

MEMORANDUM

TO: Arts and Culture Commission

FROM: Kylie Murphy, Assistant Planner

DATE: August 16, 2017

RE: Arts and Culture Commission Meeting

The next meeting of the Arts and Culture Commission will be held on Wednesday, August 16 at 5:00 p.m. in the City Commission Room, 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, August 16, 2017, 5:00 p.m. City Commission Room AGENDA

1. Approve Order of Agenda
2. Approval of Minutes – May 17, 2017 and June 21, 2017
3. Appointment of Chair and Vice Chair
4. New Meeting Time
5. Folkway's Canoe Parade
6. Art Proposals
7. Public Arts Master Plan Communication Outreach Update
8. Public Comments

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:

May 17, 2017:

The Regular Meeting of the Arts and Culture Commission of the City of Fargo, North Dakota, was held in the City Commission Room at City Hall at 4:00 o'clock p.m., Wednesday, May 17, 2017.

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

Present: David Bertolini, Dayna Del Val, Jessica Jung, Michael Olsen, Deb Williams

Absent: Cassandra Miller, Netha Cloeter, Tim Lamey, Arlette Preston

Also present were John Strand, City Commissioner and Mara Brust, Planning Commissioner.

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

Item 1: Approve Order of Agenda

Kylie Murphy, Assistant Planner, made note that item number four, Update on Sudden Sculpture Park, would not be heard at this meeting and should be removed from the agenda. Mr. Olsen moved the Order of Agenda be approved with the removal of item number four. Second by Ms. Jung. All Members present voted aye and the motion was declared carried.

Item 2: Minutes: Regular Meeting of April 19, 2017

Ms. Jung moved the minutes of the April 19, 2017 Arts and Culture Commission meeting be approved. Second by Mr. Olsen. All Members present voted aye and the motion was declared carried.

Item 3: Annual Report

Ms. Murphy presents the Annual Report for the 2018 Arts and Culture Commission Budget. Ms. Del Val states that under public art projects the wording makes it sound like facilities is involved in picking the art for the new city hall. Would the commission write a RFP for the new city hall? Mr. Strand would like to see a full time staff member for the commission and would also like to advocate for an increase in budget from 2017.

Item 4: Public Arts Master Plan Update

Mr. Becker presents the draft of the Public Arts Master Plan to the commission. Discussion by the commissioners regarding the master plan. The commissioners would like to be proactive when it comes to public art and not wait for projects to come to them. The commission discussed the possibility of a performing art center and future art places. Mr. Becker told the commission that performing art centers were not included in this plan because they are not considered public art.

Item 5: Public Art Possibilities

Ms. Murphy presented two public art possibilities that came directly from the Public Arts Master Plan. Discussion by the commissioners to see if using public art possibilities is the direction the commission wants to go.

Item 6: Board Vacancies and Appointment Processes

Ms. Murphy presented the board vacancies along with each commissioners terms and the process for appointment.

Item 7: Public Comments

No public comments were made at this time.

The time at adjournment was 5:10 p.m.

ARTS AND CULTURE COMMISSION MINUTES

Regular Meeting:

Wednesday:

June 20, 2017:

The Regular Meeting of the Arts and Culture Commission of the City of Fargo, North Dakota, was held in the City Commission Room at City Hall at 4:00 o'clock p.m., Wednesday, June 20, 2017.

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

Present: David Bertolini, Arlette Preston, Jessica Jung, Deb Williams

Absent: Cassandra Miller, Netha Cloeter, Tim Lamey, Michael Olsen, Dayna Del Val

Also present were John Strand, City Commissioner

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

Item 1: Approve Order of Agenda

A quorum is needed to approve the order of agenda; therefore, the order of agenda was neither approved nor denied.

Item 2: Minutes: Regular Meeting of April 19, 2017

A quorum is needed to approve the April 19, 2017 meeting minutes; therefore, the order of minutes were neither approved nor denied. The April 19, 2017 meeting minutes will be brought to the next regularly scheduled meeting for action.

Item 3: Annual Report

Ms. Crutchfield, Planning Administrator, stated that the annual report is a tool that is used to highlight the master plan into a one page report for the City Commissioners and the Mayor. Mr. Bertolini noted that under program support the position changed from a staff position to a contract position. Ms. Crutchfield explains that this position would still be a City of Fargo employee and are eligible for benefits, they just are not guaranteed a position in the future.

