



MEMORANDUM

TO: Arts and Culture Commission

FROM: Maegin Elshaug, Planning Coordinator
Maggie Squyer, Assistant Planner

DATE: April 16, 2021

RE: Arts and Culture Commission Meeting

The next meeting of the Arts and Culture Commission will held on Wednesday, April 21 at 5:00 p.m. in the Commission Chambers at Fargo City Hall. If you are not able to participate, please contact staff at 701.241.1474 or Planning@FargoND.gov. Thank you.

ARTS AND CULTURE COMMISSION
Wednesday, April 21, 2021, 5:00 p.m.
Commission Chambers

AGENDA

1. Approve or Amend Order of Agenda.....Action Item
2. Approve or Amend Minutes – February 17, 2021.....Action Item
3. Public Art Beyond Downtown (DCP, BID & TAP).....Action Item
4. Staff Updates
5. Subcommittee Updates and Reports
6. Public Comment
7. Other Business
 - a. Next Regularly Scheduled Meeting May 19, 2021

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. Minutes are available on the City of Fargo Web site at www.FargoND.gov/artsandculture.

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.

Individuals wishing to address the commission virtually during public comment must contact the Planning Department in advance at 701-241-1474 for instructions.

ARTS AND CULTURE COMMISSION MINUTES

Regular Meeting:

Wednesday, February 17, 2021

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 virtually at 5:00 p.m., Wednesday, February 17, 2020.

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

Present: Deb Williams, Tracy Jordre, Jon Offutt, Denise Kolpack, Joe Williams, Monika Browne-Ecker, Ann Arbor Miller, Brad Bachmeier

Absent: Tracy Walvatne

Also Absent: Commissioner John Strand

Chair D. Williams called the meeting to order and welcomed Members to the meeting.

Item 1: Order of Agenda

Member Bachmeier moved to approve the Order of Agenda. Second by Member J. Williams. All Members present voted aye and the motion was declared carried.

Item 2: Minutes: Regular Meeting of January 20, 2021

Member Browne-Ecker moved the Minutes of the January 20, 2021 Arts and Culture Commission meeting be approved. Second by Member Arbor Miller. All Members present voted aye and the motion was declared carried.

Item 3: 7th Avenue North Utility Box Art Wraps

Chris Schlepp from the Business Improvement District presented three pieces of art that were selected to wrap around three utility boxes along 7th Avenue North. Member Arbor Miller asked for additional information on how many submittals were received as part of this process. Mr. Schlepp stated that around 75 pieces were submitted for review.

Member Kolpack moved to approve the art proposed by the Downtown Community Partnership/Business Improvement District for the 7th Avenue North utility boxes. Second by Member Offutt. All Members present voted aye and the motion was declared carried.

Item 4: Staff Presentation: Carrying Out the Work Plan

The Director of Planning and Development, Nicole Crutchfield, gave a presentation on how the Arts and Culture Commission fits in to the Planning Department work plan. Part of this presentation included an overview of how the Arts and Culture Commission subcommittee work will relate back to the larger group. The three Arts and Culture Commission subcommittees were designed to focus on capacity building, neighborhoods, and development.

Item 5: 2021 Budget Memo Discussion

Ms. Crutchfield provided a brief overview of the 2021 budget. and the annual budget process.

Item 6: Public Comment

There was no public Comment.

Item 7: Other Business

- a. The next regularly scheduled meeting is March 17, 2021.

The time at adjournment was 5:40 p.m.

MEMORANDUM

TO: Arts and Culture Commission

FROM: Maegin Elshaug, Planning Coordinator

DATE: April 16, 2021

RE: Public Art Beyond Downtown project

3. Public Art Beyond Downtown – program proposal from DCP, BID and TAP.....Action Item

The Downtown Community Partnership (DCP), Business Improvement District (BID), and The Arts Partnership (TAP) (project team) proposed a program concept to staff of a wrap program to expand art beyond downtown Fargo to other areas of the metro, potentially including wrapping City infrastructure, such as traffic signal (utility) boxes and benches located in neighborhoods throughout the City of Fargo. Staff has forwarded this request to City Engineering and the ACC's Neighborhood subcommittee for initial coordination and to learn more about the proposal.

