

MEMORANDUM

TO: Arts and Culture Commission

FROM: Kylie Murphy, Assistant Planner

DATE: December 14, 2016

RE: Arts and Culture Commission Meeting

The next meeting of the Arts and Culture Commission will be held on Wednesday, December 14 at 4:00 p.m. in the Dawson Room, Fargo Public Library. If you are not able to attend, please contact staff at 241-1474 or planning@cityoffargo.com. Thank you.

ARTS AND CULTURE COMMISSION Wednesday, December 14, 2016, 4:00 p.m. Fargo Public Library AGENDA

1. Approve Order of Agenda
2. Approval of Minutes – November 16, 2016
3. Roberts Ramp Parking Ramp (Roberts Commons)
4. Jackie Brookner's Donated Sculpture
5. NEA Create Placemaking Book – The Fargo Project
6. Update on Public Art Projects
7. Update to The Arts Partnership's Services
8. Other Business or Public Comments
9. Adjourn and move to Public Art Master Plan workshop

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. 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.

ARTS AND CULTURE COMMISSION MINUTES

Regular Meeting:

Wednesday:

November 16, 2016:

The Regular Meeting of the Arts and Culture Commission of the City of Fargo, North Dakota, was held in the Fargo Public Library at 4:00 o'clock p.m., Wednesday, November 16, 2016.

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

Present: Jessica Jung, Cassandra Miller, David Bertolini, Deb Williams,
Netha Cloeter

Absent: Arlette Preston, Dayna Del Val, Michael Olsen, Tim Lamey

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

Item 1: Approve Order of Agenda

No action was taken by the Board.

Item 2: Minutes: Regular Meeting of October 19, 2016

Ms. Jung moved the minutes of the October 19, 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: Budget Update for 2017 Regranting

Kylie Murphy, Assistant Planner, updated the Board Members on this item noting at the October 19, 2016 Arts and Culture Commission meeting, the Board approved \$112,000 to go towards re-granting. She stated staff is recommending that, due to the long history with The Arts Partnership, the City of Fargo enter into a contract with this organization for re-granting. She added staff are also looking to create a subcommittee, that is not directly funded by The Arts Partnership, to help go over the details of the contract.

Ms. Jung, Ms. Miller, and Ms. Williams volunteered to be on the subcommittee.

Item 4: City Hall Curating Selection

Planning Administrator Nicole Crutchfield and Assistant Planner Kylie Murphy presented the subcommittee's recommendation for the 2016 City Hall Curator. They noted two proposals were received, from Tania Blanich and Mark Weiler, and explained why the subcommittee is recommending Tania Blanich's proposal be selected.

Board Members discussed the pros and cons of both the proposals and inquired if a cap could be set on the number of times the same applicant could be picked.

Ms. Jung moved to approve the recommendation of the subcommittee to award Tania Blanich as curator for the 2016 City Hall Curating Exhibit with the total funding of \$8,000. Second by Ms. Miller. All Members present voted aye and the motion was declared carried.

Item 5: Public Art Selection

Ms. Murphy and Ms. Crutchfield presented the subcommittee's recommendation for the 2016 Public Art Selection. They noted four proposals were received and stated the subcommittee is recommending approval of Peter Boyle's proposal for Giant Pyramid Chimes.

Board Members discussed the four proposals, noting their support of the proposal submitted by Folkways for a Sudden Sculpture Park, as it includes matching funds and has a community involvement aspect.

Ms. Jung moved to award Folkways with \$7,000 for the Sudden Sculpture Park. Second by Ms. Cloeter. All Members present voted aye and the motion was declared carried.

Item 6: December Arts and Culture Commission Meeting Date

Staff noted the December Arts and Culture Commission meeting will be held on Wednesday, December 14, 2016 from 4:00 p.m. to 6:00 p.m.

Item 7: Public Art Master Plan Update

Ms. Crutchfield reminded the Board Members that at the October 19, 2016 Arts and Culture Commission meeting, the Table of Contents for the Public Art Master Plan was handed out to the Members. She noted Members are to look over the Table of Contents and send any edits to staff.

Item 8: Other Business or Public Comments

No other business/public comments were made.

The time at adjournment was 4:45 p.m.

