

**ARTS AND CULTURE COMMISSION**  
**Thursday, November 16, 2022 | 5:00 PM**  
**Sky Commons – Civic Center**  
**AGENDA**

1. Welcome and Introductions
2. Approve Agenda & Minutes
3. Discussion of October Retreat
4. Introduction of work and meetings for 2023
5. Prioritize 2023-2024 Project Activity
6. Staff Report

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. Minutes are available on the City of Fargo Web site at [www.FargoND.gov/artsandculture](http://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:**

**Wednesday, July 13, 2022**

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, July 13, 2022.

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

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

Absent: Tracy Walvatne

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

**Item 1: Welcome and Introductions**

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

**Item 2: Approve Agenda and Minutes**

Member J. Williams moved the Minutes of the May 18, 2022 Arts and Culture Commission meeting be approved. Second by Member Brown-Ecker. All Members present voted aye and the motion was declared carried.

**Item 3: Review City Hall Panel Recommendations**

Planning and Development Director Nicole Crutchfield provided an overview of the proposals for the City Hall art panels.

A brief discussion was held regarding the current proposals and the future proposal process.

Mr. Troy Becker and Mr. Brett Lysne's proposals were presented.

Deliberation was held on Mr. Becker and Mr. Lysne's proposals.

Member Offutt moved to accept Brett Lysne's proposal. Second by Member Miller. All Members present voted aye and the motion was declared carried.

**Item 4: Arts for the Holidays Request**

Chair Jordre brought forward a request by staff for funding of the second annual Arts for the Holidays event.

Member Offutt recused himself from voting.

Discussion was held regarding the attendance from the previous year's event and how the Artists fared.

Member Miller stated more signage would help draw people in.

Member Brown-Ecker questioned if a scholarship would help artists who are unable to afford the entrance fee.

Member Brown-Ecker moved to approve the funding for the Arts for the Holidays event. Second by Member D. Williams. All Members present voted aye and the motion was declared carried.

**Item 5: Subcommittee Reports**

**a. Capacity**

No report was provided.

**b. Neighborhood**

Member D. Williams discussed the progress of the utility box wrap project stating the wrapping of the boxes should be happening soon.

**c. Development**

Chair Jordre gave an update on installing signage on past and present artwork within the community to give background on the artist and the art itself.

City Commissioner Kolpack announced her resignation from the Arts and Culture Commission, due to her newly elected role as City Commissioner.

**Item 6: Staff Report**

**a. Onboarding and workshop scheduling for late August**

Chair Jordre stated that the workshop would be potentially held at the end of August. She stated the workshop would include discussions on strategic planning and the budget for next year.

**b. Project Updates**

Ms. Crutchfield gave an update on the ten projects that are part of the Public Art Grants.

Ms. Crutchfield stated they are starting to do outreach with professional public art managers, locally and nationally. She noted a professional agency is needed for managing a future capital project of around \$200,000.

**Item 7: Announcements**

Member Bachmeier stated Churches United and MSUM wrote a \$20,000 LRAC grant that will bring in two artists from marginalized communities and have them train young emerging artists from the homeless shelter to create murals.

**Item 8: Adjourn – Next Meeting: September 21, 2022**  
The time at adjournment was 5:48 p.m.

**Date:** Nov 16, 2022

### **Agenda**

1. (03 Min) **Welcome**
2. (15 Min) **Discussion:** After reviewing the Oct notes, what are you still thinking about?
  - How ACC navigates: role, tools and work of city commissions and boards
  - 2023-24 Project Opportunities
3. (20 Min) Introduce 2023 work and meeting flow - opportunities for participation
4. (10 Min) **Prioritize 2023-2024 Project Opportunity**

*Each person is given 2 dots: yellow=2 votes red=1 vote to select the 2023-24 project opportunities they see as most important. This serves as a data only - no formal motion.*

  - Data and Assessment
  - Capital Project
  - Internal succession readiness
  - Develop Public Art program
  - Bus Wraps

