

## MEMORANDUM

**TO:** Arts and Culture Commission

**FROM:** Kylie Murphy, Assistant Planner

**DATE:** September 14, 2016

**RE:** Arts and Culture Commission Workshop

The next meeting of the Arts and Culture Commission will be held on Wednesday, September 21 at 4:00 p.m. in the Fargo Public Library. If you are not able to attend, please contact staff at 241-1474 or [planning@cityoffargo.com](mailto:planning@cityoffargo.com). Thank you.

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**ARTS AND CULTURE COMMISSION**  
**Wednesday, September 21, 2016, 4:00 p.m.**  
**Fargo Public Library**  
**AGENDA**

1. Approve Order of Agenda
2. Approval of Minutes – July 20, 2016
3. Other Business or Public Comments
4. Adjourn for Work Session

Arts and Culture Commission meetings are broadcast live on cable channel TV Fargo 56 and can be seen live by video stream on [www.cityoffargo.com/streaming](http://www.cityoffargo.com/streaming). They are rebroadcast each Saturday at 4:00 p.m.

People with disabilities who plan to attend the meeting and need special accommodations should contact the Planning Office at 241-1474 or TDD at 241-8258. Please contact us at least 48 hours before the meeting to give our staff adequate time to make arrangements.

Minutes are available on the City of Fargo Web site at [www.cityoffargo.com/artsandculture](http://www.cityoffargo.com/artsandculture).

**ARTS AND CULTURE COMMISSION  
MINUTES**

**Regular Meeting:**

**Wednesday:**

**August 17, 2016:**

The Regular Meeting of the Arts and Culture Commission of the City of Fargo, North Dakota, was held in the City Commission Room at City Hall at 4:00 o'clock p.m., Wednesday, August 17, 2016.

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

Present: Arlette Preston, Cassandra Miller, David Bertolini, Dayna Del Val, Jessica Jung, Tim Lamey

Absent: Michael Olsen, Netha Cloeter, Deb Williams

Also Present: Nicole Crutchfield, Kylie Murphy, Commissioner John Strand (City Commission Liaison)

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

**Item 1: Approve Order of Agenda**

Ms. Preston moved the Order of Agenda be approved as presented. Second by Ms. Miller. All Members present voted aye and the motion was declared carried.

**Item 2: Minutes: Regular Meeting of July 20, 2016**

Ms. Preston moved the minutes of the July 20, 2016 Arts and Culture Commission meeting be approved. Second by Ms. Miller. All Members present voted aye and the motion was declared carried.

**Item 3: Public Arts Possibilities Criteria**

Planning Administrator Nicole Crutchfield presented this item to the Board summarizing the City Commission meeting and introduced Jack Becker with Forecast Public Art.

Jack Becker, Founding Director and Director of Community Services for Forecast Public Art, discussed with the Board the Public Arts Possibilities Criteria, which Forecast Public Art has been contracted to administer within the scope of work for the Public Arts Master Plan process.

Discussion was held regarding the involvement of the Board and what the criteria should be for the Public Arts Possibilities.

**Item 4: 2016 Public Art Projects**

- a. Call for Curators
- b. Public Art RFP

Assistant Planner Kylie Murphy introduced the Call for Curators item and summarized the background of the 2016 Call for Curators.

Discussion was held regarding the wording and dates on the Call for Curators.

Ms. Miller moved to send out the Call for Curators as soon as possible. Second by Ms. Jung. All Members present voted aye and the motion was declared carried.

**Item 5: Updates on Previously Awarded Public Art Projects**

Ms. Crutchfield updated the Board on previously-funded projects including Beethovenfest and the Madison Skate\Bike Park public art sculpture.

Discussion was held regarding documentation on the previously-funded projects and updating the Arts and Culture Commission's webpage to show the projects that have been funded thus far.

**Item 6: Other Business or Public Comments**

The time at adjournment was 5:15 p.m.

