

**TOWN OF MINTO****DATE:** March 27, 2017**REPORT TO:** Mayor & Council**FROM:** Belinda Wick-Graham, Business & Economic Manager**SUBJECT:** Clifford Mural Installation – Calzonetti & Morris

STRATEGIC PLAN:

9.10 Continue to invest into maintaining and improving the visual appeal of downtown cores, ensure future development links into the design character of public space, and strengthen the 'one-town' feel with consistent visual design in original urban communities. (ie. similar colours, light standards, planters).

BACKGROUND:

Every year the Downtown Revitalization Committees receive \$5,000 per community to put towards street furniture, lighting or public art in the downtown core. In 2017, Clifford celebrates Homecoming, as well as the 150th Anniversary of the construction of the Clifford Grist Mill. To commemorate this event the Clifford Downtown Revitalization Committee commissioned local mural artist Cliff Smith to create an 8 X 8 mural of the Clifford Grist Mill, which is attached as Schedule “A”. This mural will be installed on the side of Ms. Calzonetti and Mr. Morris’ property, located at 2 Elora St. N. in Clifford.

COMMENTS:

Public art is an important element in our downtowns and add to the quality of place in a community. The Clifford Downtown Revitalization Committee feels the addition of this mural will continue to improve the aesthetics of the downtown core. The agreement covers installation and liability terms between the landowners and the Town.

The mural will be temporarily installed at the Mill Site in time for a special celebration on July 1, 2017 and will continue to be located there until after the Homecoming & 150th Community Celebration in August. Following the event the mural be re-located and installed at 2 Elora St. N. in Clifford.

FINANCIAL CONSIDERATIONS:

The total cost of the mural and the installation is \$4,630 and falls within the 2017 budget allocated to the Clifford Downtown Revitalization Committee for capital projects.

RECOMMENDATION:

That Council considers a By-law in regular session authorizing the Mayor and C.A.O. Clerk to execute a Mural Agreement with Lisa Calzonetti and Ken Morris for the installation of this mural on their building at 2 Elora St. N. Clifford.

Belinda Wick-Graham, Business & Economic Manager

Schedule "A"