Background on the project team's proposal:

The project team sought submittals for art through a Call for art, which were reviewed by a selection committee designated by BID, TAP and DCP. Because the elements to wrap with art would be located on City property, the ACC is required to review the art and recommend approval to the City Commission. The criteria for the ACC is to determine if the art is appropriate on City infrastructure or property. The project team is presenting the attached images for acceptance into the program. By selecting these artworks, they will be entered into the portfolio of eligible art for implementation of the program to be administered by BID and TAP. For reference, other city approval is necessary to allow placement of the art on City property. This includes review by the Public Works Project Evaluation Committee and ultimately the City Commission. Their purview is more about the logistics of the implementation of the art, not review of the artwork. This is similar to other projects, such as current downtown artwrap program of the DCP/BID and the Skyway Mural.

It should be noted that the project team will manage the program, and the City's role is limited. Should the approval of the art and placement on City property be approved, the program will be managed entirely by the project team (BID, DCP and TAP) as they coordinate with members of our Engineering Department based on the item to be wrapped. It is anticipated that the project team, the Neighborhood subcommittee, and City staff will convene in the fall to learn more about and assess the program.

Images of the art pieces selected for the program are attached, along with an informational handout created by City staff. The Neighborhood subcommittee was asked to review the art and may have comments at the meeting. The project team will also be available to provide more detail on the program

and process. Staff will provide an update as the project progresses. No funds are being requested from the ACC.

Recommended Motion: *"To recommend approval of the art proposed by the DCP, BID and TAP for the Public Art Beyond Downtown program."*

4. Staff updates

a. Core Neighborhood Plan and Land Development Code Diagnostic

The Core Neighborhood Plan (CNP) and the Land Development Code (LDC) Diagnostic have reached important milestones. The CNP presentation (and hopeful adoption) is tentatively scheduled for City Commission on May 3rd. The LDC Diagnostic and work plan recommendations are also scheduled for the City Commission on May 3rd. For specific information about these activities, please contact Aaron Nelson at the Planning Department or visit the department's [website](#) to find the materials.

b. Lions Club project *Spirit of the Sandbagger*

The Lions Club project will be heard at the City Commission meeting on Monday, April 19. Staff will provide an update at the board meeting.

5. Subcommittee Updates and Reports

a. Subcommittee Work

Over the next month, Planning staff has two objectives for subcommittee work: 1) Confirm the goal for the work plan for 2021-2022 and make the goal into an "actionable" goal, and 2) Confirm what resources are needed and what (if any) barriers and obstacles exist. The leaders of the subcommittee groups will report on this information at the next executive committee meeting and board meeting.

Staff have prepared the following worksheet to assist with the first meeting of the work groups under this new format.

Work Group Agenda

1. Identify a work plan goal. What goal do you want to focus on? How does it point back to the Public Art Master Plan? Ultimately, the full ACC will be asked to vote on this at a future board meeting.

- a. Group 1: Capacity Building
- b. Group 2: Neighborhood
- c. Group 3: Development

2. Make the goal "actionable". Complete the questions below as outlined for your goal and strategy.

- a. Can you turn this goal into a S.M.A.R.T. goal? (Strategic, Measureable, Actionable, Realistic, and Time sensitive?)
 - i. What is a feasible timeline for completing the items?
 - ii. What does the outcome or action look like?
 - iii. How do we know we are successful?

iv. What barriers do you see in accomplishing this goal?

b. Do any of these task items require funding, and/or do you anticipate any of your final recommendations requiring funding? Consider that budget requests for 2022 must be presented by early summer of this year.

3. Identify resources and barriers. After confirming your goal and strategy, consider taking steps to answer the following:

a. What specific Problem does your strategy or revised goal address? What is evidence that the Problem exists?

b. What are several specific solutions or action steps that would address the Problem/strategy that the City could implement or influence?

c. Which of these solutions should be prioritized the highest, and why?

d. To answer these questions, who must we contact for technical assistance? (e.g. expert knowledge, City of Fargo organizational knowledge, historical context and evidence of the problem, etc.)

b. Subcommittee Updates and Reports

Leaders from the subcommittee groups will be asked to provide any updates and information on their subcommittee work.

Public Art Beyond Downtown Fargo

Exploring Art Initiatives Throughout our Entire Community

(FARGO, N.D. January 18, 2021) While they are ubiquitous, utility boxes and pedestrian benches serve as canvasses for highlighting the work of local artists and contributing to the character of a community. Over the course of the past three years, Downtown Fargo has had numerous utility boxes and pedestrian benches artistically wrapped proudly displaying local artists. With the success of the current public art, the Downtown Community Partnership (DCP), Fargo Business Improvement District (BID), and The Arts Partnership (TAP) are excited to further develop this opportunity for place-making endeavors as a part of a broader effort to beautify additional neighborhoods within the Fargo, West Fargo, and Moorhead communities.

