M E M O R A N D U M

TO: Arts and Culture Commission

FROM: Kylie Murphy, Assistant Planner

DATE: July 20, 2016

RE: Arts and Culture Commission Meeting

The next meeting of the Arts and Culture Commission will be held on Wednesday, July 20 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, July 20, 2016, 4:00 p.m.
City Commission Room
AGENDA

1. Approve Order of Agenda
2. Approval of Minutes – June 15, 2016
3. Confirm 2016 Program Recommendations
    a. Public Art Possibilities – Public Arts Master Plan program
    b. Request for Proposals Public Art
4. 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: June 15, 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, June 15, 2016.

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

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

Absent: Cassandra Miller, Tim Lamey

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

Item 2: Minutes: Regular Meeting of May 18, 2016
Mr. Olsen moved the minutes of the May 18, 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: 2016 Program Recommendations
Assistant Planner Kylie Murphy and Planning Administrator Nicole Crutchfield presented 2016 program recommendations with three options for the allocated funds. Item 1 involved continuing the city hall curating program for a total cost of $8000. Item 2 involved discussions about increasing stipends for the public art possibilities program that is part of the Public Arts Master Plan that is currently in process. Item 3 involved additional options.

Ms. Preston moved to approve Item 1 which states to continue with the City Hall curating program, reserving $5,000 for the curating services and $3,000 for purchase and table Items 2 and 3 to be discussed at the next meeting. Second by Mr. Olsen. All Members present voted aye and the motion was declared carried.

Item 4: 2017 Program Request and Recommendations
Ms. Crutchfield presented the 2017 budget process, indicating that in July the Mayor and Finance Director receive department budget requests. Ms. Crutchfield asked if this board would seek to round up the past allocation from .3 mil levies to .5 mil levies due to the fact that the Public Arts Master Plan will most likely propose program recommendations for a 2017 work program based on the Public Art Possibilities program in the Forecast Public Art's scope of work.

Discussion occurred on the purpose and goals of the increase, and it was confirmed that additional discussion is needed to talk about 2017's program and also to coordinate further with the Public Arts Master Plan as it gets developed.

Ms. Preston moved to approve the request for increase to the arts and culture commission's program budget from .3 to .5. Second by Ms. Williams. All Members present voted aye and the motion was declared carried.

Item 5: Other Issues or Public Comments
No other issues/public comments were made.

Mr. Olsen moved the meeting be adjourned. Second by Ms. Preston. All Members present voted aye and the motion was declared carried.

The time at adjournment was 5:10 p.m.

Item 3

MEMORANDUM

TO: Arts and Culture Commission

FROM: Kylie Murphy, Assistant Planner
Nicole Crutchfield, Planning Administrator

DATE: July 15, 2016

RE: 2016 Program Recommendations

At the June Arts and Culture Commission (ACC) meeting, the Commission discussed three programs for 2016. This included the city hall curating program, the public arts possibilities program and the public arts program. The ACC voted to approve the city hall curating program and tabled the other two discussions.

Below is background and recent history to aid in this discussion. In 2015, the City Commission budgeted $20,000 for the **2016** public art program. This is equal to the amount allocated for the 2015 public art program. Last year the program was distributed among City Hall Curating program and a request for public art projects. $15,000 was allocated for Public Art Projects. Through a Request for Proposals (RFP) process two projects were funded, the Shakespeare Fest (Winter Arts Festival) ($5,000) and the Children's Legacy Foundation, Madison Skatepark Brad Bachmeier sculpture ($10,000).

For **2016**, staff suggests allocating the budget among three programs:

1) City hall curating (which was voted on in the June meeting) = $8,000;
2) Public Arts Possibilities Program, which is currently within the scope of the Public Arts Master Plan to be administered by Forecast Public Art late Summer and early Fall 2016) = $7,000;
3) Request for Proposals for Public Art Projects (RFP) = $5,000.

In early 2016, within the scope of work for the Public Arts Master Plan that is currently in process, Forecast Public Art has been contracted to administer a Public Arts Possibilities Program. This program was initially suggested to be $5,000 but at last month's meeting there was discussion to raise this to $7,000. (With either amount the suggested stipend for artist or artist team is $500.) Jack Becker, Forecast Public Art will be available at the meeting to further discuss this program.