Item 4: Update on Sudden Sculpture Park and Other City Granted Projects

Joe Burgum of Folkways presented on the Sudden Ice Sculpture Park and there plans for growing the Ice Sculpture Park this winter. Folkways had received positive feedback from the Horace Mann neighborhood.

The Arts and Culture Commission previously funded decorative bike racks which were to be placed in the City of Fargo. Meagin Elshaug, Planner, and Dan Farnsworth, Metro Cog, have been working with these artists to install the bike racks. The bike racks are intended to be installed during the August Streets Alive event.

The Commission also discussed that they would like to get an update on the Madison Park Skate Park Sculpture.

Item 5: Public Arts Master Plan Update and Communications Outreach

Ms. Crutchfield gives an overview on the Public Arts Master Plan communication strategy. Staff is looking to release the plan to the public within the next three weeks. Staff will send the Public Arts Master Plan to the commissioners for any additional comments and editing. Commissioners further discuss the timeline of the Public Arts Master Plan communication strategy.

Item 6: Public Art Possibilities

Mr. Bertolini discusses the public art possibilities. Ms. Crutchfield asks the commissioners to prioritize the public art possibilities in the Public Arts Master Plan. The intent of the Public Arts Master Plan is to bring together community and government ideas with the possibility of commissioning artists.

Item 7: New Meeting Time

Mr. Bertolini explains his conflict with the current meeting time and asks if the commissioners would be able to meet on the third Wednesday of every month at 5pm instead of the current 4pm time. Mr. Bertolini also announces that due to his conflict he will be stepping down as Chair at this time.

Item 8: Public Comments

No public comments were made at this time.

The time at adjournment was 5:10 p.m.



Canoe Parade

Simone Wai
514 10th Ave S Fargo, ND

Simone@Folkways.co
701-212-2722

The Idea: Canoe Parade

The Canoe Parade is an event designed to create a positive relationship between the Red River and its neighbors, connecting both participants and spectators to the river that has shaped Fargo. The parade consists of canoes and their paddlers decorated and in costume, paddling proudly down the river. Creativity, pageantry, and spectacle will be highly encouraged (as no branding or advertising will be allowed) with prizes awarded to the best-dressed vessel.

This event will aid in cultivating a culture of outdoor recreation along the river and its trails, while fostering a love for the Red River itself. Spectators play an important role in the event by creating an environment of excitement and revelry. Additionally, spectating does not require a canoe, which removes the barrier to enjoyment for residents of all ages and canoe-owning status.

It is our hope that the canoe parade will become a staple annual event that reminds Fargoans of the power and beauty of the Red River.



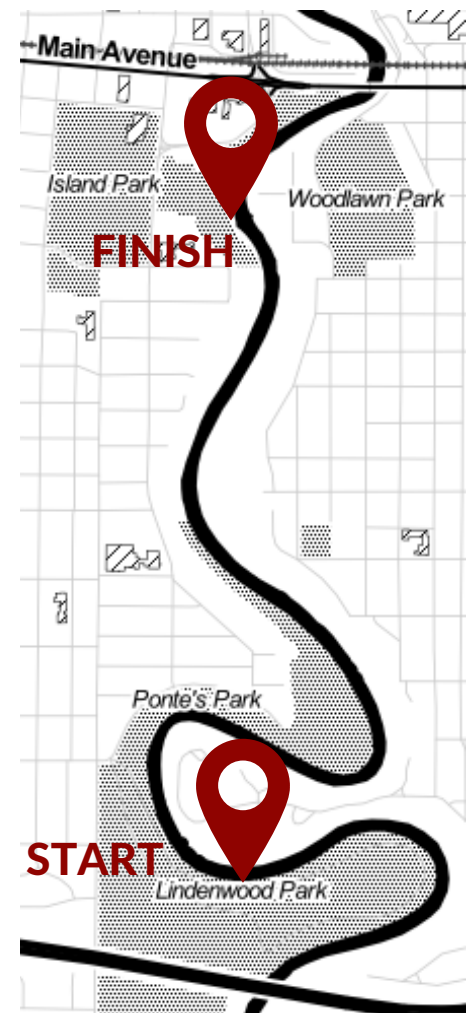
Red River

The Location: Red River

The Red River is one of the area's greatest natural landmarks. However, due to years of devastating flooding, the mighty river has created few positive memories for its neighboring citizens despite providing many safe and easy opportunities for urban recreation. This event and venue was selected to spark change in the relationship that we have with the Red River.

