

Adopted by Council at its meeting held October 5, 2015 [M408-2015]

/AC

Windsor, Ontario, October 5, 2015

**REPORT NO. 322 of the  
SOCIAL DEVELOPMENT,  
HEALTH & CULTURE STANDING COMMITTEE**  
of its meeting held September 9, 2015

---

**Present:** Councillor Ed Sleiman, Chair  
Councillor Paul Borrelli  
Councillor Rino Bortolin  
Councillor John Elliott

**Regrets:** Councillor Jo-Anne Gignac

That the following recommendation of the Social Development, Health and Culture Standing Committee **BE APPROVED** as follows:

Moved by Councillor Bortolin, seconded by Councillor Borrelli,  
**THAT** a tax receipt in the amount of \$1,500 **BE PROVIDED** to Arturo Herrera (applicant) for the Corn Fields Windsor Street Sign Public Art Project.  
Carried.

Clerk's Note: Report No. 13 of the Community Public Art Advisory Committee (Corn Fields Windsor Street Sign) is attached as background information.

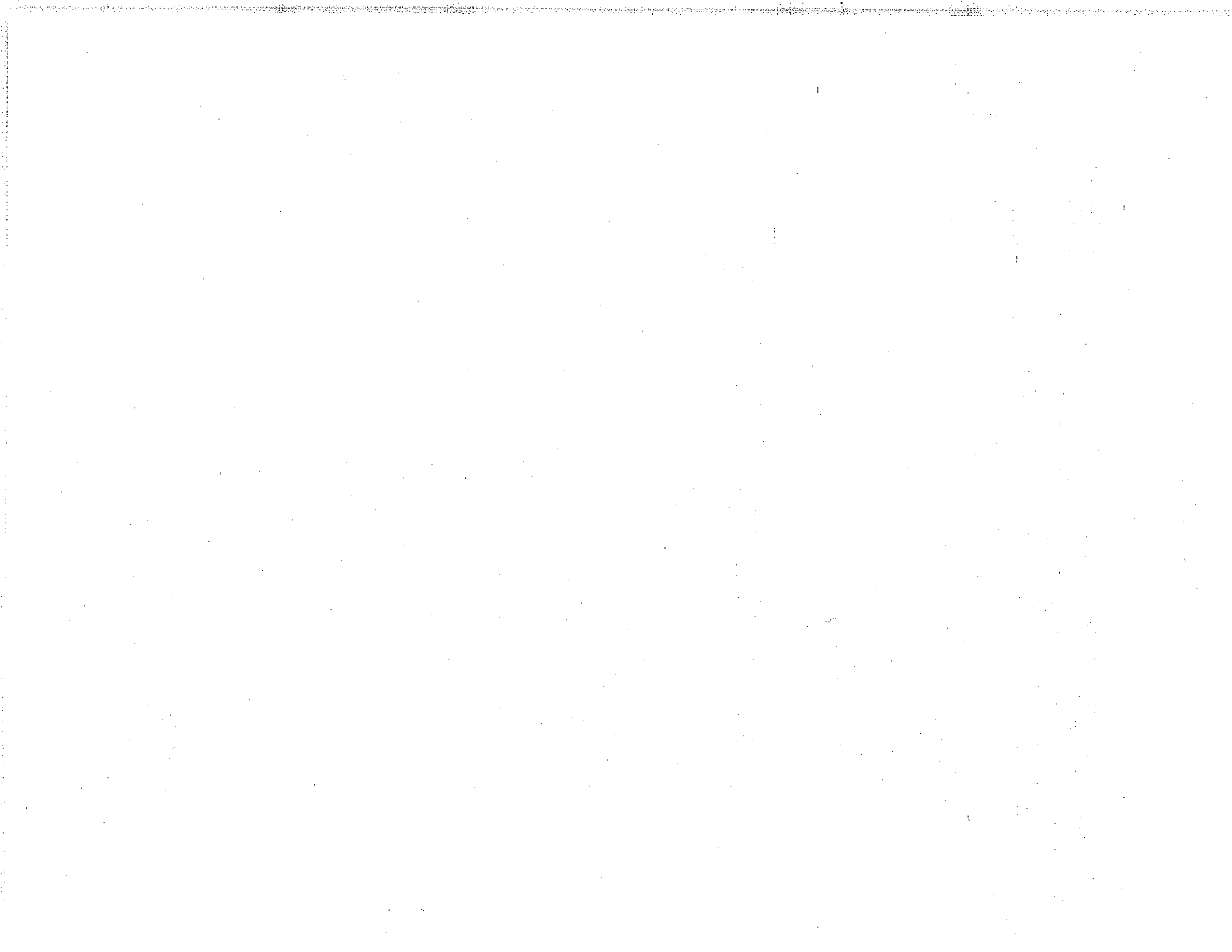


CHAIRPERSON



SUPERVISOR OF COUNCIL SERVICES

<b>NOTIFICATION:</b>				
Name	Address	Email Address	Telephone	FAX
Rosanna Pellerito		rpellerito@citywindsor.ca		
CPAAC members				
Arturo Herrera		hola@arturoherrera.ca		



KK/  
Windsor, Ontario August 5, 2015

**REPORT NO. 13**  
of the  
**COMMUNITY PUBLIC ART ADVISORY COMMITTEE (CPAAC)**  
of its meeting held May 20, 2015  
Walkerville Meeting Room, City Hall

---

**Present:** Leisha Nazarewich, Chairperson  
Councillor Rino Bortolin  
Julie Butler  
Sherry Campeau  
Therese Hounsell  
Nadja Pelkey

