



## **MEMORANDUM**

**TO:** Arts and Culture Commission

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

**DATE:** October 19, 2020

**RE:** Arts and Culture Commission Meeting

The next meeting of the Arts and Culture Commission will be a virtual meeting held on Wednesday, October 21 at 5:00 p.m. If you are not able to participate, please contact staff at 701.241.1474 or [Planning@FargoND.gov](mailto:Planning@FargoND.gov). Thank you.

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### **ARTS AND CULTURE COMMISSION Wednesday, October 21, 2020, 5:00 p.m. Virtual Meeting AGENDA**

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| 1. Approve Order of Agenda                                     | Action Item |
| 2. Approval of Minutes – September 16                          | Action Item |
| 3. Appointment of Chair and Vice Chair                         | Action Item |
| 4. Fargo Community Water Tower presentation and recommendation | Action Item |
| 5. Other Business and Public Comment                           |             |
| a. Next Regularly Scheduled Meeting November 18, 2020          |             |

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, September 16, 2020**

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, September 16, 2020.

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

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

Also Present: Mayor Mahoney and City Commissioner John Strand

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

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

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

### **Item 2: Minutes: Regular Meeting of January 15, 2020**

Member Jordre moved the Minutes of the January 15, 2020 Arts and Culture Commission meeting be approved. Second by Member Walvatne. All Members present voted aye and the motion was declared carried.

### **Item 3: Welcome New Members**

Chair Williams welcomed new members Monika Browne-Ecker, Ann Arbor Miller and Brad Bachmeier to the Arts and Culture Commission.

### **Item 4: Planning Department Updated**

Planning Coordinator Maegin Elshaug provided an update on the work that has been done by the Planning Department since the Arts and Culture Commission met in January. Progress was highlighted on four projects: the Skyway Mural, the Neighborhood Market Mural, 64th Avenue Bridge, and the Water Tower project.

Director of Planning and Development Nicole Crutchfield explained staff's new prioritization of the City's Covid-19 response, social justice advocacy, and homelessness intervention programs. Ms. Crutchfield emphasized the importance of growing new partnerships and the role that the Arts and Culture Commission will play in maintaining those partnerships.

**Item 5: Staff Report**

Ms. Elshaug introduced the need to appoint a Chair and Vice Chair at the October 21 Arts and Culture Commission meeting. The Arts Place America virtual summit will also be taking place in October.

**Item 6: Other Business and Public Comment**

No public comments were given.

**Item 6a: Next Meeting—October 21, 2020**

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

## **MEMORANDUM**

**TO:** Arts and Culture Commission  
**FROM:** Maegin Elshaug, Planning Coordinator  
**DATE:** October 19, 2020  
**RE:** Meeting Report

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### **Item 4. Fargo Community Water Tower presentation and recommendation**

### **Action Item**

In August, the City contracted with Black Ink Creative Partners and Reach Partners for work on the Fargo Community Water Tower art. Over the last six weeks, the team has conducted several rounds of community listening sessions and creative sessions involving community members, Arts and Culture and Native American Commission members, water tower design engineers, and City staff, including Planning, Water Utility and City Administration. The team also engaged the community through surveys and social media.

At the meeting, Eric Vincent Allen (Black Ink Creative Partners) and Rachel Asleson (Reach Partners) will discuss the project processes, provide an overview of the community engagement and creative sessions, and present two final concepts to the Arts and Culture Commission. Attached to this packet are the two concepts that resulted from weeks of coordination, design and critique. A narrative for each is on the next page.

The Arts and Culture Commission will be asked to make a recommendation for which concept reflects the City of Fargo and the theme of “Community”. Mayor Mahoney will make the final selection of the art. The City Commission will ultimately review the art when reviewing the bid submittals of the water tower project.

### **Image A**

The final design which begins with the bubbles moving into the gears, is inspired by the idea of Fargo being a city where anything can happen. Ideas and dreams can become reality and innovation. The landmark buildings represent the city itself precede the city name which is designed in the shape of a heart. To connect the entire piece the shape of the river sits along the bottom and is inspired by the roads that both lead in and away from the city as well as create intersections, we've placed a flowing road in the piece. The roads intersect with the name and flow through connecting to the ribbons that represent the energy of the community. A second Fargo sits within the representation of the wind which is a constant in the area. It also represents motion and movement, which in this case move in a single direction to imply forward moving and forward thinking. The tree is significant because during our community conversations we heard many stories of being born and raised in the area as well as having moved to the area and remaining in Fargo. It represents the deep history of generations and the ideas of visitors coming to Fargo and planting roots, becoming part of the community.

### **Image B**

This design is inspired by the unity, positivity, and diversity of the community of Fargo. The color pallet is simple and bright, unifying the image visually and portraying Fargo's optimistic attitude. The continuous lines that circle the tower represent the continuity and connectedness of the people of Fargo, while morphing into various elements that represent the many different aspects of the community. The lines incorporate a road winding through the city, Fargo's name and windy sky, and the Red River. All of these elements come together to create a unified landscape, filled with the diverse people of Fargo and the symbols and activities that represent them.

Both color pallets are significantly influenced by our community conversations.

