



MEMORANDUM

TO: Arts and Culture Commission
FROM: Maegin Elshaug, Planning Coordinator
DATE: May 9, 2019
RE: Arts and Culture Commission Meeting

The next meeting of the Arts and Culture Commission will be held on May 15 at 5:00 p.m. in the Commission Chambers, City Hall. If you are not able to attend, please contact staff at 701.241.1474 or planning@FargoND.gov. Thank you.

ARTS AND CULTURE COMMISSION
Wednesday, May 15, 2019 5:00 p.m.
Commission Chambers
AGENDA

- | | |
|---|-------------|
| 1. Approve Order of Agenda | Action Item |
| 2. Approval of Minutes – April 17 | Action Item |
| 3. Commission Engagement Discussion | |
| 4. Presenter: Officer Bloom, Community Trust Officer | |
| 5. Report on Minneapolis/St. Paul information gathering | |
| 6. Update on Capital Project | |
| 7. Update on Performing Arts Center | |
| 8. Update on Sodbuster | |
| 9. Americans for the Arts Conference | |
| 10. 2019 Work Plan discussion | |
| 11. Other Business or Public Comments | |
| a. Next Regularly Scheduled Meeting June 19, 2019 | |

Arts and Culture Commission meetings are broadcast live on cable channel TV Fargo 56 and can be seen live by video stream on www.FargoND.gov/streaming. They are rebroadcast each Saturday at 4:00 p.m.

People with disabilities who plan to attend the meeting and need special accommodations should contact the Planning Office at 701.241.1474 or TDD at 701.241.8258. Please contact us at least 48 hours before the meeting to give our staff adequate time to make arrangements.

Minutes are available on the City of Fargo Web site at www.FargoND.gov/artsandculture.

ARTS AND CULTURE COMMISSION MINUTES

Regular Meeting:

Wednesday, April 17, 2019

The Regular Meeting of the Arts and Culture Commission of the City of Fargo, North Dakota, was held in the Commission Chambers at City Hall at 5:00 p.m., Wednesday, April 17, 2019.

The Arts and Culture Commissioners present or absent were as follows:

Present: Arlette Preston, Deb Williams, Tracy Walvatne, Mark Johnson, Tracy Jordre, Joe Williams

Absent: Jon Offutt, Denise Kolpack, Denese Odegaard,

Chair Preston called the meeting to order and welcomed Members to the meeting.

Item 1: Order of Agenda

Member Johnson moved to approve the Order of Agenda. Second by Member Jordre. All Members present voted aye and the motion was declared carried.

Item 2: Minutes: Regular Meeting of March 20, 2019

Member D. Williams moved the Minutes of the March 20, 2019 Arts and Culture Commission meeting be approved. Second by Member J. Williams. All Members present voted aye and the motion was declared carried.

Item 3: Review Recommendations for Spring Call for Artists

Chair Preston presented the recommended funding for the Spring Call for Artists proposals. Four proposals were submitted to the committee for review. The purpose of the review was to ensure a fair and equitable decision was made and the art was in good taste.

Member D. Williams moved to approve to fund the Downtown Community Partnership/Business Improvement District's proposal for \$2,750 and FMBallet's proposal for \$2,000; and to provide a \$1,000 stipend to Emily Williams-Wheeler and a \$1,000 stipend to Olivia Bain to further investigate their proposals and reapply during the next application period. Second by Member Jordre.

Member Johnson suggested that stipend recipients be required to communicate with staff and reapply in the fall to let Board members know if the projects would be feasible. Planning Director Nicole Crutchfield explained that staff recognizes the work artists put towards proposals and think the \$1,000 stipend could cover the time spent in collaboration with the Board and the Planning Department.

Action continued on the motion. All Members present voted aye and the motion was declared carried.

Item 4: 2019 Work Plan

Chair Preston presented the 2019 Work Plan, which honed in on the ideas of Outreach, New Ideas, Evaluation, Funding and Growth. Member Walvatne expressed concern over the timeline of the work plan. Chair Preston said the plan would be evaluated on a quarterly basis to track progress. Member Johnson moved to approve the 2019 Work Plan. Second by Member Williams. All Members present voted aye and the motion was declared carried.

Item 5: Presenters and Educational Opportunities

Guest speaker Laura Youngbird, Director of Native American Programs at the Plains Art Museum, gave an overview of the works displayed this season. The Plains Art Museum is a contemporary art museum that displays contemporary artwork, including that of Native American artists.

Item 6: Forecast Public Art artist workshop update

Planning Coordinator Maegin Elshaug reported that, based on funding, the Forecast Public Art event will be a one day workshop instead of the initially planned two day workshop.

Item 7: Other Business or Public Comments

There were no public comments made at this meeting.

7a. Next regularly Scheduled Meeting May 15, 2019

The time at adjournment was 5:37 p.m.

MEMORANDUM

TO: Arts and Culture Commission

FROM: Maegin Elshaug, Planning Coordinator

DATE: May 9, 2019

RE: Meeting Report

Item 3) Commission Engagement Discussion

Chair Preston will lead discussion about engagement of the Commission.

Item 4) Presenter: Officer Bloom, Community Trust Officer

Officer Bloom will present programs and upcoming events.

Item 5) Report on Minneapolis/St. Paul information gathering

Chair Preston and Commissioners D. Williams and Jordre will present regarding their recent trip to Minneapolis/St. Paul.

Item 6) Update on Capital Project

Chair Preston will provide an update on the Capital Project discussions and upcoming survey.

Item 7) Update on Performing Arts Center

Chair Preston will provide an update on the Performing Arts Center.

