



Community Engagement Report

Public Art Planning Process for Prince Edward County | December 2023

Prepared by: Andrea Dawes, Special Initiatives Manager, Prince Edward County Arts Council (County Arts)
 Municipal staff support: Chris Palmer, Supervisor of Museums and Cultural Services

I. Background

At the July 27, 2023 Committee of the Whole meeting, Council voted to:

- “Place a temporary 18-month moratorium on permanent public art installations on municipal property until a Public Art Plan and Policy are in place;
- Develop and adopt procedures to govern requests for temporary public art installations on municipal property until a Public Art Plan and Policy is in place; and
- Direct staff to commence extensive public consultation, led by County Arts, to inform the Public Art planning process, and return to Council in Q4 2024 with a draft Public Art Plan, prepared by County Arts with staff support, to inform the future Public Art Policy for Prince Edward County.”

This report provides an update on the community engagement phase of the public art planning process to date. The procedures to govern requests for temporary public art installations have been drafted and are awaiting final approval by CAO Marcia Wallace.

II. Engagement

1) In-person outreach:

We engaged in conversations about public art in Prince Edward County, and promoted the public art planning process and Have Your Say page, with hundreds of residents at the following events:

- Department of Illumination’s Art Kitchen at London Avenue Park
- Lunchtime engagement session at ROC Youth Services
- Greater Than CYC Youth Truth Leadership Table meeting
- Two “Where I’m From” sessions with All Welcome Here + Department of Illumination
- Ameliasburgh Fair
- Milford Fair
- Baxter Arts Centre Community Movie Event
- York Street Laneway Reimagined Event
- The Maker’s Hand Fine Craft Show
- PEC Fresh Market at Prince Edward Learning Centre
- Community Care’s Seniors’ Information and Active Living Fair





2) Public Art Walk & Community Conversation Events

We held two exploratory Public Art Walk & Community Conversation Events in Picton and Wellington in October. These events brought together artists, public art supporters, and the broader community to reflect on how public art can impact our everyday moments and well-being, share stories of existing and past public art activations, explore potential future public art sites, and more. We concluded the events with refreshments and informal engagement sessions at the County Arts Lab and Wellington Heritage Museum.

These events were attended by nearly 50 community members, and featured engaging visits and conversations with key public art activators and stakeholders. Walk participants and visitors to our Booths at most of the above community events also had the opportunity to pin suggested public art locations on maps of towns and villages including Consecon, Ameliasburgh, Milford, Bloomfield, Picton, and Wellington.

3) Have Your Say Page

The Have Your Say page ran from September 14th–November 13th, 2023 and garnered 128 responses. Residents had the opportunity to complete a Survey (see initial results below) and suggest public art locations on a digital map.

4) Artist Focus Group

In December, eight local artists with public art experience participated in a Focus Group session at the County Arts Lab. (We will cover the same topics in follow-up interviews with two participants who ended up not being able to attend.) Participants shared their wealth of expertise on topics such as community engagement in public art initiatives, best practices for artist calls, management of public art on private property adjacent to prominent public places, and more.

5) Stakeholder Interviews

The stakeholder interview phase is ongoing and will continue into January 2024. Consultations are being carried out with a wide range of stakeholders including:

- Municipal staff
- Municipal councillors
- Business and community associations
- Businesses
- Developers
- Non-profit organizations
- Curators, architects, landscape architects
- Indigenous communities
- Fabricators
- Built and Cultural Heritage Committee (December 2023)
- Accessibility Committee (January 2024)



III. Promotion

1) Flyering/Postering/Partner Promotions

- We promoted the Have Your Say page and events with hundreds of community members at the events listed above, and distributed 500 flyers at the events and at businesses, nonprofits, libraries, and museums across the County, from Black River to Consecon and everything in between.
- We partnered with several organizations including BIAs, Community Associations, All Welcome Here, Prince Edward Learning Centre, and PEC Chamber of Commerce to display flyers and spread the word through their mailing lists and/or social media channels.
- We sent individual interview invitation emails to Council members.

