



Staff Report

Report To: Dan Best, Chief Administrative Officer
From: **Stacey Jeffery, Community Development Officer**
Date: September 6 2022
Report: CS04-2022
Subject: South Huron Mural Project Update

Recommendations:

That South Huron Council receives the report from Stacey Jeffery, Community Development Officer; and

That South Huron Council approve the proposed location(s) at 322 and 320 Main Street for the mural installation, as identified in Appendix A; and

That South Huron Council authorize the Mural Selection Sub-Committee Members to engage the public to identify the preferred concept received by the artists; and

That South Huron Council authorize the Mural Selection Sub-Committee to approve the artist and final design using an evaluation criteria.

Purpose:

For Approval

Background and Analysis:

Huron County Economic Development has received funding for the creation of five public art murals in Huron County during Q3/Q4 of 2022. The goal of the project is to enhance the cultural vibrancy of our communities and support ongoing tourism recovery in Huron County through public art.

At the Regular Council meeting on July 18, 2022, South Huron Council passed the following resolution:

Motion: 234-2022

Moved: A. Neeb

Seconded: B. Willard

That South Huron Council receives the report from Stacey Jeffery, Community Development Officer; and

That South Huron Council requests the Exeter BIA to lead the selection Sub-Committee process through the Exeter BIA's established Beautification Sub-Committee;

That South Huron Council authorizes staff to work in partnership with the Exeter BIA on the implementation of a mural installation in South Huron.

Recruitment of members for the Mural Selection Sub-Committee occurred between July 20th to July 29th. A total of ten (10) expression of interests were received and all were offered participation in the committee as per the decision by the Exeter BIA Beautification Sub-Committee.

The South Huron Mural Selection Sub-Committee members met on August 9, 2022, and August 22, 2022, to discuss the site location, mural concept and to discuss the preferred artist/style. Given the timelines required for the mural project and the timing of the Exeter BIA meetings, a Mural Selection Sub-Committee update to date will be provided at September Exeter BIA meeting.

Preferred Mural Location

Through Sub-Committee discussion, the following location was selected for the mural installation (directly on the surfaces) within the Exeter BIA area (See Appendix A for proposed locations):

- Corner of Main Street and Sanders Street - both locations identified are within the same property (addresses provided for purpose of navigation)
 - 322 Main Street South, Exeter (front garden retaining wall) – purpose to build momentum and interest to larger mural on wall sections
 - 330 Main Street South, Exeter (wall sections on south side of the library building facing Sanders Street East) – Purpose is to be the main story of mural

Concept and Artist Invitations

The following overall mural concept was developed by the Sub-Committee to provide to artists chosen for an invitation to submit expression of interest:

Mural Purpose	<ul style="list-style-type: none"> • Beautification and inspiration for future artistic work within our community – defining the space as a public civic “hub” • Depict South Huron and Exeter as a community that is more than a stop over community
Mural Style	<ul style="list-style-type: none"> • Fluid, non-linear design (does not have to fill the entire space; preference is to leave remaining concrete/brick behind in some capacity (if suitable with the artist)) • Natural design feel with bold/bright colours
Inspirational words for Mural	<ul style="list-style-type: none"> • Sustainable community • Agricultural influence • Encompassed by natural environments (Trails, native flora and fauna, river) • Strong community lives here (South Huron is not just a pass-through community, its home)
Mural Components	<ul style="list-style-type: none"> • White squirrel • Local food (farm to table) • Local species at risk (Turtles) • Poppies (Cenotaph is at front of Townhall) connection)

The following artists were selected by the Sub-Committee to invite to submit an expression of interest for the South Huron Mural Project:

