M E M O R A N D U M

TO: Arts and Culture Commission

FROM: Kylie Murphy, Assistant Planner

DATE: January 11, 2017

RE: Arts and Culture Commission Meeting

The next meeting of the Arts and Culture Commission will be held on Wednesday, January 18 at 4:00 p.m. in the City Commission Room, City Hall. If you are not able to attend, please contact staff at 241-1474 or planning@cityoffargo.com. Thank you.

ARTS AND CULTURE COMMISSION
Wednesday, January 18, 2017, 4:00 p.m.
City Commission Room
AGENDA

1. Approve Order of Agenda
2. Approval of Minutes – December 14, 2016
3. Action on The Arts Partnership's Services for 2017 (to be distributed)
4. Action on Lynn Fundingsland's donation (Attachment 2)
5. Discussion on placement of recently acquired public art
6. Discussion on Public Arts Master Plan goals and action plan (Attachment 3)
7. Discussion on communications and outreach for Public Arts Master Plan
8. Other Business or Public Comments

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: December 14, 2016:

The Regular Meeting of the Arts and Culture Commission of the City of Fargo, North Dakota, was held in the Dawson Conference Room at the Fargo Public Library at 4:00 o'clock p.m., Wednesday, December 14, 2016.

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

Present: Arlette Preston, Cassandra Miller, David Bertolini, Dayna Del Val, Deb Williams, Jessica Jung, Michael Olsen, Netha Cloeter

Absent: Tim Lamey

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

Item 1: Approve Order of Agenda
Ms. Miller moved the Order of Agenda be approved as presented. Second by Ms. Del Val. All Members present voted aye and the motion was declared carried.

Item 2: Minutes: Regular Meeting of November 16, 2016
Ms. Miller moved the minutes of the November 16, 2016 Arts and Culture Commission meeting be approved. Second by Ms. Del Val. All Members present voted aye and the motion was declared carried.

Item 3: Roberts Ramp Parking Ramp (Roberts Commons)
Nicole Crutchfield, Planning Administrator, presented the Request for Images for the Roberts Ramp Parking Ramp to the Board. She stated this is a private-public partnership between the City of Fargo and the Kilbourne Group, and discussed how the Request for Images was facilitated through Forecast Public Art.

Ms. Miller spoke on behalf of the Kilbourne Group and talked about how the Kilbourne Group narrowed down the images to eventually select an image.

Jack Becker of Forecast Public Art explained their role in the Request for Images and the overall process.

Further discussion on the final image was held between the Arts and Culture Commission members along with members of the Parking Commission.

Item 4: Jackie Brookner's Donated Sculpture
No discussion was held on Item 4.

Item 5: NEA Create Placemaking Book – The Fargo Project
No discussion was held on Item 5.

Item 6: Update on Public Art Projects
No discussion was held on Item 6.

Item 7: Update to The Arts Partnership's Services
Ms. Crutchfield presented The Arts Partnership's contract, regarding the 2017 proposal for services to the Board, from the subcommittee's meeting on December 9, 2016.

Ms. Del Val proposed an alternative to the contract that was presented. She proposed that 75% of the funds go towards regranting and 25% to administrative costs for this year, and next year 80% of the funds go towards regranting and 20% to administrative costs.

Ms. Del Val declared a conflict of interest on this item and was excused from voting.

Ms. Preston moved that 75% of the funds go towards regranting and 25% of the funds go towards administrative costs. Second by Mr. Olsen. Ms. Del Val abstained from voting. All Members present voted aye and the motion was declared carried.

Item 8: Other Business or Public Comments
No other business/public comments were made.

Item 9: Adjourn and Move to Public Art Master Plan Workshop
The time at adjournment was 5:00 p.m.

Following adjournment, Members and staff took part in a Public Art Master Plan workshop with Jack Becker of Forecast Public Art.

ARTS AND CULTURE COMMISSION
MINUTES

Special Meeting: Wednesday: December 21, 2016:

The Special Meeting of the Arts and Culture Commission of the City of Fargo, North Dakota, was held in the Dawson Conference Room at the Fargo Public Library at 4:30 o'clock p.m., Wednesday, December 21, 2016.

