



## **MEMORANDUM**

**TO:** Arts and Culture Commission

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

**DATE:** January 9, 2020

**RE:** Arts and Culture Commission Meeting

The next meeting of the Arts and Culture Commission will be held on Wednesday, January 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, January 15, 2020, 5:00 p.m. Commission Chambers AGENDA**

1. Approve Order of Agenda Action Item
2. Approval of Minutes – December 18 Action Item
3. Other Business and Public Comment
  - a. Next Regularly Scheduled Meeting February 19, 2020
4. Close meeting; move to work session (within Commission Chambers)
  - a. Retreat Recommended Actions and Work Plan Discussion
  - b. 2020 Budget Discussion

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, December 18, 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, December 18, 2019.

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

Present: Arlette Preston, Deb Williams, Jon Offutt, Denise Kolpack, Mark Johnson, Denese Odegaard, Joe Williams

Absent: Tracy Jordre, Tracy Walvatne

Also Present: City Commissioner John Strand

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

### **Item 1: Order of Agenda**

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

### **Item 2: Minutes: Regular Meeting of October 16, 2019**

Member Johnson moved the Minutes of the October 16, 2019 Arts and Culture Commission meeting be approved. Second by Member Offutt. All Members present voted aye and the motion was declared carried.

### **Item 3: Performance by Fargo Moorhead Community Theater**

Members of the cast of A Charlie Brown Christmas sang carols from their upcoming show. The Fargo Moorhead Community Theater will be performing A Charlie Brown Christmas from December 19th to December 22nd at Frances Frazier Comstock Theater, on the Concordia College Campus, in Moorhead.

### **Item 4: Review of Call for Artists: Public Art Projects Applications**

Chair D. Williams provided the Commission with an overview of the Fall Call for Artists Process. Ten applications were submitted and reviewed by a subcommittee. Two of the ten applications were recommended for full funding to the Arts and Culture Commission. The first proposal recommended for funding was the Broadway Skywalk project submitted by Emily Williams-Wheeler. The second proposal recommended for funding was the Neighborhood Market Project submitted by Fargo Cass Public Health.

Member Kolpack moved to fund the Broadway Skywalk proposal for \$11,342 and the Neighborhood Market Project for \$10,815. Second by Member Williams. Members Preston and Johnson commented that it would be helpful to see an overview of the Arts

and Culture Commission budget when reviewing requests for funding. All Members present voted aye and the motion was declared carried.

**Item 5: Review of Draft Capital Project RFQ**

Chair D. Williams opened the floor to questions and comments on the draft Capital Project Request for Qualifications (RFQ) document. Member Johnson asked if the comments submitted by the Convention and Visitors Bureau (CVB), would be added to the RFQ. Planning Coordinator Maegin Elshaug explained that the CVB's comments on potential sites for the public art piece would be incorporated into the RFQ.

Chair D. Williams shared that Member Walvatne is reviewing an application for additional funding for the Capital Project from Excel Energy. Member Johnson commented that the stipend for travel may need to be raised. Commissioners discussed the stipend amount. Member J. Williams moved to approve the RFQ with comments and forward the document to the City Commission for review. Second by Member Offutt. All Members present voted aye and the motion was declared carried.

**Item 6: 2020 Meeting Schedule**

The Arts and Culture Commission will continue to meet on the third Wednesday of the month at 5:00 p.m. in the Commission Chambers at Fargo City Hall, 225 4th Street North.

**Item 7: Workplan**

Ms. Elshaug gave an update on Planning Staff's work to place the Kigel sculpture at City Hall and the restored Hayes painting. She also noted that the 64th Avenue project was delayed.

Chair D. Williams thanked ACC Members for attending the 2020 Workplan session earlier in December, and asked that everyone plan to meet for an extra hour after the January 15th meeting.

**Item 8: Other business or Public Comments**

Member Johnson thanked the Fall Call for Artists: Public Art Project Subcommittee for their hard work.

