



August 16, 2023

Kari Kluke  
Recreation and Culture Department  
City of Elliot Lake  
45 Hillside Driver, N  
Elliot Lake, ON, P5A 1X5

Dear Kari,

On behalf of the not-for-profit known as ARIEL (The Arts and Culture Roundtable in Elliot Lake), I submit for your consideration a proposal for the establishment of an Art Gallery and property management at 13-14 Elizabeth Walk. The building in question is currently referred to as the Downtown Arts Centre (DTAC).

Also enclosed is a draft Memorandum of Understanding (MoU) between ARIEL and the City, should you decide to forward our proposal to the Council for approval. The MoU would be finalized should the Council vote to accept our proposal.

Schedule A following the MoU is the proposal itself. It was developed in co-operation with the DTAC's two primary tenants - The Arts Club and the Model Railroad Club. Both clubs have provided endorsement letters in support of the proposal. They follow at the end of the proposal.

Kari, ARIEL would be happy to attend a meeting of your department to respond to questions or to clarify anything that is unclear. Also, should you pass the proposal to the Council, we would be happy to make a presentation to the Council if it would be helpful.

I thank you in advance for your consideration of our proposal.

Sincerely,

A handwritten signature in black ink that reads "Prisca Campbell". The signature is fluid and cursive, with the first name "Prisca" being more prominent than the last name "Campbell".

Prisca Campbell  
Chair  
ARIEL  
705 827 0075  
2419pmc@gmail.com

Enclosure: 2 letters of support

## **Memorandum of Understanding for Partnership Engagement**

Between

The City of Elliot Lake ("The City")  
45 Hillside Drive, N  
Elliot Lake, ON, P5A 1X5

And

The Arts and Culture Roundtable in Elliot Lake ("ARIEL")  
1 Washington Crescent, 704  
Elliot Lake, ON  
P5A 2W9

(Collectively the "Partners")

For the Project entitled: Operating the Art Gallery, and managing the property at 13-14 Elizabeth Walk, Elliot Lake, ON, P5A 1Z3 ("Project")

Date: August 02, 2023

The purpose of this Memorandum of Understanding ("MOU") is to confirm the mutual interest and desire on the part of each partner organization to formally participate in the proposed Project.

This MOU also confirms agreement by the Partners with the Project's goals, anticipated outcomes, methodology, management structure, and a desire to foster an environment of open communication and information exchange.

This MOU provides an opportunity to attest to the Partners' formal desire to engage actively in the proposed Project submitted to The City.

This MOU is not intended to be legally binding and does not create any binding obligations or commitments between the Partners.

### **Respect and Open Dialogue**

The Partners shall be respected for the input and output they offer to the Project. Commitment to open, honest, and direct communication was the basis for crafting the Project collaboratively and is the premise upon which any work will proceed. The Partners seek to maintain a high degree of trust among the Partners.

The Partners acknowledge that each brings skills that are beneficial to the project and complementary to the skills offered by other partners. The strength of the partnership is the diverse perspectives offered by each Partner. In all instances the Partners will attempt to function in a collaborative manner and to avoid confrontation; however, the Partners understand that some conflict is constructive and produces positive outcomes.

### **Governance and Decision-making**

Whenever possible the Partners will seek to make decisions by consensus: This does not mean that everyone must agree with every decision, but rather that everyone feels heard, not voted down, and can live with the outcome of a decision. The Partners recognize that governance rests with the City of Elliot Lake Council, and its authorized representatives.

### **Endorsement of the Proposal**

The Partners agree with the Project as submitted via a proposal to Kari Kluge and entitled: *A Proposal to Operate an Art Gallery and Manage the Elizabeth Walk Property by ARIEL, on behalf of the City of Elliot Lake*, attached hereto as Schedule A and in particular, the agreement with the following:

- ✓ The Proposal for an Art Gallery
- ✓ The Proposal for Property Management
- ✓ The Establishment of a Tenant Committee
- ✓ Cost incurred

The Parties intend that any agreement for cooperation in relation to specific activities related to the Project will be documented in a separate and formal agreement executed by the Partners

This MOU shall terminate at three (3) months from the date either Partner decides to terminate by giving written notice to the other Partner.

To the extent that any legal issue arises in connection with this Memorandum, it will be governed by and construed in accordance with the laws of Ontario and the laws of Canada applicable therein.