Item 8) Update on Sodbuster

Planning Director Nicole Crutchfield will provide an update on Sodbuster, including the restoration and next steps.

Item 9) Americans for the Arts Conference

Information about the June Americans for the Arts conference will be presented at the meeting.

Item 10) 2019 Work Plan

Chair Preston will lead discussion on the 2019 Work Plan.

CITY OF FARGO ARTS & CULTURE COMMISSION
2019 Work Plan

| Action Steps | Outcome | How | Partners | Timeframe | Lead | Support | Progress |
|--|--|--|--|-----------------------|--------------------------|---------|-----------------------|
| Outreach | | | | | | | |
| Develop "marketing" plan with Convention and Visitors Bureau (CVB) to encourage cultural tourism | Increase hotel guests, large community events featuring culture to draw visitors, expand "what to see" when you visit Fargo | Get all groups together and explore how to raise activities to next level | CVB, FM Visual Artists (FMVA), Studio Crawl, The Arts Partnership (TAP), Design Magazines | Q2 | Commission | Staff | |
| | | Meet with CVB to explore vision and method to making Fargo a cultural tourism draw | | Q2 | Commission | Staff | |
| | | Develop plan and present to City Commission | | October | Commission | Staff | |
| | Online marketing with public access to public art inventory for increased awareness; more celebrations, increased attendance/visits to public art sites; likes on public art Facebook page; public perception that Fargo is an arts attraction | Art archives, schedule one item in media every month or week | City department, social media, Chamber, leadership class | Q3 | Consultant | Staff | |
| | | Explore "Public Art in Fargo" Facebook page -- identify host, funding, etc. CVB possible host. | CVB, FMVA, Studio Crawl, TAP, Design Magazines | Q3 | Commission | Staff | |
| | Re-examine the user friendliness of website and make improvements | | Q3 | Commission | Staff | | |
| Conduct community Listening Session | Increase awareness of resident's interests/support | Invite artist to events, go to their meetings, NAM groups, pop-up sign, community events (booth), PR market/ interview and answers | Depends on issue or project | As Needed | Commission | Staff | |
| | | Explore how to better engage the larger community | | | | | Staff with Consultant |
| Meetings with developers, artists/ partners for feedback and input | Increase awareness of developers interests/support | Do we do this in a large group setting? Or more intimate 1-on-1 meetings? Started this with the Capital project | Current partners, art organizations, FMVA, TAP, City of Fargo, Park District, Symphony, Fargo and West Fargo Public Schools, Native American Commission, other commissions | Q3 | Co-lead with Consultant | Staff | |
| Cultivate partnerships through ongoing round tables | | Strategy needs to be identified | | ongoing / per project | Commission | Staff | ongoing |
| Generate new ideas | | | | | | | |
| RE-examine Public Art Possibilities from Public Arts Master Plan (PAMP) | Ensure that no opportunities are missed from that process | Identify artists who submitted public art possibilities to gauge current interest | Artists who submitted | Q2 | Staff | | |
| | | Examine those possibilities that meet our thematic approach | | Q2 | Staff | | |
| | | ACC whether there is a project(s) to move forward with | | Q2 | Commission | Staff | |
| | | Develop process to identify and implement major capital project | CVB | Q3 | Staff | | |
| Review City Capital Improvement Plan (CIP) develop approach to adding artistic perspective | Every Capital Improvements Plan (CIP) project is designed with creative placemaking approach | Identify process/method for involvement in the planning/design process for infrastructure projects | MetroCOG and Engineering Department | ongoing | Staff | | ongoing |
| | | Develop plan to include art in Main Ave reconstruction | | ongoing | Staff | | ongoing |
| | | Research what other communities are doing with public infrastructure projects | | ongoing | Staff | | ongoing |
| | | Identify scheduled projects for the next 3-4 years | MetroCOG and Engineering Department | ongoing | Staff | | ongoing |
| | | Identify funding for ongoing projects | | ongoing | Co-Lead | | ongoing |
| | | Explore an artist in residence program for the City | | ongoing | Co-Lead | | ongoing |
| Integrate into other committee work in Planning Department | Integrate cultural piece with Native American Commission | Joint meeting with other commissions | Planning Department, other commissions | ongoing | Co-Lead (Nicole primary) | | ongoing |
| Evaluate | | | | | | | |
| Identify and implement a method(s) to capture impact of public art in the community | Plan in place to measure impact | Research literature and resources on national level | Consultant to determine | Q2-Q4 | Staff | | |
| | | Research other communities ACC's approach | | Q2-Q4 | Commission | Staff | |
| | | Determine approach | | Q2-Q4 | Staff | | |
| | | Identify needed staff resources | | Q2-Q4 | Co-Lead | | |
| | | Determine what's realistic | | Q2-Q4 | Co-Lead | | |
| | | Use economic data from the arts economic impact study | | Q3 | Co-Lead | | |
| Funding | | | | | | | |
| Identify a long-term plan for funding public art in Fargo | Funding will allow for continued growth | Determine level of funding needed for 5 year span | Community wide task force | Q2 | Commission | Staff | |
| | | Identify potential sources | City, CVB, private developers, foundations, banks | ongoing | Commission | Staff | |
| Growth | | | | | | | |
| Build capacity of ACC | | Invite presenters to meeting | | ongoing | Commission | Staff | ongoing |
| Build capacity of staff | | Meet with community key players | | ongoing | Commission | Staff | ongoing |
| | | Maintain 3/4 employee - need "project meeting" skills | | Q2-Q3 | Co-Lead | | |
| | | Communicate with Mayor/Commission | | Q2 | Co-Lead | | |
| | | Influence budget process | | Q2 | Co-Lead | | |