After further consideration and evaluation of the success of last year's RFP process for projects, staff suggests to repeat last year's activities and issue a 2016 Request for Public Art Projects. By repeating the 2015 RFP process it offers additional consistency to the work of the commission and for the community. It also allows for additional flexibility and freedom for established artists or community

programs to continue to participate in their own ways. The reduction from $15,000 to $5,000 suggests that perhaps only one project is allocated funding. Last year, there were six great proposals, and two were funded.

Attached, you will find a detailed explanation of the Public Art Possibilities Program, and the 2015 Request for Public Art Projects.

Recommendation: To approve the allocation of $7,000 for the public arts possibilities program and approve the allocation of $5,000 for the Request for Proposals for public art projects.

PUBLIC ART POSSIBILITIES **| FAQ**

WHAT?

Public Art Possibilities is a collection of ideas for public art projects in Fargo generated by artists from the region. Funded by the City of Fargo and facilitated by Forecast Public Art, the City's public art planning consultant, it's an invitation to reimagine Fargo's public realm and civic life. This project asks creative types what ideas they have—without limitations—and without promising that any of these ideas will actually be realized.

What do you see as most important to the city and people of Fargo?
How do you envision Fargo's future? What would you like to add to it?
Which sites and spaces in the city would you like to engage and evolve? How?

WHO?

Open to community builders + organizers, cultural leaders, filmmakers, historians, musicians, neighborhood stakeholders, painters, photographers, place makers, poets, potters, writers - anyone interested and invested in art in the public realm and our common life in Fargo.

HOW?

1) Learn about the Public Art Possibilities call for ideas at a September 15 information session.

2) Vet and develop your idea with Forecast Public Art via email or telephone consultation.

3) Dream big, and submit your ideas.

Up to 14 ideas will be selected from the pool of responses to the *Public Art Possibilities* Call For Ideas. Selected ideas will be represented in a *Public Art Possibilities* booklet published by Forecast Public Art as a companion to the City of Fargo's public art master plan, and will reveal how community stakeholders and creatives imagine public art—temporary or enduring—in Fargo.

Up to 14 individuals or teams selected to develop their ideas will each receive a stipend of $500. Open to creative in the region, at least half of the selected ideas will be from Fargo residents. Selected ideas will represent a range of artistic media and a range of locations within the city limits of Fargo. Ideas will be evaluated based on innovation and originality and response to a particular context.

WHY?

To facilitate an opportunity for creatives and community stakeholders to identify and interact with the city as a venue for temporary and enduring public art, and to evolve individual and collective thinking about art within the public sphere. Also -

1. To introduce and expand the definition of public art.
2. To invite a diverse range of creatives to translate their work within public venues.
3. To incite compelling, singular ideas from Fargo-based artists to present to the City of Fargo's Arts and Culture Commission and residents.
4. To assess the capacity and skill sets of Fargo-based creatives' regarding public art idea development, and determine the level of support and resources needed to initiate and implement projects in the public realm.
5. To surface how the City of Fargo and Arts and Culture Commission can collaborate with creatives to realize public art projects.

1. Am I eligible to participate?

- Yes! Anyone living in the region who is interested and invested in art in the public realm and adding vibrancy to daily life in Fargo—community builders + organizers, cultural leaders, filmmakers, historians, musicians, neighborhood stakeholders, painters, photographers, place makers, poets, potters, writers—can submit ideas.
- You do not need to self-identify as an artist to submit an idea.

2. Can I work with a team?

- Yes! Individuals or teams can submit ideas, including interdisciplinary and cross-sector teams.
- Looking for teammates? Attend the *Public Art Possibilities* information session on Thursday, September 15, to connect with potential collaborators with complementary assets and aptitudes. See timeline below for more information.

3. What kind of support will be available to potential applicants and finalists?

- Forecast Public Art will host an information session on Thursday, September 15, at (X location and time) to introduce *Public Art Possibilities* and field your questions.
- Forecast will post a FAQ sheet online, and be available via email and telephone to respond to inquiries following the September 15 launch and orientation session.
- If your idea is selected for inclusion in the booklet, Forecast staff will be available via email and phone during the two-week design period to support finalists as they refine their ideas and prepare them for inclusion in the booklet.

4. Do I have to attend the September 15 information session to be eligible?

- No! However, during the September 15th session, we will discuss qualities of a strong submission, illuminate considerations for choosing a site and offer an opportunity to connect

with other interested community stakeholders and creatives to formulate teams if you would like to develop an idea collaboratively.

