

ARTS AND CULTURE COMMISSION
Wednesday, May 17, 2023 | 4:00 PM
City Commission Chambers
AGENDA

1. Welcome and Introductions
2. Welcome new member Anna Johnson
3. Approve Agenda & Minutes.....Action Item
4. Public Art Project Highlights:
 - a. Sean Coffman – Presentation of the 2022 Human Rights Film & Arts Festival
5. Summary of Quarter 1 February Work Session
6. Staff Report
7. Announcements
8. Adjourn – Next Meeting: August 16, 2023
9. Move to Meadowlark Room for work session
 - a. Discussion Work Session: Strategic Planning

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. They are rebroadcast each Saturday at 4:00 p.m. Minutes are available on the City of Fargo Web site at www.FargoND.gov/artsandculture.

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.

ARTS AND CULTURE COMMISSION MINUTES

Regular Meeting:

February, 15, 2023

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 4:00 p.m., Wednesday, February 15, 2023.

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

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

Absent: Tracy Jordre

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

Item 1: Welcome and Introductions

Member D. Williams noted Sean Coffman's presentation of 2022 Human Rights and Film & Arts Festival will be moved to the next meeting.

Member Offut moved to approve the Order of Agenda with the change. Second by Member Miller. All Members present voted aye and the motion was declared carried.

Item 2: Approve Agenda and Minutes

Member Browne-Ecker moved the Minutes of the November 16, 2023 Arts and Culture Commission meeting be approved. Second by Member Bachmeier. All Members present voted aye and the motion was declared carried.

Item 3: Public Art Project Highlights

The presentation of 2022 Human Rights Film & Arts Festival is moved to next meeting as Sean Coffman was unable to be present.

Planning Coordinator Maegin Elshaug spoke on the One Vision project, followed by the showing of the One Vision video by Philome Productions.

Discussion was held regarding the One Vision project.

Item 4: Review Bylaws

Member D. Williams presented the Bylaws with the proposed change to Section IV. Meetings, Subsection Regular Meetings, to read "The Commission shall meet quarterly on the third Wednesday of the month at 4:00 o'clock p.m. beginning in February." She additionally requested to add the year 2023, to read "beginning in February 2023."

Discussion was held regarding the wording.

Member Bachmeier moved to approve the update to the bylaws as presented for Section IV, Subsection Regular Meetings. Second by Member Brown-Ecker. All Members present voted aye and the motion was declared carried.

Item 5: 2023 Meeting Calendar

Member D. Williams presented the 2023 Meeting Calendar.

Item 6: Adjourn – Next meeting: May 17, 2023

The time at adjournment was 4:10 p.m.

MEMORANDUM

TO: Arts and Culture Commission
FROM: Nicole Crutchfield
DATE: May 11, 2023
RE: Summary of Quarter 1 February 2023 Work Session

During the February work session, the Arts and Culture Commission's focus for quarter one was project workplans and budget allocations.

After a quick recap of the October and November 2022 work sessions, and the commission confirmed project prioritization for the five projects, and confirmed the approach for Data & Assessment, Succession Planning and Public Art Program outlined in the project summaries.

The general budget for the public art program for 2023 was reviewed, and the commission affirmed allocations to categories of Operations, Data & Assessment and Contingency. Spending of the \$60,000 in program dollars will follow the City's purchasing policy.

The commission reviewed and affirmed a budget request for 2024 that includes a full time staff person (new position) and additional program dollars, for a total increase of \$114,000.

An overview of City Budget process and methodology was provided to the commission, including the framework and timeline for the annual process, how public art activities have been funded historically, and what is allocated to the program today.

MEMORANDUM

TO: Arts and Culture Commission
FROM: Maegin Elshaug, Planning Coordinator
DATE: May 11, 2023
RE: Staff Report

