

MEMORANDUM

TO: Arts and Culture Commission
FROM: Maria Olson, Assistant Planner
DATE: June 10, 2015
RE: Arts and Culture Commission Meeting

The next meeting of the Arts and Culture Commission will be held on Wednesday, June 17th 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. Thank you.

**ARTS AND CULTURE COMMISSION
Wednesday, June 17, 2015 4:00 p.m.
City Commission Room
AGENDA**

1. Approval of Minutes for May 20, 2015 Meeting
2. Breakout Session Review and Public Art Master Plan Discussion
3. Public Comment/Announcements
 - a. Fargo Flag- Jackson Ridl
4. Adjournment

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.

ARTS AND CULTURE COMMISSION MINUTES

Regular Meeting:

Wednesday:

May 20, 2015:

The Regular Meeting of the Arts and Culture Commission of the City of Fargo, North Dakota, was held in the Fercho Conference Room at the Fargo Public Library at 4:00 o'clock p.m., Wednesday, May 20, 2015.

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

Present: Arlette Preston, Chelsea Thorson, Colleen Sheehy, David Bertolini, Dayna Del Val, Deb Williams, Michael Olsen

Absent: Jessica Jung, Cassandra Maland

Also Present: Maria Olson

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

Item 1: Minutes: Regular Meeting of April 15, 2015

Mr. Olsen moved the minutes of the April 15, 2015 Arts and Culture Commission meeting be approved. Second by Ms. Thorson. All Members present voted aye and the motion was declared carried.

(4:09 p.m. Member Williams present)

Item 2: Public Art Policy and Process Breakout Session

Discussion was held regarding what the main goals of the Arts and Culture Commission are, including important ways the Commission can fulfill its mission to advance public art within the city. Members discussed the public art planning process including ensuring artists, or others who are able to sufficiently represent the artist community, are included in the public art process early on, as well as the utilization of various locations throughout the City for public art, including neighborhoods and City infill lots.

Item 3: Review Existing Public Art within Fargo

Assistant Planner Maria Olson presented a summary of existing public art that is facilitated by the city, owned by the city, or located on public property stating in the next few months, staff will meet with contributors/project managers to obtain more information on these existing artworks and programs; outline a draft policy for accessioning, de-accessioning, and maintenance of the artwork; and review/propose grant options that could provide funding opportunities for the public art data collection process.

In addition, discussion was held regarding potential grant opportunities for items such as collection research and data management.

Item 4: Other Business:

- a. Robert's Rules of Order
- b. Next Meeting: June 17, 2015 at 4:00 p.m. City Commission Room, City Hall

Item 5: Public Comment/Announcements

No public comments/announcements were heard.

Item 6: Adjournment

Mr. Olsen moved the meeting be adjourned. Second by Ms. Sheehy. All Members present voted aye and the motion was declared carried.

The time at adjournment was 5:03 p.m.

MEMORANDUM

TO: Arts and Culture Commission
FROM: Maria Olson, Assistant Planner
DATE: June 10, 2015
RE: Review Last Month's Break Out Session; Proposal for Public Art Master Plan

At the May 20th Arts and Culture Commission meeting, the commissioners participated in a small group break out discussion in order to discuss and define what the main goals of the commission could be. Specifically, the commissioners were asked to answer the three following questions:

1. What do we do?
2. How do we get public art?
3. How do we get out of the way?

The following document captures the commission's response to these questions, and tags the responses as being appropriate to address either through a policy, public art master plan, administrative action, liaison, or ordinance.

The responses received from the commissioners covered a wide variety of topics and opportunities. These responses were so varied in fact, that in trying to draw up a "road map" for achieving these goals, it became apparent that a unified vision for public art was necessary. The best way to develop this unified vision is through a public art master plan. Staff therefore suggests that prior to adopting policies or addressing specific ordinances that need to be changed, the commission could aide staff in developing a scope of work for the public art master plan. This would allow staff to issue a Request for Proposal. While the RFP process is occurring staff can return to the Inventory and Policy discussions of our work plan.