**Attendees:** Monika Browne-Ekert, Tracy Jordre, Ann Arbor Miller, Jon Offutt, Tracy Walvatne, Deb Williams, Joe Williams, Commissioner Denise Kolpack, Nicole Crutchfield, Maegin Elshaug, Anita Hoffarth, and Rachel Asleson

## Notes

### 1. WELCOME & WARM UP

*Set the intent for mutual listening, interaction, and discussion; share the work session's purpose. Goals for the session are to increase understanding of the relationship between ACC and City operations; gain clarity on the role of ACC members; and discuss and define 2023-2024 projects.*

**ACC members answered: *What are you looking forward to in this work session?***

- Connections
- Community
- Connect shared vision
- Shared opportunities
- Get an idea of ACC purpose
- Clarity
- Next steps
- Joy- have fun
- Confidence
- Define roles
- Ambassadorship
- Understand the ACC

### 2. WELCOME FROM COMMISSIONER DENISE KOLPACK

*Convey her first 120 days and goals.*

The first 120 days is a bit like drinking from a firehouse, there's been no on-boarding, just dig-in and go. Because of her experience with ACC, she had an understanding of how the City works. Some Boards and commissions are more organized than others.

She sees opportunities to take ACC to the next level: to define the heart of Fargo, explore culture, diversity, opportunities. Plus, ACC can be a model for other boards and commissions. ACC has the right people in the chairs.

There are a lot of major capital projects going on at the same time, we have to prioritize funding. She is ready to take a strategic approach with plans that follow with thoughtful and intentional use of money and resources.

### 3. REVIEW & CLARIFY HOW ACC NAVIGATES WITHIN THE CITY

*Members answer what ACC does: [SEE 2022 ACC.pptx Slides 1-10](#)*

**What does the City need from the Arts and Culture Commission members?**

- Set policy and guidance to implement public art
- Uphold the Public Art Master Plan (PAMP)
- Voice ideas and connect to community artists

- Create a fair and equitable path that connects artists to resources and opportunities
- Identify communication gaps for artists and the public
- Remind the city the ACC exists
- Be a community ambassadors for arts and culture
- Affirm resources and priorities
- Attend Commission meetings and commissioner updates
- Inform the work plan
- Make recommendations based on experience e.g., recommend a local appraiser
- Provide guidance on policy and procedures when staff comes to a fork in the road
- Strategy. Evaluate ideas to capitalize and grow opportunities

**What does the community need from ACC members?**

- Listen to the community - listening sessions or surveys
- Stewardship of resources and economic development
- Comprehensive and effective communication for art and culture opportunities - reaching individuals, artists, businesses
- Assure tax dollars are appropriately spent
- Make connections to amplify assessable public art and culture opportunities
- The PAMP addresses the community perspective

**What's the relationship between ACC & Staff?**

- Appreciate their generous time focused on the ACC
- Need more communication between meetings
- Identify public art opportunities in projects by other City boards, commissions, departments and general operations
- Lead the logistics of gathering and organizing the ACC e.g. the development and management of a budget
  - Maintain consistent meeting schedule, anchor topics
  - Advise on how to work outside public meetings

**4. REINTRODUCE THE PUBLIC ART MASTER PLAN (PAMP) MAEGIN**

*Review the vision, mission, goals and objectives of the PAMP in light of the context of the ACC role. [See 2022 ACC.pptx slides 12-21](#)*

**5. INTRODUCE 2023-2024 ACC PROJECTS OPERATIONAL PROJECTS**

*Learn about the projects in the Planning Dept list of work for 2023.*

**Operationalized Annual Projects [See 2022 ACC.pptx slide 23](#)**

- **Call for Art:** a call for projects or artists with a \$60,000 public art budget.
- **Utility Boxes:** There is a system, and funding mechanism in place for communities, or neighborhoods to select artists or works of art, and is paid for by the community or neighborhood.
- **Maintenance and management:** Funding is found outside the \$60,000 public art budget, Staff negotiates for funding from other projects or sources inside the city.