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

Present: Arlette Preston, Cassandra Miller, David Bertolini, Dayna Del Val, Michael Olsen, Netha Cloeter

Absent: Tim Lamey, Deb Williams, Jessica Jung

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

Item 1: Staff Presentation of Roberts Ramp
Ms. Miller spoke on behalf of the Kilbourne Group and talked about how the Kilbourne Group no longer has support for the image selected at the December 14, 2016 Arts and Culture Commission meeting. In addition, she noted the Kilbourne Group will move forward with either no image or the ROCO branding image on the Roberts Ramp.

Nicole Crutchfield, Planning Administrator, gave a brief summary on why this special meeting was being held in regard to the Roberts Ramp Image as well as the Board's role in this process.

Item 2: Discussion
The Arts and Culture Commission further discussed their role with the Roberts Ramp Image and, if as an Arts and Culture Commission, they could support not having the image that was selected at the December 14, 2016 Arts and Culture Commission meeting.

Ms. Miller declared a conflict of interest on this item and was excused from voting.

Mr. Olsen moved that, while the Arts and Culture Commission continues to support their original decision for the selected image for the Roberts Ramp, they also understand that this relatively new commission does not have the policies in place yet to make this a reality. Second by Ms. Preston. Members Cloeter, Preston, and Olsen voted aye. Members Del Val and Bertolini voted nay. Member Miller abstained from voting. Absent and not voting: Members Lamey, Williams, and Jung. The motion was declared carried.

Item 4

M E M O R A N D U M

TO: Arts and Culture Commission

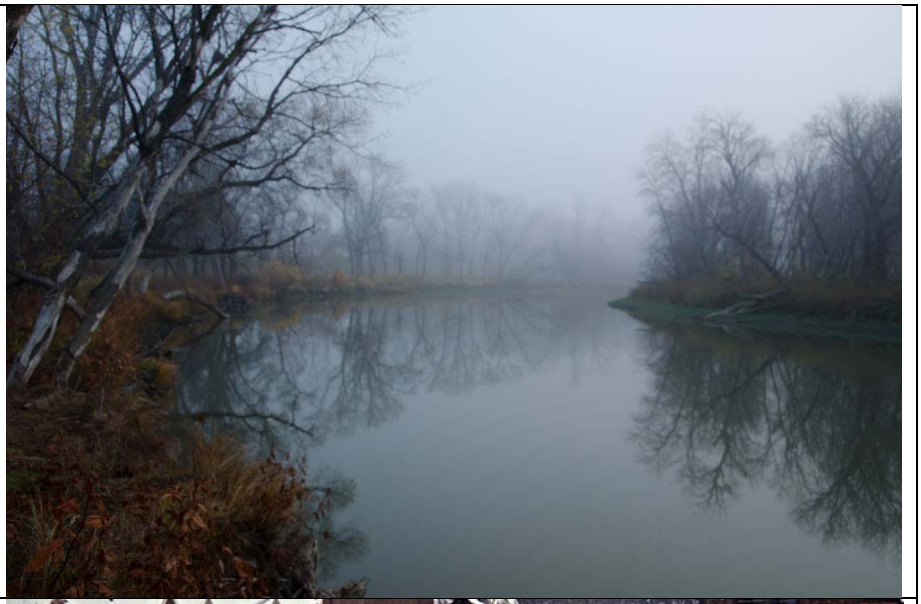
FROM: Kylie Murphy

DATE: January 12, 2017

RE: Lynn Fundingsland's Donation

Lynn Fundingsland would like to donate one of his photographs, which were showcased in the 2016 City Hall Curating Exhibit, to the City of Fargo. Lynn Fundingsland is a photographer whose early experiences as a city planner may have led to his interest in exploring the built environment through the lens of a camera. He often captures buildings and architectural details that we recognize but can't quite place. This ability to capture the familiar in an unfamiliar way is extremely intriguing. He also draws inspiration from nature, in particular the gentle landscape to be found along the Red River.

Included are five options for the Arts and Cultures consideration for acquisition from Tania Blanich.

