



2022 Work Session

Date: Thursday, October 20, 2022

Location: Sky Commons, second floor of the Fargo Civic Center (207 4th St. N.)

Parking: Free parking along 4th St and in City Hall lots, or paid parking in the Civic Center Ramp

Start: 8:15 AM **Conclude:** 12:00 PM

Refreshments: Coffee, tea and snacks are provided

Invitees: 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

To Prepare: Please review the documents (following):

- PAMP Vision Mission Purpose Goals
- Paths to Funding Public Art & Levels of Public Participation
- Boards Commission & Task Force Roles
- Arts Program Inventory (2017-2022)
- 2021 Work Plan and 2022 Status Update

Purpose

- Spend time together in focused dialogue
- Review the purpose of ACC and governance role in operations
- Draft and clarify ACC guiding principles for 2023-2024
- Identify Goals and Projects 2023-2024

Agenda

1. Welcome
2. ACC Overview Presentation
3. Draft Guiding Principles for 2023-24
4. Identify 2023-2024 Goals and Project Coordination
5. Closing

The Fargo Arts and Culture Commission (ACC) is uniquely committed to the community to bring art to life through collaboration with citizens, artists, business partners and city leaders. With the ultimate goal of fostering Fargo to become a cultural hub of the arts, the ACC is committed to integrating diverse, free and accessible public art into every corner of the city. Ultimately, by executing the ACC public art master plan, Fargo will transform neighborhoods, parks and business areas into meaningful spaces for all citizens and visitors.

City of Fargo: 2022 ACC Work Session

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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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MASTER PLAN**

- 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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City of Fargo

Paths to Funding Public Art & 3 Levels of Community Participation

INTRODUCTION: The chart on page 1, continuing on page 2, describes **different ways public art may be initiated through the City of Fargo**. The role of the Arts & Culture Commission is to participate on steering committees, provide oversight, recommend actions or selections based on processes, and to be aware of the programs and projects.

Paths to funding City of Fargo Public Art

Path	Community Requested	Call for Artists (CFA) or Projects (CFP)	Public-Private Public Art Partnerships	Capital Arts Projects	Departmental Projects	Foundation Grant Projects
Project's Purpose	Purpose defined by individual or group as initiated	CFA purpose is to implement community-based public art: sculptural, visual or performance-based, lasting or temporary	Incorporate public art on private or institutional properties (goal of 2022 and 2023)	Develop public art as a destination, regional attraction, and depict the culture of the community	Purpose is dependent on department goals and outcomes e.g. <i>"Showcase the past, present and future of the City of Fargo"</i>	Advance Government/community relationship through creative placemaking: connect public art with department discoveries, community-based plan findings, and change makers
Examples	Lions Club Spirit of the Sandbaggers	Skyway, FM Ballet performance, Canoe Parade	Utility Box Wrap in Downtown on Broadway, Murals on private buildings, Juneteenth, Red Ball	Sodbuster Courtyard	Fargo Community Water Tower, Catie Miller's Past Present Future Panels on City Hall	World Garden Commons at Rabanus Park (The Fargo Project)
ACC Role	Review staff report for purpose and alignment to City strategic goals	General oversight, appoint selection committee, make recommendations to City Commission	General oversight, and recommendations to City Commission	TBD per project	Review RFPs and designate selection committee in partnership with city department lead	Steering Committee and general oversight
Known Project Time	Ongoing	Annual	Spring 2022 – FSD box wraps	LOI - Summer 2022	Transit Bus Wrap (Ongoing)	Madison Neighborhood (Winter '21/Spring '22)

