



**COMMUNITY SERVICES – RECREATION & CULTURE**  
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October 19, 2015

**COMMUNITY SERVICES REPORT – RECREATION & CULTURE  
COMMITTEE OF THE WHOLE REPORT # 2015-33**

TO: Committee of the Whole  
SUBJECT: Town of Newmarket Public Art Policy Amendment  
ORIGIN: Community Services – Recreation & Culture

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**RECOMMENDATIONS**

**THAT Community Services Report – Recreation & Culture Report #2015-33, dated October 20, 2015 regarding an amendment to the Town of Newmarket's Public Art Policy be received and the following recommendations be adopted:**

- 1. THAT the Public Art Plan be amended to include an Art Selection Jury composed of 3 Town Staff representatives, 3 representatives from the Arts Community, and 1 community representative.**
- 2. AND THAT the Art Selection Jury identified in recommendation # 1 be tasked to conduct a thorough evaluation process that identifies two finalist art pieces.**
- 3. AND THAT the finalist art pieces be presented to the Community to be voted upon for selection.**
- 4. AND THAT the Town of Newmarket award a commission to the artist and piece receiving the greatest number of public votes.**

**COMMENTS**

The Town of Newmarket embarked upon development of a Public Art Policy in the fall of 2013. The Recreation and Culture Department engaged consultant Helena Grdadolnik from Workshop Architecture Inc. to assist and guide the public art technical committee in designing a Public Art Policy tailored to the unique qualities of the Town of Newmarket. Extensive research regarding best practices in other municipalities was conducted together with stakeholder meetings (residents, community groups) and staff.

In June, 2014 Council adopted the Town of Newmarket's Public Art Policy (report #2014-17).

The Town recently underwent its first selection process under the Public Art Policy. Given that this was the Town's first implementation of the new Public Art Policy, the entire process provided ample opportunity to identify ways in which the Policy could be improved. Specifically, key lessons learned included: ensuring that the Selection Jury is not overly staff driven by having equal representation from the artistic community; there was no real opportunity for general public feedback.

Staff undertook extensive research of existing public art policies to explore opportunities where the policy could be improved. Through this research there were a couple of examples of communities adopting processes that would specifically address the lessons learned. The following are proposed amendments based on the lessons learned and research conducted:

- The Jury should be comprised of an equal number of staff and artists. It is recommended that three staff and three artists comprise the Jury.
- The Jury should also include a representative from the community who represents community interest. It is recommended that the seventh member of the jury be a representative of the community, preferably a resident of the ward where the public art is being installed.
- Public Art is most effective when it engages and ignites the community in conversation. As such, an excellent opportunity exists to involve the community in the selection process through a final vote based on two finalists selected by the Art Selection Jury. It is recommended that the Art Selection Jury evaluate all submission and select two finalists for a public vote, with an award going to the artist receiving the greatest number of votes.

## **BUSINESS PLAN AND STRATEGIC PLAN LINKAGES**

### Well-balanced

- Striving for cultural harmony and ethnic diversity
- Arts, culture, entertainment and heritage preservation
- Events that help shape identity and contribute to community spirit

### Well-equipped & managed

- Small town feel with city amenities
- Clear vision of the future and aligned corporate/business plans

### Well-respected

- Being well thought of and valued for our judgment and insight
- Discovering innovative and creative solutions for future well-being
- Being a champion for co-operation and collaboration
- Being tradition –based and forward-looking

## **CONSULTATION**

A review of best practices for art selection juries in municipally run public art programs was conducted.

## **HUMAN RESOURCE CONSIDERATIONS**

Not applicable to this report.

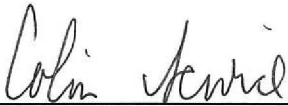
### **BUDGET IMPACT**

#### Operating Budget (Current and Future)

It is anticipated that a public voting process may have financial implications. However, it is felt that any financial implications can be accommodated within existing resources.


### **CONTACT**

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