Public Art Project Updates

- Believe In Us! (also known as Inside Out), which boosts, celebrates and raises awareness of the rich cultural diversity in the Madison School neighborhood has been underway for several months. The public display of Madison School's diverse student population acts as a source of neighborhood identity and prompts discussions about art in the community. The Madison Elementary principal, faculty and students are embracing the project and incorporating the work of the Inside Out program into their current curriculum to amplify the work of both.
The photos will be installed outside the school on May 16 and a celebration is planned for the evening of May 18, from 5:30-7:00. Members of the Arts and Culture Commission are invited and encouraged to attend this celebration. Click [here](#) to view photos and learn more about the project.
- The Roger Maris mural is completed and will be installed in Jack Williams Stadium in north Fargo when the weather allows.
- The Skyway Mosaic project development is underway, and fully approved to place the art on City infrastructure. The project is a bit delayed from the anticipated June installation, due to lead time for materials and structural inspection of the pillar, which will now be August or September. The mosaic has been revised and is attached.
- Construction of the water tower near Downtown is underway, and a majority of the design is intended to be painted on the structure while it is on the ground (prior to being lifted) towards the end of May, weather permitting. We are working with our Communications team to capture video footage.
- The neighborhood utility box wrap project in coordination with the Fargo School District were installed in early May. Thank you letters to the students are being issued by Mayor Mahoney's office.
- The Peggy Lee mural will no longer occur due to the project manager no longer having capacity to do the project.

Maintenance Update

- The American Sign Language bike racks on Broadway were recently struck and damaged by a car. We are working with insurance and the fabricator to repair the racks. We anticipated maintenance on the racks this year, but the costs will be higher because of the damage.
- The Skyway Mural has been deteriorating in certain areas. We will be looking at how to address this, which may include reprinting and reinstallation of some or all of the pieces. We'll also be looking into how or why the damage occurred, so that we can have this information for the future.

2024 Budget Update

The 2024 City budget process is just beginning. Department directors have submitted requests to the Budget team. Over the course of the next few months, liaison City Commissioners, such as Commissioner Kolpack and City Administration will coordinate or engage with the Mayor's office as part of the assessment of the requests. A draft budget is typically presented to the public and City Commission in late July or early August.

As a reminder from the discussion, the Planning office requested one full time staff person along with an additional \$50,000 in project implementation funds.

Other

The City is partnering with a land owner and developer on a new mixed use project on the 600 block of Northern Pacific Avenue North, which would include a new location for the Fargo Moorhead Community Theater (FMCT). There is a public art sculpture, *Iron Man* by Andy Arend, located at this location, we have reached out to the project manager and will be reaching out to the artist to begin discussions on how and where the sculpture may be relocated.

The City is kick starting a new growth plan, similar to a comprehensive plan to guide land development activities. There will be several community engagement opportunities. Mid – June will be the first public open house. Look forward to more information. Planning staff has asked for Tracy Jordre to sit on the Advisory Committee of the Growth Plan to help be a liaison for the Arts and Culture Commission's mission. This will be a 14 month endeavor.

The City is also completing a refresh of the Downtown InFocus plan. This plan highlights the importance of the public realm and its design and how it contributes to the overall health of the downtown. Dedication to the need for public art in downtown continues to be a stated priority.

As part of the Core Neighborhoods Plan, the City is initiating community engagement outreach meetings this summer and fall. A multi-department city engagement team has a goal of holding a meet and greet event at a neighborhoods association meeting. The first meeting will be the Hawthorne neighborhood at the end of May.





Part 1: Review the Public Art Master Plan and strategic goal of growing the Public Art Program

The Public Arts Master Plan

Pages 48-49 of the Public Art Master Plan (attached) discuss that the primary goal is to establish Fargo's Public Art Program as an effective City program with strong organizational capacity and measureable positive impact in the community. This section of the plan notes that, for a mid-sized city in the Midwest, it's estimated that a modest public art program should have:

- Full Time Executive Director
- Part Time Project Manager
- Contracted Services (support accounting, fundraising, communications, etc.)
- Purchase (equipment, technology, supplies, etc.)
- Project funding

The Public Art Master Plan noted the above as a cost of \$620,000. (\$400,000 for projects and \$220,000 for staffing).

Activity One:

When reviewing the public arts master plan's pages regarding funding and scope of the public art program, is this still a reasonable goal?

Desired outcome: Validate growing the Public Art Program (the goal) and affirm program fund needs of \$620,000.

Part 2: Review Goal Objective and Strategy

In order to begin steps to achieve the goal, we need to document and articulate the impact of Arts and Culture within and on the community. The strategies we propose to reach this objective are:

2023-2024

- Requesting additional support for 2024 (funding and staff person)
- Capturing lessons learned on public art projects
- Capturing data and assessment
- Continue maintenance on existing art and telling stories about the work we're currently doing

The 2022 call for public art projects has been the most authentic and impactful projects yet thanks to the grants from The Kresge Foundation and the relationship of the City's other complementary strategic plans, such as the Core Neighborhoods Plan. By capturing lessons learned, we will continue to expand and operationalize what we've learned to continue the impact. By also capturing data and assessing, we can articulate the impact public art has on the community and show how and why arts and culture is worthy and necessary.



