

PROPOSED CITY OF CALGARY MUNICIPAL COMPLEX COMMEMORATION POLICY PRINCIPLES (NM2013-15)

EXECUTIVE SUMMARY

The Alberta Champions Society approached The City of Calgary with a proposal to install a monument in the Municipal Complex recognizing individuals who have made significant contributions to Calgary. Given the scale of the proposal, and in absence of an existing City of Calgary policy/procedure to govern such requests, Council directed Administration, through Notice of Motion 2013-15 (Attachment 1), to develop principles for placing monuments and/or other recognition artifacts in the Municipal Complex. To inform the development of the principles, Administration reviewed existing City of Calgary policies and modernization plans for the Municipal Complex and conducted research on commemorative policy best practices in other jurisdictions. Internal and external stakeholders were also engaged to provide feedback on draft principles. Based on all of these factors, Administration concludes that a consistent approach is needed to consider all proposals for commemorations at the Municipal Complex. Accordingly, Administration has developed proposed Principles to guide the development of a City of Calgary Municipal Complex Commemoration Policy (Attachment 2) for Council's approval and direction to Administration to report back with a draft policy no later than Q1 2016.

ADMINISTRATION RECOMMENDATION(S)

That Land and Asset Strategy Committee recommend that Council:

1. Approve the Proposed City of Calgary Municipal Complex Commemoration Policy Principles as set out in Attachment 2; and
2. Direct Administration to develop a City of Calgary Municipal Complex Commemoration Policy and report back through the Land and Asset Strategy Committee no later than Q1 2016.

PREVIOUS COUNCIL DIRECTION / POLICY

On 2013 June 12, Council approved Notice of Motion 2013-15: Alberta Champions Society – Field of Fame (Attachment 1), directing Administration to develop, in consultation with stakeholders and citizens, principles for placement of monuments, donations or gifts and celebratory or recognition artifacts in the Municipal Complex.

BACKGROUND

In 2013, the Alberta Champions Society approached The City of Calgary with a proposal to install a monument in the Municipal Complex recognizing individuals who have made significant contributions to Calgary. Proposals regarding the placement of monuments/recognitions in the Municipal Complex have generally been addressed on a case by case basis as The City of Calgary does not have a policy or protocol to govern such requests. Considering the potential impacts that commemorative pieces may have on the use of the Municipal Complex, Council directed Administration to develop principles for guiding decision-making on these matters (Notice of Motion 2013-15).

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In order to inform the development of the principles, Administration:

- 1) Reviewed relevant City of Calgary policies, strategies and guiding principles.
Administration identified a number of existing City of Calgary visions, policies, strategies and principles that currently guide decision making on specific dedications, exhibits, Public Art and other commemorations, donations or gifts. The purpose of the review was to inform the development of proposed principles and ensure alignment where required. The following were reviewed:
 - Imagine Calgary;
 - The City of Calgary Action Plan 2015-2018;
 - Municipal Complex Bylaw (38M2012);
 - Commemoration Within City of Calgary Parks Guidelines;
 - Corporate Public Art Policy (CSPS028);
 - City Centre Plan, and;
 - Calgary Heritage strategy.
- 2) Reviewed the Civic District Study. This project, currently under development, will inform future reconfiguration and use of interior and exterior space within the Municipal Complex block. Key objectives include increasing public interface and citizen use of the Municipal Complex as a hub for the Centre City. Accordingly, the objectives from the Civic District Study will inform how to proceed with considering proposals for commemorations located within this space.
- 3) Conducted Research on commemorative best practices in other jurisdictions.
Administration researched and analyzed existing commemoration policies or procedures in nine cities (four Canadian and five international). The review included an analysis of key components in the policies/procedures relating to:
 - Processes used for accepting applications/proposals for commemorations;
 - Criteria used for evaluating the significance of a subject's contribution to the community;
 - Criteria used for evaluating the proposed structure of a commemorative piece and its suitability to the space;
 - Authorizing body responsible for making the final decision as to whether a proposal for commemoration is successful;
 - Level of public participation in the decision-making process;
 - Responsibilities of the proponent for an approved commemoration, including funding the development, installation, public celebration and maintenance of a commemorative piece;

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- Decision-making authority regarding the location or placement of a successful commemorative piece, and;
- Responsibilities of the governing authority and the donator upon installation of a commemorative piece, including ownership, stewardship and lifecycle management.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

The policy review and the best practices research noted above, support the need for a consistent approach to manage requests for public displays within the Municipal Complex that recognize achievements of importance to Calgary. While NM2013-15 directs that principles be developed to guide placement of public displays/monuments within this space, Administration recommends that The City of Calgary proceed with the development of a comprehensive policy to govern this process. The research findings suggest that decisions relating to commemoration proposals reach beyond managing the location or placement of a monument within a facility. For example, the decision-making process must be open, fair and transparent, and based on clearly defined criteria for evaluating whether the subject for a proposed commemoration is deemed of significance or importance to the community of Calgary. In addition, consideration must also be given as to how the placement of a commemorative monument will be balanced with other primary uses of the space.