At the June 17 meeting, staff will present six example master plans to the commission, covering a range of ideas and approaches. The worksheet included within the packet provides general information about each plan and links for review prior to the commission meeting.

The main goal of this meeting will be to discuss how a unified vision is best communicated within a public art master plan, and to identify the key elements of a plan that are essential for Fargo.

This information has been presented for discussion purposes only at this time and no formal action is recommended.

Unifying Comment or Theme: We need a definition for public art- a list of qualifiers that differentiates it from all art located in a public space. What are the qualities or merits required to qualify something as Public Art? For example: public art should be integrated thoughtfully into a public space, it should be an expression of the particular space through reference to culture, history, physical setting, etc. (Policy)

Question 1: What do we do?

The Purpose and Intent of the Arts and Culture Commission as outlined in ordinance is to:

- *Ensure that public art continues to be a valuable part of Fargo*
- *To encourage the display of public art by citizens, developers, property owners, architects and builders*
- *To provide a process for review and recommendation to the city commission of the commissioning and placement of public art by the city*
- *To ensure public art is properly maintained and that it is accessible to the general public*

How do you see the commission fulfilling these activities?

- Research and develop process for review (Policy)
- Public education and involvement (Policy and/or Master Plan)
- Develop guidelines that describe parameters of public art in Fargo (Policy)
- Draft with staff ordinance for percent for art for city projects (Master Plan then Ordinance)
- Solicit experts on maintenance (Administration)
- Explore funding (Master Plan)
- Encourage ordinance/policy for private developments to incorporate public art into projects: (Master Plan then Ordinance)
- Create a maintenance plan for existing public art (Policy)
- Develop policies to spell out where art should be placed (Master Plan) and how it should be commissioned (Policy)
- Facilitate short term, pop up policies and long-term art policies and differentiate between them (Policy, possibly Ordinance)
- Identify projects by the city that could use an artist to be at the table early on for consulting (Master Plan and/or Liaisons)

Question 2: How do we get public art?

- Build incentives and requirements for builders to encourage art development (Ordinance)
- Create an art “safe zone” for temporary art performance and installations (Administration)
- Zoning code/policy % for public art in new construction (Ordinance)
- Grant writer per public art guidelines (Administration)
- Connect economic policies for public art (Ordinance)
- Encourage artists via grants and/or matching grants (Master Plan and Administration)
- Develop program- large & small commission projects (Administration, City Commission)
- Public art content? People’s choice

- Public art competition or event (Non-Profit Organization, Administration)
- Money or art?
- Not accept every gift but encourage gifts according to common standards (Policy)

Question 3: How do we get out of the way?

- Organize mural art via schools, etc. (Administration)
- Public art “one call” alert all city institutions?
- Staff to explore laws that prohibit art and provide guidelines (vandalism v. art) (Administration)
- Infill or abandoned areas (Master Plan/Ordinances)
- Murals (Sign Code) (DMU Zoning Req.)
- Create a document to clarify the “rules” for artists (Administration)
- Be a mediator between artists and the city & developers (Administration/Liaisons)

PUBLIC ART MASTER PLAN REVIEW

1

PROCESS ORIENTED

City of Salem, Massachusetts

Population: 42,544 (2013)

Public Art Master Plan: http://www.salem.com/pages/salemma_dpced/studiesreports/artMasterPlan.pdf

Date: 2013

Funding Source: Peabody Essex Museum, Artowrks, City of Salem, Salem Partnership

Consultant: VIA Partnership, LLP

Main Themes: Structuring the Public Art Program, policies and procedures, and administrative processes. Also does a good job of outlining future public art opportunities. Does not connect to ideas or larger goals outside of public art

Audience: Government- city staff and commissioners; could also be helpful to artists or developers looking for opportunities or an explanation of process.

