



THE CORPORATION OF THE CITY OF VERNON

MEMORANDUM

TO: Will Pearce, Chief Administrative Officer **FILE:** 6410-01
PC: Kim Flick, Director Community Infrastructure and Development **DATE:** August 8, 2022
FROM: Laurie Cordell, Manager, Long Range Planning and Sustainability
SUBJECT: PUBLIC VISUAL ARTS POLICY

At its Regular Meeting of June 18, 2022 Council directed Administration to provide a copy of the City's Public Visual Arts Policy (Attachment 1). This policy is no longer in use, as the Public Art Advisory Committee was disbanded in 2009. Administration has been planning to develop a new policy, but due to competing priorities, has not yet accomplished this task.

RECOMMENDATION:

THAT, Council receive for information the memorandum titled "Public Visual Arts Policy" dated August 8, 2022 and respectfully submitted by Laurie Cordell, Manager Long Range Planning and Sustainability.

Respectfully submitted:

Laurie Cordell,
Manager, Long Range Planning and Sustainability

Attachment 1 – Public Visual Arts Policy, February 2005



THE CORPORATION OF THE CITY OF VERNON

3400 – 30th Street, Vernon, B.C. V1T 5E6
 Telephone: (250) 545-1361 Fax: (250) 545-4048
 website: www.vernon.ca

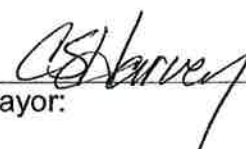
Corporate Policy Manual

Section:		
Sub-Section:		
Title:	Public Visual Arts Policy	

RELATED POLICIES

Number	Title

APPROVALS

POLICY APPROVAL:	AMENDMENT APPROVAL:	SECTION AMENDED
Approved by:  Mayor: Date: February 28, 2005	Amendment Approved by: Mayor: Date:	

Policy Statement

Operating Guidelines

- **Section A** **Purpose, Benefits, Principles and Goals**
 - A.1 Purpose
 - A.2 Benefits of Public Art
 - A.3 Guiding Principles
 - A.4 Goals

- **Section B** **Funding Strategy**
 - B.1 Goal
 - B.2 Guidelines

- **Section C** **Governance**
 - C.1 Establishment of the Public Visual Art Advisory Committee (PAAC)
 - C.2 Responsibility of PAAC
 - C.3 Code of Conduct
 - C.4 Authority/Managing Controversy/Public Information
 - C.5 Role of Municipal Administration

- **Section D** **Selection and Management**
 - D.1 Jury Process: Selection of Art
 - D.2 General Management of the Collection
 - D.3 De-accessioning of Artwork

POLICY

The City of Vernon's Public Visual Arts Policy provides process and guidelines to demonstrate its commitment to celebrate, acquire and promote the visual arts.

SECTION A: Purpose, Benefits, Principles & Goals

A.1 Purpose

The purpose of a Public Visual Art Policy for the City of Vernon is:

1. To ensure that the artwork and creative concepts of artists become part of the planning and design of publicly accessible spaces, and contribute positively to making public art visually stimulating and community oriented;
2. To ensure that through its selection process, artists provide a variety of artistic expressions and to ensure that the jury process is meaningful, fair, and equitable, and compatible with development aspirations;
3. To encourage community members to participate in developing the resources of public art;
4. To provide public trust and stewardship of public art;
5. To position the City to be eligible for grants from foundations, private sponsors and senior levels of government.

A.2 Benefits of Public Art to the City of Vernon

Public Art:

1. Creates a clear sense of community pride and identity;
2. Serves as a catalyst to economic development and tourism;
3. Develops a more pleasant, safer and livable community as part of the City's infrastructure;
4. Rekindles the historic precedent of collaborations between artists, architects, engineers and planners in a meaningful way and activates untapped resources;
5. Inspires and provokes new ways of looking at the City;

6. Demonstrates the City's desire to provide opportunities for its citizens;
7. Can provide opportunities for newcomers to access and contribute to their community and to meet with other residents;
8. Can be an artistic interpretation that takes into consideration the physical appearance of a public location, its history and the nature of the community;
9. Can act as a bridge between different groups and generations of people and inspires new ways of looking at the world;
10. Can identify and reveal community legacies through the deliberate choice of public art sites;
11. To commerce and industry, the investment in a Public Visual Art Policy indicates the cultural maturity of Vernon;
12. Provides educational value to residents and visitors to the community.