Accordingly, Administration seeks Council's approval of the Proposed City of Calgary Municipal Complex Commemoration Policy Principles (Attachment 2). Specifically, the principles:

- Recognize the Municipal Complex as a hub for our community in alignment with key City of Calgary objectives;
- Acknowledge the Municipal Complex as a location to display achievements of Calgary's culture and heritage;
- Consider proposals for commemorations of subjects at the Municipal Complex deemed meaningful to Calgary;
- Establish an open, fair and transparent process to consider proposals for commemorations;
- Develop clear standards and procedures for governing the decision-making process for commemoration proposals at the Municipal Complex, and;
- Commit to engage stakeholders in the development of a Municipal Complex Commemoration Policy.

Alberta Champions Society – Field of Fame Proposal

Given this report is in response to NM2013-15, acknowledging the Alberta Champions Society's proposal for a Field of Fame commemoration at the Municipal Complex, Administration engaged with this organization to solicit feedback on the draft principles as an external stakeholder who has a specific interest in this matter. Administration recommends that the Alberta Champion Society's proposal be used as a pilot to coincide with the development of a Municipal Complex commemoration policy.

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Stakeholder Engagement, Research and Communication

Internal and external stakeholders were engaged on the draft principles and, on the whole, support the intent to develop a commemoration policy. Overall, they found the draft principles to be clear and sound, providing a reasonable approach to guide the policy development. Specific feedback was also received in regards to establishing clear timelines for the decision-making process that are communicated to proponents, articulating expectations around celebratory events upon installation of commemorations and considering a de-commissioning clause if a commemorative piece is deemed to be no longer appropriate for the space. Based on Council direction, this feedback will be useful in informing the development of a policy.

The following internal City of Calgary stakeholders who either have policies/programs in place for considering commemorations/dedications/recognitions or could be impacted by the development of a Municipal Complex Commemoration Policy (i.e. through evaluating the cultural significance of subjects, planning and facility management) were engaged. This included Arts & Culture, City Wide Policy and Integration, City Clerks, Recreation, Parks, and Corporate Properties & Buildings.

External stakeholders considered as having an interest in potentially submitting proposals for commemorations, or expertise are:

- Alberta Champions Society
- The Calgary Foundation
- Glenbow Museum
- Chinook Country Historical Society
- Historical Society of Alberta
- Calgary Arts Development
- Canada Sports Hall of Fame

Engagement techniques:

Stakeholders were contacted and solicited for their feedback between May 13 - 21, 2015.

- Email correspondence soliciting feedback was sent to all stakeholders.
- Follow-up Stakeholder phone interviews were conducted.
- Given that the subject of the engagement was narrow (draft principles), this format was chosen as an appropriate tool for soliciting timely feedback from targeted stakeholders.
- Input from stakeholders informed some revisions to the Draft Principles to provide more clarity as to their intent. Based on Council's direction, the input received from stakeholders will also be valuable in informing the development of a Municipal Complex commemoration policy.
- Based on Council's direction, Administration will also re-engage with stakeholders as public consultation on the future development of the actual Municipal Complex Commemoration Policy.

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Strategic Alignment

Administration's recommendations in this report are in alignment with Action Plan Council Strategy N9: provide great public spaces and public realm improvements across the city to foster opportunity for well used public spaces and places for citizen connections and urban vitality and Corporate Properties & Buildings' Strategic Action N9.1: contribute to the Centre City Plan by increasing the use of the Municipal Complex for public, arts and cultural activities. The development of a Municipal Complex Commemoration Policy also aligns with the Municipal Complex Modernization Program objectives to increase public interface and citizen use of the Municipal Complex as a hub for the Centre City.

Social, Environmental, Economic (External)

A Municipal Complex Commemoration Policy will ensure that the process for considering commemoration proposals is fair, open and transparent and establishes clear evaluation criteria for determining whether a subject for a commemoration is of significance or importance to Calgary.

Financial Capacity

Current and Future Operating Budget:

The resources required for developing a Municipal Complex Commemoration Policy will be managed within the existing operating budget. Future operating budgets may be impacted if resources need to be assigned to address day to day operating costs associated with maintaining approved commemorations placed in the Municipal Complex.

Current and Future Capital Budget:

There are no impacts to current and future capital budgets anticipated in the developing a Municipal Complex Commemoration Policy.

Risk Assessment

A risk analysis for the development of a Municipal Complex Commemoration Policy is in progress and any significant risks identified will be communicated to Council. Risks may include those associated with insurance, ownership, stewardship and maintenance of commemorative pieces approved for installation in the Municipal Complex.

REASON(S) FOR RECOMMENDATION(S):

A policy will meet the objective of making the Municipal Complex available for public displays of Calgary culture and heritage in balance with the primary purposes of the space. Developing a comprehensive policy will provide a consistent approach to addressing proposals for commemorations in the Municipal Complex.

ATTACHMENT(S)

1. Notice of Motion 2013-15: Alberta Champions Society – Field of Fame
2. Proposed City of Calgary Municipal Complex Commemoration Policy Principles