**MEMORANDUM**

**TO:** Arts and Culture Commission  
**FROM:** Kylie Murphy, Assistant Planner  
**DATE:** September 14, 2016  
**RE:** Arts & Culture Commission Work Session

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*The public arts master plan will clarify the City of Fargo's vision for public art which would solidify our priorities, goals and roles. This 1.5 hour meeting will help shape the development of this plan in terms of policy and governance. Jack Becker, with Forecast Public Art will facilitate the discussion. Please find supporting materials for items 1 and 2 in this packet.*

1. Review goals from the Task Force: February 20, 2014 and Goals from GO2030: 2012
  - a. How do these apply today?
  - b. How do these apply to our commission and the City of Fargo as a public agency?
2. Clarify Roles:
  - a. What is the role of the Arts and Culture Commission?
  - b. What is the role of the city as a government entity?
  - c. Mock scenarios
3. What does a City of Fargo public arts program look like to you?
  - d. Exercise
  - e. Priority ranking



# CITY OF FARGO

## PUBLIC ART TASKFORCE FINDINGS AND RECOMMENDATIONS

### EXECUTIVE SUMMARY:

The City of Fargo desires to progress the quality of life for all citizens through the implementation of the *GO2030 Arts and Culture initiatives*, adopted in 2012. These initiatives aim to enhance civic design, cultivate community through culture, promote tourism and economic investment, and bolster a sense of pride in place.

In January of 2014, the City Commission approved the creation of a Public Art Taskforce to aid in the implementation of these initiatives. The following document was created under the guidance of the taskforce and summarizes the primary recommendations of the taskforce:

- 1) Establish a Public Art Commission
- 2) Develop a Public Art Master Plan

Key concerns for the taskforce include the creation of an all-inclusive public art plan which can serve all forms of public art through an accessible and dependable process. The following is a report of findings and recommendations which the taskforce would like to offer to the City of Fargo for review.



# CITY OF FARGO

## PUBLIC ART TASKFORCE FINDINGS AND RECOMMENDATIONS

### DRAFT RECOMMENDATION

Beginning in February of 2014, the Public Art Taskforce met on a monthly basis in order to discuss the current status of public art within Fargo, as well as brainstorm on the different opportunities available to implement a public art plan or public art program for the city.

Outlined below are the main goals of the taskforce as they relate to current observations of public art within the city. Based on these findings, the taskforce has outlined a preliminary plan for how these items may be addressed through a Public Art Commission and Public Art Master Plan.

### MAIN GOALS

#### 1. Provide a Clear and Accessible Public Process

*Goal: To create a clear process within city hall for artists and the private sector in order to make public art installations more feasible and to encourage art within public places. This process should also seek to engage the public in the selection, approval, and awareness of art located on public property.*

- a. **Current Status:** Although public art projects are typically well received by residents within the city once they are installed, there appear to be barriers within the commissioning and installation process. These barriers include a lack of a clear and easily accessible process within city hall for the review and approval of art located on public property. This barrier is also evident within public improvement projects which have the potential for artist integration.



# CITY OF FARGO

## PUBLIC ART TASKFORCE FINDINGS AND RECOMMENDATIONS

### 2. Document and Maintain Existing Art Owned by the City

**Goal:** *To ensure the existing public art which is owned by the City is responsibly documented and maintained.*

- a. **Current Status:** Through a public participation analysis project, the taskforce completed a preliminary review of existing public art within the city. This preliminary review uncovered many works of art which may be owned by the City, but may not be adequately documented or maintained. In addition, it does not appear that there is a primary contact within city hall, either an individual or department, which is tasked with the responsibility of documenting or maintaining this art. This creates a liability issue for the city in regard legal ownership, copyright infringement, and the Visual Arts Rights Act of 1990.

### 3. Community Vision and Long Range Planning

**Goal:** *Visualize as a community what public art can look like and develop a strategy for art based on this vision. Provide advanced guidance and approval to community leaders, artists, and developers which outlines how this vision can be achieved. Identify a permanent funding system for public art, including administrative, education/outreach, and maintenance costs.*

- a. **Current Status:** City Commissioners and City staff have done a great job in seizing the opportunity when funding and timing have been adequate to integrate public art into the framework of the city. These successes include the Veterans Memorial Bridge, the installation "Atlantar" within the Island Park Ramp, and the Downtown Skyway Mural. These opportunities are only seized when available however, and a permanent funding source for public art as well as a clear understanding of the projects and areas within town which are appropriate for public art have not been established. In addition, many forms of public art, including the



# CITY OF FARGO

## PUBLIC ART TASKFORCE FINDINGS AND RECOMMENDATIONS

performing arts, are often not integrated into the public planning process.

