



Minutes of the Public Art Advisory Committee (PAAC) meeting held Wednesday, February 10, 2021, at 7:00 pm, conducted electronically via ZOOM

ATTENDANCE:

Nan McKernan, Lori-Jo Graham, Michael Brown, Renu Mathew, Councillor Mary Anne Overwater, Councillor Mary Jane Harper, Doug Wagstaff, Michelle Jorgensen.

Chair: Lori-Jo Graham

Meeting Recorder: Michelle Jorgensen

1. CALL TO ORDER

- a) Check-in - Chair Graham called the meeting to order at 7:06 pm.
 - Roundtable checkin.

2. ADOPTION OF THE AGENDA

- a) Added Item(s) – item added as 6.(d) PAAC Community-Member/Public-At-Large Vacancy
- b) Adoption of the Agenda – Motion to adopt the Agenda by Councillor Overwater.
Motion Carried PAAC21-01

3. ADOPTION OF PREVIOUS MINUTES

- a) Minutes from the Meeting held November 17, 2020 - Motion to adopt the Minutes from November 17, 2020, by N. McKernan.
Motion Carried PAAC21-02

4. PRESENTATIONS

5. BUSINESS ARISING OUT OF MINUTES

6. NEW BUSINESS

- a. Draft Mural Bylaw – D. Wagstaff presented the draft Mural Bylaw. Discussion held regarding removal of previous version clauses under SCHEDULE D-1: MURALS, 3.0 General Provisions (7) with respect to “Nudity/partial nudity” and “Graffiti/Street art”. Further discussion, agreed that PAAC could make informed decisions around what is respectful.
 - Discussed clause added as SCHEDULE D-1: MURALS, 2.0 Applications (3) that implements a 30-day time frame for a decision from PAAC once the Committee has received the application materials from the Development Officer. Discussion held. This should be sufficient time as applicants would be encouraged to engage in pre-application consultation with the Town.

- Concern was raised about the complexity of the process as presented in the Mural Bylaw. Councillor Overwater explained that Council isn't opposed to murals, they just want clarity around who's responsible for maintaining and in the event something is or becomes unsightly or offensive. Councillor Harper shared further that the process for building a shed on your property also requires a similar process that needs to be followed to apply for development. Art is tougher because it isn't a black and white process, that's why PAAC members who have the capacity to make informed decisions on art review it.
- It's good to have a plan for when these applications come up that is understandable and transparent. Discussed content of murals.
- As long as there is no risk to content, it's tough when you mandate subject matter. Example of "encouraged" not "mandated" in language around heritage content.
- Similar process for sign, technical details considered by development officer – development officer not equipped to deal with considering art applications.
- Process allows for artistic creativity.
- Vancouver Mural process referenced. Councillor Overwater confirmed that most municipalities have a process, need to have a process to deal with something that could be offensive.
- Process does allow for artists to explore their talents.
- Owner of property and artist come up with proposal/application.
- Committee acts as guide role, communication back and forth and can bring in whatever specialist advisor that a particular project may require.
- D. Wagstaff shared further about the timeline and process. There could be (should be) pre-application consultation with Heritage Advisor/PAAC, preparatory work, communication, prior to submitting final application to Development Officer.
- PAAC can provide that advice to Council because they are in touch with community standards as well as possessing artist expertise.
- Need some kind of process to try to avoid future controversies.
- Looked at other communities but designed to fit with our community.
- As we grow as a community, to help facilitate successful projects.
- This process could have helped with other mural projects (i.e. Koi Fish).
- Process results in stronger final piece.
- Discussion around Cornerstone Art Commons project process – all involved learned so much, resulted in wonderful artwork, no pushback from community because the right process.