**AGREED** by the Parties through their authorized signatories:

For and on behalf of  
**ARIEL**

For and on behalf of  
**the City of Elliot Lake**

Signed

Signed

print name

print name

Title

Title

Date

Date

## Schedule A

# **A Proposal to Operate an Art Gallery and Manage the Elizabeth Walk Property by ARIEL, on behalf of the City of Elliot Lake**

### **Background**

The not-for-profit corporation ARIEL (Arts and Culture Roundtable in Elliot Lake) has been fulfilling its four-fold vision since 2009:

1. Providing a strong voice for arts and culture in the City of Elliot Lake.
2. Facilitating collaboration between artists, organizations, business, and government.
3. Supporting the economic well-being of the community.
4. Contributing to the quality of life in Elliot Lake.

The zenith of ARIEL's first decade was the development and the operation of the *Gallery at the Centre*. The gallery was Elliot Lake's showcase for the work of a plethora of the city's visual artists, musicians, and writers. The loss of the Centre in 2019 followed by two and a half years of a pandemic eliminated an important source of income for the Arts community, and ARIEL. The City lost a tourism activity and families lost the opportunity to integrate the Arts into their children's lives here at home.

At the AGM of June 8, 2023, ARIEL made re-establishing the Art Gallery its priority for the organization's post-pandemic re-emergence. We began fundraising and searching for a new location to house the gallery. The new gallery will be the foundation on which ARIEL will advocate on behalf of the Arts community; while facilitating, supporting, and contributing to the quality of life of all who call Elliot Lake home.

### **The Proposal for the establishment of an Art Gallery**

ARIEL is aware that space for an art gallery, in what is currently known as the Downtown Arts Centre (DTAC) on Elizabeth Walk, was not set aside. However, after some consideration, we adapted our organizational plans, reducing the amount of floor space we were seeking, while prioritizing the amount of wall space. The DTAC has two long corridors with walls on which we could display art. If ARIEL limited the amount of shelving and display cases, we could use the DTAC foyer for three-dimensional art and City branded merchandise, as well as to transact gallery sales.

A u-shaped gallery would be formed, with display sections between the doors in the walls that access the studio spaces. The walls would be painted in colours appropriate for displaying artwork, and in a manner that would help visually define the gallery. Display lighting must be added to the existing hallway lighting to ensure the artwork is shown at its best. A system for hanging the art that would not cause undue harm to the walls must be installed. The normal traffic in the hallways would not be impeded by the artwork. ARIEL staff would monitor gallery visitor traffic to ensure access by the DTAC tenants was maintained. ARIEL would need a small, enclosed area in which to store paperwork and items such as wrapping etc. ARIEL will provide the display cases and shelving for the gallery.

ARIEL would operate the gallery six days a week. The exact opening hours to be determined but will be within the hours of operation of the DTAC. (Hours of operation: Monday the facility will be closed. Tuesday to Friday, 10 AM to 9:30 PM. Saturday, 10 AM to 4 PM, and Sunday from 10 AM to 3 PM.) These operating hours were agreed through consultation with the Arts Club and Model Railroad Club but may change as traffic patterns are identified.)

## **The Proposal to become Property Manager of DTAC**

In exchange for the use of space in the DTAC to run a gallery, ARIEL would manage the full property. Based on current property management fee structures a conservative estimate of between \$7,200 and \$10,000 annually would be the value of our in-kind services. After consulting with the two primary tenants, Elliot Lake Arts Club and the Model Railroad Club, property management priorities are:

- ✓ Public reception duties, because the gallery would generate foot traffic and ARIEL staff would be able to monitor the front entrance, as the gallery begins in the foyer.
  - ARIEL staff would be trained to welcome visitors as well as sell the gallery merchandise.
- ✓ Mail sorting and distribution, as well as accepting delivered parcels on behalf of the tenants. Tenants would be responsible for any mail being sent from the facility.
- ✓ Internet - currently the Model Railroad Club is willing to share the costs of private high-quality Internet with ARIEL. The Arts Club will assess its needs and may become a third contributing partner.
- ✓ Cleaning - ARIEL would be responsible for overseeing the cleanliness of public areas, including the washrooms. Each tenant would be responsible for the cleanliness of its restricted areas.
  - Because the cleanliness of public washroom facilities, and hallways is essential to create a lasting positive impression on visitors, this task will be provided by a professional commercial cleaning service
  - Estimated cost is \$608 per month, to clean 1600 square feet (\$7,296 per year that the City would save.), plus cost of cleaning supplies, toilet paper and hand towels (estimated at \$100 per month). (Unless ARIEL negotiates supplies in the cleaning contract)
- ✓ ARIEL will be the emergency contact for fire and police.
- ✓ ARIEL will problem solve during power outages, plumbing problems, and other shared events that impact the building and the tenants.
- ✓ Manage public open days on behalf of all tenants – the consensus is that Saturdays will be designated open day, during which the public is invited to “meet the artist” and/or visit the model train displays.
- ✓ ARIEL will oversee opening and closing the facility. (The Model Railroad Club has volunteered to provide three people one day a month to work the gallery. The Arts Club agrees its members will be involved in staffing as they will benefit from sales.)
- ✓ Winter sidewalk clearance - as needed if the City is unable to clear the sidewalk promptly.
- ✓ ARIEL will liaise with the City on behalf of the tenants - one voice representing all stakeholders.
- ✓ ARIEL would be responsible for changing removable signage - posters, sandwich board etc.
- ✓ Any other duties appropriate to the position of property manager.

