

## MEMORANDUM

**TO:** Arts and Culture Commission  
**FROM:** Kylie Murphy, Assistant Planner  
**DATE:** March 15, 2017  
**RE:** Arts and Culture Commission Meeting

The next meeting of the Arts and Culture Commission will be held on Wednesday, March 15 at 4:00 p.m. in the City Commission Room, City Hall. If you are not able to attend, please contact staff at 241-1474 or [planning@cityoffargo.com](mailto:planning@cityoffargo.com). Thank you.

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**ARTS AND CULTURE COMMISSION**  
**Wednesday, March 15, 2017, 4:00 p.m.**  
**City Commission Room**  
**AGENDA**

1. Approve Order of Agenda
2. Approval of Minutes – February 15, 2017
3. Update on City Hall Public Art
4. Update on Public Arts Master Plan
5. 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.cityoffargo.com/streaming](http://www.cityoffargo.com/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 241-1474 or TDD at 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.cityoffargo.com/artsandculture](http://www.cityoffargo.com/artsandculture).

**ARTS AND CULTURE COMMISSION  
MINUTES**

**Regular Meeting:**

**Wednesday:**

**February 15, 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, February 15, 2017.

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

Present: Arlette Preston, Cassandra Miller, Jessica Jung, Deb Williams, Tim Lamey, Michael Olsen, Netha Cloeter

Absent: Dayna Del Val, David Bertolini

Also Present: John Strand (City Commission Liaison)

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

**Item 1: Approve Order of Agenda**

Mr. Olsen moved the Order of Agenda be approved as presented. Second by Ms. Miller. All Members present voted aye and the motion was declared carried.

**Item 2: Minutes: Regular Meeting of January 18, 2017**

Ms. Miller moved the minutes of the January 18, 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: Discussion on New City Hall Public Art Program**

Planning Administrator Nicole Crutchfield introduced Mayor Tim Mahoney and Communications Manager Gregg Schildberger to give an update on the new city hall. Mr. Schildberger distributed images of the first floor layout of city hall, which is where an art exhibit may be placed. Both Mayor Mahoney and Mr. Schildberger would like for the Board to determine what art pieces should go on the walls for both the interior and exterior spaces.

Mr. Olsen moved to form a subcommittee, with three of the four members being Ms. Del Val, Mr. Lamey and Ms. Cloeter, to meet in April with the architect and Mr. Schildberger. Second by Ms. Williams. All Members present voted aye and the motion was declared carried.

**Item 4: Budget Request for Existing City Hall Offices**

Ms. Crutchfield introduced Tania Blanich's proposal for curating the City Commission Offices. She noted the proposed budget is strictly to be used for curating and will not go towards purchasing artwork.

Ms. Williams moved that \$1,200 be approved for curating in the City Commission Offices. Second by Mr. Olsen. All Members present voted aye and the motion was declared carried.

**Item 5: Discussion and Updates on Public Art Master Plan**

Ms. Crutchfield asked the Board to look through the memo provided to them in their packet and give staff more feedback on the Public Arts Master Plan goals and action plan, which will be relayed to Forecast Public Art.

Discussion was held among Board Members including feedback, staff's comments, and the outreach strategy during this process. Mr. Olsen volunteered to put together a communications plan for the Public Art Master Plan.

**Item 6: Public Comments**

No public comments were made.

The time at adjournment was 5:07 p.m.

## MEMORANDUM

**TO:** Arts and Culture Commission

**FROM:** Nicole Crutchfield

**DATE:** March 14, 2017

**RE:** City Hall Program - 2018

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Last month, a subcommittee was appointed to work with city hall staff to develop a Public Art program for the new city hall. The goal is to develop a vision and propose a budget for the new city hall and surrounding grounds. The subcommittee met with city staff and the city hall architect to discuss the architecture.

There are a few components to consider for this program:

- 1) The new city hall has hangings on the exterior building with opportunity for art. Discussion points and questions will be presented for your consideration.
- 2) Interior to city hall there is wall space for consideration of hanging art.