#### 4. **Education and Capacity Building:**

**Goal:** *Provide local artists with the experience and skills needed to create exceptional art within our city. Although at times it may be necessary to invite non-local artists to the table, the goal will be to give opportunity and preference to local artists who show merit and skill. Provide education opportunities to the general public to increase awareness and interaction with public art.*

- a. **Current Status:** The City of Fargo has a strong arts and culture community. Many members and organizations within this community are in the process of transitioning from a private realm to a more public audience as opportunities present themselves. This transition can often be difficult though, as a certain level of experience and know-how is required by artists wishing to cooperate with public entities. It is often difficult to gain this experience and level of capacity without education and training. In addition, the community as a whole will need to become aware of the public art process and understand how they can participate.

### PRELIMINARY PROPOSAL:

**Establish a Public Art Commission** which will oversee and make recommendations to the City Commission on all public art related matters. Responsibilities of the commission may include:

- a. Managing and facilitating all new public art commissions or works of art gifted to the City.
- b. Managing the municipal arts fund and engaging in active pursuit of public art grants and other relevant funding opportunities.





# CITY OF FARGO

## PUBLIC ART TASKFORCE FINDINGS AND RECOMMENDATIONS

- c. Reporting to City Commission annually the status of donations, monies received and expended, and the purpose of all expenditures.
  - d. Guiding the development of the public art master plan
  - e. Identifying opportunities for public art within current and future capital improvement projects.
  - f. Implementing public art policy related to:
    - i. Commissioning artwork/artist selection
    - ii. Temporary installations
    - iii. Gifting
    - iv. Accessioning and deaccessioning of artwork
    - v. Maintenance
  - g. Managing a public art collection
  - h. Promoting public art through education
  - i. Acting as liaison between artists and members of the public and private sector
  - j. Employing qualified city staff to support the activities of the council
2. **Develop a Public Art Master Plan** in order to guide the future development of public art within Fargo. A public art master plan should render itself as a supplement to, or subset of other city plans such as the GO2030 Comprehensive Plan. Key objectives of the master plan may include:
- a. Outlining community goals and visions for art within public spaces.
  - b. Identifying appropriate and significant sites for public art and public gathering places.
  - c. Offer methods for utilizing art as a problem solving tool to correct vandalism and decline as well as develop a prioritization of public spaces suitable for these approaches.
  - d. Outlining incentives for developers wishing to integrate public art into their projects.
  - e. Identify education opportunities and programs which may work in conjunction with public art opportunities/sites.
  - f. Determine artist and project selection criteria

## Initiatives:

### 01: PUBLIC ART

Incorporate public art into the public realm of the city.

### 02: PUBLIC GATHERING SPACES

Develop dedicated public gathering spaces in neighborhood centers.

### 03: FESTIVALS AND CULTURAL EVENTS

Promote programming of public spaces with festivals and other cultural events.

### 04: ART CLASSES, CULTURAL PROGRAMS, AND ARTS ORGANIZATIONS

Develop strategies to increase access to and support for art classes and cultural programs.

### 05: ESTABLISH AN ARTS COMMISSION

Establish an Arts Commission to support integration of art into the public process and to increase aesthetic consideration within the public realm.



INITIATIVE 01

# PUBLIC ART

**Catalyst** | This initiative supports the following catalyst(s):



*Signature  
Streets*



*Active Living  
Streets*



*Celebrate  
the River*



## RECOMMENDATIONS

- Incorporate public art into the public realm through infrastructure and other public projects.
- Work with developers to maximize development ideas that incorporate public art opportunities.
- Establish partnerships to investigate and raise funding for public art.
- Integrate the influence of local artists into the public realm.
- Consider a public art ordinance.
- City accepts responsibility for an expanded public art experience.

## DESCRIPTION

Public art is art that is displayed in the city's public realm. Public art is an asset that can transform public spaces in Fargo, encourage personal growth and creativity, and increase public gathering and interaction. In Fargo, public art is also about a starting conversation about beauty, culture, relevance, and community in visual and theatrical forms. Public art should reflect Fargo's unique identity and enhance the image of the city.