Desired outcome: Affirm the need to document and articulate the impact of Arts and Culture within the Community and how we do this. Adopt the “Growth” mindset.

Part 3: Review goal of Growing the Public Art Program for consistency with City policies and strategies

In order to carry out this work, we want to confirm that we continue to be consistent with implementing the City’s policies and strategies, primarily by using the Public Art Master Plan and the City’s G02030 Comprehensive Plan. Consistently comparing work back to these principles and vision statements, we are in aligning with the Arts and Culture Commission and City of Fargo as an organization.

Vision within the Public Art Master Plan:

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.

Guiding Principle of Arts and Culture within Go2030 Comprehensive Plan:

Fargo will flourish with a stronger arts and culture movement. We will nurture and increase the presence of both the performing arts and the visual arts, and we will increase access to cultural events and arts-related educational opportunities.

Desired outcome: Affirm the goal aligns with City policies and strategies.

Activity Two: Does anything above need further explanation or discussion? Is there any needed clarity?

Part 4: Turning this work into Action. We would like to spend the rest of the workshop in discussion with the following questions. Included in the packet is a strategic timeline for reference. This is simply a capture of the city staff’s thoughts as we contemplate this work and how to move forward.

In review and discussion, consider and share your answers to the following questions?

How do we grow?

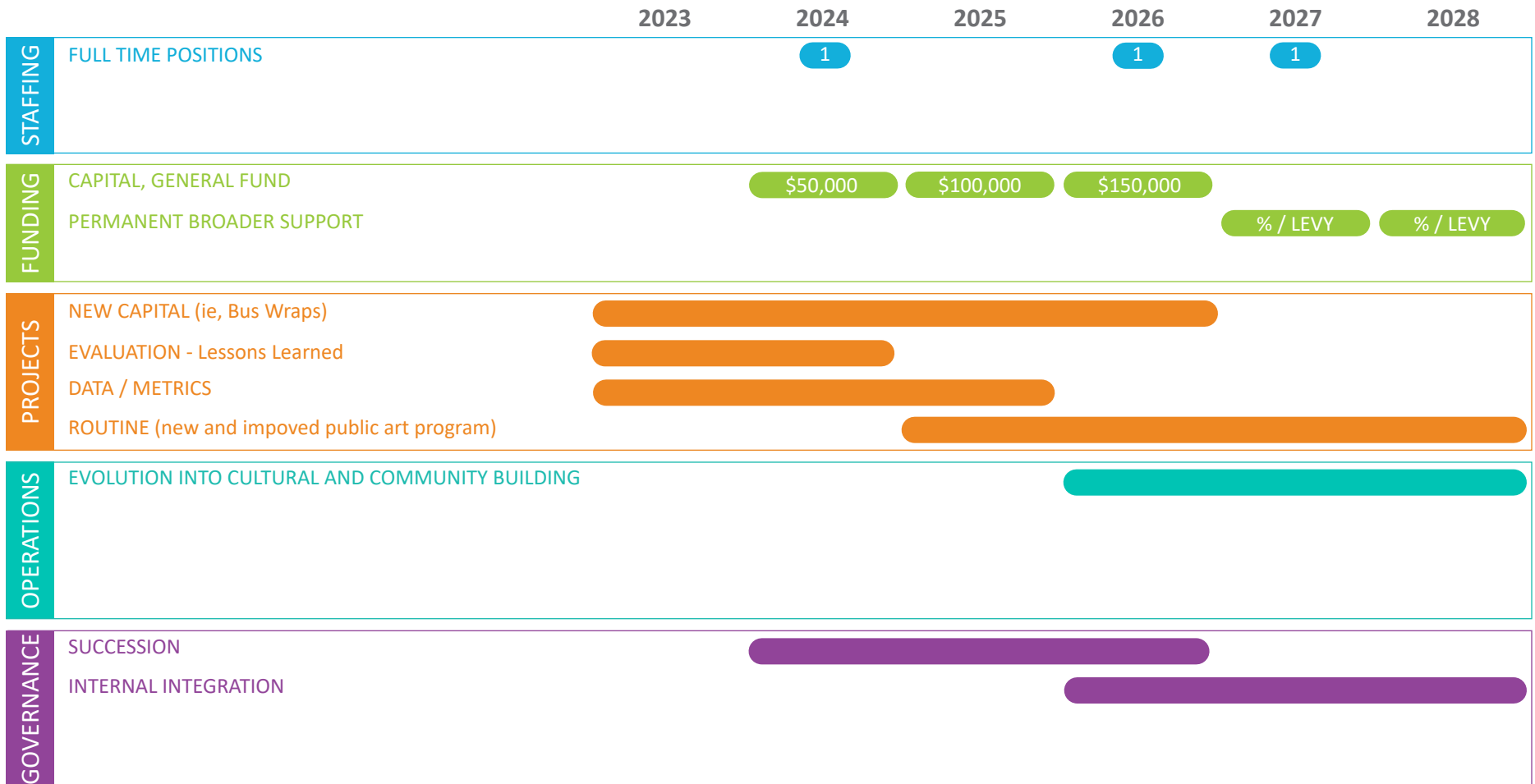
What is the staff role?