A.3 Guiding Principles

The guiding principles of the City of Vernon's Public Visual Art Policy ensure that public art will:

1. Celebrate and promote local artists;
2. Be integral to the civic planning and development process;
3. Be acquired to enhance the quality of life in the City of Vernon.
4. Be supported with adequate resources to create and preserve its significant public art works;
5. Create links through the promotion of opportunities for community development, community engagement and community partnerships;
6. Demonstrate the significance of art in community life;
7. Be accessible to all citizens;

A.4 Goals

The goals of the public art policy are:

1. To enhance the quality of life in the City of Vernon;
2. To encourage public visual art by local artists;
3. To promote, celebrate and acquire art works by visual artists in the community.
4. To incorporate and integrate the public art program into the planning, design, and execution of selected civic and private development projects;
5. To encourage participation of and partnership with the private sector to provide for enhanced public art in private spaces that are publicly accessible;
6. To reflect the diversity of Vernon and its citizens;
7. To demonstrate through projects that public art can significantly enhance the City as a location for diversified economic development.

SECTION B: Funding Strategy

B.1 Goals

- B.1.1 The goal of the Funding Strategy is to establish a sustainable funding mechanism;
- B.1.2 That the City of Vernon fund \$25,000 annually, subject to annual budget approval;
- B.1.3 Should the City receive greater than \$25,000 in any given year from the sources below, the committee is authorized to spend the additional amount up to \$50,000. Should available funding exceed \$50,000 in any given year, the additional funds will be placed in a reserve for use for special projects.

B.2 Operating Guidelines

- B.2.1 Private commercial and/or industrial construction projects will contribute to the City of Vernon's Public Visual Art Program a 0.33% levy based on the project value.

B.2.2 The Public Arts Committee is permitted to create an endowment.

B.3 General Guidelines

B.3.1 A minimum of 75% of funds raised from the Percentage for Public Art on selected capital projects must be used to pay the cost of designing, fabricating and installing the public art work chosen through the art selection process.

B.3.2 Funds allocated on specific capital projects will be apportioned with a maximum of 25% of the funds contributing to the implementation and maintenance of the Public Visual Art Program. This includes the governance and administration of the selection process, collection, inventory, maintenance, insurance, staffing, acceptance of gifts and bequests, the de-accession of artwork, establishment of a maintenance reserve, and overall policy review.

SECTION C: Governance

To achieve the goals of the City of Vernon's Public Visual Arts Policy, a Public Art Advisory Committee (PAAC) will be established.

C.1 Establishment of a Public Art Advisory Committee (PAAC)

C.1.1 A Public Art Advisory Committee will be established by City Council to advise on the implementation of the Public Visual Arts Policy.

C.1.2 PAAC reports to Council through the Manager, Corporate Services.

C.1.3 PAAC will be a voluntary committee of 5 members selected from the following disciplines:

- Architect or landscape architect
- Art historian or educator
- Art administrator or curator
- Urban designer or civil engineer
- Visual artist
- Developer
- A city staff member

Members of PAAC should demonstrate significant knowledge in the field of public art and be familiar with the Vernon community. All of the members are required to be residents of the City of Vernon.

C.1.4 Members of PAAC are appointed for a three-year term. Members of the Public Art Advisory Committee may not serve for more than two consecutive 3-year terms.

C.1.5 PAAC will meet a minimum of four times a year. PAAC shall meet on a more frequent basis if required.

C.1.6 PAAC will appoint a Chair and a Vice-Chair annually to call and preside at meetings, and to set an agenda. Meetings are to be set in advance and project deadlines are to be established.

C.1.7 A majority of PAAC shall constitute a quorum.

C.2 Responsibilities of the PAAC

With the assistance of the City staff, the Public Art Advisory Committee (PAAC) will:

C.2.1 Promote and be actively engaged in the establishment of a public art component at all potential sites and shall advise Council on all matters concerning public art;

C.2.2 Review all proposed public art projects, and ensure the application of established procedures and guidelines on a project-by-project basis, and may recommend the appointment of a selection panel;

C.2.3 Advise Council on communication and outreach to the community regarding public art;

C.2.4 Advise Council on the implementation and maintenance of a civic public art inventory and the implementation of the accessioning and de-accessioning components of the Public Visual Art Policy;

C.2.5 Advise Council on proposed artwork gifts, bequests and donations to the City of Vernon according to established guidelines;

C.2.6 Advise Council to ensure that the proper maintenance program of public artworks is in place and practiced, in collaboration with municipal staff;

C.2.7 Encourage the development of private sector public art and public-private partnerships for public art;

C.2.8 Actively research and secure grant opportunities and other funding options.