City of Fargo

Paths to Funding Public Art & 3 Levels of Community Participation

Paths to funding City of Fargo Public Art						
Path	Community Requested	Call for Artists (CFA) or Projects (CFP)	Public-Private Public Art Partnerships	Capital Arts Projects	Departmental Projects	Foundation Grant Projects
					City Hall Panels (Spring '22)	
Funding Source	None dedicated	ACC	TBD, varies each year but no set-aside in the budget	City of Fargo	City of Fargo	Kresge Foundation via Planning Dept
Funding Amount	Not regularly dedicated; may include private funds	\$45,000 annually, \$5,000 to 15,000 increments	TBD	\$250,000	\$50,000	\$60,000-80,000
Funding Process	None	Call for Artists or Projects	Per City policy	Public Art Letter of Interest	TBD per project	Grant driven
Who applies	Ideas come forward from the community	Expanded to include culture bearers, city departments, organizers, and creative problem solving	Private and Public driven (including School District, Parks, etc.)	Multi-Disciplinary practitioners	Expanded to include culture bearers, city departments, organizers	Expanded to include culture bearers, city departments, organizers

City of Fargo

Paths to Funding Public Art & 3 Levels of Community Participation

This chart highlights a few differences in **three levels of community participation in public art** that the City of Fargo has funded. This chart provides context to the paths to funding public art on pages 1 and 2. The following is a highly simplified description of public art, community-based art and creative practices.

Artifact in the following means the resulting art which may be sculptural, visual, or performance-based, lasting, or temporary with barrier free access for recipients to witness, experience or visualize

Artist is expanded to include culture bearers, and traditional artists, cultural worker, socially engaged artists, creative problem solving, etc.

Community Participation:	Public Art	Community-Based Public Art	Creative Placemaking
Project Basis	Project focused on a public artifact.	Project focuses on a public artifact and includes community input or engagement to be realized or created.	Project focused on a community-engaged process to address, or highlight a problem with products being awareness, understanding, shared experience, to develop and enhance community change.
Level of Community Engagement	Artist creates an artifact for the community.	Artist consults with and involves a community to contribute to an artifact.	Artist collaborates with the community through a process of meaning making through which the community shares authorship in the resulting artifact.
Project Examples	Library Square, Skyway Mural, FARGO Bike Rack, Utility Box Wraps	Canoe Parade, Community Food Mural, Officer Bloom’s Police Mural, Fargo Community Water Tower	World Garden Commons at Rabanus Park
Results	Implementation or fabrication	Community engagement, project concept planning, and implementation or fabrication	Community engagement for the purpose of project concept development, iteration, and planning. Initial funding may or may not include implementation or fabrication. Generally, addresses a geographical place or origin.

2022 Board Guidance

City of Fargo Planning and Development

Practices for boards and commissions on behalf of the Planning and Development Department

ROLE OF BOARDS, COMMISSIONS AND TASK FORCES

- Research, review, and recommend proposed policies on behalf of the City Commission
- Provide appropriate guidance and direction to staff while fostering a professional relationship with the City Commission and citizens
- Represents the City of Fargo as an organization; serving as a “brand ambassador” for the City and the residents of the community (servant leadership)
- Considers and approves a work plan and action plan for the year in conjunction with City staff and in alignment with City Commission liaison and Mayor’s adopted budget
- Implements and works towards the adopted strategic plan
- Represent and liaise with community members and knowledge experts in the community

ROLE OF STAFF

Each board, commission or task force is staffed by many staff members of the Planning Department. The visible members might be one key staff; however, there is a team of staff that performs duties related to the activities of the board. Staff:

- Supports the appointed board members to ensure an effective meeting.
- Confirms work plan and adopted mission and communicates that internally and externally.
- Serves as a liaison between the public, the Mayor’s office and the elected officials.
- Advises on city policies, communication of best practices, Mayor’s office requests.
- Guides ideas and policies and converts them into action by seeking partners in implementation and incorporation into operations.
- Advises on Roberts Rules of order, public meetings laws, and fairness and equity in process.