As Fargo grows and develops, it will continue to seek ways to effectively promote public art in the city. The city will explore a range of options for funding public art and will implement the combination of programs and policies that best accomplish this goal. Currently, the City negotiates with developers to provide public amenities such as art and open space. As public art becomes a higher priority, the City can connect the provision of public art with incentives to developers. A public art ordinance is another strategy that could increase the amount of public art in Fargo.



FROM MINDMIXER

**Public art must also become a part of public policy, and not simply a one-time event. It can have a tremendous impact on long-term economic development and investment in the community.**

– Carolyn W



## MEMORANDUM

TO: Arts and Culture Commission  
FROM: Maria Olson, Assistant Planner  
DATE: June 10, 2015  
RE: Review Last Month's Break Out Session; Proposal for Public Art Master Plan

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At the May 20th Arts and Culture Commission meeting, the commissioners participated in a small group break out discussion in order to discuss and define what the main goals of the commission could be. Specifically, the commissioners were asked to answer the three following questions:

1. What do we do?
2. How do we get public art?
3. How do we get out of the way?

The following document captures the commission's response to these questions, and tags the responses as being appropriate to address either through a policy, public art master plan, administrative action, liaison, or ordinance.

The responses received from the commissioners covered a wide variety of topics and opportunities. These responses were so varied in fact, that in trying to draw up a "road map" for achieving these goals, it became apparent that a unified vision for public art was necessary. The best way to develop this unified vision is through a public art master plan. Staff therefore suggests that prior to adopting policies or addressing specific ordinances that need to be changed, the commission concentrate on developing guiding principles through a public art master plan.

At the June 17 meeting, staff will present six example master plans to the commission, covering a range of ideas and approaches. The worksheet included within the packet provides general information about each plan and links for review prior to the commission meeting.

The main goal of this meeting will be to discuss how a unified vision is best communicated within a public art master plan, and to identify the key elements of a plan that are essential for Fargo.

This information has been presented for discussion purposes only at this time and no formal action is recommended.

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**Unifying Comment or Theme: We need a definition for public art- a list of qualifiers that differentiates it from all art located in a public space. What are the qualities or merits required to qualify something as Public Art? For example: public art should be integrated thoughtfully into a public space, it should be an expression of the particular space through reference to culture, history, physical setting, etc. (Policy)**

### **Question 1: What do we do?**

The Purpose and Intent of the Arts and Culture Commission as outlined in ordinance is 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 public art is properly maintained and that it is accessible to the general public*

How do you see the commission fulfilling these activities?

- Research and develop process for review (Policy)
- Public education and involvement (Policy and/or Master Plan)
- Develop guidelines that describe parameters of public art in Fargo (Policy)
- Draft with staff ordinance for percent for art for city projects (Master Plan then Ordinance)
- Solicit experts on maintenance (Administration)
- Explore funding (Master Plan)
- Encourage ordinance/policy for private developments to incorporate public art into projects: (Master Plan then Ordinance)
- Create a maintenance plan for existing public art (Policy)
- Develop policies to spell out where art should be placed (Master Plan) and how it should be commissioned (Policy)
- Facilitate short term, pop up policies and long-term art policies and differentiate between them (Policy, possibly Ordinance)
- Identify projects by the city that could use an artist to be at the table early on for consulting (Master Plan and/or Liaisons)

### **Question 2: How do we get public art?**

- Build incentives and requirements for builders to encourage art development (Ordinance)
- Create an art “safe zone” for temporary art performance and installations (Administration)
- Zoning code/policy % for public art in new construction (Ordinance)
- Grant writer per public art guidelines (Administration)
- Connect economic policies for public art (Ordinance)
- Encourage artists via grants and/or matching grants (Master Plan and Administration)
- Develop program- large & small commission projects (Administration, City Commission)
- Public art content? People’s choice

- Public art competition or event (Non-Profit Organization, Administration)
- Money or art?
- Not accept every gift but encourage gifts according to common standards (Policy)

**Question 3: How do we get out of the way?**

- Organize mural art via schools, etc. (Administration)
- Public art “one call” alert all city institutions?
- Staff to explore laws that prohibit art and provide guidelines (vandalism v. art) (Administration)
- Infill or abandoned areas (Master Plan/Ordinances)
- Murals (Sign Code) (DMU Zoning Req.)
- Create a document to clarify the “rules” for artists (Administration)
- Be a mediator between artists and the city & developers (Administration/Liaisons)