C.2.9 When required, select a minimum 3 person jury of art professionals and community members to choose the art or artists selected for commission.

C.2.10 Through the Public Visual Art Policy, gifts, donations and bequests of public art must be considered in a manner similar to all Public Art Work proposals. The guidelines for acceptance of gifts, donations and bequests of items of accepted, the criteria for acceptance, the placement of art work, acceptance of time limited loans, the procedures of documentation and the authentication of proposed art work to professional standard are all to be developed by the PAAC.

C.2.11 De-accession guidelines will be developed to cover the relocation, removal, destruction or disposal of public art work.

C.2.12 PAAC will review and recommend revisions of the Public Visual Art Policy, to Vernon City Council.

C.3 Code of Conduct

To ensure the fair and equitable treatment of all participants in the public art process:

C.3.1 Members of PAAC are prohibited from directly or indirectly benefiting from their participation in the Public Art Policy Committee during their tenure, and for a period of twelve months following the completion of their term. Members are not permitted to participate in PAAC projects.

C.3.2 The Community Charter for conflict of interest will apply.

C.4 Committee Authority / Managing Controversy & Conflict / Public Information

The PAAC should;

C.4.1 Operate with an autonomous status, reporting its recommendations to City Council;

C.4.2 Ensure the provision of opportunities for direct and informed public involvement in the direction and selection of public art work;

C.4.3 Ensure that Federal laws will apply including those regarding censorship and obscenity;

- C.4.4 Recognize that although public artwork may occasionally cause controversy, the jury guidelines must provide a responsible, public selection process, which in turn ensures that secured artwork is supportable by the community and not subject to short-lived movements;
- C.4.5 Ensure that primary to the activity of the PAAC is its responsibility to provide regular opportunities to share information and provide community education on the public art program.
- C.5 Role of Municipal Administration
 - C.5.1 To implement and maintain the Public Visual Art Policy, the City will contract support services to work directly with PAAC.
 - C.5.2 The Contractor will be responsible for facilitating PAAC regular meetings, circulating information, arrange for the recording of minutes in coordination with City staff, and assisting through the development and management of annual operating budgets approved by City Council. Staff will maintain the public art inventory, ensure the updated management of the Public Art Master Plan and negotiate and manage the day-to-day internal support for civic and capital projects.
 - C.5.3 The mandate and guiding principles of the Public Art Policy seek to foster relationship between the City, developers, and artists and provides consultation that is current, informed and professional. The Contractor will work with other City staff on long-term public art planning, working in conjunction with PAAC.

SECTION D: Public Art Trust Program for Selection and Management

D.1 Jury Process: Art Selection

The Public Visual Art Policy supports the need for a juried art selection process that will be democratic, have public appeal, and will produce strong artistic choices. A juried public art competition ensures that uniform, arm's length procedures apply to all parties in the selection process. By publicizing its objectives, a competition can also stimulate community interest and education in public art.

To achieve this end:

- D.1.1 PAAC will operate public art competitions (open, staged and invitational) as their prime selection process.

- D.1.2 PAAC members will not participate in the direct selection process to choose the art or artists selected for commission.
- D.1.3 A jury of impartial art professionals and community members will choose the art or artists selected for commission.
- D.1.4 In adopting a publicly juried art process, the City accepts the responsibility of public art stewardship.
- D.1.5 The act of commissioning art work, its usage and maintenance of public art must comply with current federal artist copyright codes. These codes are legislated and should be included in the successful artist's contract established by the City of Vernon, upon the recommendation of the City Solicitor and working in partnership with PAAC.

D.2 General Management of the Collection

- D.2.1 The City will maintain the art documentation through appropriate inventory.
- D.2.2 The annual maintenance, insurance and long term of art works in public places on municipally owned land, is the responsibility of the City of Vernon.
- D.2.3 The City shall preserve the integrity and security of the works of art.
- D.2.4 The management of the collection will be the responsibility of the City of Vernon through the advisory guidance of the PAAC and with the professional practice of civic staff and/or contract specialists as required.
- D.2.5 An inventory of current City owned public art works and significant private works placed at publicly accessible private sites will be kept current and maintained through the Public Visual Art Policy.

D.3 De-accessioning of Artwork

- D.3.1 PAAC will recommend to City Council the de-accessioning procedure.