**2023-2024 Projects** [See 2022 ACC.pptx slide 24](#)

- **Data and Assessment:** Tools to justify public art program vision; Develop Public Art program; Championed by Commissioner Kolpack
- **Capital Project:** American Rescue Plan Funds, \$250,000; Championed by Commissioner Strand
- **Internal succession readiness:** Infiltrate Public Art into City operations; Artist in Residence; Public Engagement
- **Develop Public Art program:** Capacity building with local artists; Public Art Possibilities or idea development
- **Bus Wraps:** Transit + City of Fargo (interdepartmental) Championed by Commissioner Strand

**6. EVALUATE 2023-2024 ACC PROJECTS:**

Five projects include: Data and Assessment, a Capital Project, Internal succession readiness, Develop a public art program and Bus Wraps. [See 2022 ACC.pptx slides 24](#)

**DATA & ASSESSMENT (SMALL GROUP)**

- *Tools to justify public art program vision*
- *Data to develop the Public Art program*
- *Championed by Commissioner Kolpack*

**What does a Data & Assessment look like? What is the end product?**

- Communication of ACC impact

**What partners would be part of the project?**

- Staff consultants, community, artiste inter-agency other communities
- Intangible measures - livability impact

**What are barriers: Community, Process, Resources,**

- Measurability
- Willingness of participants
- Public buy-in

**What does success look like?****Is this project worthwhile?**

- Yes, this information is critical to the success of the ACC activities

**CAPITAL PROJECT (Small group)**

- *American Rescue Plan Funds, \$250,000*
- *Championed by Commissioner Strand*

**What does the Capital Project look like? What is the end product?**

- Built object



- Welcome to Fargo reflects Fargo, it's speaks FARGO
- Maximum impact in high traffic area
- Multi-disciplinary - sound, music, lights, movement,
- Brands Fargo like Chicago's Bean (Cloudgate) or Minneapolis' Cherry and Spoon
- If a national artist - must have local artist collaboration

**What partners would be part of the project?**

- Developer community
- CVB, artists, Plains Art Museum, Parks, financial backer, TAP, Schools, All want to use as a branding object

**Barriers**

- Buy-in
- Needs someone to manage
- Maintenance, access, location
- Does Fargo have an artist with the experience to handle the scale, community involvement?
- Executability
- City Eng, ND DOT barriers to execute - e.g. no words on an overpass

**What does success look like?**

- Iconic National recognition
- Community treasure
- Design with (not for)

**INTERNAL SUCCESSION READINESS (Large group)**

- *Infiltrate Public Art into City operations*
- *Artist in Residence*
- *Public Engagement*

**What does Internal Succession Readiness look like? What is the end product?**

- Increased staff time dedicated to arts and culture
- Not susceptible to who is in office
- Work plans, strategic plans
- Connect to data and assessment
- Data driven
- WELL stated Elevator speech
- Arts and culture included in all City RFPs; art and culture weighted rubrics
- Financial incentives for developers
- City staff readied to work with artists - protect their works and autonomy
- Policies and procedures
- Capacity the Public Art program
- Benchmark survey

**What partners would be part of Internal Succession Readiness?**

- Look to what other cities doing

- Connect with influencers, those who are being listened to by others
- Help build leadership, those who are involved by building their skills, coaching, attending workshops and conferences

**What are barriers to Internal Succession Readiness?**

- Ignorance and lack of buy-in to the why, shared understanding, and respect of the values and work
- Lack of funding
- Lack of processes procedures
- Lack of on-boarding of internal staff by HR
- Lack of internal governance structure

**What does Internal Succession Readiness success look like?**

- Ample staff, budget and strategy to care for the collection
- Public Art Department
- Dedicated mil, and multiple revenue streams

**Yes, Internal Succession Readiness is worthwhile.**

**DEVELOP PUBLIC ART PROGRAM (Small group)**

**What does a Developing a Public Art Program look like?**

- 70% of local artists are aware of the program and submit to calls for artists
- Dedicated staff running the program
- City-wide public art
- Communities representation by demographics
- Dedicated consistent funding
- Process for artists to bring ideas to the city
- Ways to commit artists with conversations

**What partners would be part of Developing a Public Art Program?**

- Look to other cities successes
- People outside of ACC
- Need for coaching and workshops

**What are barriers to Developing a Public Art Program?**

- Unclear to non-existent communication path to bring ideas or submit art outside of a specific call for art
- Lack of funding
- Lack of belief that is what we want as a community
- Lack of staff

**What does success look like?**

**Is developing a Public Art Program worthwhile?**

- This is not only the right thing, this is THE thing.