Lynn Fundingsland ***Bending East* (2015)** Giclee printed digital image 30 X 40” $300	
Lynn Fundingsland ***Fargo Rooftops* (2012)** Giclee printed digital image 30 X 40” $300	
Lynn Fundingsland *Red December* (2015) Giclee printed digital image 30 X 40” $300	

Lynn Fundingsland ***Morning Light* (2015)** Giclee printed digital image 30 X 40” $300	
Lynn Fundingsland *April Snow* (2013) Giclee printed digital image 30 X 40” $300	

Item 4

M E M O R A N D U M

TO: Arts and Culture Commission

FROM: Kylie Murphy

DATE: January 12, 2017

RE: Public Arts Master Plan Goals and Action Plan

At the December 14, 2016 Arts and Culture Commission meeting, Jack Becker presented the draft Table of Contents for the Public Art Master Plan, for the commissions review. Staff would like to confirm the goals outlined in the draft Table of Contents as well as an action plan to help direct the Public Arts Master Plan moving forward.

City of Fargo Public Art Master Plan
Table of Contents
Draft 11.14.16

TOC Page
Acknowledgments (who helped make the plan)
Letter from Mayor (and Chair of ACC?)

Executive Summary (note: Much of this section's content will be moved or expanded upon in main document)

- **The field of public art today**
    - What is public art? (more than murals, monuments and memorials)
    - Expansion of the field, with more emphasis on audience participation, co-creation, cross sector collaborations and engaging people in the process
    - Beyond visual forms, with performance, events, spectacles, and temporary demonstration projects
    - Public art in support of placemaking, place-keeping and social cohesion
    - Meaningful, outcome-oriented art, in which the content is informed by the context of its location and audiences
    - Functional art, such as street furniture, railings, bike racks
    - Artists addressing social and environmental issues
    - Public art programs are being revamped—beyond traditional percent-for-art funding model—to support temporary projects and creative work that connects economic development with community cultural development
    - Traditional top-down approach is being combined with bottom up, grass roots methods, fostering entrepreneurs and private sector producers
    - A growing number of traditional arts institutions, seeking to become less exclusive and more relevant in today's culture, are taking cues from the public art "playbook" (taking art or performances to the audience, for example)
    - New technologies, educational programs, funding initiatives, and mobile apps that tell the story of the art on site

- **Why create a plan?**
    - Fargo citizens identified public art as a priority in GO-2030 Plan
    - ACC established to set stage for City's expanded, facilitative role in arts development; plan enables ACC to take it to the next level.
    - To establish policies and procedures supportive of artists and the integration of art and artists in all aspects of Fargo's development.
    - To leverage support and participation, public-private partnerships and community buy-in.
    - To insure potential of public art—in all its forms—is maximized to serve goals of the City and needs of the community.

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- NOTE: Public art is a vibrant, growing part of any arts and culture ecosystem. This plan is not meant to address the much larger arts and cultural development topics in Fargo, such as arts and entertainment facilities, the symphony, non-profit arts organizations' operating support, artist live-work space, arts education, creative economy development, etc. This plan—and its focus on public art—seeks to serve as a valuable stepping stone and learning opportunity toward the development of a larger arts and cultural master plan for Fargo, and a broader role for the City's Arts and Culture Commission (ACC).

- **Brief summary of findings**
  - Based on inquiry process, including focus groups, ACC work sessions, interviews, location analysis, responses to Public Art Possibilities call for ideas, and analysis of existing local models
  - Themes that emerged
    - The City on the Great Plains
    - Celebrate the River
    - Water Appreciation
    - Nurture Emerging Diversity
    - Embrace Winter & Seasonality
  - Identifying Six Districts of Fargo
    - To foster development of distinct characteristics and identities of Fargo's physical and cultural landscape
    - To enable development of Small Area Plans, empowering residents and businesses in Fargo to transform public space through artist-led practices proven effective in *The Fargo Project*
    - To insure Fargo's public art program is city-wide, and not just focused on downtown
  - Recognizing value of public-private partnerships that fuel growth and generate impact
    - City and Arts Partnership relationship development (re-granting and nurturing arts leadership in community)
    - Arts institutions, such as the Plains Art Museum and the Symphony—nonprofit arts leaders that take their work outside their walls and into communities—serve as important cultural and educational partners
    - NDSU, as valuable incubator and resource to community
    - City Hall as venue for showcasing regional talent
    - *Fargo Project* leveraging national grants and serving as model for creative placemaking
    - Pollinator Project & Buzz Lab serve as examples of traditional arts institution working in the public sphere and connecting the ideas, talent and energies of artists with the needs of communities
    - In addition to nonprofits, educational institutions and nongovernmental partners, private sector leaders—businesses,