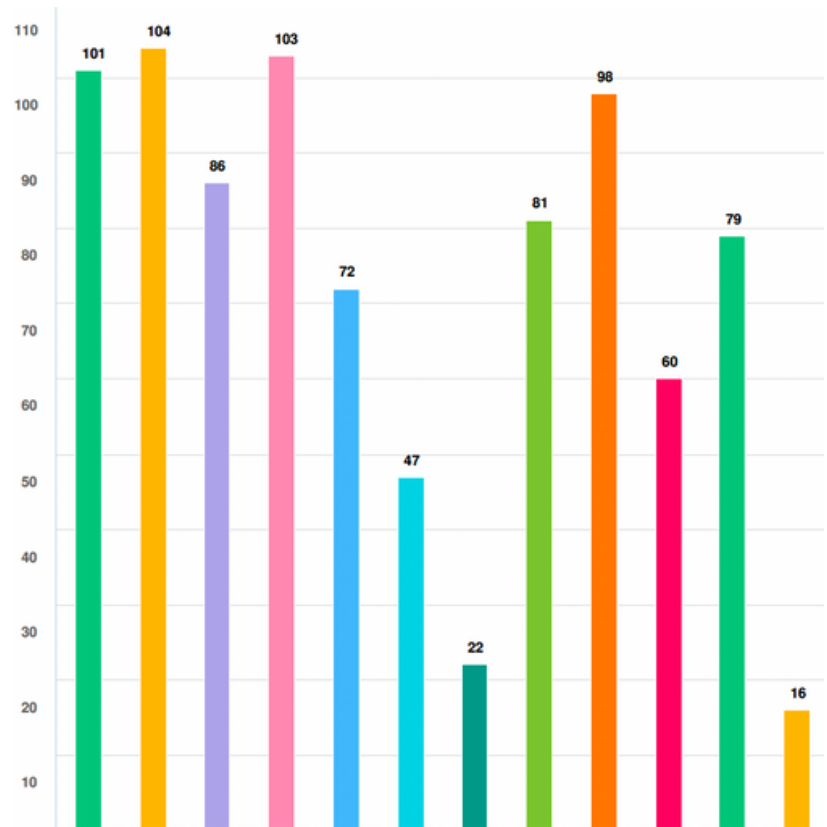
2) The Have Your Say page / public art planning process / Public Art Walks were promoted through the following channels:

- Half-page ads in the Picton Gazette and Wellington Times
- September 1st 2023 Intelligencer article
- 99.3 County FM Grapevine Interview
- Municipality's mailing list
- County Arts' Lab mailing list, member list, Artscene newsletter list
- Visit The County's Industry Newsletter
- Municipality and County Arts' Social accounts and websites
- Walk/community events promoted in online community listings



III. Initial Key Findings - Have Your Say Survey

"On which kinds of municipal properties would you like to see public art installations and activations?"



Question options

- In future municipal capital/building projects as they arise (e.g. new parks, municipal buildings, wayfinding initiatives, etc.)
- Playgrounds and parks/parklets
- Around town halls/Shire Hall
- Libraries
- Millennium Trail
- Wellington Rotary Beach
- Boat launches
- Around community centres and fairgrounds
- Along main streets
- Along major roadways, at gateways/entrances to towns
- Museum grounds
- Municipally-operated cemeteries (note - Glenwood is not municipally-operated)



“What key values/characteristics should inform/guide a successful public art program for PEC?”



1 - Creativity – Artists can access employment/learning opportunities to create vibrant, engaging public spaces and experiences. Artists, the arts, and a creative approach are embedded in efforts to address community challenges.

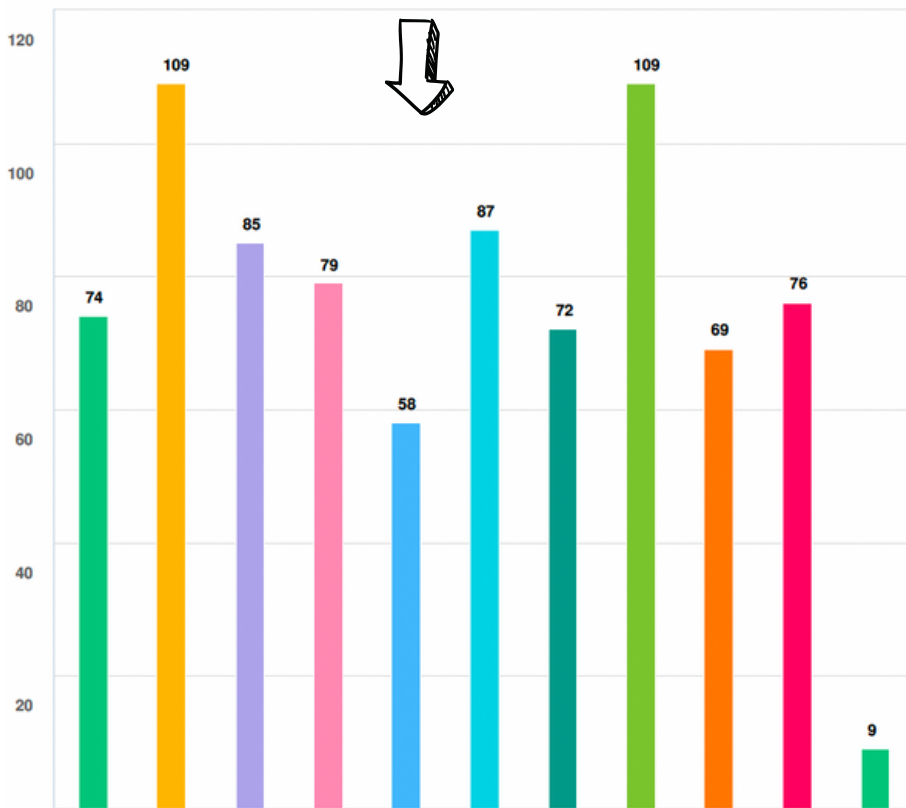
2 - Inclusion – There is equitable access to opportunities for participating in the creation and enjoyment of public art experiences.