**BUS WRAPS (Small group)**

- *Transit + City of Fargo (interdepartmental)*
- *Championed by Commissioner Strand*

**What does a fleet of wrapped buses look like?**

- Engagement connect art on bus to the opera or other community organizations
- Show stories of impact
- Refer to the route by the artist or work
- Destigmatize using public transportation
- Features local art and artists
- Community engagement, excitement and pride
- Art promoting said organization
- Engage community by using the art to promote
  - QR codes, give away tickets, surveys
  - Lack of meaningful rewards
  - Name bus by artists
  - Coordination between departments

**What partners would be part of the Bus wrapping project?**

- Tourist agency

**What are barriers to a Bus Wrap project?**

- Technology
- Funding
- Artist constraints
- Define the purpose goal

**Background**

- Demographics
- Needs of the artists
- Is the bus wrap original

**Is this project worthwhile?**

- Yes, if money is available

**7. CLOSING**

*Reflect on efforts and activities of the day, identify next steps:*

- ACC members will receive the powerpoint from today. The November meeting agenda will include more discussion on the development of the 2023 work plan.

**One feeling word:**

Functional. Encouraged. Delighted. Energized. Relieved. Excited. Relief. Grateful. Optimistic. Enthusiastic.

## MEMORANDUM

**TO:** Arts and Culture Commission  
**FROM:** Nicole Crutchfield, Planning Director  
**DATE:** November 10, 2022  
**RE:** Introduction of work flow and meeting schedules for 2023

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Dear ACC Members;

I'd like to suggest a new meeting and work flow concept for 2023. This work flow will hopefully provide a more structured framework and predictability while at the same time advancing projects and ACC priorities with more clarity along with being more inclusive of your unique involvement.

As I reflect on the October work session as well as the organization of the city governance, I see meaningful ways to include the ACC work priorities more proactively. In the day to day operations of city government, your input and voice in strategic development and policies related to arts and culture in our community is vitally important and is something staff needs. Your understanding of community needs and how to shape the growth of the public arts and culture programs as allocated through public dollars is the primary purpose of the City's Arts and Culture Commission. Your guidance and advocacy of this work is important. Therefore I've been searching for ways to make board meetings more robust and meaningful, as well as find ways for your voice to be more impactful in the city's work.

To provide more opportunity to frame your involvement in larger strategy and priority development at the City of Fargo, I would like to offer a different meeting schedule and new ways to collaborate between staff and board members. I believe there are multiple opportunities for board members to be involved in the work of Arts and Culture that is sponsored by City resources. A few of these are: 1) as a formal board member at board meetings; 2) direct project work with staff; 3) independent project and community partnership development.

### 1. As a Formal Board:

I am proposing quarterly two hour meetings to focus on a different topics each quarter in lieu of our monthly or bi-monthly meetings (which tend to canceled when there isn't any new business). We would schedule in advance topics directly tied to the work flow of the city as a whole on a calendar year.

Quarter 1: Project work plans and 2023 Budget allocations

Quarter 2: Strategic planning – 5 year outlook for the City of Fargo (including 2024 budget requests)

Quarter 3: Partnership development and 2024 project development

Quarter 4: Project review and evaluation (metrics and qualitative feedback)

## 2. Work Groups with staff:

These would be project specific meetings where you as board member in conjunction with project team leaders would be included as part of an activity or to guide a project. This would be voluntary and as you declare interest and have availability. Most likely these would be more informal, include multiple different stakeholder types, and be more frequent. These would be staff lead projects. An example: Working with staff to develop the call for public art projects or working with staff to develop and conduct the data assessment project.

