



16 May, 2017

Town of Fort Frances
320 Portage Avenue
Fort Frances, Ontario

Dear Mayor and Council

Re: Maple Leaves Downtown

Attached please find a proposal from Natalie M. Donaldson regarding the above mentioned subject. Ms. Donaldson presented the proposal to us at our monthly meeting on 10 May, 2017 and the board thought that the project and the concept had a great amount of merit and we are in full support.

We feel that this would be a boost to our downtown in addition to the new upcoming Rainy Lake Square.

Your consideration to this project would be greatly appreciated.

Yours

A handwritten signature in black ink, appearing to read 'Shelley Wepruk'. The signature is fluid and cursive, with a large loop at the end.

Shelley Wepruk
Secretary.

Subject: Proposal for Council- "Maple Leaves Downtown"
From: Nathalie Donaldson (nathaliemdonaldson@hotmail.com)
To: reefpoint2000@yahoo.com;
Date: Wednesday, May 10, 2017 10:19 AM

Mayor and Members
of Council,

The Shops on Scott and downtown business employees have been meeting to do event planning for our Mall Day celebration of Canada's 150th anniversary. Because we want to create a fun and well-participated event, we are filling the blocks with Canada Day decorations, special sales and deals, and family activities and games to make it a memorable event for our community.

Because our sidewalks will be replaced at some point this summer, we feel we have the unique opportunity to create a temporary public art project in honour of this special day. Included is a short proposal outlining the intent for this project.

As well Travis Rob has been emailed about this idea and he has advised us to ask Council for permission but stated that there is no definite construction date at this time. We understand that it may not be possible in the event that the sidewalks are completed by July 1st, but it is more likely that they will not be done at that time.

With the full support of the BIA - Shops on Scott, the contact person and creative director of this project is Nathalie Donaldson and she welcomes any questions or concerns you may have. Thank you for your consideration.

Work:
Betty's of Fort
Frances (807) 274-9565
A meeting at Betty's
would be very welcome if you would like to speak in person.

Home:
(807) 271-1747

Online:
nathaliemdonaldson@hotmail.com
Send a message
the Downtown Fort Frances Facebook page.

Artwork Name: Maple
Leaves Downtown

Objectives: To

create an aesthetically pleasing downtown area which serves to relay a message of Canadian pride and Fort Frances pride to tourists, visitors from neighbouring communities, and residents of our community.

Concept: To decorate

our downtown sidewalks by painting large maple leaves scattered across the bricks.

Context: Countless

cities and towns across Canada will be having huge celebrations for Canada's 150th anniversary. We have the unique opportunity of the timing of our sidewalk replacement to decorate the street in an unusual and fun way, potentially gaining positive publicity for Fort Frances.

Process:

- Using a large stencil for uniformity and a professional looking finish, maple leaves will be spray painted approximately 30-40cm in size along the sidewalk about 1-2m apart.
- If volunteers help out, there may be a few of us completing the painting.
- We would like to do the 200 block of Scott Street given that all the red bricks on this block will be replaced. Obviously if the sidewalk is partly finished then the new sections will not be painted! If given permission to decorate the 100 and 300 blocks as well, even though they will not be replaced in the near future, we would love to do so, please advise.
- It will be done in June leading up to Canada Day and will be gone when the sidewalk is replaced.

Other considerations:

- No maintenance required as they will be gone when the sidewalk is replaced.
- Minimal disruption to pedestrians as the sidewalk will not be blocked off and the paint will dry quickly. It will be completed in the mornings or evenings when foot traffic is minimal.
- No safety risks to residents.

Nathalie Donaldson, in partnership with the BIA, will take full responsibility for the completion of this project and require no town support with regards to cost or labour, just your permission. If you have any questions or input on how this could or should be done, please let us know! Ms. Donaldson is very flexible and open to working with

you to figure out the best way this can be accomplished.