The DCP, BID and TAP are in the process of creating an online catalog of artwork in an effort to promote and showcase local artists within the Fargo, West Fargo, and Moorhead communities. It has been shown that public art is not only important to beautifying an area and making it more inviting for its citizens, but it also adds value to all the surrounding areas, which inspired us to reach out to you.

We are asking for your assistance and approval to continue to expand this project outside of the Downtown Fargo community. There are so many talented artists within our neighborhoods and plenty of blank canvases waiting for an artistic makeover. We believe synergy and collaboration amongst the tri-city area will bring a creative solution to show our support for public art.

Our goal is to implement this public art project Early Spring 2021 with hopes to expand throughout the community.

We look forward to hearing from you.

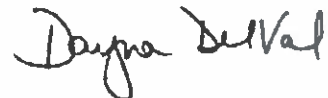
Thank you,



Melissa Brandt
President/CEO
Downtown Community Partnership
president@downtownfargo.com



Christopher Schlepp
Operations Manager
Business Improvement District
chris@downtownfargo.com



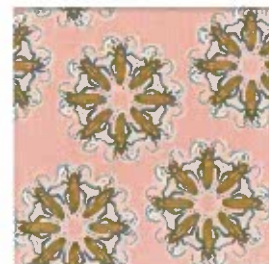
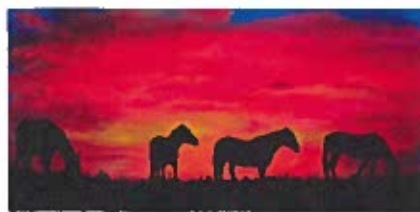
Dayna Del Val
President/CEO
The Arts Partnership
dayna@theartspartnership.net

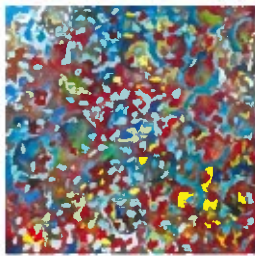
On the following pages you will find the artwork selected for this project. These pieces will be digitally catalogued giving the viewer the opportunity to peruse and select local art to transform the object of choice.

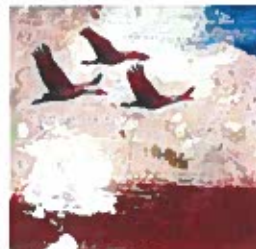
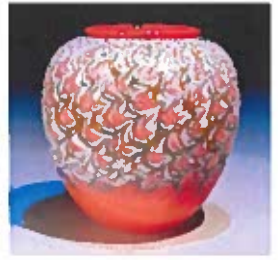
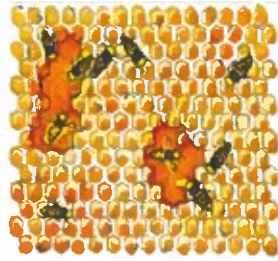
In addition, each piece of art will only be printed on **one** utility box or similar space to ensure there are no multiple prints of the same design throughout the area.

The online catalog will allow a user to select a piece of artwork by clicking “Reserve Art Now”. Once selected that design is then greyed out indicating it is no longer available. The user will then select what type of canvas will be wrapped and be given the cost of the total project.

If the user agrees upon the cost, they will submit via the website and the process will begin in getting their canvas wrapped with the selected artwork.









What:

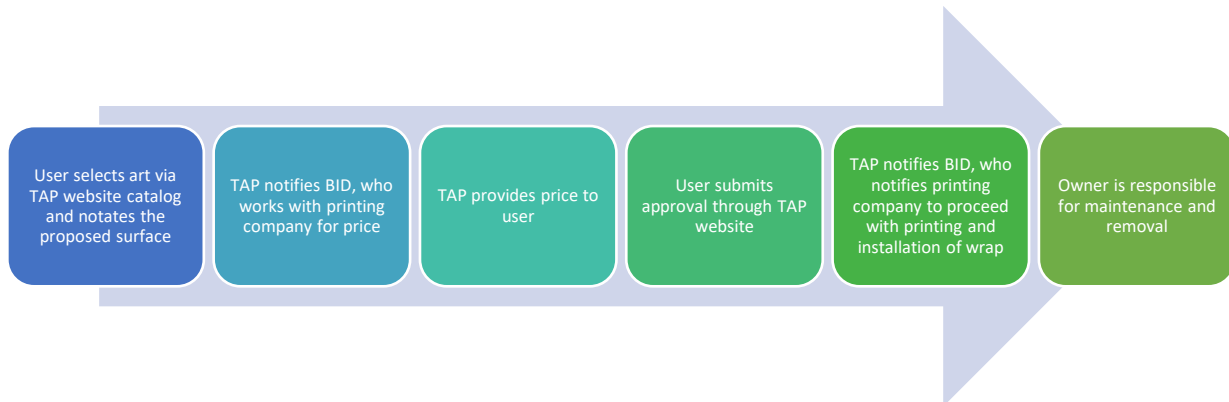
The City of Fargo received a proposal for a new program from the Downtown Community Partnership (DCP), Business Improvement District (BID), and The Arts Partnership (TAP), Public Art Beyond Downtown Fargo – Exploring Art Initiatives Throughout our Entire Community. The project proposes to wrap private spaces, such as doors and walls, and public infrastructure, such as traffic signal boxes and benches.

How it will work:

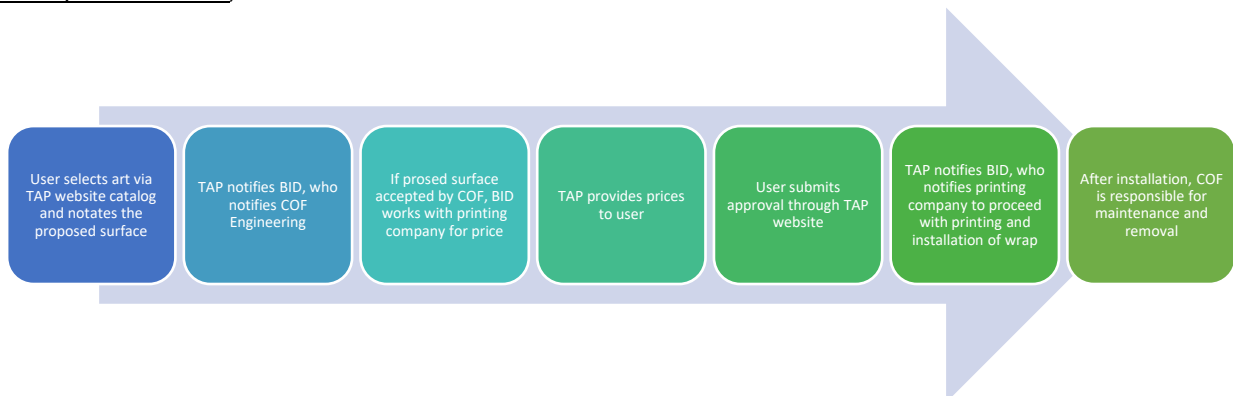
TAP website hosts catalog of artist images, where a user selects an image and type of canvas. TAP then notifies BID, who works with a printing company to determine price. Price gets communicated back to user. If user wishes to proceed, user agrees through website to begin wrap installation. BID coordinates/manages installation. Cost example: A traffic signal box will cost approximately \$1,000 (\$100 for each DCP, BID, and TAP; \$250 for artist; ~\$450 for image format and installation).

Important Note: This program is managed by DCP/BID/TAP. The City's primary role in facilitating the program is guiding through approval procedures, and approving of traffic signal box and bench locations.

Private Property: Program can proceed without City. City is not involved in private projects.



On City infrastructure, additional coordination is needed:



Responsibility Summary:

- Who manages the program: DCP/BID/TAP
- Who manages the catalog/website: TAP
- Who manages the money: TAP/BID
- Who owns the art: Through TAP/BID (not City)
- Who coordinates and oversees installation: BID
- **Approve of locations: City of Fargo**
- **Who maintains or removes (on public infrastructure only): City of Fargo**
- Promotion and advertising of the program: DCP/BID/TAP (City will share through existing social media channels, but not actively promote)

City Approvals Needed:

Two approvals need to happen in tandem: The art itself on public infrastructure (for appropriateness) and for improvements on public infrastructure. This is the same process as we have for the art within the BID's downtown area through agreements with the DCP.



Project needs:

- Communications mechanism for project request and approval from BID to COF Engineering (project management team)
- Tracking system of art on public infrastructure (by project management team)
- City tracking of any maintenance costs associated for program monitoring