## 3. Independently:

If board members are interested or intrigued to develop or lead a project independently this would be with light guidance from staff or full board members, and instead a general buy in of support. An example of this: Arts for the Holidays or the Utility Box Wrap with the Fargo School District.

In summary, with this proposal, the only prescheduled meeting types committed on the calendar at the start of the year would be the four quarterly meetings. For 2023 we recommend the following dates: (Dates and times can be adjusted after further discussion and coordination)

February 15<sup>th</sup> – 4–6 PM

May 17<sup>th</sup> 4 – 6 PM

August 16<sup>th</sup> 4-6 PM

November 15<sup>th</sup> 4-6 PM

These quarterly meetings would be less cookie cutter and more collaborative to make room for engagement and discussion. These meetings would be more with the lens of future work as opposed to reactive in nature. The topics listed above would allow me and the liaison City Commission to take your feedback more directly as we proceed into various city wide work – such as Mayor’s budget process, or Capital Improvement funding, or integration with the City’s Communication team – ultimately advancing the work of the City’s public arts program more fully within the city as a strategy and therefore being more resilient and sustainable overall.

As needed action oriented special call meetings may be needed on occasion if we had business that didn’t fall on the quarterly year that needed your vote. But we would work with your calendar to coordinate the best time and date at that point in time.

Work Group meetings would be scheduled per the project needs. As an example see the attached project summary for Data and Assessment. This form shows you in more detail the inner-workings on how staff develops and communicates on project development using the Data and Assessment project as an example. As part of this work as we scope the need for a consultant and develop an RFP or work with obtaining the actual data and statistics, you may have a skillset or talent that you feel strongly you want to use to influence this project more directly.

Obviously this above proposal would only work with more frequent less formal communication. That would include such things as monthly email project updates from our office, and or direct email communications that are project specific.

At the November meeting I'd like to obtain your thoughts and opinions on this proposal and discuss any positive or negative impacts that you would see. If you'd prefer a direct email or phone call to discuss, please don't hesitate to reach out.

# Project Summary

Project Name: Data and Assessment

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November 10, 2022

Purpose and Need	<ul style="list-style-type: none"><li>● Purpose: Define the benefits of ACC work as a marketing and advocacy tool</li><li>● Develop common language on the benefits of a city funded program</li><li>● Coalesce arts community and embrace regional culture</li><li>● Obtain common understanding of what, who and how</li></ul>
Issues:	<ul style="list-style-type: none"><li>● The purpose and work of the ACC is not commonly understood.</li><li>● The work of the ACC should be celebrated to help us define our unique community as it's imperative to regional livability</li></ul>
Outcomes:	<ul style="list-style-type: none"><li>● A common understanding of benefit</li><li>● Coalesce arts community and financial participation by sponsors and supporters</li><li>● Magnify quality of life</li><li>● Shared understanding of who we are</li><li>● Bring about positive belonging and healing as we become a welcoming community</li><li>● Increased awareness for citizen resources (road improvements, complaints, public safety, etc) and best points of contacts</li></ul>
Department Responsibilities:	<ul style="list-style-type: none"><li>● Planning – Manage project and consultants and dedicate finances</li><li>● Communications – collaboration with resource, skills and administration</li><li>● Administration – support and championship</li><li>● Arts &amp; Culture Commissioners...</li></ul>
Other Partners:	<ul style="list-style-type: none"><li>● Americans for the Arts</li><li>● Consultant</li><li>● North Dakota Arts Council</li></ul>
Timeline:	<p>February – RFP, select consultant, allocate funds</p> <p>March – Develop work plan and schedule</p> <p>April – July – Obtain data, confirm measures, and communication points</p> <p>August – Adoption of work and goals</p> <p>September – December – Communications outreach and marketing plan</p>

Contact Information:	<div>Project Manager: Nicole or someone we hire?</div> <div>Owner: Mayor</div> <div>Consultant: Hire Forecast?</div> <div>Helper: Arts and Culture Commissioners</div> <div>Approver: Commission</div> <div>Project Champion: Commissioner Koplack</div>
Project Abstract:	Strengthen shared understanding and support for the work of the ACC and the funding the City of Fargo contributes to the arts community.