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developers, health care facilities, property owners, etc. (including Microsoft, Sanford, West Acres Mall, Kilbourne Group, etc.)—can play critical partnership roles

- Opportunity to combine traditional government process with bottom-up, grass roots methods, via artist-led engagements
    - Amplifying community voice
    - Creative problem solving
    - Deep listening
    - Relationship building
- Fostering entrepreneurs and private sector producers
    - Artists paired with business, industry, schools, agriculture, technology, health care, etc.
        - Need for education and resources to increase perception of value for artist within private sector
            - Consider creating handbook for how to involve artists in public and private developments (including lessons learned from the *Fargo Project*)
            - Consider public art curriculum for Fargo Schools
        - Support for artists: work space, commissions, residencies, training and professional development, marketing, etc. (including existing programs, such as Public Art 101, Making it Public, and others developed by Forecast)
- Opportunity to create new and effective ways the City can engage its communities
    - Welcoming of grass roots and artist-led community process at the neighborhood partnership level (non-profit leaders in the community such as places of worship, health care, etc.)
    - Explore opportunities for inter-agency partnering and collaboration for operationalizing artist and community involvement
    - Departmental liaisons and relationship building
        - With ACC
            - And ACC's partners in community
        - With District leadership (see District maps)
            - Consider leadership development and social networking
            - Peer network of leaders from all six Districts
        - Consider current Fargo Police Dept. liaison process (and provide case studies from other cities, such as Baltimore, MD and Alameda, NM)

- **Summary of priority next steps**
    - Define roles for Arts and Culture Commission, elected officials, and city staff, and how they may evolve over next few years.

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- Expand ACC Governance structure to include Artist/Art Selection Committee (on an as-needed basis)
    - For artist/art selection in near term
    - For helping refine selection review process
- Research Ordinance and Funding Mechanisms to expand base of support for Public Art Program
    - Percent-for-Art model (for commissioning fixed art as part of both public and private improvement projects)
    - Percent-for-Community Engagement concept (supporting artist-led work in districts, involving multiple City agencies and partners)
    - Other opportunities (examples from other cities):
        - Public Art Endowment housed within the Community Foundation (Greensboro, NC)
        - Surcharge for parking; fee paid for renting golf bags (Portland, OR); billboard tax; hotel/motel tax; grants from foundations; local businesses start a "5% Club" (donating 5% of pre-tax earnings to program); and others
        - Partnership with Park District for joint funding strategies
        - Support from Rotary clubs, VFW groups, pull tabs, etc. (Note: The Plains is supported in part by pull tabs.)
        - Crowd-sourced strategies, such as GoFundMe, KickStarter, Indegogo, etc.
    - Adopt Gift Policy to enable review and acceptance or rejection of gifts of art to City
        - Jackie Brookner gift offer
        - Loans to City (Sod Buster from Plains Museum?)
- Grow program management capacity
    - Use funds set aside for 2017 to engage project consultant to manage commissioning projects
    - Consider Fargo Project management as part of overall City public art program management needs (also consider partnership with private sector management)
    - Develop strategic relationship cultivation with Arts Partnership regarding regranting funds to arts and culture in Fargo
        - Establish criteria consistent with Public Art Master Plan goals and objectives for 2018 and beyond
            - Consider public art focus vs. arts development or arts marketing focus
            - Consider grants that support free access to grantee's art by Fargo residents
            - Address ACC partnership development in TAC's strategic plan, and in ACC's future planning