CITY SPONSORED ACTIVITIES

- Events are for education and awareness-building on specific initiatives.
- The planning department does not oversee community events, and instead looks for partners to operate such events. The planning department does not oversee any public spaces for events. If a public facility is to be used on behalf of a city sponsored event, the staff liaison serves as a role in developing agreements and expectations unique to each event.
- Social media, minutes and agendas follow the template and style as set forth by the City Commission administration office or the planning department if style isn’t set forth by City Communications.
- Communication styles and press notices follow the template and style as set forth by the City Commission administration office.
- Coordination and communication with Mayor or elected officials generally should include city staff liaison support for arranging meeting and following up with action steps. (The Planning Department staff or the City Commission’s Executive Assistant can assist in scheduling a meeting if requested.)
- Most activities require invested partners to complete the work in the community. This can come in the form of sponsorships or donations as empowered by the specific board. An agreement and/or memo of understanding should be created before commitment to any activity.
- All purchasing and budget items are set forth by the Finance Department and are the duty of the Planning Department staff to follow such policies. Only the Department Head or Finance Director have authority on purchasing.

City of Fargo Public Project Inventory 2017 to 2022

Year	Public Art Project	Title (if different)	Project Manager/Applicant	Artist (if applicable)
2017	Curating City Hall		Tania Blanch	
	Sudden Park		Folkways	
	The Fargo Project/World Garden Commons: Summer Series	World Garden Commons World Café	New American Consortium for Wellness & Empowerment	
	TFP/WGC: Summer Series	Family Water Festival	River Keepers	
	TFP/WGC: Summer Series	Art in the Park	The Arts Partnership	multiple local artists
	TFP/WGC: Summer Series	Buzz the Hive	Plains Art Museum + Buzz Lab	multiple local youth artists
2018	City Hall Panels - Exterior		City	Catie Miller
	Creative Bike Racks (began 2015)		Jeff Knight/Brittney Sickler	Jeff Knight (fabricator Betty Dollinger)
	Redball	The Redball Project	Plains Art Museum	Kurt Perschke
	Artistic Screen		Mark Johnson/Kilbourne Group	P2 Industris (fabricator)
	Utility Box wraps - Downtown		BID/Chris Schlepp	multiple local artists
	The Fargo Project/World Garden Commons	Prairie for the People Grand Opening	Native American Commission	multiple local artists
	The Fargo Project/World Garden Commons	Prairie for the People Grand Opening	Plains Art Museum + Buzz Lab	multiple local youth artists
	The Fargo Project/World Garden Commons	Prairie for the People Grand Opening	Growing Together	
	The Fargo Project/World Garden Commons	Prairie for the People Grand Opening	River Keepers	
	The Fargo Project/World Garden Commons	Prairie for the People Grand Opening	The Arts Partnership	multiple local artists
	The Fargo Project/World Garden Commons	Prairie for the People Grand Opening	New American Consortium for Wellness & Empowerment	
	The Fargo Project/World Garden Commons	Prairie for the People Grand Opening	FM Ballet	multiple local youth artists
	The Fargo Project/World Garden Commons	Prairie for the People Grand Opening	Be More Colorful	
2019	FM Ballet	Public Dance Showcase	Matthew Gasper	multiple local youth artists
	Utility Box wraps - Downtown	Utility Box Wrap	BID/Chris Schlepp	multiple local artists
	Skyway Mural	Decal Installation on Broadway Skywalk	Emily Williams-Wheeler	Emily Williams-Wheeler
	Neighborhood Market Mural	Neighborhood Market Project	Fargo Cass Public Health staff	Catie Miller
	Program Management (appraisal, maintenance, consultants)			
2020*	Program Management (maintenance)			
2021*	Fargo Community Water Tower		Black Ink & Reach Partners	Black Ink
	Public Art Beyond Downtown		BID/Chris Schlepp	multiple local artists
	Spirit of the Sandbagger		Fargo Lions Club	Mike Benson; Karen Bakke; Brock Davis (fabricator)
	Fargo School District utility box wraps		Deb Williams/BID/City	multiple local youth artists
	64th Avenue Bridge		Planning & Engineering Depts.	Dwight Mickelson;
	7th Ave N utility box wraps		BID/Engineering Dept.	multiple
2022	City Hall Panels - Exterior		Brett Lysne / Comms Dept	Brett Lysne
	City Hall Panels - Interior	Fargo: Past, Present & Future	Troy Becker/ Comms Dept	Troy Becker
	Fargo Juneteenth		Frederick Edwards Jr	Frederick Edwards Jr
	Inside Out	Believe In Us!	Dan Koeck	Dan Koeck
	Midtown Mural	The Moon Also Rises	Nikki Bergland	Anna Johnson
	ND Human Rights Film & Arts Festival		Sean Coffman	multiple local artists
	Roger Maris Mural		Upper Hand Signs	Cory Gillerstein & Jared Froeber
	One Vision		Wes Philome/Philome Productions	Wes Philome
	Curating City Hall - The Arts Partnership		The Arts Partnership	multiple local artists
	Program Management (consultants/maintenance)			