## MEMORANDUM

**TO:** Arts and Culture Commission

**FROM:** Nicole Crutchfield, Planning Director

**DATE:** November 11, 2022

**RE:** Recognition of Frederick Edwards Jr. for Main Street Award

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On October 26<sup>th</sup> Governor Burgum honored the work of Frederick Edwards Jr., as he was awarded a Main Street Vibrancy Community Award at the State's Main Street Summit. Commissioner Kolpack was able to accept the award in his honor and then present the award to Frederick at the October 31<sup>st</sup> City Commission meeting.

The following words were expressed to Frederick by Commissioner Kolpack and Mayor Mahoney on that evening:

We congratulate Frederick Edwards, Jr. as he received North Dakota's Main Street Healthy, Vibrant Community Award for his vibrant public events, especially the Juneteenth celebrations in downtown Fargo – funded in part by the Arts and Culture Commission. His events demonstrate how a public gathering can be an intersection of engagement, empowerment, reflection on health, connectivity and accessibility that is welcoming for everyone.

Mr. Edwards' community-centered Juneteenth celebrations fill a critical need in the community by manifesting a sense of belonging for Black, indigenous and people of color (BIPOC). The event engages a diverse community while reflecting on the US history of enslavement and subsequent ramifications of "othering" people based on the color of their skin.

Frederick Edwards Jr. is well-known in Fargo for his ability to bring people together. He has his master's degree in Educational Leadership from NDSU and works at Youthworks ND and instigates many community efforts: he is a co-founder of Umoja Writing Workshops, he's organized back-to-school events, food drives, fundraisers, and cultural nights.

Mr. Edwards' vision for a Fargo that not only accepts diverse cultures but cultivates and creates spaces to grow and blossom.

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# MAINSTREET AWARDS NOMINATION – Frederick Edwards Jr.

**Healthy, Vibrant Community Award:** Recognizes communities or groups that have made **investments** in projects that enhance the **health and vibrancy of communities**. This award emphasizes **efforts to engage and empower people, helping ND improve health, economy, and connectivity**.

**Criteria:** Community must have completed a project that includes **public art**, a project that revolves around public space and vibrancy, a project that revitalizes a historic place, and/or a project that enhances the health or walkability of a community. **Nominees must also meet one or more of the following criteria:**

- Demonstrate successful public-private partnerships
- Reflect community-centered efforts and benefits
- Engage youth and/or people from diverse backgrounds in the project
- Demonstrate accessibility to people of all ages and abilities
- Create increased activity in the community

**1. Your name:** Maegin Elshaug, City of Fargo, Rachel Asleson, Reach Partners, Anthony Faris, NDSU

**2. Contact email:** MEIshaug@fargond.gov

**3. Contact phone number:** 701-476-4120

**4. Best person to contact about this award nomination:** Maegin Elshaug, City of Fargo

**5. What North Dakota community/individual are you nominating for an award?** Frederick Edwards, Jr.

**6. If this is a specific project, please list the project name:** Fargo Juneteenth

**7. Please describe the project or individual you are nominating in detail. Make sure you explain why you believe they should receive this particular award. (500 words or less):**

We nominate Frederick Edwards, Jr. for the Mainstreet Healthy, Vibrant Community Award for his vibrant public events, especially the Juneteenth celebrations in downtown Fargo. Edwards' events demonstrate how a public gathering can be an intersection of engagement, empowerment, reflection on health, connectivity and of course accessibility that is welcoming for everyone.

Edwards is a facilitator who uses his talents as a speaker, motivator, organizer and spoken-word poet to impact Fargo citizens by providing exposure to Black culture through educational, cultural and social events, public art, and activities.

