.15 Administer and oversee the budget assigned by Council to cover administrative expenses.

B3 Competitions and Jury Selection

- B.3.1 PAAC operates juried art competitions as the main art selection process.
- B.3.2 PAAC will decide on the criteria and terms of reference for each competition.
- B.3.3 For competitions having more than one submission stage as determined by the PAAC, consideration will be given to Artists' compensation.

- B.3.4 Members of the jury are selected by PAAC for individual art projects, and art acquisitions. The jury will consist of 5 members and will include the following:
- Artists [at least two]
 - Cultural Workers [at least one]
 - Community members [at least one]
 - One PAAC member
- B.3.5 Responsibilities of the jury include:
- Reading the competition guidelines or terms of reference for each project;
 - Review and vote on art submissions for the project;
 - Participate in interviews;
 - Inform the PAAC in writing of the decision of the jury;
 - Keep all information confidential including names and details of submissions.
- B.3.6 A jury selects the successful Artist who will be required to complete the project according to the Project Terms of Reference.
- B.3.7 The vote will be by a majority of one; each jury member has one vote.
- B.3.8 Jury may recommend that none of the submissions fit the terms of reference or judging criteria.

B4 Code of Conduct

- B.4.1 Member of PAAC shall not use their influence or personal position for private gain or favour; this constitutes conflict of interest.
- B.4.2 Any participant in the Esquimalt public art process including municipal staff, PAAC members and their advisors or representatives must declare any direct or indirect benefit to themselves, or their respective employers, partners, families or associations which may arise from the Municipality's acquisition or de-accession of any public artwork.

B.4.3 The Public Art Advisory Committee will follow the Municipal Code of Conduct as follows:

- (1) Any member who deems they may have a conflict of interest shall, pursuant to Section 225(4) of the *Municipal Act*, apprise the Chair prior to the commencement of the Committee discussion on the matter and shall state in general terms why the member is not entitled to participate in the discussion on the matter or to vote on the question in respect of the matter.
- (2) After making the declaration required in Section 23(1) the member shall not take part in the discussion of the matter and is not entitled to vote on any question on the matter and shall immediately leave the meeting and shall not attempt in any way to influence the voting on any question in respect of the matter.
- (3) When a declaration required under 23(1) is made, the person recording the minutes of the meeting shall record the member's declaration, the general reasons given for it and the time of the member's departure and return to the meeting room.

Section C FUNDING STRATEGY

C1 Goal

- C.1.1 The goal of the funding strategy is to establish a mechanism that provides:
- the costs of designing and/or purchasing Public Art Work at the time new public buildings or facilities are developed;
 - funds for the acquisition and installation of additional Art Work in existing public spaces;
 - funds to properly maintain and conserve existing and future acquisitions.

C2 Guidelines

- C.2.1 The funding Strategy for the Public Art Policy shall be a 'Percentage of Construction' allocation.
- C.2.2 The 'Percentage of Construction' is a flat rate of 1.25% of the total construction/renovation costs of selected municipal capital projects, with the .25% specifically allocated for ongoing maintenance costs for Public Art Work. The Art Works will be displayed in public areas and/or the Artist's designs or concepts will be incorporated into the design of the building or structure.
- C.2.3 Selected capital construction projects will be those with high visibility and public impact such as:
 - new buildings
 - major additions or renovations of existing buildings
 - park projects
 - engineering structures
- C.2.4 'Percentage of Construction' funds may not be used for:
- a) reproductions or unlimited editions of original works;
 - b) commercially mass-produced art objects*;
 - c) architectural restoration or rehabilitation;
 - d) administrative costs such as salaries of support staff, however, direct competition costs are included.
- * Objects designed and produced in limited numbers specifically for Esquimalt, [banners, sewer covers, mailboxes, street furnishings] may be paid out of the fund.