* denotes no call for public art projects

City of Fargo Public Project Inventory 2017 to 2022

Year	Public Art Project	Funds	Cost	Initiated by	ACC Role	Staff Role	Public Engagement
2017	Curating City Hall	Public Art dollars	\$ 8,000	City/Staff	Review/Recommendation/Fund	Administer	For
	Sudden Park	Public Art dollars	\$ 7,000	Call	Review/Recommendation/Fund	Administer	For
	The Fargo Project/World Garden Commons: Summer Series	Kresge	\$ 1,250	City Staff/Applicant	Awareness/Participation	Administer	With & For
	TFP/WGC: Summer Series	Kresge	\$ 1,250	City Staff/Applicant	Awareness/Participation	Administer	With & For
	TFP/WGC: Summer Series	Kresge	\$ 1,250	City Staff/Applicant	Awareness/Participation	Administer	With & For
	TFP/WGC: Summer Series	Kresge	\$ 1,250	City Staff/Applicant	Awareness/Participation	Administer	With & For
2018	City Hall Panels - Exterior	Mayor's Office	\$ 24,000	City	Review/Recommendation	Assist	For
	Creative Bike Racks (began 2015)	Public Art dollars	\$ 5,000	Applicant	Review/Recommendation/Fund	Administer	For
	Redball	Public Art dollars	\$ 25,000	Applicant	Review/Recommendation/Fund	Administer	For
	Artistic Screen	Public Art dollars	\$ 2,000	Applicant	Review/Fund	Administer	For
	Utility Box wraps - Downtown	Public Art dollars	\$ 5,210	Applicant	Review/Recommendation/Fund	Administer/Assist	For
	The Fargo Project/World Garden Commons	Kresge	\$ 1,250	City Staff/Applicant	Awareness/Participation	Administer	With & For
	The Fargo Project/World Garden Commons	Kresge	\$ 1,250	City Staff/Applicant	Awareness/Participation	Administer	With & For
	The Fargo Project/World Garden Commons	Kresge	\$ 1,250	City Staff/Applicant	Awareness/Participation	Administer	With & For
	The Fargo Project/World Garden Commons	Kresge	\$ 1,250	City Staff/Applicant	Awareness/Participation	Administer	With & For
	The Fargo Project/World Garden Commons	Kresge	\$ 1,250	City Staff/Applicant	Awareness/Participation	Administer	With & For
	The Fargo Project/World Garden Commons	Kresge	\$ 1,250	City Staff/Applicant	Awareness/Participation	Administer	With & For
	The Fargo Project/World Garden Commons	Kresge	\$ 1,250	City Staff/Applicant	Awareness/Participation	Administer	With & For
	The Fargo Project/World Garden Commons	Kresge	\$ 1,150	City Staff/Applicant	Awareness/Participation	Administer	With & For
	The Fargo Project/World Garden Commons	Kresge	\$ 451	City Staff/Applicant	Awareness/Participation	Administer	With & For
2019	FM Ballet	Public Art dollars	\$ 2,000	Applicant/Call	Review/Approve/Fund	Administer	For
	Utility Box wraps - Downtown	Public Art dollars	\$ 2,750	Applicant/Call	Review/Recommendation/Fund	Administer/Assist	For
	Skyway Mural	Public Art dollars	\$ 12,342	Applicant/Call	Review/Recommendation/Fund	Administer/Assist	For
	Neighborhood Market Mural	Public Art dollars	\$ 10,815	Applicant/Call	Review/Recommendation/Fund	Administer	With & For
	Program Management (appraisal, maintenance, consultants)	Public Art dollars	\$ 12,250	City/Staff	Review/Approve/Fund	Administer	n/a
2020*	Program Management (maintenance)	Public Art dollars	\$ 1,486	City/Staff	Awareness	Administer	n/a
2021*	Fargo Community Water Tower	Infrastructure project	\$ 35,000	RFP	Review/Recommendation/Participation	Administer/manage	With & For
	Public Art Beyond Downtown	Private	other	Applicant	Review/Recommendation	Administer/Assist	For
	Spirit of the Sandbagger	Private	unknown	Private	Awareness	Assist	For
	Fargo School District utility box wraps	Public Art dollars		ACC	Manage/Review/Recommendation/Fund	Administer/manage	For
	64th Avenue Bridge	Infrastructure project	\$ 10,000	City/Staff	Awareness	Assist	For
	7th Ave N utility box wraps	Infrastructure project		Private	Awareness	Administer/Assist	For
2022	City Hall Panels - Exterior	Mayor's Office	\$ 24,000	Applicant/Call	Review/Recommendation	Administer/manage	For
	City Hall Panels - Interior	Mayor's Office	\$ 8,000	Applicant/Call	Awareness	Assist	For
	Fargo Juneteenth	Kresge	\$ 12,000	Applicant/Call	Review/Recommendation/Fund	Administer	With & For
	Inside Out	Kresge	\$ 6,425	Applicant/Call	Review/Recommendation/Fund	Administer	With & For
	Midtown Mural	Public Art dollars	\$ 15,000	Applicant/Call	Review/Recommendation/Fund	Administer	For
	ND Human Rights Film & Arts Festival	Public Art dollars	\$ 15,000	Applicant/Call	Review/Recommendation/Fund	Administer	With & For
	Roger Maris Mural	Public Art dollars	\$ 15,000	Applicant/Call	Review/Recommendation/Fund	Administer	For
	One Vision	Kresge	\$ 15,000	Applicant/Call	(not through call)	Administer	With & For
	Curating City Hall - The Arts Partnership	Public Art dollars	\$ 3,250	City/Staff	Review/Fund	Administer	For
	Program Management (consultants/maintenance)	Public Art dollars	\$ 19,037	City/Staff	Awareness	Administer	n/a

