



## **MEMORANDUM**

**TO:** Arts and Culture Commission

**FROM:** Kylie Bagley, Assistant Planner  
Brittany Rakowitz, Assistant Planner

**DATE:** January 16, 2019

**RE:** Arts and Culture Commission Meeting

The next meeting of the Arts and Culture Commission will be held on January 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](mailto:planning@FargoND.gov). Thank you.

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**ARTS AND CULTURE COMMISSION**  
**Wednesday, January 16, 2019 5:00 p.m.**  
**City Commission Room**  
**AGENDA**

1. Approve Order of Agenda
2. Approval of Minutes – December 18, 2018
3. Guido Van Helten- global mural artist
4. Re-framing estimates: Randy Hayes
5. City Art Collection- Appraisal Update
6. Public Art Archives- Submittal Update
7. Creative Capital Sponsorship- Spring Application Update
8. Capital Project Update
9. Artist Training Workshop-Update
10. Outreach Workshop Discussion Item- Notes
11. New Ideas Discussion Item
12. Other Business or Public Comments
  - a. Next Regularly Scheduled Meeting February 20, 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](http://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](http://www.FargoND.gov/artsandculture).

## **ARTS AND CULTURE COMMISSION MINUTES**

**Regular Meeting:**

**Wednesday, December 19, 2018**

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 5:00 p.m., Wednesday, December 19, 2018.

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

Present: Arlette Preston, Jon Offutt, Tracy Walvatne, Denese Odegaard, Tracy Jordre, Deb Williams, Mark Johnson

Absent: Joe Williams, Denise Kolpack. John Strand (City Commission Liaison)

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

**Item 1: Order of Agenda**

Member D. Williams moved to approve the order of agenda. Second by Member Walvatne. All Members present voted aye and the motion was declared carried.

**Item 2: Minutes: Regular Meeting of November 14, 2018**

Member Johnson moved the minutes of the November 14, 2018 Arts and Culture Commission meeting be approved. Second by Member Walvatne. All Members present voted aye and the motion was declared carried.

**Item 3: Appraisal Consulting Estimates**

Planning Assistant Brittany Rakowitz presented the appraisal consulting estimates submitted from certified appraisers Miles Fiterman and Mason Riddle, who are both based out of Minneapolis, MN. Ms. Rakowitz stated there are a total of 64 art pieces to be reviewed and appraised. She talked further about her discussion with Mason Riddle, who is familiar with regional artists of the area. She noted that Ms. Riddle suggested to appraise all 64 pieces with an estimated total cost of between \$8,000 and \$9,000 and a \$4,000 minimum cost. Ms. Rakowitz noted the Commission could do a portion this year and a portion next year to stay within the Commission's budget for this item.

The Board discussed the two proposals and decided to further pursue the estimate submitted from Mason Riddle.

Member D. Williams suggested coordinating with Ms. Riddle to prioritize pieces for appraisal.

Board discussion continued concerning authorizing up to a certain dollar amount and total budget amount for these appraisals

Member Johnson moved to approve for Mason Riddle to come to Fargo to review all 64 pieces, and put together a proposal to appraise all 64 pieces not to exceed \$5,950 including travel costs for a one day trip expense. Second by Member Offutt.

Member Walvatne moved to amend the motion to state the total cost not exceed the budget amount of \$5,950, which would include all travel costs, motel, and meals for a one day trip expense.

All Members voted aye and the motion was declared carried.

**Item 4: Utility Box Wraps – Cost Information**

Chair Preston presented the costs associated with the utility box wraps. Member Johnson asked about the additional administration fees. Member D. Williams would like to continue to discuss this as a toolkit to give to neighborhoods.

**Item 5: Public Art Archives.org – database and mobile website of completed public artworks**

Ms. Rakowitz presented on the Public Art Archives database to be gathered into a central repository and be accessible by phone. She noted that 22 have been compiled to date and once compilation is complete, the data will be uploaded to the application.

**Item 6: Artist Training Workshop with Moorhead Art and Culture Commission**

Chair Preston presented on the public outreach for artists workshops. She noted the Moorhead Art and Culture Commission reached out to the Fargo Arts and Culture Commission to partner with an Artist Training Workshop led by Forecast Public Art. Ms. Preston stated staff will conduct more research and present information at the January 16, 2019 meeting.

**Item 7: Discussion Item: Outreach**

*This item was discussed after meeting adjournment.*

**Item 8: Other Business or Public Comment**

The next regularly scheduled meeting is January 16, 2019. No other business or public comments were discussed.

The time at adjournment was 5:25 p.m.

