



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. Thank you.

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. 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, 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

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 |
|--|---|---|---|--|
| Bench and Box Wraps | 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 |
| Sun Sculptures | Install between 4 and 5 light sculptures along the bike path between 1 st Ave N and 4 th Ave N on 2 nd 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 st Ave N and 4 th Ave N on 2 nd Street N | Not provided |
| Decal Installation on Broadway Skyway | 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 |
| Public Dance Showcase | 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 |
|--|---|--|--|-----------------------|--------------------------|---------|----------|
| 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 | 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 |
| 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 | | |