



## MEMORANDUM

**TO:** Arts and Culture Commission  
**FROM:** Maegin Elshaug, Planning Coordinator  
**DATE:** April 11, 2019  
**RE:** Arts and Culture Commission Meeting

The next meeting of the Arts and Culture Commission will be held on April 17 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, April 17, 2019 5:00 p.m.**  
**City Commission Room**  
**AGENDA**

- |   |             |
|---|-------------|
| 1. Approve Order of Agenda                            | Action Item |
| 2. Approval of Minutes – March 20, 2019               | Action Item |
| 3. Review Recommendations for Spring Call for Artists | Action Item |
| 4. 2019 Work Plan                                     |             |
| 5. Forecast Public Art artist workshop update         |             |
| 6. Presenters and Educational Opportunities           |             |
| 7. Other Business or Public Comments                  |             |
| a. Next Regularly Scheduled Meeting May 15, 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, March 20, 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, March 20, 2019.

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

Present: Arlette Preston, Deb Williams, Jon Offutt, Mark Johnson, Denise Kolpack, Tracy Jordre, Joe Williams, Tracy Walvatne

Absent: Dense Odegaard

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

**Item 1: Order of Agenda**

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

**Item 2: Minutes: Regular Meeting of February 20, 2019**

Member Kolpack moved the minutes of the February 20, 2019 Arts and Culture Commission meeting be approved. Second by Member Jordre. All Members present voted aye and the motion was declared carried.

**Item 3: Fargo's Capital Improvement Project Information**

Planning Coordinator Maegin Elshaug presented a review of the City's Capital Improvement Plan (CIP) and the Corridor Study processes. She stated the CIP is approved by the City Commission one-year prior, with a future goal of being multi-year. Corridor Studies involve City coordination with other jurisdictions and include community engagement opportunities. Corridor Studies are completed prior to being included on the CIP plan.

Chair Preston shared that she and other Commissioners met with the Fargo-Moorhead Metro COG (Metropolitan Council of Governments) regarding including public art in the Main Avenue Project. Planning Director Nicole Crutchfield explained that the Main Avenue Project has been in discussion for the past 8 years, and amenities including beautification improvements are forthcoming. Ms. Crutchfield stated the Planning Department has been coordinating with the Engineering Department regarding public art possibilities.

Member Johnson added that in the future public art can be incorporated on utility boxes, lift stations, flood walls, quiet zones, sidewalks, streetscapes, underpasses, and pedestrian bridges.

**Item 4: Planning Department Update**

**a. Organization Structure**

**b. The Fargo Project – Creative Placemaking Project**

**c. Kresge Foundation Grant**

Ms. Crutchfield presented updates and a brief review of the above items.

**Item 5: Communication Plan, Joe Williams**

Member Williams talked about the benefits of adding additional social media accounts for the Arts and Culture Commissions, in addition to the existing Twitter account. He noted how these free platforms would provide greater outreach and awareness of this Boards webpage.

**Item 6: Call for Artists – Spring Grant Applications**

Chair Preston informed the Board four applications have been received, and the selection committee will meet tomorrow, March 21, from 9:00 a.m. to 11:00 a.m. to review and make their recommendations at the April 17, 2019 meeting. Chair Preston would like to review the existing selection committee list.

**Item 7: Other Business or Public Comments**

Chair Preston announced that The Americans for the Arts Conference will be in Minneapolis this summer. Ms. Crutchfield stated staff will send out an email with the conference details.

**7a. Next Regularly Scheduled Meeting April 17, 2019**

The time at adjournment was 6:10 p.m.

## MEMORANDUM

**TO:** Arts and Culture Commission

**FROM:** Maegin Elshaug, Planning Coordinator

**DATE:** April 11, 2019

**RE:** Meeting Report

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### **Item 3) Review Recommendations for Spring Call for Artists**

Chair Preston will present on the subcommittee review of the applications received for the Spring Call for Artists. The subcommittee convened on March 21, 2019 to discuss the applications and made a recommendation to the Arts and Culture Commission for funding of projects.

The four applications received (information on each are attached):

- Downtown Community Partnership/Business Improvement District – Utility Box and Bench Wraps
- Olivia Bain – Sun Sculptures
- Emily Williams-Wheeler – Public Art Installation on Broadway Skywalk
- FMBallet – Public Dance Showcase

**Suggested motion:** 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.

### **Item 4) 2019 Work Plan**

Chair Preston will present on the 2019 Work Plan, which was drafted based on the discussion items of Outreach, New Ideas, Evaluate, Funding and Growth over the past

### **Item 5) Forecast Public Art artist workshop update**

Forecast Public Art received the grant to conduct the artist workshop. After discussing with Jen Krava with Forecast Public Art, the grant received was less than requested. With this change, Forecast Public Art has changing to a one day workshop. The local match request remains at \$1,500 (\$750 from the Arts and Culture Commission). (me)

### **Item 6) Presenters and Educational Opportunities**

Chair Preston will discuss monthly presenters and educational opportunities and engage in discussion with the Commission for possibilities.

Spring 2019 Call for Artists

Project Name	Brief Project Description	Monetary Request	Location	Timeline
<b>Bench and Box Wraps</b>	Wrap 6 utility boxes outside the Broadway corridor and wrap 5 benches within the Broadway corridor	\$2,750.00  This would cover artist fees for all the proposed benches and utility boxes	Downtown Fargo	Not provided
<b>Sun Sculptures</b>	Install between 4 and 5 light sculptures along the bike path between 1 <sup>st</sup> Ave N and 4 <sup>th</sup> Ave N on 2 <sup>nd</sup> Street N in order to create a welcoming and enjoyable space	\$5,674.75  This would cover artist fees and materials for one light sculpture	Bike path between 1 <sup>st</sup> Ave N and 4 <sup>th</sup> Ave N on 2 <sup>nd</sup> Street N	Not provided
<b>Decal Installation on Broadway Skyway</b>	A series of paintings of generalized forms of pedestrians as they cross the street.	\$15,000  This will cover artist fees, photographer and the wraps	Skyway over Broadway	The artist will begin painting once approved, the images will then be photographed and sent to Office Sign Company to be printed and wrapped
<b>Public Dance Showcase</b>	Free public performance featuring original and classical ballet and contemporary jazz dances.	\$2,000  This will cover stage rental, marketing, programs and performance prep and materials	Trollwood Barn Stage	Performance will take place August 2, 2019

Artists representation

Bench and Box Wraps



Sun Sculptures



Decal Installation on Broadway Skyway



Public Dance Showcase

(2 of 4 images shown)



**CITY OF FARGO ARTS & CULTURE COMMISSION**  
**2019 Work Plan**

Action Steps	Outcome	How	Partners	Timeframe	Lead	Support	Progress
<b>Outreach</b>							
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	Increase 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	Needs identification	Q3	Commission	Staff	
		Explore how to better engage the larger community	Needs identification	Q3	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
<b>Generate new ideas</b>							
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
<b>Evaluate</b>							
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		
<b>Funding</b>							
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	
<b>Growth</b>							
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		