# Global Mural Artist

Artist: Guido Van Helten [www.guidovanhelton.com](http://www.guidovanhelton.com)

Guido Van Helten is an Australian global mural artist and he is currently working towards completing one mural in each of the U.S. states.

South Dakota completed in 2017

Fort Dodge, IA 2018

Mankato, MN scheduled for 2019.

He is interested in placing his mural in Fargo, but it depends on funding. A mural will be placed in a ND city that can provide the funding.

A book comprised of the artists murals in the U.S. will be compiled

Guido just completed a mural project in Iowa and Hope Thier, with the Blanden Art Museum reached out to the City. Guido and Hope familiarized themselves with the Fargo public art master plan and the site of possibilities meet the mural requirements he looks for in a site.

- Project planning and completion takes approximately two years.
- Murals are completed in 6-8 weeks depending on scale.
- Single artist

Mural Content: Guido meets the public. He pulls people from the community who represent the place- he looks at workforce, diversity, and people who best represent the past, present and future of the community. Educating the community on conceptual art is also a focus of his work.

## **Iowa- Fort Dodge mural breakdown-**

- \$133,000 – artist fee, boom lift rental (\$8,000), materials
- \$60,000- Landscaping and lighting- this is an additional cost that is being covered by a grant
- 110 ft. grain silo with 365 degree mural  
<https://www.keloland.com/news/local-news/silo-mural-going-up-in-fort-dodge-iowa/1619045961>

Total Investment: \$193,000

- 8 week project- October to December 15<sup>th</sup>
- The City installed a live video feed to provide security and for the public to follow the progress.
- Maintenance- Guido uses a paint stain specifically for concrete. Because it is a stain, there will be no chipping paint and retouches will not be needed for 15-20 years.  
Fort Dodge will be allocating a percentage of their yearly budget towards art maintenance; they are in the process of finalizing this policy.

Guido would like to do a mural in ND on a smaller canvas- smaller than a 110 ft. silo. This would bring the costs down considerable from the amount Ft. Dodge paid for their commission.

# Randy Hayes: Re-Framing Estimates

## Basic

Clear acrylic glazing (53 x 83)  
No UV protection  
Foam core backing with hangers  
Bumpers/ spacers

\$1388.50- framing materials

\$293.54 - Clear Acrylic

**\$1,682.04**

## Conservator Recommended

Clear acrylic glazing (53 x 83)  
UV, static free, anti-scratch  
acid free  
Foam Core backing with hangers  
Bumpers/ Spacers

\$1388.50- framing materials

\$2943. - Clear Acrylic

**\$4331.50**

- Due to the size of the pastel on paper, it is difficult to procure a mid-ranged price for clear acrylic with only UV protection. The largest acrylic that was able to be sourced measures 48 x 96.

## Why reframing is needed-

New Sturdy frame that is deep enough to accommodate all the recommended layers of framing materials and enough space internally to protect the pastel surface from coming in contact with the interior surface of the glazing.

New sheet of UV filtering acrylic glazing, new backing board to protect the back of the artwork, hinges and support.

- The frame is not deep enough to accommodate all of the recommended layers of framing materials, but the frame appears to be in generally stable condition at this time. Framing a work on paper in direct contact with the interior surface of the glazing can limit air circulation within the frame package in a way that encourages mold growth.
- Mold spores activate and begin to grow whenever relative humidity rises higher than around 65-70% for longer than around 48 hours, and they deactivate and stop growing whenever conditions become dry again. Stop-start patterns of mold growth can be as damaging as larger mold outbreaks. For some reason, works on paper made with pastels are particularly susceptible to mold outbreaks.
- The foam core backing board is weak and has a tendency to bow along the central vertical joint. The mounted work of art must be handled carefully. Please note that foam core board is not a long-lived material. Polystyrene foam core is not a stable plastic. Polystyrene foam becomes yellow and brittle as it ages, eventually becoming so weak that even the most careful handling can result in cracks, breaks, and losses that can put a work of art at risk. Polystyrene foam core backing board that is present in this frame is nearing the end of its working life.
- The work is currently glazed with a sheet of acrylic glazing, and it is not known whether a film that filters ultraviolet wavelengths was present. It is important to note that a UV filtering material will eventually be consumed by exposure to UV wavelengths, so it is considered good maintenance to replace UV glazing occasionally. The rate at which a UV filter is used up depends on the intensity and amount of UV wavelengths to which a work of art is exposed.
- Pastels and paper are both vulnerable to damage because of exposure to light. All wavelengths of light are damaging to works on paper, but UV wavelengths are especially damaging. Pastel particles are particularly vulnerable to light damage.
- Black acrylic spacers are adhered to the interior surface of the glazing, but they are not deep enough to protect the surface of the pastel from contact with the glazing. A great deal of offset pastel was visible on the interior surface of the glazing.