## **The City as Landlord**

The addition of the gallery changes the anticipated foot traffic to, from and through the building, increasing the need for security:

- Unlike the former gallery, this gallery will not have a door to lock when not in use; the space will be open to through traffic.
- The u-shape of the gallery will make monitoring traffic at the ends of the corridors difficult for staff.
- A system that allows ARIEL and the Arts Club to visually monitor the kiln and the gallery area during closing hours is requested (estimated at \$3,500.)
- ✓ An imperative for any art gallery is a versatile track lighting system that will illuminate the artwork on the walls appropriately.
  - There are individual lights that can be purchased; however, our displayed work is not on permanent display, nor are the display works or the replacements post-sale of standard size.
  - Track lighting that would allow us to easily move the lights to suit the size and shape of the artwork on current display is essential.
  - We request that the city provide a versatile track lighting system.

- ✓ The City would install a tourism literature rack in the foyer that ARIEL would maintain.
- ✓ The City would create an Internet hot spot in the foyer of the gallery as it has done at Collins Hall and other public spaces in Elliot Lake.
- ✓ The City would provide branded merchandise to sell in the gallery, at the same rates as the merchandise is provided to other retailers.
- ✓ The City would provide physical maintenance of the building, including repairs to doors, windows, lighting etc., inside and out.
  - ARIEL would provide a bi-monthly maintenance report to Public Works, unless there is an emergency, at which time the City would be informed immediately.

### **Staffing**

Operating the gallery six days a week with volunteer staff, may be ARIEL's biggest operational challenge moving forward. During the summer months when traffic to the gallery should be at its greatest, finding volunteer staff is at its most difficult.

We estimate that a minimum of three people will be needed to staff the gallery during peak hours. Especially if there is no electronic monitoring system installed. We cannot expect someone to manage the foyer area and watch the halls at the same time.

ARIEL plans to pursue employment grants so that we can hire local young people to supplement the volunteers at peak periods. Most programs require a contribution of 10% of a salary, either full or part-time, to qualify for a grant to pay the remaining 90%.

ARIEL requests that the City contributes \$5,000 annually to support our grant applications for student hires.

### **The Establishment of a Tenant Committee**

The Model Railroad Club and the Elliot Lake Arts Club in conjunction with ARIEL will form a tenants' committee, comprised of the Chairs of each organization. The purpose of this committee is to reach consensus among stakeholders with regards to changes or improvements in procedures to the property. Should there be a need, ARIEL will communicate with The City decisions, questions or concerns that require property owner input. Should other tenants be added, they will automatically become members of the committee.

### **ARIEL's Leasehold Improvements**

In addition to the need for a security system and a lighting system, the proposed gallery will require a visual delineation through wall paint to ensure that visitors recognize the gallery area. Also, the walls of the gallery need to be painted a colour that will enhance the artwork displayed. As ARIEL has experts in visual display among its members, the organization will pay for and execute the painting of the gallery walls (\$500 estimate).

The fourth imperative for any gallery is a system for hanging art on the walls. ARIEL has researched suppliers and has identified a Canadian source that specializes in professional hanging systems. ARIEL's investment would be approximately \$3,000. We will install it.

## **In Summary**

To ensure Elliot Lake has an Art Gallery again, ARIEL is prepared to invest between \$20,000 and \$25,000 in cash and in-kind services to open the doors; and in subsequent years \$16,000 to \$22,000 to run the facility. (Fund raising and the pursuit of grants will be on-going) Over five years that is a total investment in the Gallery by ARIEL of between \$100,000 and \$113,000. In exchange, we ask that the City waive rent, install an electronic security system, and a track lighting system, plus provide seed money of \$5,000 per year.