MEMORANDUM

TO: Arts and Culture Commission
FROM: Kylie Murphy
DATE: December 6, 2016
RE: Roberts Ramp Parking Ramp (Roberts Commons)

The Kilbourne Group along with Forecast Public Art have issued a Request for Images for the Roberts Ramp Parking Ramp. This call is for images to be considered for placement on a perforated metal wall on the parking garage that will create photographic moments, act as a wayfinding tool, and become an icon in the city. The wall will face Roberts Street between 2nd and 4th Avenue North.

The image chosen will be of something easily identifiable in black and white or greyscale that relates to the Fargo-Moorhead area/community. The chosen image will be translated into a perforated metal wall at the garage. The metal panel on which the chosen image will be placed will be no more than 50% perforated. Artists must be a resident of the Fargo-Moorhead/West Fargo region in order to be eligible to apply. In order to keep construction of the ramp on schedule the timeline for the RFI is as follows:

- RFI was sent out Monday December 5, 2016
- Image submissions are due on Monday December 12, 2016
- Kilbourne will review and select the image(s) on Wednesday December 14, 2016 to be presented to The Arts and Culture Commission and Parking Commission
- The image is scheduled to be sent to the fabricator on December 15th.

The Parking Commission is invited to attend this portion of The Arts and Culture Commission meeting.



Public Art Opportunity

Invitational Request for Images

Roberts Street Garage Perforated Panel

About the Roberts Street Garage

Kilbourne Group is leading the Roberts Commons project, a mixed use development in downtown Fargo. This site was once home to Fargo's Carnegie library, and is adjacent to Roberts Alley. This public/private partnership will consist of a 455 stall parking garage, 72 apartments ranging in size, and 12,000 square feet of space for retail, food, and beverage concepts.

The seven-story, city-owned parking garage will be the first built in downtown Fargo in over a decade. It will be operated by Interstate Parking. It is designed to be bright, secure, convenient and highly utilized around the clock.

Kilbourne Group re-imagines Roberts Alley as a shopping, dining, and tourist destination, as photogenic as the fabulous Fargo Theatre marquis. This call is for images to be considered for placement on a perforated metal wall on the parking garage that will create photographic moments, act as a wayfinding tool, and become an icon in the city. The wall will face Roberts Street between 2nd and 4th Avenue North.

About the Project

Forecast Public Art, a nonprofit organization involved with developing a public art plan for the City of Fargo, has been contracted to facilitate the selection of an image for placement on the facade of the Roberts Street Garage.

This is an invitational request for existing images from professional photographers in the Fargo-Moorhead region. The selected image will be translated into a perforated metal wall at the garage [see image above and on following pages]. The image chosen will be of something easily identifiable in black and white or greyscale that relates to the Fargo-Moorhead area/community.

The metal panel on which the chosen image will be placed will be no more than 50% perforated. See following pages for examples of what a final perforated panel might look like.

Selection Process Overview

Interested artists will submit up to three images to be considered for placement on the perforated metal facade of Roberts Garage. [See submission requirements below]. Forecast will select 3 - 6 finalists, and the Kilbourne Group will make the final decision on which image to use.

The selected artist will receive a contract from the City of Fargo permitting the City and the Kilbourne Group to use their image in print production and in any media and public relations materials [including the artist statement].

A stipend of \$2500 will be awarded to the creator of the selected image.

Selected image will be prepared for printing and installation by Dri Design.

Eligibility Requirements

To be considered for this project, artists must meet the following eligibility requirements:

- Artist self-identifies as a photographer or visual artist
- Artist is a current resident of the Fargo-Moorhead/West Fargo region

**if you cannot apply, please refer us to others you think we should consider for this opportunity.*

Selection Criteria

Image rights must be owned by the artist and the image has not been used for other commercial purposes. Selection of finalist images will be based on the following criteria:

- Image is something that relates to the area/community
- Artist is willing to allow "FARGO" in text to be integrated into the image, or to work with the selection team to offer suggestions for incorporating this text via Photoshop or similar process
- Image is easily identifiable, not too abstract. Should be of some thing, not a pattern
- Image that people would photograph and share
- Image is black and white or greyscale [NO color image]
- Image is timeless/classic
- Image is easily distinguishable by a pedestrian on the sidewalk
- Image has enough contrast to show up when photographed at night
- Artist accepts that the bottom of the image will be partially blocked by tree canopy when viewed from Roberts Street

Project Timeline

December 11 - artists submit images for consideration to JenK@forecastpublicart.org.