Chair D. Williams presented a request from Colleen Sheehy, recipient of the Bush Grant, who asked the Arts and Culture Commission to co-host an event at the Plains Art Museum.

City Commissioner Strand shared his support and appreciation for the placement of Sod Buster.

Member J. Williams invited the community to Laura Youngbird's retirement reception on January 2nd at 6:00 p.m., at the Plains Art Museum.

**Item 8a: Next Meeting—January 15, 2020**

The time at adjournment was 5:49 p.m.

## **MEMORANDUM**

**TO:** Arts and Culture Commission  
**FROM:** Maegin Elshaug, Planning Coordinator  
**DATE:** January 9, 2020  
**RE:** Meeting Report

---

### **Item 4a. Retreat Recommended Actions and Work Plan Discussion**

Staff expects the regular meeting to be shorter than usual and suggests moving to the main floor of the commission chambers in order to have a working meeting and review the retreat report. Attached is the report from Reach Partners, which includes an overview, key findings, and recommended actions.

Based on the report, staff proceeded with creating a draft 2020 work plan for your review. At the work session, staff is seeking confirmation on priorities, strategies and work plan items. Please be prepared for discussion at the meeting and feel free to bring any feedback to this draft work plan.

### **Item 4b. 2020 Budget Discussion**

Staff will provide more detailed information at the meeting and introduce a participation exercise as part of this meeting. See attachment for information.



# Report Fargo Arts & Culture Commission Retreat

December 11, 2019

## Participating Staff & Commissioners

Maegin Elshaug, Maggie Squyer, Deb Williams, Tracy Jordre, Tracy Walvatne, Denise Kolpack, Denese Odegard, Mark Johnson, Jon Offutt, Arlette Preston, Joe Williams

## Retreat Overview

The Arts & Culture Commission met on December 11, 2019 to:

- Recognize ACC's role in City operations, projects, and capital improvements
- Review the purpose of ACC, the Mission and Vision of the PAMP
- Evaluate the 2019 work plan activities
- Prioritize ACCs 2019 workplan action steps for focus in 2020
- Spend time together in focused conversation

## Key Findings

**Enthusiasm.** The energy and enthusiasm from the current Arts & Culture Commission (ACC) membership is palatable. The community members are invested in the success of the community, excited to be a part of the possibilities and dedicated to the ideals and vision set in the 2017 Public Art Master Plan (PAMP). They see how Fargo's recent public art initiatives have a positive impact on public perception and want to broadly share the successes and increase the opportunities.

**A mission to clarify roles.** While 2019 was an organizing year and the ACC made progress on developing a work plan based on the PAMP, comments during the retreat demonstrate a lack of understanding of the limitations of a governing body and the need to narrow and clarify the ACC working mission to give clarity to the work of the ACC commissioners. A clear mission statement can indicate the capacity of the ACC as a governing commission, simplify the scope of the Public Arts Master Plan, and focus the ACC's role across city initiatives.

**A vision for the future.** At this time, the 2017 Public Art Master Plan action steps and the purpose of the ACC as described in the Ordinance 4049 are far and beyond the resources of the Planning Department staff and ACC members, simply, the PAMP action steps are not realistic for 1-year goals. However, the city described through the ordinance and the PAMP goals and the action steps are a valiant vision and standard to strive towards and have an application as a decision-making filter to assure current actions are on track.



# Report Fargo Arts & Culture Commission Retreat

December 11, 2019

## Recommended Actions

### I. Write a Mission Statement

Write an ACC mission statement for use in 2020 and beyond. Bring focus and clarity to the roles and goals of its members, operations, and what governance this body provides. Consider the capacity of the Planning Department staff and a volunteer commission to evaluate the merit of the mission statement.

### II. Develop Key Messages

While discussion during the retreat was decidedly to create a communication plan, Reach Partners' recommendation is that the ACC first develop the key messages that specifically support, give deeper clarity and meaning to a mission statement for the ACC, Commission and Staff as stakeholders. Then develop the messages which share the history of city's public art efforts, partnerships and the ACCs success after a broad stakeholder analysis and identification.

