

Subject: Wood Buffalo Public Art Plan**APPROVALS:****Jamie Doyle**_____
Director_____
Chief Administrative Officer**Recommended Motion:**

THAT the Wood Buffalo Public Art Plan, dated April 2021, be adopted as a guiding document to support and enhance public art in the Regional Municipality of Wood Buffalo.

Summary:

The Wood Buffalo Public Art Plan (Plan) is a guiding document that identifies priorities and strategies that will support and enhance public art in the region. The Plan outlines a vision to support decision making and resource allocation. The intent of the Plan is to support a vibrant public art program that recognizes the cultural identity of the region and shares truth and story to strengthen community identity and sense of place through public art.

Background:

The development of the Plan aligns with the Regional Municipality of Wood Buffalo's 2018-2021 Strategic Plan Initiative #3f and was identified as a suggested action within the Wood Buffalo Culture Plan which was adopted by Council in April 2019 as a guiding document.

The Plan was developed in collaboration with the Public Art Committee (PAC), the Interdepartmental Public Art Working Group, and 18 Voices (Indigenous Public Art Advisory Circle). Comparative research was conducted of public art programs in Alberta and across Canada. Further engagement included public surveys, interviews, workshops, and conversations with community members and stakeholders such as the Wood Buffalo Culture Community Committee, Reconciliation Advisory Circle, Wood Buffalo Downtown Revitalization Advisory Committee, Wood Buffalo Waterfront Advisory Committee, Regional Advisory Committee on Inclusion, Diversity, and Equality, Mayor's Advisory Council on Youth, and others.

The Plan has identified 5 key insights for future directions each having outcomes, strategies, and actions. These future directions are:

- **Robust Public Art Ecosystem** - Develop new and expanded approaches to meet the needs of Wood Buffalo's broader arts sector that increases their capacity to respond to public art opportunities.
- **Sustainable Structures and Supports** - Articulate a bold vision and design an organization and governance structure that ensures a sustainable model that reflects contemporary public art policy and program practices.
- **Connected Community** - Create approaches that better reflect the values of inclusion and connect the artists with the diverse community for the benefit of all citizens.
- **Visible Indigenous Presence** - Explore ways to ensure self-determination and reciprocal decision-making processes in public art planning, programming, and project development.
- **Vibrant Public Realm** - Consider public art in community planning civic priorities, and community development.

The Plan provides a governance structure which is based on robust benchmarking of similar programs across Alberta and Canada. There is a detailed governance structure chart on page 58 of the Plan. Clear processes and responsibilities are included to support responsible, efficient, and effective planning, decision making, and allocation of the Public Art Reserve funds. Administration develops an annual work plan and proposes a draw down request from the Public Art Reserve. Council reviews and approves all work plans and draw down requests from the Public Art Reserve. The PAC provides advisement to Council and Administration on the work plan and Wood Buffalo Public Art Program.

The Plan provides greater clarity and increased transparency on the selection and approval of public art. The selection and approval of art will begin when Council has approved the Work Plan and the Public Art Reserve funding draw down request. Selection panels will be formed on a project basis consisting of art professionals, technical experts, Indigenous community members and/or Knowledge Keepers, community partner organizations and residents. Selection panels review artist proposals and/or submissions of artwork and make recommendations on selection. For larger projects, Administration will develop a robust communications plan which may include collecting input and recommendations from the public and/or community partners where appropriate. Following the selection recommendation, Administration will enter into a contract with the artist/artwork.

Budget/Financial Implications:

As per the process outlined in the Public Art Plan, annual work plans will be presented to Council for approval. All budget implications including requests to draw down from the Public Art Reserve will be presented to Council for review and approval.

Rationale for Recommendation:

The Regional Municipality of Wood Buffalo 2018-2021 Strategic Plan identifies Support for Arts and Culture as Strategy & Initiatives #3f. The development, implementation, and evaluation of a public art plan is a key deliverable for this initiative. Adoption of the Public Art Plan by Council is a key indicator of success.

A clear implementation plan is outlined in the Public Art Plan which provides focus for the responsible investment of public art and artists over the next ten years.

The Wood Buffalo Public Art Program, guided by the Plan, will strengthen Indigenous engagement and Indigenous artist participation, support local artists including acquisition of local artwork, and improve the balance of rural and urban site selection.

Strategic Priorities:

Responsible Government

Attachments:

1. Wood Buffalo Public Art Plan

Wood Buffalo Public Art Plan Presentation