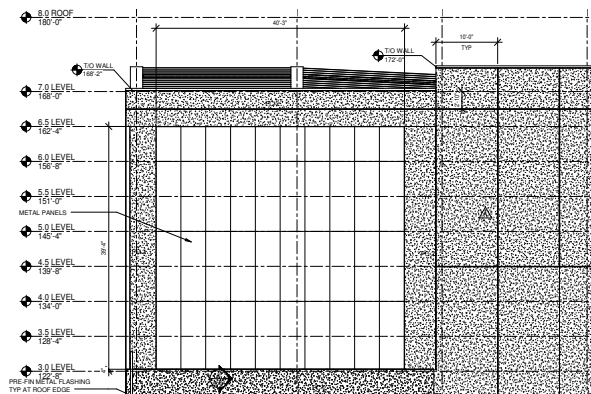
December 14 - selected artist will be notified and image sent to fabricator.

Submission Requirements

Send the following to JenK@forecastpublicart.org by **11:59pm CST, Sunday, December 11th, 2016.**

- Submit up to 3 black and white or greyscale images. Images must be jpg format, under 10 MB each, and sent as email attachments.
- Submit 3 sentences explaining how you meet the eligibility requirements [see above].

Roberts Street Garage



West elevation



Forecast Public Art

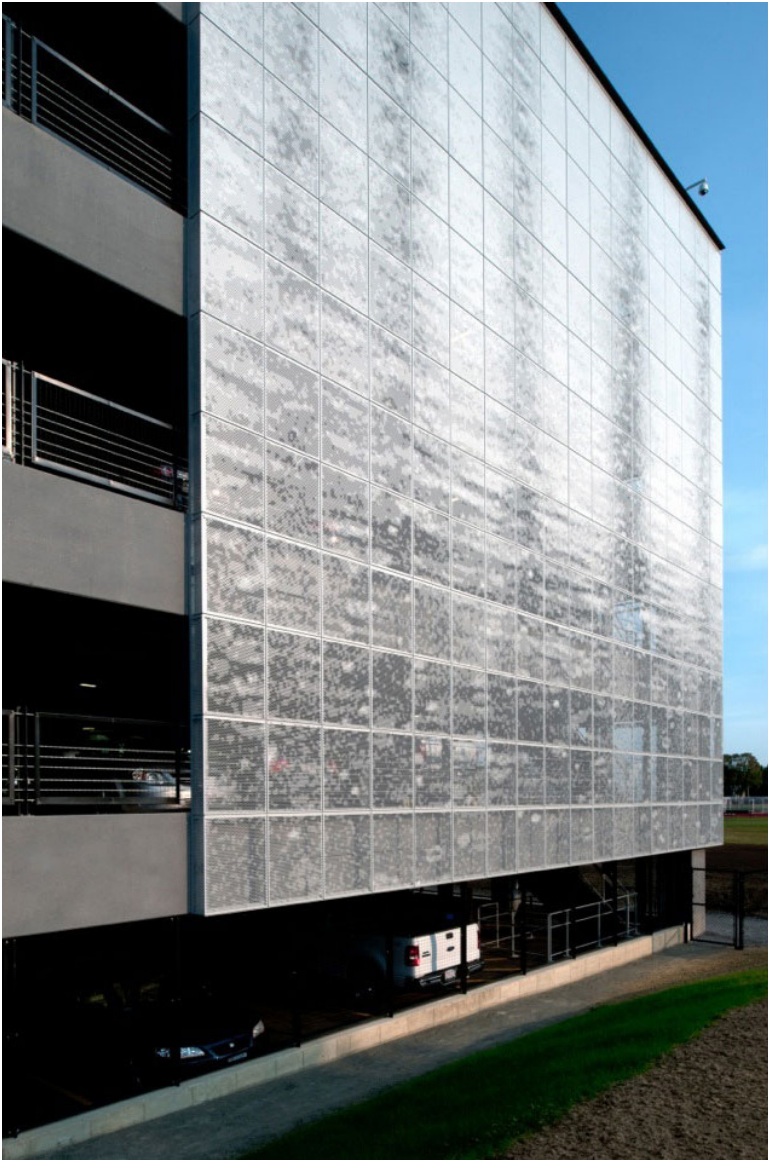
Birds Eye View of the Roberts Street Garage site