- **Hawlii Pichette** - Hawlii Pichette of Urban Iskewew is a Mushkego Cree (Treaty 9) urban mixed-blood artist and illustrator who currently resides in London ON. Born and raised in the small community of Cochrane, located in northeastern Ontario. Her work is deeply influenced by her culture, upbringing, and reflects the beautiful integral interconnections of the natural world.
You can view the artist’s work here: [Home | Urbaniskwew](#)
- **Steph Boutari** – Stephanie Boutari is a Canadian/Egyptian artist based in Kitchener-Waterloo, Ontario. Her practice currently focuses on the creation of murals for public and commercial spaces. As described by the artist, they draw influence from a range of subjects including architecture, graphic art, op art, pattern design, nature, street art, and immersive/interactive art.
You can view the artist’s work here: [Stephanie Boutari](#)
- **Alanah (Morning Star)** - Alanah Astehtsi Otsistohkwa (Morningstar) Jewell (she/her) is a mixed French-First Nations artist. She is Bear Clan from Oneida Nation of the Thames, grew up off-reserve and currently lives in Kitchener, Ontario. Alanah is an illustrator, painter

and muralist, and organizes local Indigenous Art Markets through @IAmKitchener on Instagram.

You can view the artist's work here: [Morningstar Designs](#)

Next Steps

Once the Sub-Committee receives responses from the selected artists, a request for concept design will be initiated for the artists that are interested in pursuing the mural art installation in South Huron. If a response is received prior to the September 6, 2022, Regular Council Meeting, staff will display the concept designs during the Council meeting with watermarks to adhere to copyright laws. Once concept designs have been received, the concepts with watermarks will be released to the public for voting on the preferred concept. Note: the concept designs may not represent the true final design and some components may be altered for the final mural installation.

After the conclusion of the public voting period, the Sub-Committee to review the public voting and select the final concept design and notify the artist. Huron County staff initiate contractual documentation once the artist is selected.

It is anticipated that the mural will be completed in September 2022, if the artist has availability and the weather allows for the work to be completed. If the mural cannot be completed in 2022, there may be the possibility for Huron County Economic Development to negotiate the terms of the funding. The artist maintains copyright over their work and it cannot be reproduced in anyway.

Operational Considerations:

By-Law No. 3-1978 designates the building at 322 Main Street South (including all the buildings and structures) as a property of Architectural and/or Historical significance as Heritage properties under the Ontario Heritage Act. Given that the proposed locations were not structures/buildings described in the regulating by-law and were installed after the designation, it is the interpretation of staff that the proposed locations do not appear to alter the building and historic attributes, as described in By-Law No. 3-1978. Due to the broad parameters in the 1978 by-law, the interpretation is a decision of Council.

The Municipality will be responsible for the mural and future maintenance items as identified by the chosen artist. An anti-graffiti coating will be applied to the mural.

A maintenance plan for the proper day-to-day care of the artwork is required by the artist. The maintenance plan should include a statement regarding the materials from which the piece is fabricated, paint types and pantone colour. The maintenance plan should be provided to custodial staff/municipality/private owner responsible for artwork's maintenance.

South Huron's Strategic Plan:

Section 6.2.2 of the Municipality of South Huron 2015-2019 Strategic Plan identifies key objectives that are reflective of the collective perspectives of the strategic planning process.

The recommendations and actions outlined in this report are reflective of the following strategic objectives:

- ✓ Increased Communications and Municipal Leadership
- ✓ Transparent, Accountable and Collaborative Governance
- ✓ Dedicated Economic Development Effort

Financial Impact:

There are no financial implications for the Corporation resulting from the proposed recommendation.

Huron County is responsible for:

- Paying any expenses related to mural e.g. if rental of scissor lift for the mural is required)

Legal Impact:

There are no legal implications for the Corporation resulting from the proposed recommendation.

Huron County is responsible for:

- Contracting the artists to complete the work (the contract stipulate that the artists must have \$2 million in liability insurance, be covered by WSIB as an independent contractor, and be AODA compliant; or trained for working at heights)

Staffing Impact:

There are no staffing implications for the Corporation resulting from the proposed recommendation.

Communication Actions:

As a result of this report, communications related to the project and public engagement will be actioned by the Municipality through appropriate channels, in accordance municipal policy.

Policies/Legislation:

None

Consultation:

Members of the Mural Selection Sub-Committee

Rick Sickinger, County of Huron

Dan Best, CAO

Jeremy Becker, General Manager of Community and Emergency Services

Rebekah Msuya-Collison, General Manager of Corporate Services/Clerk

Laura Connolly, Exeter BIA

Related Documents:

Respectfully submitted,

Stacey Jeffery, Community Development Officer