- C.2.5 In the years in which there are no capital construction projects to which the percent of construction formula would apply, a percent of the annual budget should be allocated to Public Art.
- C.2.6 'Percentage of Construction' is calculated on the total construction/renovation costs of public buildings or facilities, including the landscaping but excluding the cost of land purchase, design fees, furnishings and equipment.
- C.2.7 Funds arising from the Percentage of Construction program are to be used to pay the cost of designing, fabricating, and installing Public Art Work plus costs associated with the art selection process.
- C.2.8 Funds arising from the 'Percentage for Construction' allocations that total less than \$10,000 and are determined too small to provide for a specific project, can be 'pooled' with funds from similar sized projects. These pooled resources may be used for either a single project or another Public Art initiative.
- C.2.9 The percent for Public Art policy shall be implemented through open and publicly-accountable processes.
- C.2.10 Acquisitions may be made through:
a) the purchase of an existing Art Work;
b) awarding a commission to produce a new work;
c) holding a competition; or
d) through a donation or bequest.
- C.2.11 Consideration of funding for special purposes may be requested of Council as particular situations arise.
- C.2.12 Should public fundraising be contemplated, such projects must be approved by the PAAC.

Section D - MANAGEMENT

D1 Maintenance and Inventory

- D.1.1 Care and maintenance is the responsibility of the Municipality.
- D.1.2 Maintenance procedures and schedules are initially developed with the Artist, the Municipality and PAAC.
- D.1.3 PAAC will work with individual Municipal departments to review maintenance procedures and schedules and to develop budgets.
- D.1.4 Priority is given to the Artist to complete any major repairs or restorations.
- D.1.5 PAAC maintains a Public Art Inventory.
- D.1.6 Inventory includes the Artist's name, description of the piece, photo of the Art Work and estimated value.

D2 Gifts and Donations

- D.2.1 Gifts and donations of artwork are accepted according to municipal donation policies and procedures.
- D.2.2 Each donation will be reviewed by the PAAC to assess artistic merit, site suitability, maintenance requirements and liability.
- D.2.3 No gift will be accepted if it binds the actions of the municipality.
- D.2.4 PAAC recommends to Council on the acceptance of a gift or donation.

D3 Copyright

- D.3.1 The copyright remains with the Artist unless the municipality has an agreement in writing for limited usage of the copyright or has purchased the copyright outright.

D4 De-accessioning of Artwork

- D.4.1 The Township of Esquimalt reserves the right to de-accession Art Work.
- D.4.2 No Art Work is to be disposed of without consultation with PAAC.
- D.4.3 PAAC will review the Collection regularly to see if De-accessioning is needed.
- D.4.4 All reasonable efforts must be made to rectify any of the following problems or to re-site the Art Work before De-accessioning is considered.

Reasons for de-accession of Art Work include:

- endangers public safety;
 - requires excessive maintenance or repairs;
 - bears no relation to the community providence or community heritage;
 - faults in design or construction and repair is not feasible;
 - expiry of lifespan;
 - security cannot be reasonably guaranteed;
 - Quality or authenticity is in doubt and that doubt is subsequently justified;
 - public can no longer access the site or the physical setting is to be redeveloped;
 - overwhelming public objection;
 - extensive or unrepairable vandalism;
 - demolition of a structure which incorporated Art Work.
- D.4.5 PAAC will write a report to Council outlining the reasons for De-accessioning.
 - D.4.6 PAAC makes a reasonable effort to notify the Artist, or their family in their absence, that the Art Work is to be de-accessioned. The Artist is given first option to purchase or trade artwork.
 - D.4.7 PAAC recommends one of the following actions to de-accession Art Work:
 - Donation to another Collection or non-profit organization
 - Placement in an art auction

- Sale or Trade. Any pre-existing contractual agreements between the Artist and the Municipality regarding resale shall be honored.
- Destruction of work deteriorated or damaged beyond repair and deemed to be of negligible value.