Example Images



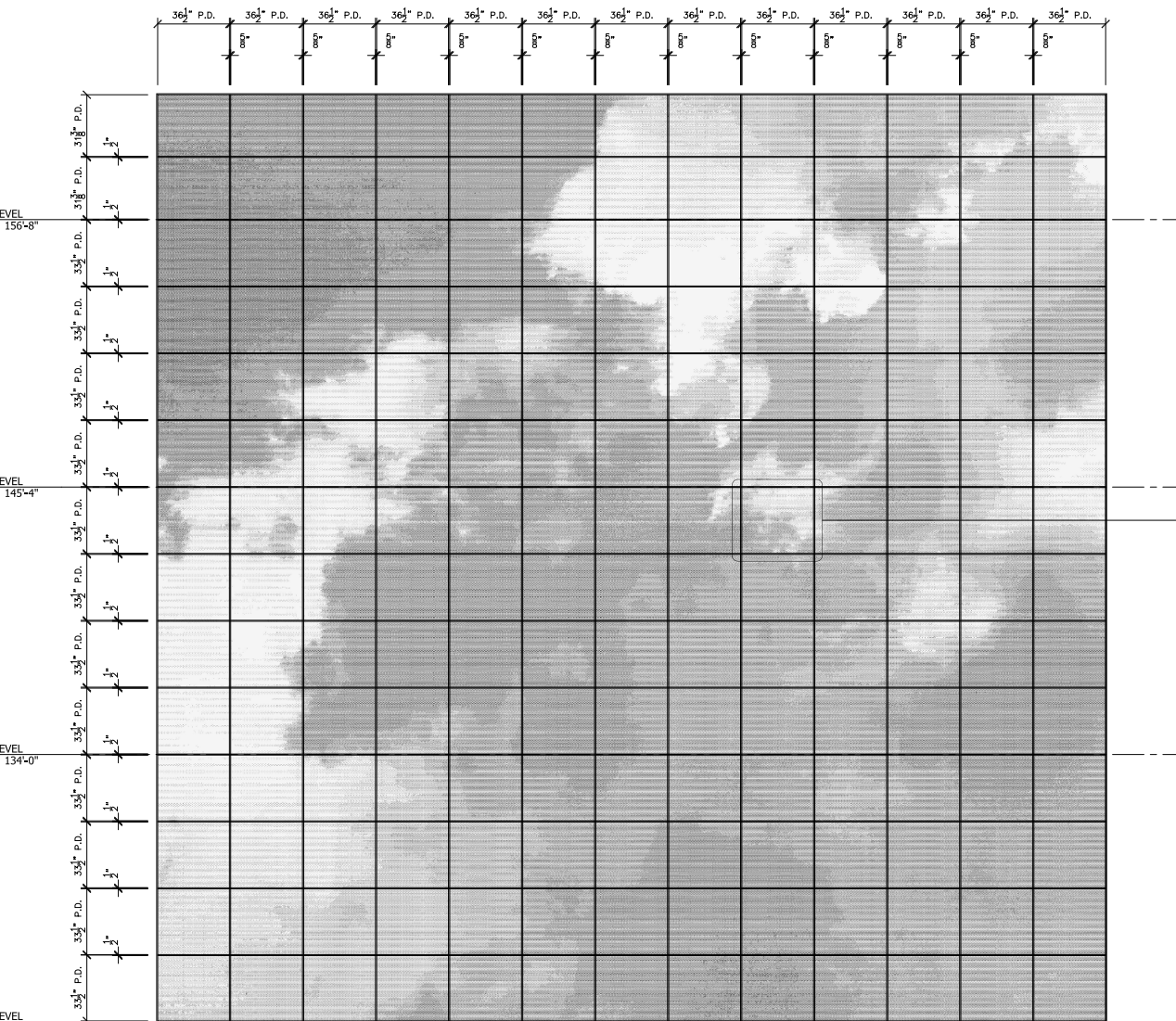
Example Images



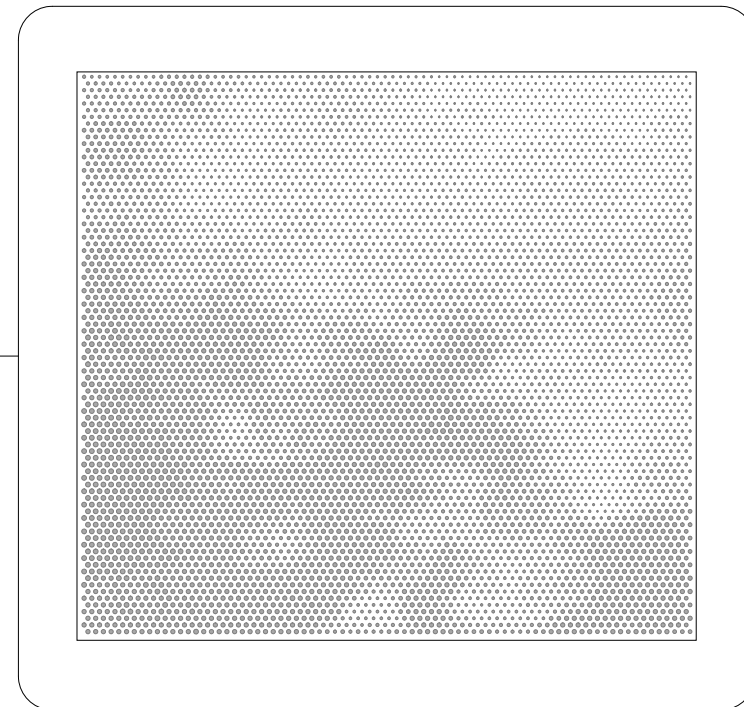
Dri Design is the fabricator of the perforated metal wall for the parking garage. They have sent example images of what a photograph would look like once placed upon a perforated panel:



Initial Image



WEST ELEVATION
3/8"=1'-0"



PANEL DETAIL
3"=1'-0"

MEMORANDUM

TO: Arts and Culture Commission

FROM: Nicole Crutchfield
Kylie Murphy

DATE: December 6, 2016

RE: Announcement of Receipt of Donated Sculpture by Jackie Brookner's Estate

At the end of November, the city learned that the estate of Jackie Brookner has donated one of her sculpture pieces to the City of Fargo. Jackie Brookner, an internationally renowned ecological artist, has been working with the City of Fargo since 2010 on The Fargo Project as the lead artist. Jackie passed away in May of 2015.

The piece, titled *Kigal*, is a painted bronze sculpture, measuring 69" x 55" x 13". Jackie created the piece in 1981. *Kigal* was on exhibit at Wave Hill, Bronx, New York, from September 13 – December 4 as part of the exhibit Jackie Brookner: Of Nature. Shipment of the piece and temporary display at City Hall are currently being coordinated.

More information on the exhibit and the piece can be found here:

<https://www.wavehill.org/arts/exhibits/jackie-brookner-nature/>



MEMORANDUM

TO: Arts and Culture Commission
FROM: Kylie Murphy
DATE: December 6, 2016
RE: NEA Creative Placemaking Book

The National Endowment for the Arts (NEA) has published *How to Do Creative Placemaking: An Action-Oriented Guide to Arts in Community Development*. The book features 28 essays from leaders active in arts-based community development, as well as 13 case studies of projects funded through the NEA's creative placemaking program, *Our Town*. *How to Do Creative Placemaking* is intended as a primer for those interested in bringing the arts to the community development table as a tool to advance revitalization efforts in an authentic way.

An essay authored by the City of Fargo's Planning Administrator, Nicole Crutchfield, is one of the 28 essays featured in this publication. Crutchfield's work is entitled, "How Can a Planning Authority Work with an Artist to Improve Public Health Outcomes for Residents?" The essay highlights The Fargo Project, a 2011 NEA *Our Town* grant recipient. Attached please find the essay.

