

Adaptation of the Mayor's Art Awards in a Pandemic  
Notes from the MAA Sub-Committee Meeting  
July 7, 2020

## 1. 2019 Structure

Total Budget for the Mayor's Art Awards - \$4,000  
(\$2000 for the awards, \$2000 for celebration)

Awards:

### **Non-Monetary**

Patron of the Arts Honorary Award

**Monetary Awards** - Total of \$2,000 for 4 awards:

Student Artist Award	- \$500	Creative Entrepreneur	- \$500
Emerging Artist	- \$500	Artistic Excellence	- \$500

## 2. 2020 MAA Adaptation

Total Budget for 2020 - \$6,000 – The increase was given during budgetary planning. I do not believe there were any restrictions placed on the budget amount, except that it was to be used for the Mayor's Art Awards and the celebration of the arts in Lakeshore.

Awards:

**Monetary Grants** - Total of \$6000 for 12 awards, each grant awarded would be \$500 for one, all-encompassing category - The focus of the MAA for 2020 is on the individual working artists, or sole proprietors who are actively creating art during the pandemic rather than solely focusing on awarding and celebrating excellence. What we are proposing is shifting the celebration monies to where they are needed and creating a no-cost (or low cost) celebration.

Eligibility: These requirements are taken directly from the 2019 format, although simplified:

- An artist or art business living, and/or working in the Municipality of Lakeshore.
- No age restriction
- Any artistic discipline

Evaluation and weighting: Slight changes to facilitate this unusual year.

- A written essay would replace the Statement of Intent to make the grants more relevant to the Mayor's Art Awards Pandemic Program, but would give additional information for evaluation
- A CV documenting both artistic work record and residency would be required in lieu of a CV, reference letter and the portfolio.

Jury Panel: Without the portfolio requirement the MMA committee could do this task.

Additional:

- A release form: permission to use artist essays and images.
- An on-line application: would need to be up and running by the middle of August).

## 3. Revised Awards Format for 2020

A modified awards program recognizing the struggle of artists in a global pandemic instead of just artistic excellence.

(Note . . . this fulfills #3 of our responsibilities in the Terms of Reference; **3.3** – “Recommend initiatives for the stabilization and strengthening of the arts community”, rather nicely.)

These are the models that we explored:

- A.** Divide the \$6000 budget into 12 equal \$500 grants.  
**Pros** – Easy to divide up, gives a little to a greater number of people. Adapts well to any artistic discipline or sole proprietor business.  
**Cons** – Doesn’t give any recognition for the work of artists, doesn’t promote art in Lakeshore  
NOTE: This was the groups preferred model. The expansion of this idea is discussed below.
- B.** Create a Municipality of Lakeshore “Pandemic Collection of Art” commemorating this unusual period in our history. The Municipality could purchase five or six works of art as part of a permanent collection to be displayed for a designated period after the pandemic ends, and then installed in Municipal offices and buildings. It would touch painters, quilters, sculptors, woodworkers, glass artists, videographers, etc. – predominantly in the visual arts sector.  
**Pros** – Funnels money to local artists, gives public recognition to local artists, gives an important credit on artists CV’s, the artwork would touch all members of the community through display, marks the beginning of a permanent Municipal collection, fills empty municipal walls, public perception of art changes (adds value)  
**Cons** – This plan would need the expediting of a Public Art Policy, or an exemption until one is written, and passed by Council. There have already been exceptions made for work that is being display in Council chambers, ATC, etc. This may not be perceived as “awards” – wording would need to be carefully considered.  
NOTE: the group decided that this option was too complicated to achieve this year, although we all liked the idea of a permanent Lakeshore collection.
- C.** A combination of A and B - \$4000 in a Collection of art and \$2000 divided into \$500 grants for practicing artists  
**Pros** – see B. above, more inclusive of all art forms  
**Cons** – waters down the importance of the “Pandemic Collection of Art”, less public recognition, less impact on public at large  
NOTE: This model seemed a bit complicated and is weighed too heavily on just visual arts.
- D.** A public art project, i.e.: a mural.  
**Pros** – Definitely puts artwork front and center in the public space, could potentially create work for a number of artists  
**Cons** – There is no Public Art Policy to handle the work of artists, safety, consistency of archival materials, there is no aftercare for the maintenance of an outdoor work. Physically distancing in the collaboration of a group of artists would be very difficult to control and manage. It might leave the municipality open to litigation should someone fall ill. Would only touch only a small segment of the overall arts community - painters (visual arts sector).  
NOTE: It was decided that this was too complicated and would delay money being given to artists. This is an idea that we might like to explore as a project when groups are able to gather more freely.

#### 4. Option A and the Celebration of the Arts

After extensive, and spirited discussion, the MMA subcommittee selected **Option A**. Our decision was based on giving a quick boost to the local artists, this format is the simplest to implement in a reduced planning year, and we could keep the November timeframe to maintain continuity in the public mind.

Jenn suggested the requirement of a short essay requirement. The essay would describe how the pandemic had affected the artist's practice. It could include: where they were drawing their inspirations from in the pandemic, how they have reacted, changes to their practice or work focus, innovative use of materials or supplies, working in isolation, etc.

Crystal offered the suggestion that it would be like a time capsule of the pandemic. After some discussion it was suggested that we could actually create a time capsule with the winning essays, and images of the artists artwork.

It was further proposed that we could publicly showcase both the essays and the artwork in a digital format (on-line, social media, ??) . . . "Twelve Stories of Lakeshore Artists in a Pandemic".

In an environment where the artist is usually the last to be funded and the first to have funding rescinded, these ideas are a win for everyone. The Municipality recognise, support and promote the work of local artists. The artists receive a small amount of money to sustain their practice. The community receives art through "feel good" stories and images. We would be able to document and preserve our history in this particular moment in time for future generations in a time capsule. This adapted Awards celebration tells the story of artists in a pandemic, the development of art in our community, and it could also be created in a visual format for future uses.

This is all at very low cost to the taxpayers.

#### 5. Tentative Time Frame

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|----|-----------------|---|
| a. | July 8 - 24     | Writing the MAAward Adaptation for 2020               |
| b. | July 27 - 31    | Meeting with the AAC, re: particulars, concerns       |
| c. | August 15       | On-line application process to be completed           |
| d. | August 15       | Public campaign for applications begins               |
| e. | September 30    | Campaign ends   |
| f. | October 1 - 15  | Sorting/review of applications                        |
| g. | October 19 - 23 | Evaluation and selection of grant recipients          |
| h. | November 7th    | Notification to Award winners and Public Announcement |

Submitted: July 9, 2020

L. D'Alessandro

Chair, Arts Advisory Committee