D.4.8 Proceeds from the sale of a work of art shall be returned to the Public Art Fund.

D5 Policy Review and Monitoring

D.5.1 The PAAC and the Township of Esquimalt will review the Public Art Policy every third year to ensure that the goals, policies and procedures accurately reflect the current needs of the community.

D.5.2 Any changes to the Policy are open to public input and review before they are forwarded to Council for approval.

D6 Encouraging Private Art Initiatives

D. 6. 1 The Public Art Policy encourages the private sector to support the integration of Public Art Works into the community. This may be achieved through the inclusion of Art Works in new and existing developments, gifts of artwork to the municipality, sponsorship of art production, and partnerships with Artists and community groups.

D.6.2 Planning for Art in Private Development

Private developers are encouraged to either provide Art Work within their projects using a formula similar to the 'percent for construction' the municipality uses.

Where large private development projects are being proposed, the developer is encouraged to include Art Work as a public amenity. The provision of a significant public amenity may in turn allow the developer to apply for density bonusing or other development considerations such as height, setback or parking relaxations.

Developers of large projects who intend to take advantage of these opportunities or want to incorporate Art Work into spaces accessible or visible to the public on a regular basis [e.g. courtyards and fountains] should discuss the possible inclusion of art with municipal staff early in the planning process.

Amendment
required to the
Esquimalt Official
Community Plan to
provide for Density
Bonusing.

D.6.3 Assistance to Developers

Developers will be given the Public Art Policy outlining the objectives and criteria used in selecting public art.

Major private proposals involving art installations should be referred to PAAC so that they may advise Council whether the art is appropriate to the location and is in the best interest of the community.

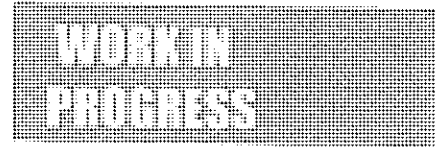
The PAAC may offer to conduct the jury process, at no cost to the developer, for major installations.

D.6.4 Implementation Costs

Implementation costs for Art Works associated with private development will be the responsibility of the developer.

D.6.5 Maintenance

Art Work on or within private property is to be maintained in good repair. The care and maintenance of private Art Work is the responsibility of the owner.



Inventory of Esquimalt's Public Art and Private Art which is visible or accessible to the public

- *Propeller at corner of Canteen and Esquimalt*
- *Mural of St. Paul's Church in Esquimalt Plaza PRIVATE PROPERTY*
- *Fishing Boat Mural on the side of the Esquimalt Trading Co. [corner of Head and Esquimalt] PRIVATE PROPERTY*
- *23 Rock Solid Murals [Maurine at Rock Solid is compiling a list]*
 - *Stores Building in the Town Square [1]*
 - *Lampson Street School [2]*
 - *Victor Brodeur School [5]*
 - *Dug-outs in Bullen Park*
 - *Bus Stop on Fraser Street*
 - *Little League Park*
 - *Anglers' Club - Fleming Beach*
 - *Utility boxes on West Song Walkway*
 - *Teahouse Murals at Kinsmen Gorge Park concession stand*
- *Trackside Gallery Murals [E & N Rail Right of Way] PRIVATE PROPERTY*
- *Watercolour paintings currently in Archives which were previously displayed in the Council Chambers.*
- *Proclamations, Historic Document, Photographs and Municipal Crests displayed in the Municipal Hall and stored in Archives.*
- *Ships' Plaques on West Wall of the Library/Sports Centre*
- *First Nations artwork in foyer of Sports Centre*
- *One Sun, One Earth, One Peace monument at Kinsmen Gorge Park [under construction]*
- *Pirates' House on Head Street, West Bay PRIVATE PROPERTY*
- *Town Hall Totem Pole*

It was suggested that the Art Inventory be separated into categories:

- *Monuments;*
- *Aboriginal Art;*
- *Archival Material;*
- *Fine Art;*
- *Others*