



The Corporation of The Town of Penetanguishene Committee of the Whole Report

COMMITTEE: Council

COMMITTEE CHAIR: Mayor Doug Leroux

SUBJECT: Ad Hoc Committee of Council
Main Street Art Project
Staff Report PD-18-64

REPORT HIGHLIGHTS

- At the June 27, 2018 meeting of Council, direction was given to staff to report on the establishment of an Ad Hoc Committee to guide the Main Street Art Project;
- Staff have prepared this report to respond to the direction from Council and have included a draft Terms of Reference for the Committee and a draft Work plan for the Project.

RECOMMENDATION

THAT an Ad Hoc Committee of Council be struck to guide the Main Street Art Project (2019);

AND THAT the Main Street Art Project Ad Hoc Committee be composed of:

- 1 Representative of Council
- 2 Representatives from Advisory Committees
- 1 Representative of a Main Street Business
- 1 Representative of the Francophone Community
- 1 Representative of the Arts Community
- 1 Representative of the Indigenous Community

BACKGROUND

At the Regular Meeting of Council on June 27, 2018, the following Motion was passed by Council:

THAT Staff be directed to return with options for a Main Street Art Adhoc Committee to assist with the project implementation

An additional Motion by Council at that meeting allocated \$20,000 from the Main Street Revitalization Grant from the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) to the Main Street Art Project. The monies from this grant must be spent no later than March 31, 2020.

The purpose of this report is to provide options directly to Council on the establishment of an Ad Hoc Committee, propose an Ad Hoc Committee Structure and provide a preliminary Work Plan for the Project. Money from the Grant must be spent by March 31, 2020 therefore this report is being presented directly to Council in order to begin the



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search for volunteers to participate on the Ad Hoc Committee and begin the Main Street Art Project early in 2019.

ANALYSIS

Ad Hoc Committee

Council may choose to establish an Ad Hoc Committee to consider a specific issue, which are typically temporary in nature, until the Committee has achieved their objectives. Given the nature of the Project, Council has requested staff bring forward information related to the Ad Hoc Committee for which staff are recommending the following Committee structure:

- 1 Representative of Council
- 2 Representatives from Advisory Committees
- 1 Representative of a Main Street Business
- 1 Representative of the Francophone Community
- 1 Representative of the Arts Community
- 1 Representative of the Indigenous Community

The Ad Hoc Committee would be supported by staff including the Director of Planning and Community Development and the Manager of Capital Projects. Staff are recommending that the Ad Hoc Committee be no larger than seven (7) appointed members in order to ensure an efficient and manageable Committee composition.

Representatives from the community can be solicited through a call for applicants, to be advertised in the local newspaper and on the Town's website. Council would appoint the individuals to the Ad Hoc Committee through a future report which is anticipated for January 23, 2019 Committee of the Whole meeting,

The following Options have been prepared with respect to the structure of the Ad Hoc Committee:

Option 1 (Staff Recommendation)

THAT an Ad Hoc Committee of Council be struck to manage the Main Street Art Project (2019);

AND THAT the Main Street Art Project Ad Hoc Committee be composed of:

- 1 Representative of Council
- 2 Representatives from Advisory Committees
- 1 Representative of a Main Street Business
- 1 Representative of the Francophone Community
- 1 Representative of the Arts Community
- 1 Representative of the Indigenous Community

In this Option, Council would request volunteers from members of the community and appoint them at a future meeting as an Ad Hoc Committee. A proposed composition of



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the appointments has been provided, which is being recommended by staff to ensure various interests and stakeholders are represented.

Option 2

THAT an Ad Hoc Committee of Council be struck to manage the Main Street Art Project 2019);

AND THAT the Main Street Art Project Ad Hoc Committee be composed of:

- 1 Representative of Council
- 6 Representatives from the Community in the following sectors:
 - _____(Council direction required)

In this Option, Council would request volunteers from members of the community and appoint them at a future meeting as an Ad Hoc Committee. Direction from Council with respect to the composition/representation from the community is being sought, or, alternatively, appointments can be made at large.

Option 3

THAT no Ad Hoc Committee be struck for the Main Street Art Project;

AND THAT staff report directly to Committee of the Whole for the Main Street Art Project.

In this Option, staff would guide and manage the Art Project and provide reports and recommendations directly to the Committee of the Whole. Staff do not recommend this option as it does not engage the community and would add additional work to staff.

Terms of Reference

In keeping with the Town's Procedure Manual for Council/Committees, staff have prepared a draft Terms of Reference (TOR) to guide the Ad Hoc Committee. The draft TOR has been included in this report as Attachment #1, and in general describes:

- Membership
- Term
- Chair and Vice Chair Appointments
- Responsibilities for the Committee Members
- Delegated Authority
- Meeting Schedule and Meeting Location
- Agendas
- Code of Conduct and Conflict of Interest

The TOR has been prepared at this point in the project in order for Council to provide direction to staff on the goals and objectives of the Main Street Art Project. The TOR can remain in a draft form until such time as the Ad Hoc Committee is established, in order for Council and the Ad Hoc Committee to clearly ascertain their goals and objectives regarding the project.



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Work Plan

Staff have prepared a draft Work plan which outlines the timing and steps to be taken as part of the Main Street Art Project which is included as Attachment #2. The Work Plan includes the appointment of residents to the Ad Hoc Committee, discussion on the criteria/objectives of the Main Street Art Project, public consultation, preparation and release of a Request for Expressions of Interest (RFEOI), selection of artist/art and award of contract.