PAAC Meeting – February 10, 2021

- PAAC could be called into the pre-application process, applicants are encouraged to interact with the Town prior to submitting their formal application, the 30-day timeframe is the formal administrative approval.
- All were comfortable with the process.
- Day 1 of the 30 days commences when the Development Officer provides PAAC with the application materials.
- Discussion around Mural Content:
 - o SCHEDULE D-1: MURALS, 3.0 General Provisions (6) regarding “Text” – a mural can’t be a sign, sponsorship can’t be the main focus.
 - o SCHEDULE D-1: MURALS, 3.0 General Provisions (7) (g) – can’t legislate how people are going to feel about art – M. Jorgensen to ask Mr. Teal what the origins of/rationale for this clause are.
 - o SCHEDULE D-1: MURALS, 3.0 General Provisions (5) – why is this clause here? Would this be better as an official call for historical themed works? Need clarity around this. Perhaps it is a redundant clause and could be removed because of similar requirement in SCHEDULE D-1: MURALS, 3.0 General Provisions (8) (a). All prefer language of “shall encourage” over “may require”. Councillor Harper shared that Council has discussed having historical murals on the back of historical buildings.
 - o SCHEDULE D-1: MURALS, 3.0 General Provisions (7) (f) – all agreed word choice of “religious viewpoints” was good, but remove “or content” – what if mural is on the side of a Church?
 - o SCHEDULE D-1: MURALS, 3.0 General Provisions (8) – this clause might be limiting, what is the usefulness? D. Wagstaff explained that the intent is to encourage, not limit, what Council may want to see. Discussion held. Suggestion to revise clause to remove subclauses (a) – (e) and word as follows: “Murals shall be encouraged, but not required, to have a linkage to historical and/or local culture.”
- Question around Augmented Reality (i.e. interactive window in Calgary) was raised. Discussed, but decided that it is not related to this Bylaw. Table to future meeting.
- 8:15 pm D. Wagstaff had to exit meeting due to another commitment.
- Councillor Overwater asked the Committee if there were any comments on clause SCHEDULE D-1: MURALS, 3.0 General Provisions (10)? Council just wants clarity around this, not against murals. If it becomes deemed “unsightly” Community Standards Bylaw comes into effect. No concerns from Committee.

N. McKernan moved that Council be encouraged to consider the commentary and suggestions of PAAC with respect to the proposed revisions to Mural Bylaw No. 2021-01. Motion Carried PAAC21-03

PAAC Meeting – February 10, 2021

- b. Revised Public Art Policy discussion ensued on the following:
 - PAAC making recommendations to MPC re: applications
 - Council discussing the process for applications on murals
 - Suggestion made for a process map of mural application process

Although the Development Authority has been designated to MPC from Council, under the LUB, the proposed Mural Bylaw could lay out that decisions regarding murals stay with Council if that's the desire of Council.

- c. Correspondence to Council from Uptowne Olds Committee – Councillor Overwater explained that now with PAAC in place the process will be different than the previous experience with murals in Uptowne. Councillor Harper further clarified that this letter was written prior to Council's discussion about the Mural Bylaw at their meeting February 1/21, and many of the concerns have been addressed. Letter more for information.
 - N. McKernan found the letter positive, open and with a desire to be inclusive.
 - Councillor Overwater confirmed there are measures in place for Mural applications and now there will be more, improved, measures in place. The Mayor will respond to the letter.
- d. PAAC Community-Member/Public-At-Large Vacancy – With the recent resignation of R. Irwin, discussed waiting until October for the next time that people could be appointed or does Council want to appoint someone sooner? A new appointment could expire in October or 2 years from now. Generally felt it was good to have as many people as possible on the Committee.

Motion - M. Brown moved to recommend to Council that they consider advertising for a new public member now. Motion Carried PAAC21-04

7. ACTION ITEMS

- a) M. Jorgensen to ask Mr. Teal about the origins of/rationale for clause SCHEDULE D-1: MURALS, 3.0 General Provisions (7) (g).

8. ADJOURNMENT

- a) Next Meeting will be scheduled as required - TBD
- b) Check Out – Roundtable checkout – Mural Bylaw coming to Council meeting February 22/21 at 1:00 pm via zoom.

Adjournment – Chair Graham moved to adjourn the meeting at 8:35 pm. Motion Carried PAAC21-05

Lori-Jo Graham
Chair

Michelle Jorgensen
Vice Chair or Recording Clerk

These minutes were approved on the 18th day of May, 2021.