Your Committee submits the following recommendation:

Moved by N. Pelkey, seconded by Councillor Bortolin,

That the request of Arturo Herrera (applicant) for the City of Windsor to either purchase the Corn Fields (Windsor) street sign at a cost of \$1,200 or, that the City provide a tax receipt in the amount of \$1,500 **BE REFERRED** to the Social Development, Health & Culture Standing Committee for a decision.

Carried.

\_\_\_\_\_  
Chairperson

\_\_\_\_\_  
Committee Coordinator

**Note:** Background information relating to the "Corn Fields" – attached.

<b>NOTIFICATION:</b>	
Community Public Art Advisory Committee	On file
Arturo Herrera	<a href="mailto:hola@arturoherrera.ca">hola@arturoherrera.ca</a>

## Project Description

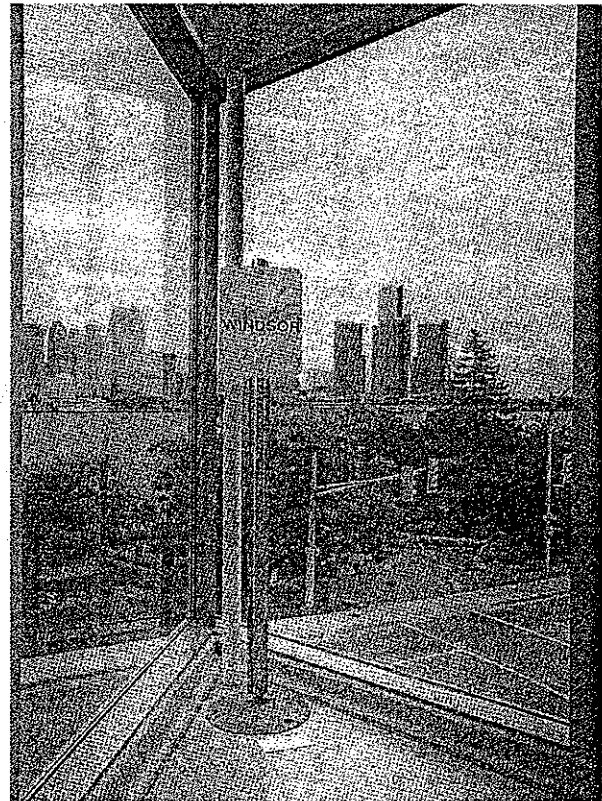
Corn Fields, 2014

Arturo Herrera

12 in x 18 in, actual sign

Hand-carved aluminum signs, automotive paint

Corn Fields is a public art project, commissioned by the Art Gallery of Windsor for Possible Futures: what is to be done? The 2014 Windsor-Essex Triennial of Contemporary Art. It consists of a series of three, aluminum, handcrafted "street signs", each custom-carved for the location on which it stands. Corn Fields (La Salle) is located on the grounds of the Vollmer Recreation Complex, Corn Fields (Windsor), is currently installed in the Art Gallery of Windsor and Corn Fields (Leamington) has been placed in the vacant lot next to the Leamington Arts Centre (LAC). Each sign presents the name of the city or town, set in front of a splay of corn

