Agenda – Executive Policy Committee – July 15, 2011

REPORTS

Item No. 2 Earth Day Child/Youth Art Activity

WINNIPEG PUBLIC SERVICE RECOMMENDATION:

1. That the Winnipeg Public Service coordinate a free art activity with a future-oriented sustainability theme through existing child and youth drop-in programs in City recreation centres during April 2012 for public display in City facilities during Earth Day (April 22).

DECISION MAKING HISTORY:

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On June 1, 2011, the Executive Policy Committee recommended that the following recommendation from the Mayor's Environmental Advisory Committee be referred to the Winnipeg Public Service for review and report back to the appropriate committee of council in 60 days:

- That an Earth Day Poster Program be endorsed by the Mayor, and organized by the Winnipeg Public Service (on or about April 22, 2010) that will encourage students of an appropriate grade level to submit sustainably themed posters reflecting what the City of Winnipeg would look like in the year 2035 (to align with the next review of OurWinnipeg), which posters could be displayed in an appropriate venue that may mirror a public consultation of OurWinnipeg.

ADMINISTRATIVE REPORT

Title: **Earth Day Child/Youth Art Activity**

Critical Path: **Executive Policy Committee**

AUTHORIZATION

Author	Department Head	CFO	CAO
P. Regan	D. Joshi	N/A	Phil Sheegl CAO

RECOMMENDATIONS

1. That the Winnipeg Public Service coordinate a free art activity with a future-oriented sustainability theme through existing child and youth drop-in programs in City recreation centres during April 2012 for public display in City facilities during Earth Day (April 22).

REASON FOR THE REPORT

- At its meeting of June 1, 2011, EPC recommended that the following recommendation from the Mayor's Environmental Advisory Committee be referred to the Winnipeg Public Service (WPS) for review and report back to the appropriate committee of Council in 60 days:
    - "That an Earth Day Poster Program be endorsed by the Mayor, and organized by the Winnipeg Public Service (on or about April 22, 2010) that will encourage students of an appropriate grade level to submit sustainably themed posters reflecting what the City of Winnipeg would look like in the year 2035 (to align with the next review of OurWinnipeg), which posters could be displayed in an appropriate venue that may mirror a public consultation of OurWinnipeg."

IMPLICATIONS OF THE RECOMMENDATIONS

Policy Implications

- In April/during the school year, the City of Winnipeg offers drop-in programs for children and youth at City recreation centres throughout the City (more than 20 locations). Through a relationship with Art City and Graffiti Art Program, these programs currently offer a range of free activities including visual arts projects – often given a seasonal theme.

- On the advice of the Winnipeg Arts Council, the project is described as an environmental "art activity", rather than specifically a poster, to enable the broadest possible range of expression and participation.
- Display space at Millennium Library and at City Hall can be planned to be available from April 16-27, 2012.
- If a public consultation event is planned for late April 2012, the opportunity to use artwork as part of such an event will be considered, as recommended by the Mayor's Environmental Advisory Committee.
- As well, opportunities can be explored to work within existing resources to place child/youth artwork in the City of Winnipeg Archives for re-exhibition in 2035, as can the use of reproductions of the art on Winnipeg Transit buses.
- The continued involvement/expertise of the Winnipeg Arts Council will be sought in implementing this project.

Environmental Implications

- Creative expression around environmental issues can foster dialogue and awareness, contributing to positive change.

Financial & Human Resource Implications

- There are no financial or human resource implications associated with the recommendations of this report. The activities can be carried out as part of existing drop-in programs.

HISTORY

- Earth Day is a day that is intended to inspire awareness and appreciation for the Earth's natural environment. Since 1970, Earth Day has been celebrated every year on April 22.
- In past years, the City of Winnipeg has acknowledged Earth Day by promoting the activities of community partners on the City website (ex. Fort Whyte Alive! and the Manitoba Eco-Network) and by hosting special library programming (ex. student film festival in 2011).

FINANCIAL IMPACT

Financial Impact Statement Date: June 27, 2011

Project Name:

Earth Day Child/Youth Art Activity

COMMENTS:

The recommendations contained in this report include:

1. That the Public Service coordinate a free art activity with a future-oriented sustainability theme through existing child and youth drop-in programs in City recreation centres during April 2012 for public display in City facilities during Earth Day (April 22).

There are no financial implications associated with this recommendation.

"Original Signed By"
Mike McGinn, CA
Manager of Finance

CONSULTATION

In preparing this report there was consultation with:

Community Services Department
City Clerk's Department
Winnipeg Transit
Winnipeg Arts Council

SUBMITTED BY

Planning, Property and Development
Planning and Land Use
Prepared by: Ian Hall, Environmental Coordinator
Date: June 28, 2011
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Attachments:

None