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About Public Art

- What is Public Art?
    - For the purposes of the public art plan, public art is defined as works of art that are free and accessible to the public, including visual art, dance, festivals, music, theatre, literature, and photography. Public art can be permanent or temporary. It is a multifaceted, multi-disciplinary field of inquiry in which artists explore, experiment and create projects—often in collaboration with other disciplines and sectors—in spaces freely accessible to, and used by the public. Public art today goes beyond murals, monuments and memorials. It has moved beyond permanence and solidity, seeking to engage the community in a manner that, while not excluding the methods of the past, brings them to life as a part of the community. What distinguishes public art is the unique association of how it is made, where it is, and what it means. Public art can express community values, enhance our environment, transform a landscape, heighten our awareness, or question our assumptions. Placed in public or publicly accessible sites, this art is there for everyone, a form of collective community expression. Public art is a reflection of how we see the world – the artist's response to our time and place combined with our own sense of who we are. Integrating public art in all aspects of city building and public life cultivation can provide many benefits. In short, public art creates a culturally stimulating environment, offers a creative outlet for artists of all kinds, attracts people and is accessible to all.
- Distinguish between "public art" and "art in public" (art that may be indifferent to its setting)
- Reference graphic showing the many form that public art can take
    - Provide visual illustrations
    - Local, regional and national examples
- Characteristics of the field & Rationale for Supporting Public Art:
    - Public art is the outward expression of the city's identity and character, reflecting its vibrancy and energy
    - Art contributes to a sense of place and adds value to the built environment and our quality of life
    - A professional practice, a field of inquiry, and exploration of the public sphere by artists, often working in collaboration with multiple sectors
    - Public art promotes inclusiveness, creates a pride of place and care for the environment. It contributes to the health of citizens.
    - Public art creates a culturally stimulating environment, offers a creative outlet for artists of all kinds, attracts people and is accessible to all.
    - Public art contributes to economical vitality by helping attract and retain professionals, including the creative class, aesthetically enhancing the public realm and strengthening social cohesion.

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- The practice of public art has changed significantly since the first municipal public art program was established in Philadelphia more than fifty years ago. The field is rapidly moving beyond the dominant percent-for-art model, whereby a percent of the city's capital budget is reserved for commissioning art. The range of commissioning entities for public art have expanded beyond public agencies to include museums, galleries, universities, independent arts organizations, community development organizations and business improvement districts. Indeed, artists are self-funding projects via social media technology and grants. With these changes, the types of public art programs being developed in America have evolved to embrace the various ways public art projects are being initiated, and the ways communities seek to engage art and artists to improve livability, add vibrancy, and address the health of people and the planet. Today there are approximately 350 programs in the US utilizing the percent-for-art model.

Why have a Public Art Program?

- The development and adoption of a public art plan provides an opportunity to establish a shared vision for a community's public realm and to coordinate the activities of multiple stakeholders—planners, artists, arts and culture–related nonprofit organizations, and other stakeholders—in shaping that realm. More and more communities are developing and adopting public art master plans for the purpose of demonstrating a long-term commitment to the central importance of public art in the planning, design, and creation of public space.
- Fargo citizens identified public art as a priority in GO-2030 Plan
- ACC established to set stage for City's expanded, facilitative role in arts development; plan enables ACC to take it to the next level
- To establish policies and procedures supportive of artists and the integration of art and artists in all aspects of Fargo's development
- To insure long-term, sustainable support for public art in Fargo
- To leverage participation, public-private partnerships and community buy-in
- To solidify role of art in the city, and maximize the potential of public art—in all its forms, to:
    - address goals of the City and needs of the community
    - serve as a catalyst, leveraging additional support
    - act as a seed for growing more art
    - address goals of city and needs of communities
- To articulate vision of what public art can be, and formalize policies, processes, public will and private investment
- To streamline process for getting art made, including the permitting process
- Insures there are methods for evaluating success of the program, distilling intention and assessing impact
- To make Fargo a better city, a more competitive cultural hub, and a city that is recognized nationally as valuing the arts
- Make sure art is a staple, a basic component of everyday life

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- Advocate for the importance of public art
- Maintain collection
- Insure that an educational component is included

About the City of Fargo (note: add quotes from interviews/focus groups)

