



## **MEMORANDUM**

**TO:** Arts and Culture Commission  
**FROM:** Maegin Elshaug, Planning Coordinator  
**DATE:** May 9, 2019  
**RE:** Arts and Culture Commission Meeting

The next meeting of the Arts and Culture Commission will be held on May 15 at 5:00 p.m. in the Commission Chambers, 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.

---

**ARTS AND CULTURE COMMISSION**  
**Wednesday, May 15, 2019 5:00 p.m.**  
**Commission Chambers**  
**AGENDA**

- |                                                         |             |
|---------------------------------------------------------|-------------|
| 1. Approve Order of Agenda                              | Action Item |
| 2. Approval of Minutes – April 17                       | Action Item |
| 3. Commission Engagement Discussion                     |             |
| 4. Presenter: Officer Bloom, Community Trust Officer    |             |
| 5. Report on Minneapolis/St. Paul information gathering |             |
| 6. Update on Capital Project                            |             |
| 7. Update on Performing Arts Center                     |             |
| 8. Update on Sodbuster                                  |             |
| 9. Americans for the Arts Conference                    |             |
| 10. 2019 Work Plan discussion                           |             |
| 11. Other Business or Public Comments                   |             |
| a. Next Regularly Scheduled Meeting June 19, 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, April 17, 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, April 17, 2019.

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

Present: Arlette Preston, Deb Williams, Tracy Walvatne, Mark Johnson, Tracy Jordre, Joe Williams

Absent: Jon Offutt, Denise Kolpack, Denese Odegaard,

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

**Item 1: Order of Agenda**

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

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

Member D. Williams moved the Minutes of the March 20, 2019 Arts and Culture Commission meeting be approved. Second by Member J. Williams. All Members present voted aye and the motion was declared carried.

**Item 3: Review Recommendations for Spring Call for Artists**

Chair Preston presented the recommended funding for the Spring Call for Artists proposals. Four proposals were submitted to the committee for review. The purpose of the review was to ensure a fair and equitable decision was made and the art was in good taste.

Member D. Williams moved to approve 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. Second by Member Jordre.

Member Johnson suggested that stipend recipients be required to communicate with staff and reapply in the fall to let Board members know if the projects would be feasible. Planning Director Nicole Crutchfield explained that staff recognizes the work artists put towards proposals and think the \$1,000 stipend could cover the time spent in collaboration with the Board and the Planning Department.

Action continued on the motion. All Members present voted aye and the motion was declared carried.

**Item 4: 2019 Work Plan**

Chair Preston presented the 2019 Work Plan, which honed in on the ideas of Outreach, New Ideas, Evaluation, Funding and Growth. Member Walvatne expressed concern over the timeline of the work plan. Chair Preston said the plan would be evaluated on a quarterly basis to track progress. Member Johnson moved to approve the 2019 Work Plan. Second by Member Williams. All Members present voted aye and the motion was declared carried.

**Item 5: Presenters and Educational Opportunities**

Guest speaker Laura Youngbird, Director of Native American Programs at the Plains Art Museum, gave an overview of the works displayed this season. The Plains Art Museum is a contemporary art museum that displays contemporary artwork, including that of Native American artists.

**Item 6: Forecast Public Art artist workshop update**

Planning Coordinator Maegin Elshaug reported that, based on funding, the Forecast Public Art event will be a one day workshop instead of the initially planned two day workshop.

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

There were no public comments made at this meeting.

**7a. Next regularly Scheduled Meeting May 15, 2019**

The time at adjournment was 5:37 p.m.

## MEMORANDUM

**TO:** Arts and Culture Commission

**FROM:** Maegin Elshaug, Planning Coordinator

**DATE:** May 9, 2019

**RE:** Meeting Report

---

**Item 3) Commission Engagement Discussion**

Chair Preston will lead discussion about engagement of the Commission.

**Item 4) Presenter: Officer Bloom, Community Trust Officer**

Officer Bloom will present programs and upcoming events.

**Item 5) Report on Minneapolis/St. Paul information gathering**

Chair Preston and Commissioners D. Williams and Jordre will present regarding their recent trip to Minneapolis/St. Paul.

**Item 6) Update on Capital Project**

Chair Preston will provide an update on the Capital Project discussions and upcoming survey.

**Item 7) Update on Performing Arts Center**

Chair Preston will provide an update on the Performing Arts Center.

**Item 8) Update on Sodbuster**

Planning Director Nicole Crutchfield will provide an update on Sodbuster, including the restoration and next steps.

**Item 9) Americans for the Arts Conference**

Information about the June Americans for the Arts conference will be presented at the meeting.

**Item 10) 2019 Work Plan**

Chair Preston will lead discussion on the 2019 Work Plan.

**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 for increased 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	Depends on issue or project	As Needed	Commission	Staff	
		Explore how to better engage the larger community					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		