## Arts and Culture Commission Operating Budget 2019

Total Budget

\$150,000.00

	2019		
Projects/ Programs	2019 Allocation	Amount Paid/Pending	Remaining Budget
<b>Re-Granting</b>			
The Arts Partnership	\$102,000.00		\$102,000.00
		\$0.00	\$0.00
<b>Total</b>	<b>\$102,000.00</b>	<b>\$0.00</b>	<b>\$102,000.00</b>
<b>Public Art Projects</b>			
Public RFQ/Solicitation	\$30,000.00		\$30,000.00
		\$0.00	\$0.00
<b>Total</b>	<b>\$30,000.00</b>	<b>\$0.00</b>	<b>\$30,000.00</b>
<b>City Hall Curating Program</b>			
Consultant Curating	\$8,000.00		\$8,000.00
		\$0.00	\$0.00
<b>Total</b>	<b>\$8,000.00</b>	<b>\$0.00</b>	<b>\$8,000.00</b>
<b>City Buildings Curating Program</b>			
			\$0.00
		\$0.00	\$0.00
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Artwork Acquisitions</b>			
			\$0.00
		\$0.00	\$0.00
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Maintenance Care</b>			
In-House management	\$1,000.00		\$1,000.00
		\$0.00	\$0.00
<b>Total</b>	<b>\$1,000.00</b>	<b>\$0.00</b>	<b>\$1,000.00</b>
<b>Restorations</b>			
			\$0.00
		\$0.00	\$0.00
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>SUBTOTAL</b>	<b>\$141,000.00</b>	<b>\$0.00</b>	<b>\$141,000.00</b>

## ADMINISTRATIVE

<b>Education</b>			
			\$0.00
		\$0.00	\$0.00
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Retreat/ Workshops</b>			
			\$0.00
		\$0.00	\$0.00
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Consulting</b>			
Evaluation Research	\$3,000.00		\$3,000.00
Artwork Appraisal Consultant	\$5,950.00	\$0.00	\$5,950.00
<b>Total</b>	<b>\$8,950.00</b>	<b>\$0.00</b>	<b>\$8,950.00</b>
<b>Marketing</b>			
Printing	\$50.00		\$50.00
		\$0.00	\$0.00
<b>Total</b>	<b>\$50.00</b>	<b>\$0.00</b>	<b>\$50.00</b>
<b>SUBTOTAL</b>	<b>\$9,000.00</b>	<b>\$0.00</b>	<b>\$9,000.00</b>
<b>TOTAL</b>	<b>\$150,000.00</b>	<b>\$0.00</b>	<b>\$150,000.00</b>

<b>Re-Granting</b>	\$0.00
<b>Public Art Projects</b>	\$0.00
<b>Capital Art Projects</b>	\$0.00
<b>City Hall Curating Program</b>	\$0.00
<b>City Buildings Curating Program</b>	\$0.00
<b>Artwork Acquisitions</b>	\$0.00
<b>Maintenance Care</b>	\$0.00
<b>Restorations</b>	\$0.00
<b>Education</b>	\$0.00
<b>Retreat/ Workshops</b>	\$0.00
<b>Consulting</b>	\$0.00
<b>Marketing</b>	\$0.00
<b>Total Spent</b>	<b>\$0.00</b>

## Outreach: December 2018

### Develop “marketing” plan with CVB to encourage cultural tourism

- Desired Outcome: increase hotel guests, large community events featuring culture to draw visitors, expand “what to see” when you visit Fargo.
- How to Accomplish: Get all groups together & explore how to raise activities to next level.
- With Whom (partners/ stakeholders): CVB, FMVA, Studio Crawl, TAP, Design Mags
- Who’s Accountable:
- Time Frame:

### Online marketing with public access to public art inventory

- Desired Outcome: Up awareness, more “yes” on public art, celebration, Fargo as “art friendly”.
- How to Accomplish: art archives, schedule 1 item in media every month or week
- Whom (partners/stakeholders): City department> social media, Chamber> leadership class
- Who’s Accountable:
- Time Frame:

### Conduct Listening Session; meetings with developers, artists/ partners feedback & input. Cultivate partnerships through ongoing round tables.

- Desired Outcome: Up awareness> who we are/ what we do, additional support, ideas for public art possibilities, expanding network, educate artist regarding process.
- How to Accomplish: Invite artist to events, go to their meetings, NAM groups, pop-up sign, community events (booth), PR market/ interview and answers.
- Who: Current partners, art organizations, FMVA, TAP, City of Fargo, Parks, Symphony, FPS, Native American Commission, City Commissions.
- Who’s Accountable:
- Time Frame: