



Minutes

Public Art Advisory Commission Meeting

March 3, 2025, 5:00 p.m.
Winfield Room, Municipal Hall
10150 Bottom Wood Lake Road
Lake Country, British Columbia V4V 2M1

Council Present: Mayor Blair Ireland
Councillor Michael Lewis

Staff Present: Makayla Ablitt, Legislative & FOI Coordinator
Steve Petryshyn, Parks and Landscape Planner

Committee Members Present: Janice Larson, Chair
Asana Hughes
Pippa Dean-Veerman
Sharon McCoubrey

1. Call to Order

We acknowledge that we are conducting our business today on the unceded territory of squilx"/syilx (Okanagan) peoples. As a Commission, we recognize the importance of doing our best to build respectful relationships that contribute to stewarding the land and waters in the community with integrity and consideration for future generations.

The Chair called the meeting to order at 5:03.

2. Adoption of Agenda

It was moved and seconded

THAT the Public Art Advisory Commission Meeting Agenda of March 3, 2025 be adopted with the following additions:

12. Utility Kiosk Artwork

Carried.

3. Adoption of Minutes

It was moved and seconded

THAT the Public Art Advisory Commission Meeting Minutes of December 9, 2024 be adopted.

Carried.

4. Selection of the Chair

The commission discussed the opportunity to have a delegation to Council at the March 18th Regular Council Meeting.

It was moved and seconded

THAT Janice Larson be elected as Chair of the Public Art Advisory Commission for 2025.

Carried.

5. PAAC Funds for 2024/2025

Steve Petryshyn provided an update regarding PAAC Funds 2024/2025, noting that the current allocation for 2025 is \$93,085.00.

The Commission discussed and update of PAAC Funds become a standing item on the agenda.

The Commission requested information about how the Commission funds are currently collected from the community. The Commission expressed interest in increasing PAAC funding and exploring additional options and mechanisms for public art funding in preparation for a presentation to Council in late summer or early fall.

Steve Petryshyn noted the District's Grant Specialist is looking out for grants related to public art.

6. Goals/Projects for 2025

- Create a proposal to increase and diversify income streams to PAAC.
- Explore collaboration with other community initiatives – e.g. road safety, public safety, FireSmart, Don't Move a Mussel, etc.

7. Update on the Traffic Circle Sculpture Project

Janice Larson noted there is little to update since the last meeting. Most private sector and other potential contributors to the project are most interested in knowing how much the District is willing to contribute.

Steve Petryshyn noted that further technical and operational assessment of the traffic circle site indicates the site is likely not suitable for a renewable energy sculpture. Steve Petryshyn distributed mock-up diagrams of the new Community Centre, explaining what potential uses for the building are and suggested redirecting the proposed renewable energy sculpture project from the Traffic Circle to a location within the new Community Centre site. The mock ups are attached to and form part of these minutes.

Staff are looking at potential energy grants for the Community Centre.

Sharon McCoubrey observed the Community Centre may present several opportunities for integrated art, and suggested the traffic circle site could instead be a place for temporary rotating art with a designated honorarium.

Janice Larson agreed it makes sense to shift the energy from the traffic circle sculpture to the Community Centre and likes the idea of the traffic circle site becoming a rotating art venue.

Mayor Ireland will connect with the Mayor of Penticton to explore collaboration with their rotating artwork.

It was moved and seconded

THAT the opportunity be explored to move the Traffic Circle Renewable Energy Project to the Community Centre;

AND THAT a staging place be created for temporary art within the traffic circle site.

Carried.

8. Mel Bachmann's Proposal for Marketing/Promotion

The Commission discussed options for working with Mel Bachmann and established a sub-committee working group which has intentions to meet within the next week.

It was moved and seconded

THAT PAAC enter into negotiation with Mel Bachman to create a trial contract for marketing and promotion services for up to 6 months up to a total cost of \$1,200.00;

AND THAT a working group comprised of Michael Lewis, Pippa Dean-Veerman, Janice Larson and Sharon McCoubrey be established.

Carried.

9. Mayor's Portrait

An honorarium of \$1,000.00 was paid for portraits of DLC mayors in the past.

Sharon McCoubrey will research potential artists and bring forward options.

It was moved and seconded

THAT artists be informally approached regarding the commission of a portrait of Mayor Ireland.

Carried.

10. Margaret Kyle's Sculpture

Steve Petryshyn will connect with Sean Lesowski, Manager of Parks and Facilities regarding technical and operational matters regarding placement of the sculpture in the DLC municipal office foyer.

11. Street Banner Replacement

Steve Petryshyn distributed a presentation which is attached to and forms part of these minutes. He provided a project update and will source graphic artists to prepare mock-ups, with the objective of selecting a total of 20 designs.

12. Utility Kiosk Artwork

Steve Petryshyn distributed a map with the Utility Kiosks highlighted which is attached to and forms part of these minutes. These kiosks present an opportunity for displaying public art, and the Commission discussed a public call for artwork to cover these utility kiosks.

13. Other

14. Next Meeting

Monday June 2, 2025

15. Adjournment

The Chair adjourned the meeting at 7:35 p.m.

Janice Larson, Chair

Makayla Ablitt, Recording Secretary

DRAFT



STREET BANNER REPLACEMENT



Project Background

- ❖ In 2008, street banners were placed to promote the District's 'Active Communities' program and 'Be Here – Be Active' slogan

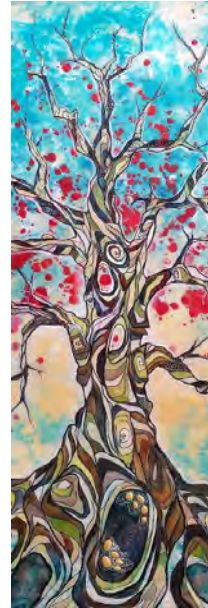
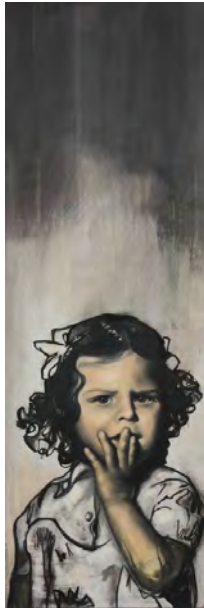
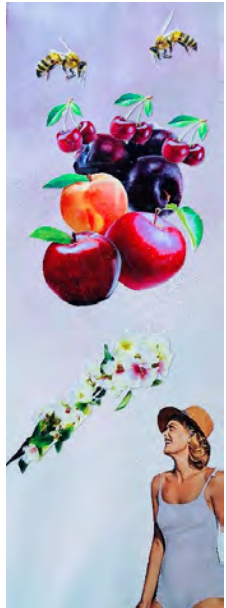


STREET BANNER REPLACEMENT



Project Background

- ❖ In 2018, PAAC was asked to select new street banners designs. The focus was on showcasing local artists.



STREET BANNER REPLACEMENT



What's Next?

- Existing street banners are deteriorating and in need of replacement
- Parks, Rec & Culture Dept. has requested budget for replacement in 2025 – at 3rd reading
- Desire to create a more consistent street banner program, rather than one-off solutions

Street Banner Program

- Overall goals should remain consistent, topics or themes can change
- Process should remain consistent
- Frequency of replacement should remain consistent



STREET BANNER REPLACEMENT

Overall Program Goals

- ❖ What should the overall goals of the street banner program be?
 - Showcase local artists
 - Promote unique aspects of the community
 - Reflect community values and priorities
 - Civic beautification
 - Engage and inspire community members

Others?

Ways the program can achieve these goals?



STREET BANNER REPLACEMENT

Eligibility & Artwork Type

- ❖ Who should be eligible to submit artwork?
 - Invite only
 - Open to all
 - Open to all, meeting certain qualifications or characteristics

- ❖ What type of artwork should be allowed?
 - Photography
 - Digital art
 - Collage
 - Painting and illustration
 - Printmaking



STREET BANNER REPLACEMENT

Participation

- ❖ How should banner designs be chosen?
 - PAAC selection
 - Public voting
 - Panel of select judges
 - Combination (ex. PAAC or judges narrow selection for public vote)

- ❖ How should topics or themes be identified?
 - PAAC selection
 - Public engagement
 - District staff



STREET BANNER REPLACEMENT



Spending

- ❖ How often should we plan to replace banners?
 - Every year
 - Every 2 years
 - Every 3 years
 - Every 4-5 years

- ❖ How much should an honorarium be for each selected design?
 - \$300 previously (for comparison, City of Richmond is \$300 for 2025 program)

- ❖ How many different images should be selected and displayed? Total budget?
 - 120 total banners (20 designs = \$6,000; 24 designs = \$7,200; 30 = \$9,000)
 - In 2018, 22 designs were selected totaling \$6,600



STREET BANNER REPLACEMENT



Display

- ❖ Aside from the artwork, what else should be displayed on the banner?
 - Artist's name
 - Theme
 - DLC logo
 - Graphic border
 - Business name (ie. Sponsorship)

- ❖ What should be done with past banners?
 - Dispose
 - Sell (ex. Richmond sells for \$10 each)
 - Giveaway
 - Repurpose (ex. recycled bags)



STREET BANNER REPLACEMENT



Proposed Timelines

- Today – approve budget & determine framework for banner design program and process
- Prepare Call for Artwork – March/April
- Open for Submissions – May
- Selection Process – June / July
- Installation – August



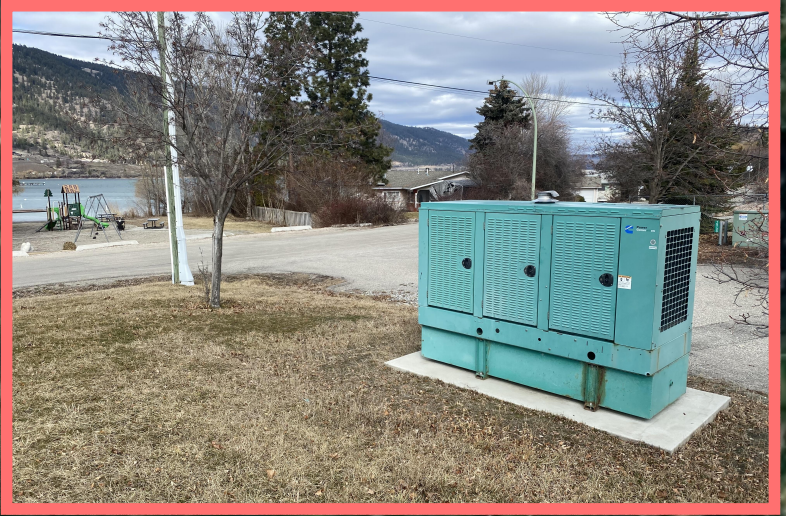


6th Street PRV



Seymour Liftstation and Generator

Kalamalka Lake Generator



Lodge Road LS and Generator



Woodsdale LS & Generator

Potential Kiosks To Be Wrapped