5. How do I submit an idea?

- Answer the following questions—150 words maximum for each of the following—and send a document with your responses *as an attachment* to Kirstin Wiegmann - kirstin@forecastpublicart.org.
- Question 1 | *Provide your name, address, and other contact information.*
- Question 2 | *Introduce your idea and location.*
- Question 3 | *How/why did you select your site*?
- Optional | Attach a sketch of your idea and/or a photograph of your Fargo location.

6. How do I select a site?

- Ultimately, you can choose any site you want. If you need a starting point, you could reflect on where you live, where you work, public places you visit, streets you travel, landmarks you reference, sites where you spend time each week or month or less-noticed spaces. *What needs or opportunities would you identify at each site? How have those needs (not) been met? What opportunities do you see?*
- Think creatively about what qualifies a site as distinctive and pay attention to sites beyond typical or traditional locations for public art. A goal of this project is to share ideas that could happen in all parts of Fargo.

7. What happens after I submit an idea?

- All submissions will be reviewed by Forecast Public Art to determine which individuals and teams will be selected to participate.
- Forecast Public Art will select up to 14 finalists—individuals or teams—to prepare their ideas for publication.
- Forecast Public Art will offer support and guidance for design development and copy editing of the selected ideas via telephone calls, email or Skype conversations.
- Final versions of all ideas and renderings will be included in the *Public Art Possibilities* booklet (both print and online). **See below for specific timeline for these activities.*

8. What criteria will Forecast's Curatorial Committee use for selection of participants?

- Unique and innovative ideas surfacing diverse possibilities for public art in Fargo.
- Clarity of submitted idea.
- Thoughtful consideration of selected site, with a goal of diverse locations.
- A minimum of half the ideas are from Fargo residents.

9. Will I be eligible for any compensation?

- Up to 14 finalists—individuals or teams—selected by Forecast's curatorial committee comprised of Forecast Public Art staff will receive stipends to prepare their ideas for publication.
- Stipends will be awarded only to participants selected for publication.
- Participants will receive a stipend of $500.

10. Can I apply more than once?

- Yes, you can submit more than one idea as an individual or team. We suggest you limit your submissions to three ideas.

11. Will more than one of my ideas be considered for inclusion in the *Public Art Possibilities* booklet?

- Possibly. All ideas will be selected based upon the criteria listed above.

12. Why curate a selection of ideas for the booklet instead of including all submitted ideas?

- We have a limited budget to pay applicants, and need to limit the funding to the best ideas submitted.

13. Who owns the designs after they are finalized?

- Creators will maintain intellectual property rights to their ideas and designs.
- Forecast Public Art will have the right to include visual and written representations of selected projects in print and online publications.
- The City of Fargo will have the right to utilize the projects for educational purposes and media releases.

14. Will my ideas or my team's ideas be realized?

- There is no promise of funding any of the ideas submitted. The goal is to fire up imaginations, raise awareness of the talent in the region, and show people a range of ideas (some of which may not be possible to implement). There will be an effort to distribute the Public Art Possibilities booklet widely and thereby introduce your ideas to a broad audience of Fargo leaders, residents, businesses, and art patrons.

TIMELINE

Green = internal timeline for City of Fargo / Forecast reference (will **not be published in FAQ** sheet).

Tuesday, July 12	Forecast team develops FAQ and sends to Nicole. Nicole sends to David and Arlette.
Friday, July 22	Forecast sends newspaper ad design, flyer draft, Facebook event, and Eventbrite registration page to Nicole for vetting.
Wednesday, July 27	Nicole relays any edits or questions for newspaper ads, flyers, Facebook event and Eventbrite registration page.
Tuesday, August 1	(Pending approval from City Commission) Forecast sends final materials for ad submission, flyer printing and distribution, online engagement and emailed Invitations.