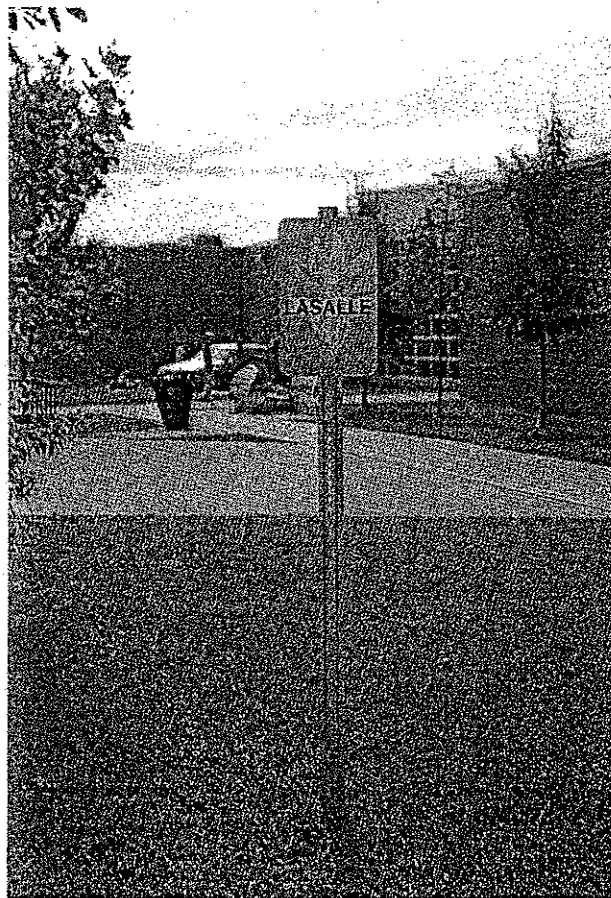


to represent corn as an important and powerful symbol for Windsor-Essex County.

Corn Fields acknowledges the daily relationship we have with corn as a source of food, fuel and feed. A concrete triptych, Corn Fields functions as a reminder of our reliance on corn as a food source and a connection to the history of the land and the people that labour in the fields. Corn has a rich history in Ontario and our region, as a crop first grown by First Nations' farmers, then by European settlers, and, now, by farmers across Canada. With this project, an official symbol of each city is created, stating that the corn grown in the fields of Essex County is a part of our collective identity.

## Proposal

I have been approached by the LAC to discuss the possibility of having Corn Fields (Leamington), permanently located next to the LAC. With its street view and downtown location, the work is highly visible and engages a wide audience. It is my hope that each sign can be permanently located in each community. I have received positive feedback from community members in all three cities. I was surprised to hear that many people were unaware that there were cornfields in Essex County, while others recalled past summer jobs detasseling corn, a common job for many youth in the region.



The cost of each sign for purchase is \$1200.00, which includes the sign and post. If purchasing the work is not possible, a sales tax receipt for \$1500.00 will be accepted. Please see a breakdown of the production costs, including materials and labour below. If purchased by the City of Windsor, I believe the work would continue to initiate interest and conversations, bringing a unique, public artwork to the downtown cityscape of Windsor. I am currently working with the LAC in Leamington to have Corn Fields outside of the gallery. I will also be approaching the City of La Salle to have the work permanently installed.

Please let me know if you require further information. I can be reached at (519) 903-1705 or by email: [hola@arturoherrera.ca](mailto:hola@arturoherrera.ca)

Materials:

Galvanized bases (3) Galvanized posts (3) \$400.05

Primer(3) x \$13.55

Mid temp cleaner pads (6) x \$2 \$ 40.65

Paint 5 oz (10) x \$11 \$110.00

Carving Buds: buds(6), muslin buffs, white diamonds rouge \$122.70

Aluminium sheet 3/8 "12 in x 18 in plus custom cut \$197.92

TOTAL \$871.32

TAXES \$113.27

GRAND TOTAL \$984.59

EACH SIGN MATERIAL COST \$328.19

Labor:

Project assistant \$480.00

Artist Fee \$600.00