Funding

To date no additional outside sources of funding, such as grants, have been identified to support the project. Therefore, the budget for the project is \$20,000.

FINANCIAL IMPLICATIONS

Council has allocated \$20,000 of the Main Street Revitalization Grant from OMAFRA for the project. Staff and the Ad Hoc Committee will continue to pursue additional funding streams.

All other costs associated with the establishment of the Ad Hoc Committee can be found within the Planning and Community Development operating budget (Advertising, Printing and Supplies, etc.).

RISK MANAGEMENT

The Town's Corporate Insurance provider will be notified of the increased number of Volunteers that would need to be covered under the Town's liability insurance policy, as well as AD&D coverage.

COMMUNICATION & MARKETING

Advertising of positions with the Ad Hoc Committee is proposed to occur for 30 days in the Midland Mirror along with the Town's website and social media. A report on the appointment of the Ad Hoc Committee would be presented in January of 2019.

RELEVANT BACKGROUND REPORT(S)

[Main Street Revitalization Initiative Report – June 13, 2018 Committee of the Whole](#)

SUSTAINABILITY

CN4: Recognize and protection cultural identification and local arts and heritage.

STRATEGIC GOALS & OBJECTIVES

It is a strategic goal of the Town of Penetanguishene to participate in funding programs when funds are allocated and to assist our local businesses.

Prepared by:	A. Betty, MCIP RPP, Director of Planning and Community Development
Reviewed by:	Carrie Robillard, CPA, CGA, Director of Finance/Treasurer Jeff Lees, CPA, CGA, Chief Administrative Officer
COW Meeting Date:	n/a



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Council Meeting Date: December 12, 2018

ATTACHMENTS

#1 Terms of Reference Ad Hoc Committee

#2 Draft Work Plan

Electronic File Location: S:\Administration\D18 Community Improvement Projects\Ad Hoc Committee - Main Street Art Committee\Staff Reports\Staff Report PD-18-64 Ad Hoc Committee Main Street Art Project.docx

MAIN STREET ART PROJECT AD HOC COMMITTEE OF COUNCIL

Terms of Reference

Background

Penetanguishene Council approved the use of \$20,000 from the Main Street Revitalization Grant from the Ministry of Agriculture, Food and Rural Affairs (OMAFRA) towards the installation of Public Art on Main Street. The purpose of the Ad Hoc Committee of Council is to provide strategic direction and advice to Council on the following objectives:

- Identify location(s), criteria, selection processes for the installation of Public Art on Main Street;
- Promote the activities of the Main Street Public Art Project to raise public awareness and importance of Public Art;
- Review and assist with the development of a “Call for Artists”;
- Identify and make recommendations on possible grant applications for the Main Street Art Project;
- Make recommendations to Council on the installation of Public Art on Main Street.

Membership

A member of Council shall be appointed to the Ad Hoc Committee to serve as Chair and seven (7) residents of the Town representing the following affiliations:

- 1 Representative of Council
- 2 Representatives of Advisory Committees
- 1 Representative of a Main Street Business
- 1 Representative of the Francophone
- 1 Representative of the Arts Community
- 1 Representative of the Indigenous Community

All members shall live in the Town of Penetanguishene and employees are not eligible to apply. Skills required from representatives in the community may include professional experience related to the following: urban design, visual, literary and/or performance arts, art history, arts administration, visual arts consulting, civil engineering, heritage research, architecture, landscape design and planning. Staff Resources include the Director of Planning and Community Development and the Manager of Capital Projects.

Term of Appointment

Members to the Main Street Art Project shall be appointed for (2) two years or until the project is completed. Members are volunteers and serve without remuneration.

Chair and Vice Chair

The appointed member of Council shall serve as Chair of the Committee. The Chair acts as the Presiding Officer at the meetings and presents any reports or

recommendations flowing from the Committee at the respective section of the Committee of the Whole meeting. In the absence of the Chair at the Committee of the Whole or Council meetings, the Section Chair presents and speaks to the matters. The Vice Chair shall be elected by the Committee membership and serves as Chair at the meetings in the absence of the Chair.

Responsibilities of Committee Members

All members of the Main Street Art Project Committee are expected to:

- Attend and participate in meetings;
- Provide advice and assistance to Town staff on the Main Street Art Project;
- Make recommendations on the Main Street Art Project.

Delegated Authority

The Main Street Art Project has no delegated authority and is an advisory body only. The Committee shall fulfil its mandate through reports and recommendations to Council via the Planning and Development Services section of the Committee of the Whole.

Meeting Schedule and Location

Meetings will be held at the call of the Chair. The Meetings will be held in the Committee Room or Council Chambers in Townhall or other such location as may be designated from time to time.

Meeting Agendas

Agendas shall be made available a minimum of twenty-four hours in advance of the meeting to the Members and on the Town's website.

Code of Conduct and Conflict of Interest

Members of the Main Street Art Project work in partnership with the Town of Penetanguishene and for the citizens of Penetanguishene. Members must respect confidential information and declare a conflict of interest when required. Members of the Ad Hoc Committee are expected to support and contribute to a safe, respectful, transparent and accountable environment. The Town of Penetanguishene has zero tolerance for any form of violence, vandalism, or inappropriate behavior in its facilities or properties.