Chapter 4

artists + government

How Can a Planning Authority Work with an Artist to Improve Public Health Outcomes for Residents?

BY NICOLE CRUTCHFIELD

A PLANNING AUTHORITY CAN LEARN about the community it serves by working with an artist to facilitate conversation, build relationships, and define a healthy community. The City of Fargo, North Dakota, approaches city planning by working with artists in unique ways to build more healthy relationships with and learn more deeply about the community it serves. While Fargo's Planning and Development department has historically approached public health through partnerships with our public health agencies providing physical and medical treatments, we recently expanded our vision to include more passive approaches, such as exposure to nature and creating outdoor environments defined by community residents to enhance their sense of belonging and welcoming.

This broadening of the approach came about through many intimate community conversations facilitated by Jackie Brookner, the late ecological artist and primary artist on the Fargo Project. The Fargo Project was a collaboration between the city planning office and the artist to create a pilot program to transform an existing concrete storm water pond that was built in response to the disastrous flooding of the Red River in 2002, tearing apart a low-income neighborhood. The artist and myself, a planner in the city planning office, teamed with active citizens to create a community-driven design to reimagine the basin as "World Garden Commons," a multi-use space celebrating Fargo's diversity but that can still hold storm water.



Brookner was able to build a community of interest around the project by listening firsthand to the wants and needs of engaged Fargo residents. Over the course of time, Brookner, working with the City, was able to find connections between their varied needs and develop the new shared community space. As a governing agency, we learned much more about our own needs by working with Brookner than if we had worked independently.

WHY AN ARTIST MATTERED TO A PLANNING OFFICE

As a local government planning authority, our agency focuses on due process and fairness as we build and enhance our city. Our social connections to the community can fall to a lesser priority than the building of the physical city. In addition, the agency can become burdened by too much structure, hindering creativity. As an artist, Brookner helped break down these stereotypes and approached problems in a more creative way outside of the governance structure, empowering local agents of change and striking a balance between government structure and community-led initiatives.



Resident design engagement in Fargo, North Dakota.

PHOTO COURTESY OF
THE FARGO PROJECT

By letting the artist create a holistic process that touched all aspects of our city, we were able to connect more personally to the community beyond our roles as government officials.

WHAT THE ARTIST DID

Brookner led a team of local artists in activities that engaged residents and businesses in order to gain a deep understanding of the social culture of the neighborhoods in which the project took place. The project processes and its framework were the artists' greatest contribution to the community. Two years of artist-led conversations aided the governing authority to develop a deeper and truer understanding of community needs.

We were able to learn, observe, and translate the true barriers to underserved populations. In doing so, we uncovered the essence of our local culture, which helped define a site design and project that celebrate our unique characteristics with respectful and sensitive methods, in addition to also defining an infrastructure project. As a result, World Garden Commons touches every person in an individual way but holistically serves the city as a whole.

Brookner's approach taught us that:

- In community planning, it is important to focus on relationships first, and outcomes second;
- As an agency, we need to establish the necessary time to allow for the appropriate duration of the project in order for it to breathe and for the community to find its voice and define its solutions;
- Flexibility is crucial as each project has its own timeline; every day we learned new caveats and complexities within the structure of our community; and
- Working with an artist early, prior to problem identification and definition, led to a more dynamic project.

WHAT WE PLANNED TOGETHER

The overarching principle defining the Fargo Project: World Garden Commons is to align ecology and social engagement as priorities for a healthier community. Specific project outcomes include:

- Aid for refugees recovering from trauma and homesickness;
- Job training program for an unmet native plant trade;
- Areas for residents to enjoy nature and connect with the local ecology;
- Organizational succession planning for nonprofits;

- A community garden (the first on public land in Fargo) established by area organizations;
- Representation of different cultures and celebration of differences;
- Empowerment of community voices to define and own public places and create meaning;
- Culture of belonging and welcoming;
- Passive recreation as an important community value; and
- Use of ecological principles for better land management unique to this climate.