A natural starting point for the parade is the new Lindenwood Park Canoe and Kayak Launch. Selecting the launch as a starting point would highlight this community asset and would allow the event to be handicap accessible. The course finishes at the Dike West Park access before the floating pedestrian bridge, acting as a safe stopping point before the dam. The finish line will celebrate parade participants and rally spectators with a canoe festival. Guests can enjoy live music, an up close viewing of the canoes and their creators, and hear the announcement of the grand prize winners who will receive the annual golden paddle.

Photos: Start Site, Viewing Areas in Lindenwood, Festival Site





Simone Wai with Folkways

Simone Wai is a community builder at Folkways. Though she is a student of marketing and business, the theme of her career has been working with artists, makers, and creators of all kinds. In her work and life, Simone revels in creating moments of wonder for all those who participate in her events and projects, her most notable being Alley Fair, the Red River Market, and a German style Christmas market.

The Canoe Parade is an event designed to create a positive relationship between the Red River and its neighbors, connecting participants and spectators to the river that has shaped the Fargo Moorhead area. The parade consists of canoes and their paddlers, both decorated and in costume, navigating proudly down the river.

This isn't your average candy-slinging Main Street promenade. Creativity, pageantry, and spectacle will be highly encouraged with prizes awarded to the best-dressed vessels. The floats will be entirely the result of their creators' imagination without the curation of parade organizers and absolutely no branding of influence. The theme of each float is selected by the entrant depending on what is creatively relevant to them. Individual float themes can be revisited each year provided that the entrant builds upon their previous design. Canoe parade entrants will have the opportunity to attend two pre-parade events to help them elevate their design and prepare their canoes for launch.

The first pre-parade event will be focused on the development of participants' ideas. Each canoe team will have the opportunity for a one-on-one consultation with a stipend community artist, builder, or maker to assist in sketching out the concept and advising on materials and construction. The second event will be hands on as artists and canoe groups are invited back for a day of collaborative creation. Canoe teams can bring materials and use shared tools to bring their designs to life under the guidance of the artists that helped develop



them. The pre-parade events are meant to raise the creative quality across entrants to enrich the overall artistry of the parade.

The parade will aid in cultivating a culture of outdoor recreation along the river and its trails, while fostering a love for the Red River itself. Spectators play an important role in the event by creating an environment of excitement and revelry. Recommended canoe viewing areas will highlight riverfront trails and parks. Additionally, spectating is free of charge and does not require a canoe, which removes the barrier to enjoyment for residents of all ages and canoe-owning status.

This event and venue was selected to spark change in the relationship that we have with the Red River. A natural starting point for the parade is the new Lindenwood Park Canoe and Kayak Launch. Selecting the launch as a starting point would highlight this community asset and would allow the parade to be handicap accessible for both spectators and canoe entrants. The course finishes at the Dike West Park access before the



floating pedestrian bridge, acting as a safe stopping point before the dam.

The finish line will celebrate parade participants and rally spectators with a canoe festival. Guests can enjoy live music, get an up-close viewing of the canoes, speak to their creators, and hear the announcement of the grand prizewinner who will receive the annual Golden Paddle, an actual gilded canoe paddle. Golden paddle winners are encouraged to use their paddle proudly in the parades for years to come show their accolades as a badge of honor.

The intention of the Canoe Parade is to become an annually recurring event building on its recognition from each year. The parade draws on a spirit that connects to the distinct character of Fargo and this appeal can be an attraction for those living in and visiting the community. We hope that the Canoe Parade can mark Fargo as a destination for outdoor recreation, arts, and culture in the years to come.