- City of Opportunities on the Great Plains (history & background)
  - Character and Identity
    - Entrepreneurial spirit
    - Resilience and pride
    - Family friendly, with increasing diversity
    - Challenging climate and water management
  - History of Arts and Culture Commission
    - Reference City authorization and planning docs
      - Mission of ACC
    - Formed to introduce and steward public art
    - Has developed funding criteria
    - Has managed curatorial RFP for City Hall art
    - Has recently taken over responsibility for regranting funds to local arts nonprofits via The Arts Partnership
    - Has allocated funds for start up of Plan implementation in 2017
    - Has authority to levy a tax to further support program and operations
- Fargo's public art
  - Noteworthy recent examples (see binder)
    - *Fargo Project* (Jackie Brookner)
    - *Sod Buster* (Luis Jiminez)
    - Common Ground: Understanding Spectacle and Imaging Civic Art (NDSU Department of Theater Arts)
    - ChalkFest (The Arts Partnership)
    - Alley Fair
    - Spartan wall relief at North High School (Brad Bachmeier)
    - Pollinator Project & Buzz Lab Teen Internships (Plains Museum and Christine Baeumler)
    - Fargo Sandbag Project (Michael Strand)
- What would Fargoans like public art to be?
  (insert quotes from interviews/focus groups)

SAMPLE QUOTES

"We're the right-sized community for things to happen."
-Dan Mahli

"We need to be the kind of community where people want to live."
-Mayor Mahoney

Vision, Mission and Goals for Fargo Public Art Program

- **Vision Statement**
  - The City of Fargo envisions a livable, pedestrian-friendly 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

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experience quality art and creative expression as part of their daily lives; where creativity and participation in city building is nurtured at every age level and artists are valued as contributors to the quality of life enjoyed in Fargo.

- Public art can be a catalyst for expansive thinking, cultural evolution, social openness and cohesion. The robust Public Art Program envisioned by this Master Plan is meant to benefit Fargo area artists, residents, and visitors. It's designed to support the creation and exhibition of new works in a wide variety of media—art designed to serve a broad and increasingly diverse audience. The program also seeks to bring creative, innovative thinking to help shape the future of Fargo, connecting the talents and energies of Fargo's growing artist community with the needs and opportunities of the city. We envision artists engaging with virtually every sector—designers and developers, gardeners and educators, social service providers and health care workers, business owners and manufacturers, nature lovers and tourists, civic boosters and sports enthusiasts, along with many, many others.
- This plan recognizes that public art is both a product *and* a process. Fargo's public art program values both. It includes a commissioning program—insuring high quality art is integrated into public and private improvement projects—and a robust educational program that support artists' career development. An important value of the program is to treat the field of public art like any other jobs creation program by supporting the needs of artists to build careers as professionals, and increase their capacity to creatively and effectively serve the needs of communities throughout the city.
- This plan is designed as an educational resource, a road map, and a tool to guide the development of Fargo's Public Art Program. A special section, called Public Art Possibilities, is included in the Appendix to illustrate some of the many ways that local artists can contribute their creativity to Fargo and benefit the community's cultural and economic health.

- **Mission of Fargo Public Art Program**
  - The mission of Fargo's Public Art Program is to implement the Public Art Master Plan, insuring the City's ongoing commitment to public art and creating a new generation of public artworks in Fargo.
  - The Program's Implementation Strategies include the following directives to be carried out by the Arts and Culture Commission, with program staff support:
    - Develop priorities for investing Fargo resources in public art
    - Commission permanent and temporary public art projects of civic and community importance
      - Art that expand people's awareness and enjoyment of public art

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        - Art that respond to broad goals and priorities as expressed by the community
        - Art that expands the vocabulary of work that can be seen in the city
    - Facilitate the integration of public art into Fargo capital projects
    - Oversee the implementation of the City's policies for public art in private development
    - Advocate for and foster community understanding of the importance of public art, especially the Fargo's public art collection
    - Ensure community input into the program's implementation plan, annual plans, project plans, and project implementation
    - Support the participation of local artists in public art projects
    - Oversee the conservation and maintenance of Fargo's public art collection
    - Oversee implementation of the Fargo's policy for accepting gifts of art