WHAT WE LEARNED TOGETHER

Through the project, we learned that artists can break down barriers and silos—coming to a meeting with an artist as facilitator allowed people to drop their guard and be more open to creativity. With the artist approaching conversations in unexpected ways, partners were more apt to try something new and experiment and work with the Fargo Project team. As a result, many participants learned new things about themselves and the community they serve while also forming a special connection to the project; this level of involvement led to a large pool of organizational partners. Fargo city government leaders also had experiences that connected them personally to the community beyond their government role.

Overall, involvement in the Fargo Project reminded us how social engagement combined with artists as facilitators and leaders can create healthy and resilient communities. By letting the artist create a holistic process that touched all aspects of our city, we were able to connect more personally to the community beyond our roles as government officials.

Nicole Crutchfield is the planning administrator for the City of Fargo, North Dakota. Her specialties include land use planning, parks and recreation, urban design, and development. She is a licensed landscape architect and certified city planner, and serves as project manager of the Fargo Project.

MEMORANDUM

TO: Arts and Culture Commission
FROM: Nicole Crutchfield
DATE: December 12, 2016
RE: Update on contract with The Arts Partnership, 2017 services

The subcommittee met to review the 2017 proposal for services to be provided by The Arts Partnership on December 9, 2016. Attached you will find the proposal from The Arts Partnership

In that review, the subcommittee discussed which services fit within the charge of the City Commission and also the priorities of the Arts and Culture Commission. The subcommittee concluded that they would like to see a higher percentage of fees be allocated to the regrating services understanding that would also require a higher percentage of administration. Discussion is currently on-going and it is estimated that these questions will be presented to the full board of the Arts and Culture Commission for further discussion, recognizing that the policies are currently being developed and defined as part of the Public Arts Master Plan.

Dr. David Bertolini
Chair, Art and Culture Commission
c/o City Hall
200 3rd St. N.
Fargo, ND 58102

November 29, 2016

Dear Dr. Bertolini and the Art and Culture Commission:

Please accept my thanks for the recommendation by the Fargo Art and Culture Commission to continue the funding relationship the City of Fargo has with The Arts Partnership for an increase to \$112,000.

The initial breakdown of how The Arts Partnership will spend these dollars include:

- ***\$78,400** (70%) will be set aside to fund the City of Fargo's portion of the tri-city-funded City Arts Partnership grants in June 2017. This is a \$15,000 increase over last year's amount and will make a significant difference to the program.
- **\$15,000** (13%) will be used to administer the grant program, which is a time-consuming and significant piece of the work each staff person of TAP does on behalf of the City of Fargo. Conservatively, staff spends 50 days collectively, plus the hard costs associated with running the program.
- **\$18,600** (17%) will be applied to the work The Arts Partnership does to improve and enhance the work done by the City Arts Partnership Grantees (including the Metro's largest and most important arts institutions), the arts community generally and the metro community at large.
 - TAP's extensive communication channels about the arts are an asset to any entity, including the City, trying to attract and retain talent and new business. This includes print, radio, social media and a very active blog.
 - TAP's advocacy work, both informally with service clubs, schools, etc. and formally with elected leaders, acts as a liaison between the arts community and the larger community. This includes the asset that the arts are to economy, how the arts serve education, the value of investing in the arts for mental and physical well being, the importance of the arts to the overall vitality of Fargo and more.
 - TAP's networking opportunities for artists and the larger community creates a dynamic place for people to live, learn, work and grow. TAP ensures that people have access to the arts in a variety of ways; this is part of what makes living in Fargo great.

Thank you, again, for your support.

Sincerely,



Dayna Del Val, executive director The Arts Partnership

*The City Arts Partnership grant program has operated on an annual basis for nearly 30 years. In June of this year, The Arts Partnership awarded \$84,000 to 33 organizations making art. For a narrative of each grant award, please visit <http://theartspartnership.net/wp-content/uploads/FY16-TAP-Grants-List.pdf>

