



ECONOMIC AND CREATIVE DEVELOPMENT MEMORANDUM

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TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL

FROM: A. DYKE, CULTURE OFFICER - DEVELOPMENT

NOTED: C. POLLARD, MANAGER, SMALL BUSINESS AND CREATIVE SECTOR
S. SCHLICHTER, DIRECTOR, ECONOMIC AND CREATIVE DEVELOPMENT
B. ARANIYASUNDARAN, P.ENG, PMP, GENERAL MANAGER,
INFRASTRUCTURE & GROWTH MANAGEMENT

RE: CULTURE PLAN UPDATE AND PUBLIC ART STRATEGY COMMUNITY
CONSULTATIONS ANNOUNCED

DATE: MAY 1, 2024

The purpose of this Memorandum is to provide members of Council with an update on the Culture Plan Update and Public Art Strategy currently being undertaken by the consulting firm, MASSIVart (Agence MASSIVart), procured through the Economic and Creative Development department. The purpose of this Memorandum is to inform council on the upcoming community consultation plan, dates, locations, and opportunities to engage in the process.

Background

In 2006, the City of Barrie developed its first culture plan, entitled "Building a Creative Future". This comprehensive process led to an ambitious set of recommendations for the community primarily focused on the downtown as a focal point as a home for the arts. Since then, the City has made great progress in developing its cultural offerings and services, acting on many of the recommendations from the plan. With the 10-year direction for that plan now expired and the city entering another period of significant growth, it is an opportune time to update the culture plan.

Within the ten years of Barrie's first culture master plan, a public art policy was established (2012). In 2021, the need for a staff position dedicated to facilitating the public art program was identified and fulfilled with a part-time resource. The policy has experienced updates to adapt to local needs, but a public art master plan or strategy has not been created for the program. Looking to the future, Barrie's Public Art Strategy will be the tool for guiding and developing a city-wide, integrated public art program, including funding models, while also engaging external stakeholders and partners in the development of Public Art.

As part of the 2023 Capital Budget planning process, a Culture Plan Update and corresponding Public Art Strategy development were approved.

Goals and Objectives of the Culture Plan Update and Public Art Strategy

The primary goal of the Culture Plan Update and Public Art Strategy is to establish a clearly defined plan and associated set of actions over a ten-year period developed in consultation with City Staff, the arts and culture community, key stakeholders and broader stakeholders that will guide the work of the portfolio within the Economic and Creative Development. The plan will define "arts and culture", identify and map cultural assets and create a road map forward including roles, actions, budgets and measuring return on investment for the sector.

The primary goal of the Public Art Strategy is to establish a 10-year vision for public art in the City of Barrie that is developed in consultation with City Staff, City Council, the Barrie Public Art Committee and external

stakeholders. The strategy will include planned and new site recommendations for public art and a roadmap forward including the type of art, budget, and funding models that are best practices in the sector.

Project Timeline

Phase 1: Current Context and Background Research January – April 2024

Phase 2: Community and Stakeholder Engagement May – July 2024

Phase 3: Drafting the Culture Plan Update and Public Art Strategy July – October 2024

Phase 4: Finalizing and Delivering Culture Plan Update and Public Art Strategy October-December 2024

As part of phase 1, MASSIVart has been conducting internal stakeholder consultations since January 2024. As the research and initial internal stakeholder consultations are wrapping up, MASSIVart with the support of staff is launching a comprehensive community and sector stakeholder consultation process to inform recommendations for the Culture Plan Update and Public Art Strategy.

Community Engagement Approach

The overarching goal of the community and collaborator engagement process is to gather a diverse spectrum of input and feedback to better understand the views and values towards culture and public art in Barrie.

The community and stakeholder engagement opportunities include:

Engagement Opportunity	Date(s)
Community-wide online survey	May 1 – June 10, 2024
Culture Sector online survey	May 1 – June 10, 2024
Self-Guided Classroom & Youth Partners' Activity	May 1 – June 1, 2024
Culture sector stakeholder consultation virtual meetings	May & June, 2024
Pop-up engagement activities at Barrie Public Library - Downtown	Wednesday, May 8, 2024 10:00 A.M. – 2:00 P.M.
Pop-up engagement activities at UPlift Black Centre for Social Justice & Inclusion	Wednesday, May 8, 2024 5:00 P.M. – 9 P.M.
Pop-up engagement activities at Barrie Farmers Market	Saturday, May 25, 2024 9:00 A.M. – 1:00 P.M.
Pop-up engagement activities at East Bayfield Community Centre	Saturday, May 25, 2024 3:00 P.M. – 7:00 P.M.
Culture Night Out event at MacLaren Art Centre	Tuesday, May 28, 2024 6:00 P.M. – 9:00 P.M.



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Pop-up engagement activities at Barrie Public Library - Painswick	Tuesday, June 11, 2024 10:00 A.M. – 2:00 P.M.
Pop-up engagement activities at Allandale Recreation Centre	Tuesday, June 11, 2024 4:00 P.M. 8:00 P.M.
Pop-up engagement activities at Peggy Hill Team Community Centre	Saturday, June 15, 2024 9:00 A.M. – 12:00 P.M.
Pop-up engagement activities at the Barrie Air Show	Saturday, June 15, 2024 2:30 P.M. – 6:30 P.M.

How to Participate

The online Community Survey and Culture Sector Survey will be available the week of April 29th and supported with a marketing program through Access Barrie. All residents are encouraged to participate in one of the surveys. Links to the surveys and more information about how to participate in the community and stakeholder engagements can be found at www.buildingbarrie.ca/CulturePlanUpdate.

To learn more about the Culture Plan Update and Public Art Strategy, or to receive the Self-Guided Classroom and Youth Partners Activity, please email Amanda.Dyke@barrie.ca.