Name of Board or Commission: Public Art Commission

Date Established: 2014

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PROCESS ORIENTED

Louisville, Kentucky

Population: 253,128 (1999)

Public Art Master Plan: <http://louisvilleky.gov/file/publicartmasterplan1152015pdf>

Date: 2009

Funding Source: City of Louisville

Consultant: Creativetime

Main Themes: Structuring the process and administrative responsibility for public art projects, policy, and funding. Specific sites were identified for new projects but only two new projects were identified.

Name of Board or Commission: Mayors Advisory Committee on Public Art, but the master plan called for a the creation of a new commission; the Commission on Public Art

Date Established: The Commission on Public Art established 2010

Public Art Policy and Procedures: Part of Public Art Master Plan

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OUTREACH FOCUSED

City of Ashland, Oregon

Population: 20, 713 (2013)

Public Art Master Plan: <http://www.ashland.or.us/Page.asp?NavID=10634>

Date: 2007

Funding Source: City of Ashland?

Consultant: Focus Groups only lead by Leapfrog Training and Facilitation. No consultant identified as creating the plan itself.

Main Themes: To engage in and understand community goals; public meetings and focus groups provided the bulk of the feedback for a set of 10 implementation goals, primarily focused on changing existing city policies.

Name of Board of Commission: City of Ashland Public Art Commission

Date First Established: 2002

Public Art Policy and Procedures: Adopted prior to, but included as Appendix in Master Plan

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OPPORTUNITY BASED

Town of Cary, North Carolina

Population: 151,088 (2013)

Public Art Master Plan: <http://townofcary.uberflip.com/i/320439-cary-public-art-master-plan>

Date: 2012 (Update of 2001 Plan)

Funding Source: Town of Cary?

Consultant: Brown & Keener, Division of the RBA Group

Main Themes: Identifying a sense of place and communal themes, and opportunities for future projects and project sites. Less focus was paid to process, administrative and decision making structures, and funding, but information was still present.

Audience: Government and Partners- those who facilitate their public art program

Name of Board of Commission: Cary Public Art Advisory Board

Date First Established: 2001 with adoption of first public art master plan

Public Art Policy and Procedures: Not formally adopted, but outlined in public art master plan

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CONNECTION BASED

Saint Paul, Minnesota

Population: 297,640 (2014)

Central Corridor Public Art Plan: <http://www.publicartstpaul.org/>

Funding Source: Central Corridor Public Art Plan Partners, Public Art Saint Paul and the Partners

Consultant: Todd Bressi and Cliff Garten

Main Themes: Connecting public art to other areas of the urban life. Public art is viewed as "connective tissue" . The plan outlined an "urban language" where people communicate through: food, water, waste, gathering, and identity. Examples of how these languages have expressed themselves in other projects around the country are included.

Audience: Artists, Grant makers, Arts and Culture Community

Name of Board of Commission: N/A, plan created by non-profit organization- Public Art Saint Paul

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CONNECTION BASED

Hartford, Connecticut

Population: 125,017 (2014)

Downtown Hartford I Quilt Plan: http://theiquiltplan.org/wp-content/uploads/2015/03/iqp_overview.pdf

Date: 2012

Funding Source: The iQuilt Partnership (City of Hartford, State of Connecticut, MetroHartford Alliance, Greater Hartford Arts Council, Hartford Business Improvement District, Bushnell Center for the Performing Arts, Metropolitan District Commission, Bushnell Park Foundation, Riverfront Recapture)

Consultant: Suisman Urban Design and Team

Main Themes: Shared vision for walking, culture, and innovation for the downtown area. Links arts opportunities and cultural assets to this shared vision. Scope is larger than public art- it is also a strategy for walkability and innovation. Public art is not the goal, but it is one of the ways to achieve the goal.

Audience: All encompassing, can be a source of direction for all who play an active role in creating the city.

Name of Board of Commission: N/A, plan created by public/private partnership