ANGELS OF THE MUSE - \$650
CELEBRATION OF WOMEN AND THEIR MUSIC - \$550
CHARISM - \$850
CONCORDIA COLLEGE – CULTURAL EVENTS OFFICE - \$1,100
FARGO PARK DISTRICT – CLASSICAL MUSIC FESTIVAL - \$1,200
FARGO THEATRE - \$5,500
FARGO-MOORHEAD AREA YOUTH SYMPHONIES - \$4,400
FARGO-MOORHEAD CHORAL ARTISTS - \$2,500
FARGO-MOORHEAD COMMUNITY THEATRE - \$4,250
FARGO-MOORHEAD OPERA - \$4,500
FARGO-MOORHEAD SYMPHONY - \$7,500
FARGO-MOORHEAD VISUAL ARTISTS - \$2,500
FARGO-MOORHEAD YOUTH CHOIR - \$2,000
GOOSEBERRY PARK PLAYERS - \$2,750
HISTORICAL AND CULTURAL SOCIETY OF CLAY COUNTY - \$4,000
IMMIGRANT DEVELOPMENT CENTER - \$1,500
KID CORE - \$1,300
LAKE AGASSIZ CONCERT BAND - \$1,000
MOORHEAD PARKS AND RECREATION – CELTIC FESTIVAL - \$1,200
MSUM CHERYL NELSON LOSSETT PERFORMING ARTS SERIES - \$1,350
NDSU MEMORIAL UNION GALLERY - \$900
NORDIC CULTURE CLUBS - \$1,200
PLAINS ART MUSEUM - \$4,750
PRAIRIE PUBLIC BROADCASTING - \$1,400
ROURKE ART MUSEUM - \$3,000
SPIRIT ROOM - \$3,000
THE LEARNING BANK - \$3,000
THE LISTENING ROOM - \$500
THE MASTER CHORALE - \$1,500
THEATRE B - \$5,000
TIN ROOF THEATRE - \$650
TROLLWOOD PERFORMING ARTS SCHOOL - \$5,750
WEST FARGO PUBLIC SCHOOLS/SUMMER ARTS INTENSIVE - \$2,750

Currently:

- All interested organizations must attend a mandatory grant pre-application meeting. We have found that this has dramatically improved the quality of the applications.
- The grant application process is run through the online grant system operated by the FM Area Foundation. The Arts Partnership pays an annual fee to use their system. This has also improved the grant writing and reading process.

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- Recently, we created three tiers of funding based on set criteria: General Operating Support, Program Support and Project Support.
 - Once the panel has made their recommendation to the BOD of The Arts Partnership and they have approved them, grantees are sent an electronic and hard copy letter telling them of their successful or unsuccessful application and the amount they have been awarded. Our Grants and Programs Coordinator also offers to provide feedback from the conversation for future grant writing opportunities.
 - Grantees must sign a grant agreement form as well as provide a final report each year. Failure to do that renders an organization ineligible to apply for funding the following year.

Going forward:

- In addition to the existing steps to applying for a City Arts Partnership grant, in 2017, The Arts Partnership will award 80% of the full grant amount in June. The other 20% will be sent after the final report is turned in. Any dollars not given out because of this will be carried over to the next City Arts Partnership grant round. *We don't anticipate this being the case, but we want to ensure that we are receiving final reports because we want the qualitative and quantitative information for our own fundraising purposes as well as ensuring that our grantees are being responsible stewards of tax-payer money.*
- In our continued efforts to make this grant efficient and meaningful, we will switch our tiered system of funding to General Operating Support I, General Operating Support II and Project Support. This makes better sense due to the large budget gap between the eight largest arts organizations and the others, whose budgets are far below but whose work is still high caliber.

We know that the revisions and refinements we have made to the City Arts Partnership grants are making a marked difference for many of our arts organizations. Linda Boyd, Executive Director of the FM Symphony Orchestra, reflected on this year's grant program:

As one of the major arts institutions receiving annual operating support grants from The Arts Partnership, the Fargo-Moorhead Symphony Orchestra greatly appreciates the restructured grant process that TAP initiated over the past year. The process began very thoughtfully with one-on-one conversations between leaders of major arts organizations and TAP grants consultant Tania Blanich. Information we provided resulted in a more focused grant application, a keener understanding of the characteristics and organizational needs of the major organizations in the community and, ultimately, three tiers of grant funding and maximum grant amounts. The deliberate and professional way that the grantmaking process was updated is one of a multitude of reasons that the work of The Arts Partnership is so valued by the entire arts community.

Further details about the City Arts Partnership grant program can be found at <http://theartspartnership.net/grant-information-non-profits-artists/>.