Budget*	
Expenses	Amount
Labor	
Organizational	\$1200
At event	\$240
Administrative	
Insurance	\$200
Street/Park Permit	—
Thank You's	\$250
Entertainment/Interact	
Games	—
Information booth	\$100
Golden Paddle	\$100
Entertainment/Watch	
Daytime performers	\$200
Marketing/Communications	
Photographer	\$200
Videographer	\$1000
Website	\$105
Printing	\$200
Advertising	\$100
Operational/Infrastructure	
Stage	\$100
Sound	\$1000
Porta-Potties	\$100
Trash Cans	\$30
Signage	\$350
Subtotal	\$5275
Revenue	Amount
Participation Fee	\$20/canoe
Subtotal	\$240
Total	\$5035
*a more detailed budget is available upon request	

AGREEMENT

Sudden Park Art Sculpture

This agreement is made and entered into this 19 day of December, 2016, by and between the City of Fargo, a North Dakota municipal corporation (City), whose address is 200 N. 3rd Street, Fargo, North Dakota 58102 and Stokum Holdings, LLC, doing business as "Folkways", (Recipient), whose address is 514 10th Avenue South, Fargo, North Dakota 58103,

WHEREAS, the City issued a request for proposals for a public art project, using the City's public art funds; and,

WHEREAS, Recipient submitted a proposal for a public art project, a copy of which proposal is attached as Exhibit "A"; and,

WHEREAS, the City and Recipient wish to enter into an agreement to commission Recipient to producing the public art project as proposed;

NOW, THEREFORE, based upon the mutual covenants recited herein, it is hereby agreed:

I. Authority

The North Dakota Century Code (40-05-01(73)) authorizes cities to appropriate and disburse funds for "encouragement of the arts" activities and to accept and disburse grant funds from various sources for such purposes as well.

II. Statement of Work

Recipient will produce the public art project as proposed in Recipient's proposal, Exhibit "A", attached hereto and incorporated as if fully set forth herein [hereinafter the "Work"].

III. Terms and Conditions of the Work

A. Simone Wai and Joe Burgum will act as project managers.

B. It is understood that this proposal involves temporary art.

C. Completion date for event, art and community engagement is April 1, 2017.

D. If weather does not support creation of snow and ice sculpture before March 1st, then the Recipient will have the opportunity to provide an alternative proposal for a temporal public art piece to the City prior to March 10, 2017. The alternative proposal must include a description of the proposed public art piece and a proposed deadline for community engagement and completion. The City will have until April 10, 2017 to review the alternative proposal. If the alternative proposal is accepted, said acceptance shall establish a binding commitment by the Recipient to complete the alternative proposal art piece by the deadline set forth in said alternative proposal, and shall also be a binding commitment by the City to pay the remaining balance of the total agreed upon compensation upon timely and satisfactory completion and installation thereof. If the alternative proposal is not accepted within said 30-day period or if the alternative proposal is rejected by affirmative decision then, in such event, this agreement shall automatically terminate without notice and the parties' obligations to one another shall also terminate. The Recipient, having been paid fifty percent of the agreed upon compensation, as stated in the following paragraph, will not be entitled to any additional compensation and the City's payment obligation will be limited to the initial said one-half of \$7000 already paid.

IV. Compensation and Payment. Recipient shall be compensated in the sum of \$7,000. with half of said amount to be paid to Recipient by the City upon execution of this Agreement and with the remainder of said amount to be paid upon timely and satisfactory completion and installation of the Work or

upon timely and satisfactory completion and installation of the alternative proposal for the Work if said alternative proposal is accepted.

V. City Representatives

The City shall designate representatives of the City who will be authorized to make all necessary decisions required in connection with the performance of this agreement and with the disbursement of funds in accordance herewith.

VI. Termination for Cause.

This agreement may be terminated if the Recipient materially fails to comply with any term of the agreement. In the event that this Agreement is terminated for non-compliance, the Recipient may be required to repay funds that have been invested in the project.

VII. Monitoring and Evaluation

The City reserves the right to monitor and evaluate the progress and performance of the Recipient to assure that the terms of this agreement are being satisfactorily met in accordance with this agreement. The Recipient shall cooperate with the City relating to such monitoring and evaluation.