* denotes no call for public art projects

2021 Arts and Culture Commission Work Plan and 2022 Summary

In July 2020 the concept of workgroups/subcommittees was introduced to enhance opportunities to dialog and brainstorm on Arts and Culture Commission project development. In July 2021, the following work plan was suggested for three workgroups, Capacity, Neighborhood, and Development. Since then and into 2022, these goals have evolved into more specific work or goals. Status notes are listed as a review of the committee's involvement and development as captured below in italics.

Capacity Committee:

Suggested goal: Ensure the **call for artists program** is operationalized with consistency for broader local artist inclusion in either selection of work or creating work. This can be done through:

- 1) Confirming outreach methods to notify artists
- 2) Review rubric of findings/metrics for selection
- 3) Broaden participants and roster in committee reviewers
- 4) Understand barriers for access for award or implementation

2022 Status Review: Workgroup members to confirm and review Call for Artists and involved in selection committees.

Neighborhood Committee:

Suggested goal: Support the creation of a **neighborhood toolkit** to empower artists and neighborhoods to work together for project creation and implementation.

- 1) Find partners
- 2) Combine easy to implement/turn-key projects like sidewalk poetry or box wrap program
- 3) Engage in area infrastructure projects

2022 Status Review: Strengthened partnerships with Fargo School Districts and develop new box wrap program

Development Committee:

Suggested goal: Seek a working understanding of **funding revenues** to sustain a public art program, to include endowment, partnerships, and percent allocation program.

- 1) Partner with private foundations and grant opportunities
- 2) Seek interest and collaboration opportunities with private developers
- 3) Look to infrastructure collaboration opportunities

2022 Status Review: Interview developers and artists to discover communication gaps. Begin discussions on data development strategy and needs.