Besides the two facility questions other questions remain:

- 1) Vision for performance space
- 2) ACC role

Proposed timeline:

April 2017- Recommended program for exterior, vision for interior

May 2017 – Recommendation for future program

June – August 2017- Develop framework

September – December 2017 – Calendar development for 2018

## MEMORANDUM

**TO:** Arts and Culture Commission  
**FROM:** Nicole Crutchfield  
**DATE:** March 14, 2017  
**RE:** Public Arts Master Plan Update

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- 1) As an update, Jack and I are in the process of sharing edits. We should be getting an update over the course of the next few weeks. Look forward to the April meeting for some additional time to review the status. Meanwhile, please find the email link to the Google drive location for the public art possibilities summary drafts.
- 2) A communications strategy will be forthcoming to be presented to you
- 3) The March meeting if time permits, I would like to review the first year work plan and vision and mission statement (see below and attached)
- 4) Jack will be present at the April 2017 meeting.

### **Vision Statement**

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; where creativity and participation in city building is nurtured at every age level and artists are valued as contributors to the quality of life enjoyed in Fargo

### **Mission of Fargo Public Art Program**

The mission of Fargo's Public Art Program is to implement the Public Art Master Plan, insuring the City's ongoing commitment to public art and creating a new generation of public artworks in Fargo.

### **Program Objectives for Year One**

- Determine most effective and appropriate funding mechanisms to support a sustainable Public Art Program
- Align the goals and strategies for public art with downtown plan and other relevant City plans
- Incorporate public art into future public facilities, private development and planning processes
  - City Hall and Civic Plaza
  - Block 9
  - Other 2017 priority sites/opportunities
- Establish Art Selection Committee, with expertise and perspectives critical to each project

- Ensure that the community has the opportunity to participate in planning for the Public Art Program and in the implementation of public art projects
- Provide opportunities for audience engagement as projects are developed and launched
- Build sufficient staff support to manage a program of City's scale and ambition
  - Start with contracted services in lieu of staff position if funding is inadequate
- Prioritize and establish implementation strategies for the recently completed conservation and maintenance survey for existing public artworks
- Develop a public art "playbook" to clarify and manage expectations about longevity, standards for care, deaccessioning, etc.

**About the City of Fargo** (note: add quotes from interviews/focus groups)

- City of Opportunities on the Great Plains (history & background)
  - Character and Identity
    - Entrepreneurial spirit
    - Resilience and pride
    - Family friendly, with increasing diversity
    - Challenging climate and water management
  - History of Arts and Culture Commission
    - Reference City authorization and planning docs
      - Mission of ACC
    - Formed to introduce and steward public art
    - Has developed funding criteria?
    - Has managed curatorial RFP for City Hall art
    - Has recently taken over responsibility for regranting funds to local arts nonprofits via The Arts Partnership
    - Has allocated funds for start up of Plan implementation in 2017
- Fargo's public art
  - Noteworthy recent examples (see binder)
    - Fargo Project (Jackie Brookner)
    - Sod Buster (Luis Jiminez)
    - Common Ground: Understanding Spectacle and Imaging Civic Art (NDSU Department of Theater Arts)
    - ChalkFest (The Arts Partnership)
    - Alley Fair
    - Spartan wall relief at North High School (Brad Bachmeier)
    - Pollinator Project & Buzz Lab Teen Internships (Plains Museum and Christine Baeumler)
    - Fargo Sandbag Project (Michael Strand)
  - What would Fargoans like public art to be?  
(insert quotes from interviews/focus groups)

SAMPLE QUOTES

*"We're the right-sized community for things to happen."*  
-Dan Mahli

*"We need to be the kind of community where people want to live."*  
-Mayor Mahoney

Commented [NC7]: There is geographical context we need to double check....

Deleted: <#>Has authority to levy a tax to further support program and operations  
Deleted: <#>¶

**Vision, Mission and Goals for Fargo Public Art Program**

- **Vision Statement**
  - 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; where creativity and participation in city building is nurtured at every age level and artists are valued as contributors to the quality of life enjoyed in Fargo.
  - Public art can be a catalyst for expansive thinking, cultural evolution, social openness and cohesion. The robust Public Art Program envisioned by this Master Plan is meant to benefit Fargo area artists, residents, and

Deleted: pedestrian-friendly

visitors. It's designed to support the creation and exhibition of new works in a wide variety of media—art designed to serve a broad and increasingly diverse audience. The program also seeks to bring creative, innovative thinking to help shape the future of Fargo, connecting the talents and energies of Fargo's growing artist community with the needs and opportunities of the city. We envision artists engaging with virtually every sector—designers and developers, gardeners and educators, social service providers and health care workers, business owners and manufacturers, nature lovers and tourists, civic boosters and sports enthusiasts, along with many, many others.