Week of August 1	Karis schedules publication of print ads in *The Forum, High Plains Reader* at intervals through August and first two weeks of September, observing budget parameters, posts flyers, circulates and extends invitations via Facebook event, corrals registration on Eventbrite page and emails network conveners and organizational leads to extend invitations to a range of stakeholders. The City of Fargo issues a *Public Art Possibilities* call for ideas facilitated by Forecast Public Art.
August 1 - Sept. 29	Forecast posts weekly announcements via Facebook, etc. Karis tends to social media engagement, email reminders and Q&A, event-based interaction and continued flyer posting.
Thursday, Sept. 15	*Public Art Possibilities* orientation session.
Thursday, Sept. 29	Deadline to submit ideas.
Week of October 3	Forecast Public Art panel selects up to 14 ideas and notifies applicants.
October 5 - 20	Participant design period. They can engage Forecast Public Art for support via telephone, email or Skype.
Thursday, Oct. 20	Deadline for camera-ready ideas.
October 24 - 31	Forecast Public Art designs *Public Art Possibilities* booklet.
Tuesday, Nov. 1	Forecast Public Art sends *Public Art Possibilities* booklet to City of Fargo for review.
November _____	City of Fargo releases *Public Art Possibilities* booklet at an Arts and Culture Commission meeting or public release party with specific invitation to individuals and teams who submitted included ideas.

REQUEST FOR PROPOSALS

Public Art Projects in Fargo

Published October 16, 2015

PURPOSE:

The City of Fargo is accepting proposals from qualified artists or arts organizations who are interested in enhancing the public art experience within Fargo. This request for proposals (RFP) is intended to promote a broad range of public art experiences within Fargo. Therefore, proposals regarding both privately owned or City of Fargo owned or maintained locations are welcome.

FUNDING:

Total funding available is $15,000. Applicants may request a portion of or the full funding amount.

ELIGIBILITY:

- Proposals may be for new or existing artwork or art based projects in any artistic media.
- Proposals must be public in nature (i.e., free, located in a public place, appropriate for all ages). The proposal may contain non-public elements, but city funding should only be allocated toward the public elements of the proposal.
- Individual artists, artist teams, or arts organization may apply.
- One proposal per applicant or organization.

SUBMISSION REQUIREMENTS:

- Name of artist, artist team, or arts organization. If an artist team or an arts organization is applying, please identify a main contact.
- Mailing Address, phone number, and email address
- Qualifications. May attach a resume or curriculum vitae
- Written proposal briefly outlining:
    - Project proposal including examples, images, or sketches needed to clarify proposal
    - How the project will be made available to the general public
    - Anticipated benefit of the project to the general public
    - Relevant experience related to completing or demonstrating capacity to complete the proposed project
    - Expected timeline for project completion
    - Preliminary project budget outlining how funding will be spent and any additional funding sources
    - How the outcome or success of the project will be measured. These factors may be measured by qualitative or quantitative analysis.
    - Anticipated assistance from City Agencies (i.e, ongoing maintenance, site selection or approval, sidewalk or street closures).

DEADLINE:

Please submit a hard copy of the project proposal by 4:30 p.m., November 4th, 2015. Late submittals will not be accepted. Proposals may be mailed or hand delivered to:

City of Fargo Department of Planning and Development
200 3rd Street North, Fargo, ND 58102
Attn: Maria Olson
Re: Public Art RFP

Questions regarding the RFP can be directed to Maria Olson by email at mdolson@cityoffargo.com or by phone at (701) 476-4152.

REVIEW CRITERIA:

The City of Fargo reserves the right, in its sole discretion, to reject any and all proposals or accept any proposal in whole or in part. The review committee will evaluate each proposal based on the following criteria:

- Preference will be given to local artists
- Amount of funding leveraged from outside sources or in-kind contributions
- Project feasibility
- All areas of the city should be considered for this proposal. Preference will be given to projects which affect a broad audience or extend public art beyond the city's core.
- Implements goals outlined within the GO2030 Fargo Comprehensive Plan and other stated City goals. A copy of the Fargo Comprehensive Plan can be viewed by visiting the following website: www.cityoffargo.com/go2030

REVIEW PROCESS:

A subcommittee of the City of Fargo Arts and Culture Commission will act as the review committee for this proposal. The review committee's recommendation shall be reviewed by the Arts and Culture Commission at their November 18th Commission meeting, with final approval by the City Commission. Applicants will be notified regarding the status of their proposals following the November 18th meeting and following final approval by City Commission.

PERMISSIONS:

By submitting proposals to the City of Fargo pursuant to this Call for Artists, the applicant grants to the City of Fargo the right to reproduce and otherwise document funded public art projects and proposals for review, archival and promotional purposes.

ADDITIONAL INFORMATION:

A printable copy of this RFP, as well as examples of previously approved proposals will be made available through the end of the application period at the following website:
www.cityoffargo.com/artsandculture