These elements plus the communication processes and channels available to the ACC as a City entity are essential components of a communication plan. Recognize communication channels hosted and managed by partners (FMCVB, TAP, FMVA, etc.) may be the most appropriate to share the success stories and key messages of the ACC.

### III. Monitor to support all City Initiatives

Review the city's initiatives for opportunities to incorporate creative placemaking tactics into ongoing and proposed City projects. This may be a proposal to introduce and imbed an artist to a new process, bring an artist's perspective into existing processes and meet the challenge of operational work with creativity, inclusion, and community.

### IV. Work Continues

Based on the group's evaluation of the 2019 workplan, the group reached consensus that the ACC's priority for 2020 is communication while the following action steps are ongoing. The new mission statement should be used to prioritize the work ACC continues:



# Report Fargo Arts & Culture Commission Retreat

December 11, 2019

Arts & Culture Commission 2020 Work Plan	
Priority	Action Step
<b>Outreach</b>	
2020	Develop a Communication plan
<b>Generate New Ideas</b>	
Ongoing	Develop inclusion of arts and culture in city activities, e.g. Capital Improvement Plan (CIP)
Ongoing	Integrate into other committee work in Planning Department
<b>Evaluate</b>	
Ongoing	Identify and implement a method(s) to capture impact of public art in the community
<b>Funding</b>	
Ongoing	Identify a *project-based plan for funding public art in Fargo
<b>Growth</b>	
Ongoing	Build capacity of ACC
Ongoing	Build capacity of staff

*Other columns and lower priority action steps from the 2019 Work Plan are not shown*

*\*Changed from long-term to project-based*

## Submitted by

Reach Partners, January 3, 2020

**CITY OF FARGO ARTS & CULTURE COMMISSION**  
**2020 Work Plan - Version 1**

Priority	Strategy	Lead	Outcome	Status/Next Steps
<b>Outreach</b>				
Develop a Communication plan	Identify key messages, identify the story	Subcommittee		
<b>Generate new ideas</b>				
Integration of city practices	Support city activities through the lens of the Public Art Master Plan initiatives, e.g. Capital Improvement Plan (CIP), Core Neighborhood Plan, Inclusion Plan	Staff		
<b>Evaluate</b>				
Identify and implement a method(s) to capture impact of public art in the community	To be identified	Subcommittee		
<b>Funding</b>				
Identify a project-based plan for funding public art for capital projects	Work with city administration and community partners	Staff		
<b>Growth</b>				
Build capacity of ACC	On - going as opportunities arise	Subcommittee		
Encourage economic development with partnerships	Attend and represent ACC in community wide conversations	Subcommittee		
<b>Operations</b>				
Management and caretaking of acquisitions	Insurance and outreach	Staff		
Capital Project	Project identification and fundraising	Staff		
Curating inside city hall	Establish program	Staff		
Liaise among other city departments and with administration	Attend meetings and outreach	Staff		
Public Art Capital requests	Grow artist and selection committee capacity	Staff		



## **2020 Budget for City of Fargo Public Art Program**

Write in what percentage you would allocate to each category in the chart and/or create a corresponding pie chart with specific percentages. Please return to staff by the close of the meeting.

### **\_\_\_\_\_ % Regranting**

- The City has historically regranted to an arts agency (The Arts Partnership [TAP])
  - Most public arts programs have a relationship with a local arts agency
  - Priority connects to the direct providers of the arts to the community
- TAP received \$102,000 (68%) in 2019
- TAP has requested \$112,000 (75%) for 2020

### **\_\_\_\_\_ % Projects**

- Call for Artists
- Curating (\*curating for 2020 is outside of these dollars for this )

### **\_\_\_\_\_ % Program Management**

- Such as staff/administration time, acquisitions, collection management [maintenance, restoration], consultants, appraisals
- This portion must be a minimum of \$15,000 (10%) for staff/administration time

