



BOARD / ADVISORY COMMITTEE / TASK FORCE REPORT

Alternative formats and communication supports available upon request. Please contact accessibility@brantford.ca or 519-759-4150 for assistance.

Date June 4, 2019

To Chair and Members
Committee of the Whole – Community Development

From Chair and Members
Brantford Cultural Advisory Committee

1.0 Type of Report

Consent Item	<input type="checkbox"/>
Item For Consideration	<input checked="" type="checkbox"/>

2.0 Topic **Public Art Reserve Fund Recommendation from Public Art Subcommittee for the Glenhyrst Permanent Collection Public Art Project**

3.0 Recommendation

- A. THAT the Glenhyrst Permanent Collection Public Art Project BE ACCEPTED as a donation to the City's Public Art Collection, subject to the execution of a Donation Agreement between The Corporation of the City of Brantford and the Glenhyrst Art Gallery of Brant in accordance with applicable City policies and procedures; and
- B. THAT up to \$5,000 BE ALLOCATED to the Glenhyrst Permanent Collection Public Art Project from the Public Art Reserve (RF0507) to be used for up to 50% of artwork production, installation costs and replacement costs; and

-
- C. THAT any remaining funds not required for these purposes BE TRANSFERRED back into the Public Art Reserve upon project completion.

4.0 Background

Glenhyrst Art Gallery of Brant is dedicated to engaging the local and regional communities with arts and culture. The gallery is seeking opportunities to introduce the public to the exceptional artworks housed in Glenhyrst's permanent collection, which includes more than 600 original artworks ranging from sculpture and illustration to painting and textiles.

Inspired by the Detroit Institute of the Arts (DIA)'s Inside|Out program, which brings high-quality reproductions from the DIA's collection to outdoor venues throughout metro Detroit, Glenhyrst Art Gallery of Brant staff received direction from their Board of Directors to approach City of Brantford to create a similar project locally.

Glenhyrst Art Gallery of Brant staff met with City staff in the Economic Development and Tourism Department to discuss the appropriate procedures for submitting a proposal for the Glenhyrst Permanent Collection Public Art Project proposal under the City of Brantford Public Arts Policy (CORPORATE-035). Glenhyrst staff also consulted with the City of Brantford Parks & Recreation Department before submitting the proposal to the Public Art Subcommittee.

Glenhyrst Art Gallery of Brant submitted a project funding application to the Downtown Brantford Business Improvement Area (DBBIA) in early 2019 to fund 50% of the project costs up to \$5,000. The application was approved. Glenhyrst staff also approached Brooks Signs to donate the Plexiglas signs to accompany the pieces, which has been approved as an in-kind donation.

The role of the Public Art Subcommittee is to advise City Council on the implementation of the Public Arts Policy through the Brantford Cultural Advisory Committee. Economic Development and Tourism Department staff coordinates the implementation of the Public Arts Policy. According to the Public Arts Policy, the City of Brantford may acquire Public Art through selection and purchase, commission, loan or donation.

5.0 Project Description

The Glenhyrst Permanent Collection Public Art Project proposes that 12 pieces from the gallery's permanent collection be reproduced on UV coated, graffiti-resistant aluminum, framed in faux-gilded outdoor/resin frames, and either mounted the walls or on posts on City of Brantford property. The majority of the pieces will be installed in the downtown core.

The pieces to be reproduced will be chosen through an online, public voting system. Glenhyrst Art Gallery of Brant's Curator and Executive Director will work with City of Brantford staff to identify 20-25 pieces, and the community will vote for the top 12 pieces to be selected for the project.

Each piece will be reproduced to scale, and will include an interpretive Plexiglas panel to describe the work, as well as point visitors to other works in the series throughout the City. The proposed project will be installed in time for the Ontario Museums Association Conference, which will be hosted in Brantford on October 23-25, 2019 and Lawren Harris Day (October 23rd). The project will be launched with an event, and will include a brochure and map identifying the location of all of the pieces.

Glenhyrst and City staff will work together to offer a launch event, as well as produce a printed brochure. Additional programming will include public art tours (on-foot or by bike), and public talks at the various installation sites that consider the continuing role of public art, the importance of Glenhyrst's permanent collection to Brantford's cultural history, and the connection of the artwork to the land on which it stands.

6.0 Analysis

As per the City of Brantford's Public Arts Policy, Glenhyrst Art Gallery of Brant submitted a project proposal to the City of Brantford on April 9, 2019.

