



Date: December 11, 2019

Location: Robert's Street Chapel, 333 Roberts St N, Fargo

Parking: 4-hour Street parking, or ROCO Hours 0-2 Free; 2-4 \$3.00

Start: 8:15 Conclude: 12:30

Coffee & snacks provided

Staff & Commissioners: Maegin Elshaug, Deb Williams, Tracy Jordre, Tracy Walvatne, Denise Kolpack, Denese Odegaard, Mark Johnson, Jon Offutt, Arlette Preston, Joe Williams, John Strand

Invited Bruce Grubb, Mayor Mahoney

Prepare by reviewing (attached)

- Mayor's Principles, Planning Dept. Principles and 13 City Planning Initiatives
- Public Art Master Plan Summary (PAMP) (3 pages)
- ACC's 2019 Action Plan (3-page layout)
- Reflect on the highlights of your subcommittee work: social media, evaluation, funding, communication, review past reports, conversations, or minutes

Meeting Outcomes

- 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 and activities
- Clarify ACC priorities for capital improvement projects
- Spend time together in focused conversation

Agenda

Welcome

1. Review ACC Purpose and PAMP Mission, Vision
2. Evaluate ACC 2019 Work Plan and activities
3. Set the Stage – review City initiatives, Mayor and Planning Dept. Principles
4. Clarify ACC priorities for capital improvement projects

Close and evaluate

ACC Strategic Planning Meeting

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2020 Planning Department Framework

2020 City Strategic Focus Areas from Mayor's Budget

1. Creating an engaged community
2. Promoting smart growth
3. Continue to operate as a regional leader
4. Ensuring a safe city for everyone
5. Maintaining a nationally recognized service excellence

Planning Department values are demonstrated by....

- Integrating city-wide initiatives with multi-purpose activities through....
 - collaboration among planning divisions and connection with other departments.
 - coordination among all commissions and boards.
 - consensus and definitions of our roles and purpose.
 - intentional growth and expansion among projects and operations.
- Confirming inclusion of all community members through...
 - partnerships with non-profits and peer agencies.
 - awareness of unintentional bias and barriers for access.
 - embracing all cultures and identities.
 - documenting impactful change.
- Serving as an example of good governance by...
 - our role as a local government.
 - best practices.
 - good, accurate and clear messaging.
 - creating resources for elected officials and leaders in our community.
 - amplifying the voices of community members and respecting conflict.
 - striving for efficiency and respect when overlapping roles exist.

2020 Initiatives (Projects)

1. Inclusion Plan
2. Southwest land use plan
3. Land Development Code diagnostic and amendment
4. Downtown Plan Implementation
5. Governance organizations for larger cohesion of boards and commissions (one work plan, not thirteen)
6. 2020 Census
7. Housing and Urban Development (HUD) impact and overall housing strategies
8. HUD 5 year consolidated plan – Community Development Block Grant (CDBG) and HOME
9. Sweat lodge operations and improvements
10. Core Neighborhood Plan
11. Mid-America Steel Clean Up Plan
12. Public Art Capital Project
13. Artist integration into infrastructure
14. Parking facilities strategic plan
15. Single Room Occupancy (SRO) Drop-in Center
16. Housing Projects: 7th Ave N and 13th Ave S
17. Lashkowitz High Rise

VISION

Imagine that dark and unfriendly tunnel on 10th Street as a colorful light corridor that responds to car movements and feels safe to walk through. Imagine the parking lot at Broadway and 2nd Avenue downtown transformed into a greened up gathering place with sculptures and a performance stage, all paid for by a private developer. Imagine your neighborhood park as a place where kids get to work with local artists to design and build artistic kites with messages on them to honor the earth on Earth Day.

The City of Fargo envisions a livable, community where integrating public art into City initiatives, neighborhood revitalization efforts and private developments is a norm; where every citizen, worker and visitor in Fargo has the opportunity to freely experience quality art and creative expression as part of their daily lives.

MISSION OF THE PROGRAM

The mission of Fargo's Public Art Program is to implement the Public Art Master Plan, insuring the City's ongoing commitment to encouraging and supporting the growth of diverse, high-quality and meaningful public art throughout the City of Fargo.