- **Program Goals** (not in priority sequence)
    - Foster private developers to get involved
    - Incorporate public art, public space planning, city and parks
    - Establish a clean and easy process for artists (public art basics)
    - Imbed public art requirement into building codes
    - Remain attentive to public art efforts in all districts and neighborhoods
    - Expand community's understanding of public art, at all age levels
    - Advocate for adequate time and funding for the work of artists
        - Advocate for adequate work space, and safe work space
    - Oversee the commissioning of public art as funding is made available
        - Advocate for adequate lead time, budgets, and production time
    - Promote and support public art as part of community development and placemaking throughout Fargo
    - Provide adequate professional staff support to manage the commissioning of art
    - Provide opportunities for collaborative projects and cross-sector engagement
    - Act as a central resource and guide for public art makers and supporters
        - Consider establishing a central space for public art
            - For learning, dialogues, and networking
            - For training, making, and displaying
    - Cultivate the development of future generations of public artists and supporters, and
    - Remain open to bold, monumental art, as well as small-scaled intimate art
    - Develop grass roots appreciation for public art by broad audience of Fargo residents

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    - Support the development and implementation of annual art festivals

- **Program Objectives for Year One**
    - Determine most effective and appropriate funding mechanisms to support a sustainable Public Art Program
        - Research with input from Mayor, City Finance Manager, City Commissioners, and others.
    - Advocate and work to get plan adopted and secure funding mechanism
    - Develop a comprehensive communications plan for sharing Master Plan with community, and gaining buy-in
        - Convey City's vision for public art to the broader community
    - Align the goals and strategies for public art with downtown plan and other relevant City plans
    - Incorporate public art into future public facilities, private development and planning processes
        - City Hall and Civic Plaza
        - Block 9
        - Other 2017 priority sites/opportunities
    - Establish Art Selection Committee, with expertise and perspectives critical to each project
    - Ensure that the community has the opportunity to participate in planning for the Public Art Program and in the implementation of public art projects
    - Provide opportunities for audience engagement as projects are developed and launched
    - Build sufficient staff support to manage a program of City's scale and ambition
        - Start with contracted services in lieu of staff position if funding is inadequate
    - Prioritize and establish implement strategies for the recently completed conservation and maintenance survey for existing public artworks
    - Develop a public art "playbook" to clarify and manage expectations about longevity, standards for care, deaccessioning, etc.

- **Programmatic overview (proactive and reactive)**
    - How will artists benefit from this plan?
    - How will residents benefit?
    - How will businesses benefit?
    - How will the City government benefit?

Public Art Master Plan Process

- About the planning team
- Information gathering and community engagement
    - Plans and document review
    - Focus groups (see Summary of Notes in Appendix)

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- One on One meetings (see Summary of Notes in Appendix)
- Public Art Possibilities (See Appendix for all ten project proposals)
- Mapping workshops and conversation
    - Location Analysis and Mapping
    - Forecast considered Fargo as a whole city, consisting of six districts. Breaking the city into these districts allows for a public art strategy that fosters development of distinct characteristics and identities of Fargo's physical and cultural landscape. It also enables the development of Small Area Plans, empowering residents and businesses in Fargo to transform public space through artist-led practices. An example where this has proven effect is The Fargo Project. The creation of six unique city districts also insures that Fargo's public art program is citywide, and not just focused on the downtown core.
- Artists role in shaping the plan

Synthesis of Findings

- Narrative summary of what was learned from the above process.
- What are insights that help informed Forecast's recommendations?
    - Growing number of public art opportunities in Fargo
    - Success of recent initiatives, such as *Fargo Project*, restoration of *Sod Buster*, and national funding and attention to region
    - Growing interest in having public art be part of city life, city-wide
    - Limited capacity to respond to requests and meet needs of artists, communities, developers, etc.
- What are the opportunities and constraints? List of critical topics or issues that emerged from information gathered.
    - Making arts and culture accessible to all
    - Developing shared vision for Fargo's Public Art Program
    - Building capacity and impact of the Arts and Culture Commission
    - Improving Fargo's economic, social and cultural health and wellbeing
    - Valuing the role of artists, allied professionals and communities in creating successful public art
    - Cultivating public-private partnerships, inter-agency and intergovernmental relationships (including neighboring cities of Moorhead and West Fargo)
        - Possible partnerships include:
            - Native American Commission
            - NDSU
            - Chamber of Commerce
            - FM Development Corp
            - Arts Partnership
            - Plains Art Museum
            - Neighborhood Assns
            - Parks District