### ***The benefits to the community should the City approve this exchange are:***

1. A marketable tourism activity that will enhance the suite of activities already in place in Elliot Lake.
2. Marketable special events that will expand the tourism offerings currently available to residents and visitors alike.
3. An educational resource for all City residents – from young to old.
4. A source of inspiration for residents seeking a creative outlet.
5. A retail space for visitors shopping for beautiful things.
6. A source of income for our community's artists.
7. Provide employment opportunities and resume builders for local young people.

## Addendum

"Are sprinkler systems required in commercial buildings Ontario?" is a question that ARIEL asked when preparing this proposal.

We found the following answer:

- A) *Automatic fire sprinkler systems must be installed in all newly built commercial buildings with a fire area that exceeds 5,000 square feet,*
- B) *after any remodeling or renovation that extends the fire area beyond 5,000 square feet, or any single tenant expansion requiring a new certificate of occupancy that increases the...*

ARIEL is under the impression that the DTAC does not have a sprinkler system because it is a renovation that did not expand the building's original square footage, so the building falls under section B above.

When the decision was made, did the City consider that the Arts Club was installing a kiln that would operate at high temperatures for extended numbers of hours? The kiln would not be supervised for the full firing, although it does have an automatic shut off system which can be set by the operator.

Our request for a monitor system with cameras, one of which would monitor the kiln, is due to a perceived need for caution. The addition of a sprinkler system would strengthen the security of the building overall.

We request that the City reconsider its decision and install a fire suppression system.



August 11th, 2023

Kari Kluge  
Recreation and Culture Department  
City of Elliot Lake  
45 Hillside Drive North  
Elliot Lake, Ontario  
P5A 1X5

Dear Kari,

I am writing to you on behalf of The Elliot Lake Arts Club in support of the ARIEL proposal to establish an art gallery and property management at the Downtown Arts Centre, 13 - 14 Elizabeth Walk. ARIEL would be a benefit to the Elliot Lake Arts Club in promoting local artists and their work.

The partnership of the City of Elliot Lake and ARIEL would allow easy building access for Elliot Lake Arts Club members and those who attend workshops and classes run by The Club. It would secure the premises and deter any unwanted vandalism to the property because there would be a welcome/reception area. It would encourage visitors and promote foot traffic to downtown area businesses.

With ARIEL as the property manager it would be beneficial having one point of contact between building tenants and the City for any issues, along with providing upkeep, promoting Elliot Lake merchandise, arts and culture to residents and visitors to our city.

ARIEL has historically promoted the arts and culture of Elliot Lake artists and artisans successfully in the past, running galleries and events, at the Lester B. Pearson Civic Centre. ARIEL has expertise within its membership to run a commercial space/gallery shop and show.

ARIEL would provide the means for young people to have the opportunity to gain experience in design, running a gallery, property management, hospitality and team work, as well as expose them to a variety of art modalities.

ARIEL is sure to exceed all expectations if given the opportunity as they have the knowledge and experience within their membership. This was clearly demonstrated by their space at the Civic Centre prior to its demise. We have no doubt that ARIEL's partnership with the City of Elliot Lake will benefit not only the City but the Elliot Lake Arts Club, the Model Railroad Club, the downtown business community, and residents and visitors to our city alike.

For all the reasons highlighted in this letter, we strongly recommend ARIEL's partnership with the City of Elliot Lake to establish an art gallery and manage the property at the Downtown Arts Centre.

Sincerely,



Christine Roberts, President  
The Elliot Lake Arts Club  
[rbrts.cm@gmail.com](mailto:rbrts.cm@gmail.com)

Cc: Prisca Campbell, Chair, ARIEL

Memorandum of Understanding for

Partnership Engagement

August 15, 2023

Elliot Lake Model Railroad Club

To Whom it may Concern:

The Elliot Lake Model Railroad Club know in the proposal as a “Partner” in the ARIEL proposal.

On behalf of the Elliot Lake model Railroad Club, we fully support the proposal by ARIEL to the City of Elliot Lake as outlined in the submission of the Proposal.

We look forward to working with ARIEL and the ARTS Club in our new home to promote our hobby and the other artistic works in support of the residences of Elliot Lake and the North Shore.

Regards:

Clark Kooning MMR

Elliot Lake Model Railroad Club

ckooning@msn.com