



MINUTES
MARKHAM PUBLIC ART ADVISORY COMMITTEE
November 11, 2009
Meeting No. 9

PRESENT

Members

Joanne Olson
Alina Tarbhai
Matthew Korchinski, Chair

REGRETS

Salim Manji
Judi McIntyre
Stefania Pflugbeil

Staff

John Ryerson, Director of Culture
Francine Perinet, Director of Varley Art
Gallery
Pamela Cook, Committee Clerk

The Markham Public Art Advisory Committee was called to order at 7:14 pm with Matthew Korchinski presiding as Chair.

1. CHANGES OR ADDITIONS TO THE AGENDA

The Agenda was accepted as distributed.

2. ADOPTION OF MINUTES

Moved by Alina Tarbhai
Seconded by Joanne Olson

That the Minutes of the October 14th, 2009 Markham Public Art Advisory Committee be received.

CARRIED

3. BUSINESS ARISING FROM THE MINUTES

A) Public Art at Entrances / Gateways to Markham

There was a discussion regarding the Markham Public Art Committee identifying high traffic entrance areas that could be enhanced by some form of public art, thus resulting in an aesthetic first impression of the Town of Markham. The following intersections were suggested – Steeles and 48 Highway, Kennedy and Steeles, Steeles and Woodbine, Steeles and Yonge, 16th & 404, Hwy 7 at Buttonville, Major Mackenzie and 18th, and Don Cousins Parkway and Hwy 7. Joanne Olson offered to E-mail a current map of the Town to Committee members to assist in identifying other areas. It was further suggested that the Planning Department be asked to target high traffic entrance areas that could best accommodate efficient space to display public art for the Town.

B) Committee Open House Feedback

Over 150 people attended the arts mixer on October 27th. Linda Irvine did a presentation on public art in Markham, and it was commented that there were several people who were interested and asked several questions. The Clerk's Department will be asked if some of these people could be identified for future projects or perhaps interest in membership on this Committee.

John Ryerson, Director of Culture, reminded the Committee of the Artscape Workshop, planned for all day on November 25th. The Clerk's Department will be asked to send out an E-mail to the members of the Markham Public Art Advisory Committee informing them of the details and extending an invitation for attendance. Mr. Ryerson further explained that this workshop will talk about creating cultural spaces. If this workshop is successful and the Town is able to acquire a grant for funding, there may be another offered in the New Year.

There was a discussion about how to best solicit new members for the Markham Public Art Advisory Committee. It was suggested that the Clerk's Department be asked to create a more informative elaborate ad for this recruitment process. It was further agreed that Alina would work with the Chair to design a poster that could be placed in public libraries and community centres around the Town. It was further agreed that Francine Perinet, Director of Varley Art Gallery prepare a poster or article on 'Where do you See Art in Markham' and liaise with the arts editor of the Economist and Sun to be published, once or ongoing.

To further stimulate interest, it was further agreed that Ms Perinet would work with the Chair to prepare information for a possible video broadcast for the local cable station that would focus on “Art in Markham”. The Clerk's Department will also be asked to speak to the Town webmaster to have something more effective offered from the Town of Markham site to solicit new members.

C) Public Art Policy

John Ryerson and Linda Irvine met to discuss the Public Art Policy for Markham. The thought is not to write a policy as the guidelines have already been approved by Council. It was suggested that a public art position be incorporated into the Official Plan. There are many benefits to having a staff resource person for the Town if we are to promote the concept of Public Art for Markham and this will be investigated further.

D) Ideas for a Public Art Event

John Ryerson announced that \$20,000.00 has been set aside by the Town for showcasing public art. The Committee needs to discuss how this might best be assigned to a public art event for Markham. It has already been decided that spaces for Public Art for gateways would be targeted, and it was suggested that one of these locations be used for a public art event. It was further suggested that either the area surrounding the Civic Centre or Cornell might work well. Once a location has been agreed, local artists may be asked for ideas about a public event. The Chair commented that since there is not an event planned for February, the Committee will be asked to offer suggestions for the spring and that the Chair will send out an E-mail to Committee members for same.

E) Markham East Project – Recommendations for Public Art

John Ryerson informed the Committee that the Town has approved \$100,000.00 to fund an art project at the Markham East Project. The architect has been asked to designate potential sites and the Committee will be expected to develop a terms of reference for the project. John will followup with the architect so that the Public Art Advisory Committee can start working on these terms of reference in the New Year. It was suggested that the \$20,000 referred to in D) above, might best be spent on educating the people of Markham about public art. A public meeting / mixer might be an effective approach, and it was agreed that the Committee would investigate this approach as well.

5. NEXT MEETING DATE

The next meeting of the Markham Public Art Advisory Committee will be held on January 13, 2010. The Clerks's Department will be asked to conduct an online E-mail with Committee members to determine whether the meeting could be held at either 5:30 or 7:00 p.m..

6. ADJOURNMENT

The Markham Public Art Advisory Committee meeting adjourned at 8:40 p.m.