Edwards' events embody the four pillars of the Mainstreet Initiative: his activities and events build the foundation for a healthy, vibrant community; curating public art to transform existing infrastructure; engaging a community that contributes to a strong and diverse workforce; and encouraging entrepreneurs and preparing a business climate to specifically encourage Black and people of color in North Dakota workplaces.

**8. How does this organization or project fill a need in or benefit your community? If nominating an entire community please explain how the community has worked together to meet a need. (250 words or less)**

## MAINSTREET AWARDS NOMINATION – Frederick Edwards Jr.

Frederick Edwards Jr.'s community-centered Juneteenth celebrations fills a critical need in the community by manifesting a sense of belonging, for Black, indigenous and people of color (BIPOC). His event creates opportunities for marginalized people to celebrate their uniqueness, embrace talents, uncover joy, and build a legacy, all of which ultimately lead to overall community success.

The Fargo community has a 90% white population, and ample programing which celebrates mainstream culture, often to the exclusion of those who look like "others". Edwards's goals are to connect people through art, education and an invitation to the whole community to learn about Black, or African American heritage through a multiplicity of cultures while increasing a sense of unity during Fargo's Juneteenth. He can boast that more than 63% in attendance of the past Juneteenth celebrations were people of color of different backgrounds.

Fargo's Juneteenth engages a diverse community while reflecting on the US history of enslavement and subsequent ramifications of "othering" people based on the color of their skin. The 2022 event theme *Sankofa*, meaning return and get it, acknowledges that, "to make progress towards the future, we must return to and claim our past. It is in understanding who we were that frees us to embrace who we now are."

### 9. How does this entity embody the four pillars of Main Street Initiative (1. Healthy, Vibrant Community; 2. Smart, Efficient Infrastructure; 3. 21st Century workforce; 4. Economic Diversification)? (250 words or less)

Frederick Edwards Jr's Juneteenth events embody four pillars of the Mainstreet Initiative: creating belonging as a foundation for a healthy community; curating public art to transform existing infrastructure; engaging a community that contributes to a strong and diverse workforce; and encouraging entrepreneurs and preparing a business climate to encourage Black and people of color in North Dakota workplaces.

Mayo Clinic Health Systems acknowledges, "Nearly every aspect of our lives is organized around belonging to something...belonging cannot be separated from our physical and mental health." A vibrant community is one that encourages active and creative action among and with others - such as Juneteenth the celebration of Freedom Day demonstrates.

As a public event, Edwards transforms infrastructure and recontextualizes the built-world into a safe-spaces for stories, artwork and shared resources. Public streets and parking lots serve as a venue for entertainment, educational programs, a place to share possibilities for mutual aid, recreation, artistic expression, volunteer and employment opportunities.

A 21<sup>st</sup> century workforce comprises of a healthy and connected citizenry. As demonstrated in a recent McKinsey study, companies that have higher-diversity leadership teams experience 30% more success than those that don't. As the diversity of eastern ND continues to blossom, people look for workplaces that welcome and even demand diversity, as a value and a competitive edge.

Edward's event contributes to economic diversification. Programing addresses goals of economic development, poverty reduction and social stability by introducing career directions in tech, education and encourages Black entrepreneurs building both human capital and institutional capacity.

## MAINSTREET AWARDS NOMINATION – Frederick Edwards Jr.

10. Is there anything else you would like to share about the project, event, community, organization or individual you are nominating? Be sure to address all relevant criteria for this particular award category. (500 words or less)

11. Why is this project or individual an example for other communities? (250 words or less)

Frederick Edwards Jr. exemplifies a ND-can-do spirit and is an inspiration to those with ideas to connect and create a sense of belonging to step-up to create accessible community activities that lead to transformation. His voice, the way he gathers and organizes people, his vision and his work to curate public programs contributes to the betterment of our state. Though our state and communities are small, our opportunities are boundless.

Edwards sees a future where residents of Fargo, North Dakota assist each other in healing, sharing ideas and building a common agenda for change. His vision of a healthy community that together generates sustainable progress and propels diverse people groups' prosperity and their well-being. His vision for the Fargo region not only accepts diverse cultures but cultivates and creates spaces to grow and blossom.