To fulfill this mission, and create an all-inclusive public art program that can serve all forms of public art through an accessible and dependable process, it is critical to thoughtfully approach a set of next steps:

- Outline the public art process
- Identify priority opportunities
- Develop annual program goals, project budgets, and timelines
- Establish a practical and ethical selection methodology
- Determine appropriate maintenance and conservation procedures
- Provide adequate communications, documentation, and evaluation
- Secure adequate funding mechanisms to support program staff, project implementation and related activities, such as communications, education and community engagement

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PUBLIC ART
MASTER PLAN

PROGRAM GOALS

Based on the information collected by the Forecast consulting team during the planning process and preliminary goal setting done by the Public Art Taskforce prior to this planning process, a set of ten goals are recommended for Fargo's Public Art Program. It is critical that these goals are activated through the lens of the following guiding principles:

- **Citywide and Regional Mindfulness**
- **Equity, Fairness and Transparency**
- **Cultural Diversity: people of color, new immigrants and indigenous peoples**
- **Education and Lifelong Learning**

1. **Continue developing current projects, including** art for City Hall, commissioning art for public spaces, and funding independently developed projects by individual artists and teams.
2. **Build the capacity of the Arts and Culture Commission and the effectiveness of the Public Art Program**, strengthening the Commission's ability to govern the program, engage with Fargo community members, and serve as ambassadors for public art.
3. **Provide adequate care and maintenance** for City-owned public art, including documentation and collections management.
4. **Establish a clear and easily accessible process for artists and the private sector** to create all kinds of public art in communities throughout Fargo. The process should engage the public in the selection, approval and awareness of art facilitated by the City.
5. **Identify and secure permanent funding and support systems for public art**, including administration, education, communications and maintenance. Beyond City support and inter-agency cooperation, consider private support, such as contributed income, partnership support and in-kind contributions of goods and services.
6. **Ensure that public art is citywide**, including sites of opportunities and districts identified in this plan. Empower residents and businesses to transform public spaces through artist-led practices, embrace the themes developed in the planning process, yet remain open to emerging opportunities as priorities shift and the city evolves.
7. **Pursue artistic excellence** and foster diverse forms of public art.
8. **Cultivate partnerships** that will help fuel the growth of the public art program, including continued work with local arts institutions, other city agencies, the Park District, the School District, neighboring cities, and others.
9. **Establish incentives for developers** wishing to integrate public art into their projects, and provide appropriate resources, expertise and services to further encourage their investment in public art.



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10. **Focus on sites of opportunities as outlined in this plan**, as well as the themes developed as part of the planning process, yet remain open to emerging opportunities and themes as larger priorities shift and city continues to evolve.



ROLE OF THE ARTS AND CULTURE COMMISSION

The Arts and Culture Commission was established 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 that existing public art is properly displayed and maintained and that it is accessible to the general public.” (City of Fargo Ordinance No. 4948)

The goals outlined in the section above provided the Forecast team guidance in developing suggested action steps to be taken by the Arts and Culture Commission going forward. In reviewing the action steps, it will be important for the Commissioners to identify any additional skills, connections or expertise that would increase the Commission’s ability to effectively oversee and govern the implementation of the goals and objectives provided in this plan, and recruit new Commissioners accordingly.

It is also critical that the Commissioners take into account the limited resources the public art program currently has available to implement priorities identified in this plan, versus what it aspires to secure for the program long term. As additional resources become available, implementation strategies can be adjusted.

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MASTER PLAN

Action Steps	Outcome	How	Partners	Timeframe	Lead	Support	Progress
Outreach							
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	Ongoing
		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	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	Commission	Staff	Ongoing
Cultivate partnerships through ongoing round tables		Strategy needs to be identified		ongoing / per project	Commission	Staff	ongoing

Action Steps	Outcome	How	Partners	Timeframe	Lead	Support	Progress
Generate new ideas							
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	Commission	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
Evaluate							
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	Ongoing
		Determine approach		Q2-Q4	Staff		Ongoing
		Identify needed staff resources		Q2-Q4	Co-Lead		
		Determine what's realistic		Q2-Q4	Co-Lead		Ongoing
		Use economic data from the arts economic impact study		Q3	Co-Lead		

Action Steps	Outcome	How	Partners	Timeframe	Lead	Support	Progress
Funding							
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	Ongoing
		Identify potential sources	City, CVB, private developers, foundations, banks	ongoing	Commission	Staff	Ongoing
Growth							
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		