

Parks, Recreation & Culture Advisory Committee  
**Special Agenda** for Meeting to be held on  
Monday, March 7<sup>th</sup>, 2022 at 7:00pm via ZOOM

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*The goal of the Parks, Recreation and Culture Advisory Committee is to provide advice and recommendations to Council regarding the establishment and implementation of Parks, Recreation and Culture priorities in the Town of Ladysmith.*

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**1. Call to Order and Acknowledgement**

The Town of Ladysmith acknowledges with gratitude that this meeting takes place on the traditional, unceded territory of the Stz'uminus First Nation.

**2. Agenda Approval**

**3. New Business**

a) Review Public Art Banners Selection

**RECOMMENDATION:**

That the Parks, Recreation and Culture Advisory Committee endorse the recommendations of the Public Arts Banners Selection Committee and recommend that Council;

1. The 2022 Community Banner Program to produce banners based on the following submissions:
  - I. Hummingbird Season - (Artist Jason Harris)
  - II. Sea Searching (Otter) – (Artist Jason Harris)

**4. Adjournment**

## STAFF REPORT TO PARKS, RECREATION & CULTURE ADVISORY COMMITTEE

**Report Prepared By:** Shannon Wilson, Recreation and Culture Coordinator  
**Meeting Date:** March 7, 2022  
**Re:** 2022 Public Art Banners Selection

### **RECOMMENDATION:**

That the Parks, Recreation and Culture Advisory Committee endorse the recommendations of the Public Arts Banners Selection Committee and recommend that Council;

1. The 2022 Community Banner Program to produce banners based on the following submissions:
  - I. Hummingbird Season - (Artist Jason Harris)
  - II. Sea Searching (Otter) - (Artist Jason Harris)

### **EXECUTIVE SUMMARY:**

The purpose of the Community Banner Program is beautification and community identity promotion. Community banners add vibrancy and community spirit throughout Ladysmith and will represent Ladysmith's small town charm, coastal community life and diverse cultural heritage.

### **PREVIOUS COUNCIL DIRECTION:**

Resolution	Meeting Date	Resolution Details
CS 2022-006	01/11/2022	FINAL RESOLUTION, AS AMENDED BY CS 2022-007 That Council approve the following components of the 2022 Community Banner Program: 1. The theme "Community on the Coast" for the Community Public Art Banners; and 2. The inclusion of a Community Celebration Banner, to celebrate the Centennial of Aggie Hall in a way that is mindful and sensitive of our Stz'uminus First Nation neighbours.

### **INTRODUCTION/BACKGROUND:**

There were a total of 7 different designs by 4 artists submitted by the deadline of March 2<sup>nd</sup>, 2022. On March 2<sup>nd</sup>, members of the Public Art Banner Selection Committee met to review and select 2 Public Art banners to recommend to PRCAC and Council for approval.

Members of the Selection Panel included:

- Facilitating: Lynda Baker
- Staff: Shannon Wilson
- PATG and Youth – Julia Noon
- Community Rep – Erika Forssman
- Design Community – Kathleen Hall
- Arts Community Rep – Claudia Lohmann

The members of the Selection Panel assess the entries considering artistic merit and exemplification of the theme as categories for adjudication. Based on these factors, the Public Art Banner Selection Committee recommends the following 2 design by artist Jason Harris for inclusion in the Community Banner Program – Public Arts Banners for 2022:

1. Hummingbird Season; The hummingbird is blooming just like the colour of Spring season, such as grass and flowers!
2. Sea Searching (Otter); The otter sinks to the bottom of the sea in search of food such as sea urchins, clams, oysters etc.

The recommended banners were chosen because each highlights the 2022 theme “Community on the Coast” and represents the best of Ladysmith’s small town charm, coastal community life and diverse cultural heritage.

The theme “**Coastal Community**” highlights the heritage of local sustainable fisheries, our reliance on the ocean as a food source, the wildlife in our waters and our important connection with Stz’uminus First Nation.

There are approximately 160 banners throughout Ladysmith. Current locations of the banners are in the downtown core and Transfer Beach Boulevard.

Each year, banners are displayed from May to October.

#### **ALTERNATIVES:**

The Committee can choose not to approve the recommended Community Banner – Public Art Banners for display at this time.

#### **CITIZEN/PUBLIC RELATIONS IMPLICATIONS:**

The Community banners add vibrancy and community spirit throughout Ladysmith and supports local artists by providing the opportunity to submit banner design proposals for consideration.

#### **INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS:**

Parks, Recreation and Culture will facilitate the selection and production of the banners with the Public Works Department completing the installation.