3 - Collaboration – There are structures and processes in place to ensure timely, effective and open communication between stakeholders (artists, community members, public art program coordinators/committees, planning department, etc.).

4 - Respect – There is access to opportunities to respectfully explore/discover the stories of this land and all of its historical and contemporary residents/stewards. Public art projects have minimal impact on our natural environment and built heritage.

5 - Accountability – There are open and transparent processes for decision-making and public engagement in public art projects, and there is sufficient and responsibly stewarded funding to maintain a robust public art ecosystem.

“What do you feel are important reasons for investing in public art in Prince Edward County?”

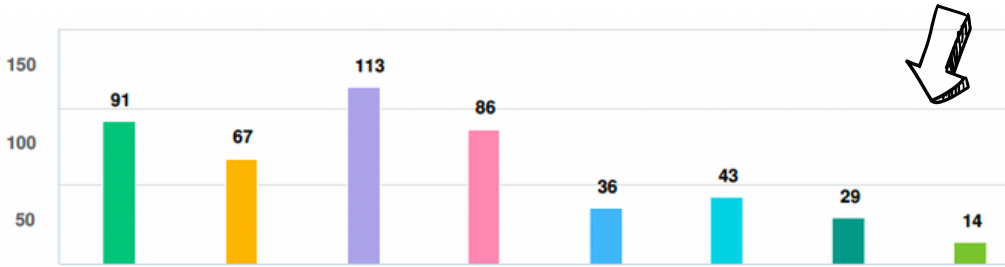


Question options

- Creating welcoming, safe spaces and opportunities for gathering and interaction between community members
- Beautifying/creating vibrant public spaces
- Fostering civic pride, community cohesion, a sense of belonging, self-reflection, and shared stewardship of our public spaces
- Reflecting, honouring, and celebrating our diverse identities, stories, and natural surroundings
- Inspiring residents to learn about and engage in important community issues/challenges
- Breaking down barriers to arts participation and enjoyment by bringing art experiences into the public domain
- Creating new year-round destinations/reasons for residents and visitors to spend time in our public spaces and support surrounding businesses
- Sparking curiosity, joy, awe, delight, imagination
- Promoting pedestrian activity and walkability
- Creating job and learning opportunities for local artists
- Other (please specify)



“For public art projects related to local Prince Edward County stories and heritage, what themes/narratives would you like to see explored?”



Question options

- History/stories of the past and present residents/stewards of this land, including Indigenous people, Loyalist and other European-descended settlers, and Black People and People of Colour
- Belonging, equity, inclusion, diversity
- Natural history/environment/sustainability, water/land/landscapes, local flora and fauna
- Agricultural heritage / culinary industries/history - Barley Days, "Garden County of Canada"/canning factories, wineries, etc.
- Military heritage in PEC
- Transportation history in PEC - aviation, railroads, maritime/boats
- Leisure/tourism in PEC
- Other (please specify)

“What types of public art projects would you like to see in PEC?”



Question options

- Murals (can be painted on wall/panels, or created digitally and transferred onto vinyl wrap)
- Functional art/streetscaping (examples: sculptural bike rack, outdoor furniture - benches, resting stations, shade structures), wayfinding/signage, etc.
- Light-based installations and projections
- Interactive installations
- Land/nature art (e.g. art made by shaping the land itself, landscape design incorporating art, making forms using natural materials)
- Sculptures
- Banners
- Sound installations
- Pavement/sidewalk art
- Performances (theatre, dance, festivals, performance art)
- Augmented reality (e.g. only viewable through a mobile app, but while in public space)
- Other (please specify)



Picton Public Art Walk

IV. Next Steps

December 2023 - January 2024

- Continuation of stakeholder interviews

February-Summer 2024

- Analyze and synthesize data and outcomes from public consultation and interview stakeholders
- Follow-up consultations with municipal staff and key stakeholders to hone recommendations
- Develop public art plan recommendations and implementation plan
- Design and present Public Art Plan to Council by Q4 2024