



ECONOMIC AND CREATIVE DEVELOPMENT MEMORANDUM

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TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: A. DYKE, CULTURE OFFICER - DEVELOPMENT

NOTED: S. SCHLICHTER, DIRECTOR, ECONOMIC AND CREATIVE DEVELOPMENT
A.MILLER, RPP, GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH MANAGEMENT

RE: COUNCILLOR-LED COMMUNITY BENEFIT PROJECTS - SUNNIDALE PARK, EASTVIEW ARENA, DOWNTOWN BARRIE
COMMUNITY ENGAGED PUBLIC ART SUPPORTED BY BARRIE PUBLIC ART COMMITTEE

DATE: MAY 3, 2021

The purpose of this Memorandum is to advise members of Council of plans for the community engaged public art projects that members of Council are undertaking as part of their Ward community benefit projects. These project have been vetted through the Barrie Public Art Committee (BPAC).

Background

Barrie Public Art Committee

Established in 2012, the Barrie Public Art Committee (BPAC) operates as a working group comprised of two City Councillors, and volunteer members with a mission and mandate to enhance the City of Barrie by purposefully acquiring public art that inspires and connects the community in public spaces. BPAC provides expert community input on the City of Barrie's public art policies and procedures, gives guidance and advice to City departments from the earliest stages of public art projects proposed for City-owned lands and makes recommendations regarding donations to the City.

BPCA is supported by Staff in the Economic and Creative Development Department, who engage and consult other Department's of the City, as required.

One of the goals of the BPAC is to enhance the community's sense of ownership and value by commissioning works that are site-specific and encouraging awareness of collective heritages, neighbourhood identities and the value of creativity and creative processes in urban living.

A sub-committee of the BPAC has been established to support these community engaged projects The Project Proposal Form attached in Appendix A of this memo provides the information that is used to assist the committee in shaping their recommendations for each Community-Engaged Art Project.

Council Community Benefit Projects and Public Art

Each member of Barrie City Council has a budget for Ward community benefit projects. Deputy Mayor Ward (Ward 4), Councillor Riepma (Ward 1), and Councillor Aylwin (Ward 2) have each brought ideas forth to the Barrie Public Art Committee (BPAC) for projects that include elements defined as public art that will be supported by their community benefit project fund.



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BPAC Approved Community Benefit Project

Sunnidale Park (Ward 4)

In partnership with BPAC and with the Communities In Bloom Committee, Deputy Mayor Ward brought forth a proposal for artist-designed wildlife signage to be installed at the new Hope Garden being developed in Sunnidale Park.

The project will add a public art and educational element to the garden, and encourage families and passersby to engage in and learn about the plants and animals that exist within and around it.

The plaques will be made of aluminum paneling and will have an approximate lifespan of 5 years. Local artist Mar Lewis has been retained to complete the artworks and staff in the Parks Department, as well as members of the Accessibility Advisory Committee are being engaged to ensure the signs are both accessible to all and in line with Parks design and maintenance needs.

BPAC has approved the project proposal and will provide further guidance on the project as is required. Staff in Economic & Creative Development have been working with staff in Communications and Parks Planning branches to support project messaging. The proposed installation for the signs is June 2021.

In Progress Community Benefit Projects

Eastview Arena (Ward 1)

The Community Engaged Art working group is engaged with Councillor Riepma regarding his plan to beautify the exterior of Eastview Arena with mural panels.

Working with the Georgian College's School of Design and Visual Art as a partner to utilize the project as a learning opportunity for a class of students who will design and paint the aluminum panels, that have a projected lifespan of two to five years.

To engage the community, Staff will be working with Councillor Riepma on outreach to Ward One to identify themes for the mural panels. Staff in Economic & Creative Development, Communications, Facilities, and Recreation & Cultural Services are engaged in project development to ensure the project meets the City standards.

The project is to be reviewed by the BPAC and will proceed once an approval is received.

Downtown (Ward 2)

The Community Engaged Art working group is engaged with Councillor Aylwin regarding his plan for a community engaged public art project in downtown Barrie that focused on anti-harassment and safety in the downtown.

A combination of art and campaign, the proposed artwork installation sites include posters in the transit shelters.

The project is to be reviewed by the BPAC and will proceed once an approval is received.

Appendices: Appendix A - Community-Engaged Art Project Proposal Form



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Appendix A

Community-Engaged Art Project Proposal Form

Interested parties are required to fill out this form to provide the Community Engaged Art Working Group/Barrie Public Art Committee with the necessary information to evaluate your project, and discuss next steps.

1. Name / Organization:
2. Project Name (If Applicable):
3. Project Description / Intention:
4. Project Location (attach images/map):
5. Do you know what type of materials are or may be required for your project? (ie. Paint, primer, wood, metal, stone, etc)
6. Project Theme / Message:
7. How will your proposed project engage a particular community and/or help to enhance the City of Barrie?
8. Who will execute this project / what groups are partnering with you to make this project happen?
9. What is the budget for the project? Include as much detail as possible regarding the budget breakdown.
10. Do you have funds secured for this project?
11. Do you have a timeline or deadline for this project? Please provide information about your preferred/required project timeline and/or end date.
12. Have you already engaged an artist/artists for this project?
13. What outcome do you want for this project?
14. Do you have any previous experience in community engaged art that is relevant to this project?
Provide details if applicable