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            - River Keepers
            - School District
            - Fargo Moorhead Visual Artists
            - Alley Fair
            - Others
        - Modeling best practices and stewardship
        - Cultivate intergenerational relationships
        - Retaining college graduates
- Public art themes or applications that can lend themselves to achieving the goals listed above:
    - The City on the Great Plains
    - Embrace Winter and Seasonality
    - Water Appreciation
    - Celebrate the River
    - Nurture Emerging Diversity

Opportunities for Public Art in Fargo

- Geographical opportunity sites
    - Locational Analysis/Tours
    - Outcomes of Mapping Workshop (at Plains)
    - Overview of Fargo Districts
        - Brief summary of all six districts
        - City-wide Map
        - 6 District Maps with characteristics
        - Public Art Opportunities
    - Possible locations for public art (not complete)
        - Farmer's Market
        - Parks
        - Airport
        - Sanford
        - Block 9
        - City Hall and Civic Plaza
        - See maps for additional listings
    - Possible themes for public art
        - The Great Plains
        - Celebrate the River
        - Water Awareness
        - Embrace Winter and Seasonality
        - Nurture Emerging Diversity
- Partnership opportunities
    - With Moorhead
        - Summary of arts and cultural planning work to date
    - With West Fargo
    - With Dilworth
    - With Diversion Authority

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        - With School District
        - With Park District
        - With CVB, GFMEDC, United Way of Cass-Clay, Valley Prosperity Partnership, Fargo-Moorhead Area Foundation
        - City commissions (Human Relations, Native American)

Public Art Program Development in Fargo

- Vision and mission reiterated.
    - Recommendations and overview of strategies
        - Outline the public art process
            - Identifying priority opportunities
            - Developing project goals, budget, timelines
            - Selection methodology
            - Maintenance
            - Communications, documentation, evaluation
            - Other
- Strategies [spreadsheet of recommendations pertaining to each theme]
    - Short term recommendations
    - Long term recommendations
    - Key stakeholders/players
    - Criteria and decision-making process for prioritizing sites and opportunities
- Support systems
    - List of local and regional partners and resources to offer educational programming, trainings, grants, commissioning possibilities, events, festivals, artists in residence, public and private funding streams, foundations, corporations.
    - Funding Recommendations and Considerations
        - City support and inter-agency cooperation
        - Private support (contributed income)
        - Partnership support and in-kind
- Governance
    - Role of ACC members, committees, advisors
    - Selection process for art and artists
    - Policy Development
        - Gift Policy
        - Art Acquisition Policy (for City Hall art collection)
        - Other…
- Management
    - Staffing needs (short- and long-term)
    - Contracted services, interns, volunteers
    - Collection Management
        - Maintenance + conservation
- Monitoring and Reporting
    - Developing monitoring and evaluative systems

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        - Accountability systems required by City of Fargo
        - Best practices

- Communications plan
- Next steps

Appendix

- Alignment with other plans
    - GO2030
    - Parks Plan
    - Downtown Development Plan
    - Moorhead Arts and Culture Commission
- Public Art Possibilities
    - Intro and overview of process
        - Funded by the City of Fargo and facilitated by Forecast Public Art, the City's public art planning consultant, *Public Art Possibilities* constitutes an invitation to reimagine Fargo's public realm and civic life. This project asked Fargo's creative stakeholders to share their ideas for public art and to spark imagination about the future of common spaces throughout the city. Additional goals of Public Art Possibilities include:
            - To introduce imaginative possibilities for public art and expand the definition of public art.
            - To invite a diverse range of creatives to translate their work within public venues.
            - To incite compelling, singular ideas from Fargo-based artists to present to the City of Fargo
            - To benefit the development of the Arts and Culture Commission and add to the quality of life for residents.
            - To assess the capacity and skill sets of Fargo-based creatives related to the conceptualization and development of public art projects, and to determine the level of support and resources needed to initiate and implement projects in the public realm.
            - To surface how the City of Fargo and Arts and Culture Commission can collaborate with creatives to realize inspired public art projects.
    - Importance of artists' professional development
    - 10 proposals
    - Summary of findings
- Case Studies
    - Fargo Project
    - Common Ground: Spectacles Workshop
    - Roberts Street Garage (wall project)
    - Pollinator Project and Buzz Lab Teen Internship
    - Fargo Sandbag Project

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- Sample RFQ, policies, contracts, etc.

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