**ALIGNMENT WITH SUSTAINABILITY VISIONING REPORT:**

- |                                                       |                                                    |
|-------------------------------------------------------|----------------------------------------------------|
| <input type="checkbox"/> Complete Community Land Use  | <input type="checkbox"/> Low Impact Transportation |
| <input type="checkbox"/> Green Buildings              | <input type="checkbox"/> Multi-Use Landscapes      |
| <input type="checkbox"/> Innovative Infrastructure    | <input type="checkbox"/> Local Food Systems        |
| <input checked="" type="checkbox"/> Healthy Community | <input type="checkbox"/> Local, Diverse Economy    |
| <input type="checkbox"/> Not Applicable               |                                                    |

**ALIGNMENT WITH STRATEGIC PRIORITIES:**

- |                                                |                                         |
|------------------------------------------------|-----------------------------------------|
| <input type="checkbox"/> Infrastructure        | <input type="checkbox"/> Economy        |
| <input checked="" type="checkbox"/> Community  | <input type="checkbox"/> Not Applicable |
| <input checked="" type="checkbox"/> Waterfront |                                         |

*I approve the report and recommendation(s).*

**Chris Barfoot, Director of Parks, Recreation and Culture**

**ATTACHMENT(S):**

- Community Banner Program – Public Art Design Recommended Submissions  
Hummingbird Season, Sea Searching Otter (Artist - Jason Harris)

Town of Ladysmith  
Community Banner Program - Public Art Banners  
202 2 Design Template #1

TOP

24" (60.96 cm)

3.5" (8.89 cm) sleeve

61.5" (156.21cm)

Design area 24" (60.96cm)  
wide, 61.5" (156.21cm) tall.

3.5" (8.89 cm) sleeve

BOTTOM



*Jason  
harris*

Town of Ladysmith  
Community Banner Program - Public Art Banners  
202 2 Design Template #2

TOP

24" (60.96 cm)

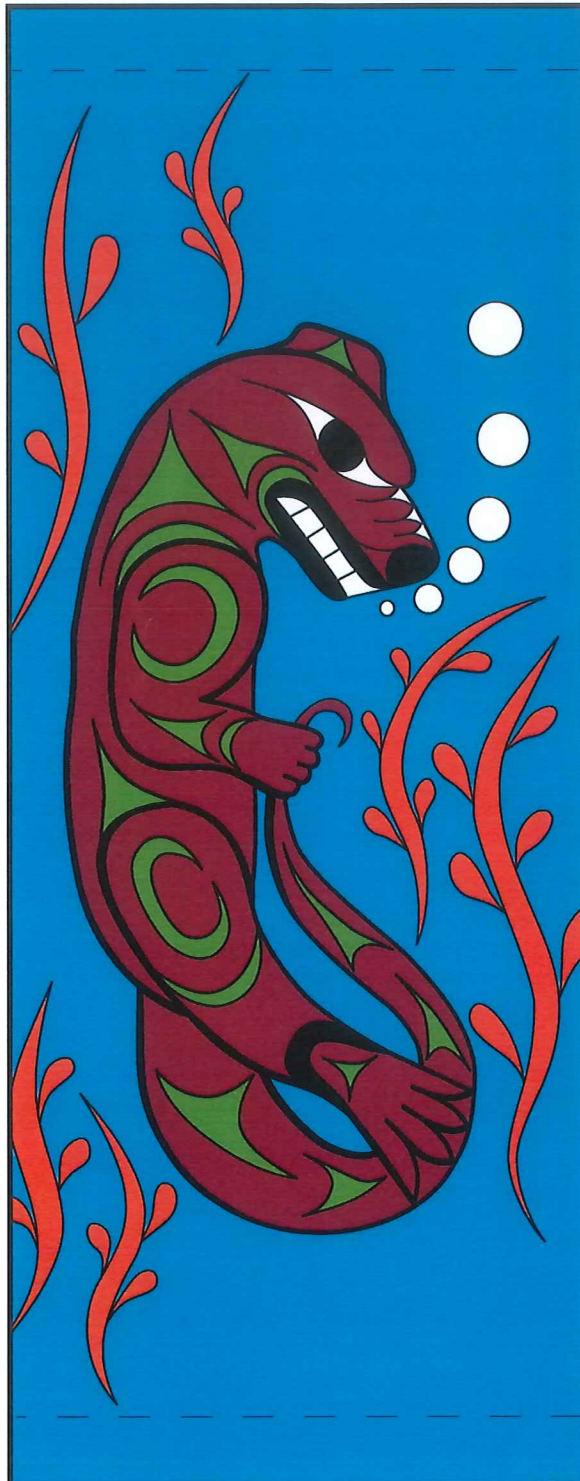
3.5" (8.89 cm) sleeve

61.5" (156.21cm)

Design area 24" (60.96cm)  
wide, 61.5" (156.21cm) tall.

3.5" (8.89 cm) sleeve

BOTTOM



Jason  
Harris