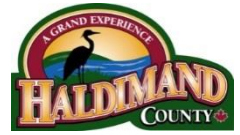

HALDIMAND COUNTY

Memorandum PED-COM-M04-2018 Great Arts for Great Lakes Initiative For Consideration by Council in Committee on June 19, 2018



To: Mayor Hewitt and Members of Council
From: Anne Unyi, Supervisor, Heritage and Culture

This memo is intended to inform Council of the 2019 Great Art for Great Lakes initiative.

In early May, Haldimand County staff were contacted by Christopher McLeod, Creative Director, Great Art for Great Lakes (GAGL) regarding the potential for support of a public art project for Haldimand County in 2018/2019.

GAGL is delivered through Oakville based Waterlution, a non-governmental organization, promoting the power of the arts in strengthening Ontarians understanding of connection to the Great Lakes, by celebrating the lakes through diverse artistic means. Great Art for Great Lakes is part of a larger initiative: Greatness – The Great Lakes Project, which began at a 2015 roundtable organized by Elizabeth Dowdeswell, Lieutenant Governor of Ontario.

The GAGL initiative represents an exciting and unique opportunity for the residents of Haldimand County. Through the GAGL program, residents will have a chance to participate in a project that celebrates how vitally important Lake Erie and the Grand River are to our communities, and how they are integral to our collective history.

GAGL is now in the process of applying to the Ontario Trillium Foundation for funding to cover costs related to the overall project. Should the request for funding be successful, GAGL will be responsible for and initiate: (1) the call for artists; (2) creation of criteria for the submission of proposals; (3) choose the artist based on the submission criteria; and (4) providing a \$7,500 commission to each artist chosen.

Artists selected will develop participatory, community-based art projects that will showcase what Lake Erie or the Grand River means to local residents. It will highlight the history and the diverse peoples of the lake or river, and share their stories. Once complete the piece would not necessarily have to be close to the lake or river—artwork could be installed in communities away from water—as the idea is to have those experiencing the art work “connect to” water. Art installation may be located inside a County facility (museum, library, arena, etc.) or outside (park, trail, etc.).

Haldimand County’s support for the GAGL initiative is based on its relevance to two key Corporate Pillars: 1. Growing our Local Economy by Creating Economic Opportunity; and 2. Community Vibrancy & Healthy Community. Not only will the GAGL project foster community connectedness through collaborative and creative workshops, but provide a lasting cultural landmark that will educate and inspire future generations.

Haldimand County, through a letter of support provided by the Chief Administrative Officer, will commit to working cooperatively with the Great Arts for Great Lakes organization and providing up to \$7,500 of in-kind support through the following:

- Providing space for community workshops/programming;
- Ensuring the process meets and follows any new public art policy developed;
- Identify location(s) for the installation of art pieces;
- Providing assistance with the installation of art piece(s); and

- Working with GAGL to promote the project and programming through its marketing channels (e.g. Community Guide, social media, website, etc.).

The GAGL is also partnering the Six Nations of the Grand River Council and the Mississaugas of the New Credit First Nation Council.

GAGL's proposed timeline:

- Confirmation of funding from Trillium (Summer 2018);
- Call for artists (Late 2018);
- Community Workshops (Spring/early summer, 2019); and
- Installation (Fall 2019).

Staff has begun the process of drafting a Public Arts Policy for Haldimand County. The policy, to be presented to Council in the fall of 2018 will act as guide to ensure all public arts projects are inclusive, foster a sense of place and community pride. Artists play an important roll in enabling the public to connect and reflect upon the importance of their community. Socially engaged, hands-on projects such as the Great Arts for Great Lakes initiative will create a stage where the public is essential to the discussion and the creation of the final work.