- This plan recognizes that public art is both a product *and* a process. Fargo's public art program values both. It includes a commissioning program—insuring high quality art is integrated into public and private improvement projects—and a robust educational program that support artists' career development. An important value of the program is to treat the field of public art like any other jobs creation program by supporting the needs of artists to build careers as professionals, and increase their capacity to creatively and effectively serve the needs of communities throughout the city.
- This plan is designed as an educational resource, a road map, and a tool to guide the development of Fargo's Public Art Program. A special section, called Public Art Possibilities, is included in the Appendix to illustrate some of the many ways that local artists can contribute their creativity to Fargo and benefit the community's cultural and economic health.

- **Mission of Fargo Public Art Program**

- The mission of Fargo's Public Art Program is to implement the Public Art Master Plan, insuring the City's ongoing commitment to public art and creating a new generation of public artworks in Fargo.
- The Program's Implementation Strategies include the following directives to be carried out by the Arts and Culture Commission, with program staff support:
  - Develop priorities for investing Fargo resources in public art
  - Commission permanent and temporary public art projects of civic and community importance
    - Art that expand people's awareness and enjoyment of public art
    - Art that respond to broad goals and priorities as expressed by the community
    - Art that expands the vocabulary of work that can be seen in the city
  - Facilitate the integration of public art into Fargo capital projects
  - Oversee the implementation of the City's policies for public art in private development

**Commented [NC9]:** Good stuff - but too wordy...I think this 'higher level' thinking should be cut into bite size statements that can be "quotes" or two -three word concepts that get sprinkled through the plan? TO build excitement. THe more professional/academic material could be part of an appendix? goes along with pubic art possibilities section?

**Commented [NC10]:** Action/ inlieu of mission?

- Advocate for and foster community understanding of the importance of public art, especially the Fargo's public art collection
- Ensure community input into the program's implementation plan, annual plans, project plans, and project implementation
- Support the participation of local artists in public art projects
- Oversee the conservation and maintenance of Fargo's public art collection
- Oversee implementation of the Fargo's policy for accepting gifts of art

Commented [NC11]: goes into governance section?

- **Program Goals** (not in priority sequence)

Commented [NC12]: See memo

- Foster private developers to get involved
- Incorporate public art, public space planning, city and parks
- Establish a clean and easy process for artists (public art basics)
- Imbed public art requirement into building codes
- Remain attentive to public art efforts in all districts and neighborhoods
- Expand community's understanding of public art, at all age levels
- Advocate for adequate time and funding for the work of artists
  - Advocate for adequate work space, and safe work space
- Oversee the commissioning of public art as funding is made available
  - Advocate for adequate lead time, budgets, and production time
- Promote and support public art as part of community development and placemaking throughout Fargo
- Provide adequate professional staff support to manage the commissioning of art
- Provide opportunities for collaborative projects and cross-sector engagement
- Act as a central resource and guide for public art makers and supporters
  - Consider establishing a central space for public art
    - For learning, dialogues, and networking
    - For training, making, and displaying
- Cultivate the development of future generations of public artists and supporters, and
- Remain open to bold, monumental art, as well as small-scaled intimate art
- Develop grass roots appreciation for public art by broad audience of Fargo residents
- Support the development and implementation of annual art festivals

- **Program Objectives for Year One**

Commented [NC13]: Separate out into "basics" vs "wants or high achieving".

- Determine most effective and appropriate funding mechanisms to support a sustainable Public Art Program
  - Research with input from Mayor, City Finance Manager, City Commissioners, and others.

## MEMORANDUM

**TO:** Arts and Culture Commission  
**FROM:** Nicole Crutchfield  
**DATE:** March 14, 2017  
**RE:** 2017 Goals and Milestones - Discussion

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### **April – June 2017**

Development and outreach for Public Arts Master Plan  
Adoption of Public Arts Master Plan  
Develop goals and recommendations for City Hall program  
Budget development for 2018  
Project development for Public Art Master Plan development  
Support and program the public art curating for 2017

### **July – December 2017**

Implementation for Public Art Master Plan project  
Facilitation of city hall public art exterior hangings  
Work program for 2018