STOKUM HOLDINGS, LLC

By: 
Its: President

CITY OF FARGO


Timothy J. Mahoney, Mayor

ATTEST:


City Auditor

Communications for Fargo's Public Art Master Plan – Draft

STRATEGY

- 1) “Take the Show on the Road” – Share draft and ask for feedback
 - a. Arts groups
 - i. EDs
 - ii. Board presentations
 - iii. Group meetings
 1. FMVA
 2. TAP
 3. Plains Art
 - b. Neighborhood associations
 - i. Neighborhood coalition
 - ii. By invitation
 - iii. Email blast
 - c. Community groups
 - i. CVB
 - ii. Schools
 - iii. Parks
 - iv. Business Community
 1. Foundations
 2. Cultural Orgs
 3. Developers
 - d. Public officials – Brown Bag
 - i. City staff – department heads
 - ii. Other boards and commissions
 - e. General public
- 2) Information and Education
 - a. Print media and Radio
 - b. Public presentation – complementary talk with hired speaker?
- 3) Large presentation – open to all at Fargo Theatre with Q&A
- 4) Open comment period
- 5) Adoption

TOOLS

- 1) Prepare Materials Needed - Staff to prepare with assistance from Jack
 - a. Talking points and professional messaging
 - b. Visualization of vision through story or images
 - c. Brochure – leave behind
 - d. FAQs - What are all the questions we want to list?

- e. Power Point - A Powerpoint could be used to share at each meeting, with the highlights and key points illustrated. Produce a handout (a cut sheet) with a shorter version of the Summary and Goals.

2) Methods:

- a. Post Plan Draft on the City's website, and use social media and other means to get the word out about the plan's progress and goals.
- b. Invitations – email blast, calls, direct asks, neighborhood representatives.

3) Who is carrying the plan distribution and/or leading the communications and their role:

- a. Staff
- b. ACC members
- c. Elected officials

4) Messaging:

- a. VISION: (develop renderings)

The City of Fargo envisions a livable, community where integrating public art into city initiatives, neighborhood revitalization efforts and private developments is a norm; where every citizen, worker and visitor in Fargo has the opportunity to freely experience quality art and creative expression as part of their daily lives.

- *Imagine that dark and unfriendly tunnel on 10th as a colorful light corridor that responds to car movements and feels safe to walk through.*
 - *Imagine the parking lot at Broadway and 2nd downtown transformed into a greened up gathering place with sculptures and a performance stage, all paid for by a private developer.*
 - *Imagine your neighborhood park as a place where kids get to work with local artists to design and build artistic kites with messages on them to honor the earth on Earth Day.*
 - *How might artists engage communities and businesses in Fargo to imagine the possibilities for revitalizing public space, transform vacant lots, and build civic pride?*
- b. **WHY DOES FARGO NEED A PUBLIC ART PROGRAM?** (find supporting data)
- *Community-building*
 - *Economic development*
 - *Tourism*

- *Enhance city's reputation as cultural hub in the region*
- *Leverage private support*
- *Help beautify and add value to public improvement investments*

c. **WHO IS INVOLVED, AND HOW CAN YOU PARTICIPATE?**

- *Create simplified version of "Constellations Chart" to show ACC and potential partners identified to date (with more to be added)*
- *Get involved! Arts and Culture Commission, Selection committees, advisors, volunteers, etc.*

d. **WHAT PROGRAM ABOUT?**

- *Program is citywide—not just downtown—and participatory*
- *Promoting public art that is more than statues, memorials, and murals*
- *Public and private support through partnerships*
- *Supportive of local and regional talent, and open to emerging artists*
- *Grow the role of the Arts & Culture Commission, and get more community involvement at the neighborhood level (you can get involved!)*
- *Inclusive and reflective of increasing cultural diversity in region*
- *Maintain the city's collection in good shape, insure safety/integrity of art*
- *Utilize art and artists to unify multiple interests and agencies across the city, strengthens communications and coordination between City and Park District, School District, neighboring cities, private developers, etc.*
- *Fargo is joining hundreds of other cities our size that have enriched their cultural identities and capitalized on the talents of artists to grow tourism, and attract/retain millennials, such as:*
 - *Sioux Falls*
 - *Rapid City*
 - *Bemidji*
 - *Rochester*

TIMELINE and STEPS

AUGUST

- 1) Assign tasks and roles
- 2) Prepare materials
- 3) Contact EDs of arts orgs
- 4) Set up dates and meetings

SEPT

- 5) Community organization contacts
- 6) Presentations
- 7) Media contacts
- 8) City -wide education activities

OCT

- 9) Boards and Commission updates
- 10) Public meeting
- 11) City Commission