12. Why is this project, event, activity, community or individual an example for other communities? (250 words or less)

The way Frederick Edwards Jr. approaches building events like Juneteenth is an example for other communities and organizers to emulate. He starts with the arts with storytellers and artists as the foundation for the events. Plus, he empowers those individuals to interact to share their voices, thereby creating something new.

Edwards then builds outward to include resource organizations who serve the community with services, knowledge and problem solving. He adds yet another layer and invites entrepreneurs and Black-owned businesses to promote their wares and serve as inspiration to youth and others.

He makes space for children and joy with games and interactive art activities so that young people feel they too contribute to telling stories. He incorporates food as an essential cultural expression, a source of connection and communion, and means of nourishment and sustenance providing meals for free children and families in need.

Frederick Edwards Jr acknowledges he doesn't do all this alone. He welcomes those who want to contribute to their community to share in this vision. In 2022, almost 50 volunteers shared their time and energy to build this layered circle that celebrates the past, the present and our future in Fargo.

13. Is there anything else you would like to share about the project, event, community, organization, or individual you are nominating? Be sure to address all relevant criteria for this particular award category. (500 words or less)

### About Frederick Edwards Jr.

Frederick Edwards Jr. has his master's degree in Educational Leadership from NDSU and currently at Youthworks ND. Fred has instigated many efforts: he is a co-founder of Umoja Writing Workshops for public school students; he founded Fred's Dissonance for curating fun, sober events without alcohol; and he has organized three Juneteenth celebrations for the Fargo region. He was among the community

## **MAINSTREET AWARDS NOMINATION – Frederick Edwards Jr.**

leaders who organized the 2021 Martin Luther King Jr Celebration. He was the president of the Black Student Association at NDSU and worked for the office of Multicultural Programs where he curated, organized, and promoted over 40 events and cultural events held for up to 1,000 college students. Plus, Edwards is a motivational speaker with two TED Talks under his belt.

Edwards is known in the community for his ability to bring people together. Fred has organized back-to-school events, food drives, fundraisers, and cultural nights. He believes in building lifelong relationships strategizing solutions for growth with long-lasting, distinctive, and substantial innovations. He sustains to improve the network, skill, and entertainment in the Fargo community. He offers the best service through working with experts who are well versed with his mission to help bring objectives to realization.

For three years, Edwards has hosted Fargo's Juneteenth, or Freedom Day, a cultural event that recognizes and uplifts the narratives of Black people across the globe by centering on the voices and experiences of Black people within the community. While the tradition of the Juneteenth is to share Black art, cultural expression, and the people's struggle for the betterment of our society, the ultimate goal is for Black people to be heard, and walk in power to shape and better our communities, workplaces, governments and society.

## MEMORANDUM

**TO:** Arts and Culture Commission

**FROM:** Nicole Crutchfield, Planning Director

**DATE:** November 10, 2022

**RE:** City information

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The City of Fargo produces and distributes communications through various channels. We want to share these opportunities to keep up to date on City business and news. Information can be found at the following locations:

- City website [www.FargoND.Gov](http://www.FargoND.Gov)
  - Publication of public meeting agendas and minutes: Per board or committee; agendas, packets and minutes are found at each board or committees page: <https://fargond.gov/city-government/boards-commissions>
  - Mayor's Message: Information on specific topics from Mayor Mahoney; located on homepage under "News & Events"
  - City Commission members provide monthly liaison updates at City Commission meetings
  - Commission wrap-up: highlights from the most recent Commission meeting; located on homepage rotator
- Meeting Videos: Board and committee meetings can be live-streamed at the City of Fargo website and on social media, such as Facebook and Youtube. Older meeting videos can be viewed at the City of Fargo website, Facebook and Youtube.
- City of Fargo Facebook: <https://www.facebook.com/thecityoffargo/>
- City of Fargo Twitter: @thecityoffargo
- Press Releases: The City of Fargo publishes numerous press releases on various topics.