ACC role?

City Commission role?

And Pubic role?

STRATEGIC TIMELINE



PUBLIC ART PROGRAM BUDGET PLANNING CONSIDERATIONS

A primary goal of this plan is to establish Fargo’s Public Art Program as an effective City program with strong organizational capacity and measurable positive impact in the community. It is therefore critical to secure the funds needed to annually support the program and its administrative management. In addition to maintaining the City’s growing public art collection, the program incorporates public art into city improvement projects, commissions new work in the community, and support local artists to contribute to Fargo’s sense of identity and place.

The Arts and Culture Commission is responsible for establishing policies and securing funds (described in more detail in the Action Steps section). Obtaining adequate and sustainable funding for the program will enable the implementation of many other tasks outlined in the Action Steps section, and ensure Fargo’s Public Art Program remains viable and effective.

Based on the public art program budgets of mid-sized cities in the Midwest, Forecast estimates that a modest public art program should have at least one full time Executive Director, a part time Project Manager, and Contracted Services, to support accounting, fundraising, communications, collections management, interns, and a budget for purchasing equipment, technology, supplies and expendables for meetings, etc. These items total to approximately \$220,000 per year to run an effective public art program as outlined in this plan, starting in 2018.

A primary goal of this plan is to establish Fargo’s Public Art Program as an effective City program with strong organizational capacity and measurable positive impact in the community.

The \$220,000 does not include the funding needed for annual projects, such as commissioning new public art, curating exhibits at City Hall, providing grants to artists or organizations for independent projects, and maintaining the City’s existing collection. These core activities require an additional \$400,000.

Recognizing this is a new operation that is growing, this plan recommends a ramping up approach. This plan also recognizes this is a growing city metropolitan area with conflicting needs and prioritization of the City leaders and public.

Historically, Fargo’s public art program has continually received approximately a 10% increase in funding for the past five years. In 2018, ideally the program support will grow by 18%, for funding totaling \$235,000. A majority of this funding supports an existing City Arts Re-granting program, hosted by The Arts Partnership. This re-granting program, while important for the arts and culture community of the metropolitan area, is not necessarily earmarked for public art.

To align with the ten goals outlined in this report, and the recommendations to grow the program, the goal over the next five years would be to increase the program budget by 50%. This additional \$150,000 a year will allow the City to support the following four core areas annually:

- Commissioning 2-3 new projects: \$225,000
- Working with private sector and foundations to partner on commissioning 1-2 new projects or programming of public events: \$225,000
- Curating art for City Hall, which will expand once the new City Hall opens: \$60,000
- Providing grants to local artists and teams to create new work in communities throughout the city: \$85,000
- Establishing an ongoing maintenance program: \$30,000

The above program budget equals \$400,000. The combined program and administration budget equals \$620,000.

Ideally, Fargo’s public art program would start the year 2019 with \$350,000 and can commence the search for and hiring of a Program Director, who would in turn hire a Project Manager. If the budget goal needs to be achieved incrementally, Forecast recommends a five-year strategy of \$150,000, 300,000/450,000/500,000/620,000 which would allow the Arts and Culture Commission to still hire an Executive Director in 2019, and subsequently add the Project Manager in 2020.

It’s important to note that funding for the public art program should not be restricted only to allocations from the capital budget of the City, but give the program flexibility to have the greatest impact. In other words, it should support more than fixed, permanent art objects. Rather, it should allow for support of temporary projects, events, artist residencies, festivals, and creative community engagement activities.