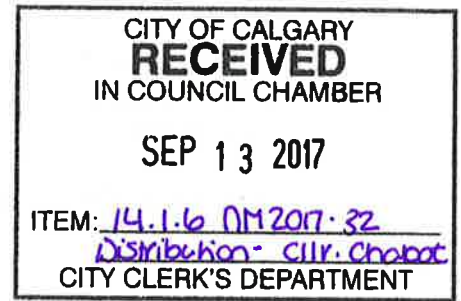




September 8, 2017



Dear Councillor Chabot, Mayor Nenshi and all members of Council

Re: NOM 14.1.6 Amendments to Public Art Policy

The International Avenue BRZ has been procuring cultural murals showcasing local talent since 2000. Ten murals to date have been created and displayed on private property for public viewing all along 17 Avenue SE. From the beginning, we put in place a rigorous engagement strategy. The International Avenue Mural Society (an offspring of the BRZ) is made of community volunteers. The Society works with the cultural community to form a larger mural committee which includes stakeholders from the future mural's cultural representation. This core committee (normally about 12 persons) is then tasked with a Call for Artists to gather samples of many artists' works for the committee's perusal. At the same time the committee surveys their community to determine what key colours, images, components etc. come to mind with the theme "celebration". The Committee then picks three artists who must be culturally connected to the community to be considered. Once three artists are chosen they are provided with the survey results and are asked to provide a sketch of their interpretation of the subject. These artists are all compensated for their sample submission. From there the committee chooses the artist. The IAMS core team, however, do not choose the artist, this is solely up to the cultural committee. The only instance in our IAMS team would choose an artist is if there was a deadlock or tie between the two options chosen by the adhoc committee. From there the artist works and paints the art piece. The unveiling is also paid for by the IAMS group but the community are the ones who decide the food, music, invite list etc. To date with ten murals under our belt, this process has served our area well.

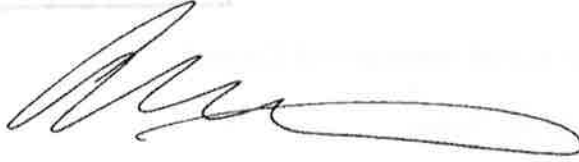
In regards, to the public art component of the SE17 Transitway, our Urban Design Team - made up of four business representatives, BRZ, CPS, Transportation Infrastructure and Stantec had requested that a similar process be put in place for the public art component. Howard Kai, Senior Project Manager had been in contact with the Public Art Committee who had agreed with our request for the utilization of local artists and community involvement as a key component of the program.

Finally, with the recent work of ArtBOX on 17E, we have connected with a substantial number of artists who live and work in the area (Greater Forest Lawn) and a cornucopia of artists of all genres. As the project is well underway we request that the SE17 Transitway program to bring public art to East Calgary be allowed to continue as to not hinder the project or create cost overruns as a result of waiting for the "new public art process". The art is primarily focused on

the urban/pedestrian realm, and we believe our program is in direct alignment and already has the key components the new public art policy is striving to incorporate.

Thank you for your kind consideration.

Best Regards,



Alison Karim-McSwiney, MiPM (UK), BA
Executive Director, International Avenue BRZ, (we will be changing to a " BIA" at the completion of the infrastructure project in Fall, 2018)
President of International Avenue Mural Society
Executive Director of EMERGE Social Innovation HUB

c.c Mac Logan- General Manager, Transportation