The Public Art Reserve Fund (RF0507) was established by Council in 2012 and the criteria for expenditures from this fund were approved in May 2012 (CD2012-069). Under the Public Art Reserve Fund Criteria (Appendix A), recommendations to Council for funding new public art acquisitions or programs to a maximum of 50% of project costs will be made by the Public Art Subcommittee via the Brantford Cultural Advisory Committee. Glenhyrst Art Gallery of Brant has obtained a grant for the other 50% of the project.

The acquisition of artwork is an eligible expense under Category A of the approved Public Art Reserve Fund Criteria.

The Public Art Subcommittee met on April 26, 2019 to review the proposal and passed the following resolution:

THAT the Glenhyrst Permanent Collection Public Art Project BE ACCEPTED as a donation to the City's Public Art Collection in accordance with required City policies and procedures; and

THAT the City of Brantford WILL NEGOTIATE a donation agreement with Glenhyrst Art Gallery of Brant;

THAT up to \$5,000 BE ALLOCATED to the Glenhyrst Permanent Collection Public Art Project from the Public Art Reserve Fund (RF0507) to be used for up to 50% of artwork production, installation costs and replacement costs; and

THAT any remaining funds not required for these purposes BE TRANSFERRED back into the Public Art Reserve Fund upon project completion.

As per the Public Art Reserve Fund criteria and the Public Arts Policy, this recommendation was brought to Brantford Cultural Advisory Committee and endorsed at their meeting of May 8, 2019.

The Brantford Cultural Advisory Committee recommends that the project be approved at this time in order to allow for the public selection, as well as the final installation of all pieces prior to the Ontario Museums Association Conference in Brantford on October 23-25, 2019. The final works chosen as well as installation locations will be subject to final approval by the City of Brantford's Arts & Culture Development Officer following all appropriate City policies and procedures, and consultation with additional City staff as required.

7.0 Financial Implications

Approval of this request will result in the transfer of up to \$5,000 from the Public Art Reserve Fund (RF0507) to the Glenhyrst Permanent Collection Public Art Project. There will be no net impact on the 2019 budget as a result of this request.

The requested support from the City of Brantford Public Art Reserve Fund in the amount of \$5,000 represents 50% of the total estimated project cost for the production, installation, and all approved costs associated with the project. Glenhyrst Art Gallery of Brant has obtained a grant for the other 50% of the project from the Downtown Brantford Business Improvement Area.

The Public Art Subcommittee has determined that the acquisition and installation of the artwork are considered eligible expenses under Category A of the approved Public Art Reserve Fund criteria, as the project is a new acquisition, and recommend the allocation of up to \$5,000 to a maximum of 50% of project costs.

The current balance of the Public Art Reserve Fund is \$149,587.62. If the full \$5,000 were to be allocated to this project, the amount remaining in the Reserve Fund would be \$144,587.62.

The budget for the project is as follows:

7.1 Expenses

	Budget	Cash/In-Kind
Frames (\$160 each)	\$1,920	Cash
Aluminum Prints (\$119 each)	\$1,428	Cash
Installation (\$300 each)	\$3,600	Cash
Printing & Promotion	\$1,000	Cash
Launch Event	\$500	Cash
Photographer	\$300	Cash
Reserve for Replacement	\$1,252	Cash
Plexiglas Labels	\$1,200	In-Kind
Total Expenses	\$10,000	

7.2 Revenues

	Budget	Status
Downtown Brantford BIA	\$5,000	Confirmed
Public Art Reserve Fund	\$5,000	Proposed
Total Revenues	\$5,000	

8.0 Corporate Policy Context

This recommendation directly supports the City's Public Arts Policy (CORPORATE-030) and the City of Brantford's Municipal Cultural Plan Update (2014) by encouraging civic projects to include public art as a means of developing a distinct sense of place in the community. The project also aligns with the Downtown Streetscape Design Plan, which encourages partnerships that promote cultural activity, and emphasizes the value of public art in contributing to the overall success of a neighbourhood.

9.0 Conclusion

This public art project brings the permanent collection beyond the gallery walls and collections storage. Selected artworks bridge the physical gap between Glenhyrst's permanent collection and the public to engage community and forge meaningful conversations around art. By doing so, this project reframes the way that arts and culture is accessed and encountered throughout the city, and further expands Glenhyrst's scope of programming as a public art gallery

The Brantford Cultural Advisory Committee recommends that this project be approved.



Vernon Payne, Chair
Brantford Cultural Advisory Committee



Frank Zaunscherb, Vice Chair
Brantford Cultural Advisory Committee