
City of Florence
Public Art Committee
Florence City Hall
250 Hwy 101
Florence, OR 97439
541-997-3437
www.ci.florence.or.us

September 26, 2016

AGENDA

10:00 a.m.

Members:	Harlen Springer, Chairperson	Susan Tive, Vice-Chairperson
	SK Lindsey, Member	Jo Beaudreau, Member
	Ron Hildenbrand, Member	Jennifer French, Member
	Jayne Smoley, Member	
	Joshua Greene, Council Ex-Officio Member	Kelli Weese, Staff Ex-Officio Member

With 48 hour prior notice, an interpreter and/or TDY: 541-997-3437, can be provided for the hearing impaired.
Meeting is wheelchair accessible.

CALL TO ORDER – ROLL CALL

10:00 a.m.

1. APPROVAL OF AGENDA

2. PUBLIC COMMENTS

This is an opportunity for members of the audience to bring to the Public Art Committee's attention any item not otherwise listed on the Agenda. Comments will be limited to a maximum time of 15 minutes for all items.

ACTION ITEMS

3. PROJECT NEXT STEPS

Next steps in the completion of 2016 projects, including...

- Discussion Points:
 - Approval of preliminary donation application and other documents
 - Donations of Art (Totem Pole, Sculpture, Sea Lion)
 - Project 1 – Municipal Objects Beautification
 - Project 2 – Hwy 101 & Hwy 126 Mural
 - Project 3 – Siuslaw Bridge Steps
 - Project 4 – Art Exposed: Dynamic Public Art
 - Project 5 – Old Town Kiosk
 - Financing & Grants
 - Website and public outreach

4. NEXT MEETING DATE, FUTURE AGENDA TOPICS AND HOMEWORK

- Review upcoming meeting dates/times and determine flexibility for Sept. / Oct.
 - October 3, 2016 at 6:00 p.m. – City Council meeting proclamation
 - October 10, 2016 at 10:00 a.m. – Canceled
 - October 24, 2016 at 10:00 a.m.
 - October 26, 2016 at 6:00 p.m. – Florence Urban Renewal Agency Meeting

Approximately 12:00 p.m.

5. FIELD TRIP TO POTENTIAL ART LOCATIONS INCLUDING...

- Gallagher Park
- Florence Urban Renewal District Bus Stop Locations
- Old Town Alley Area
- Siuslaw Estuary Trailhead

PAC Meeting Notes

<u>Agenda Item</u>	<u>Notes from Meeting</u>	<u>Homework</u>	<u>Who is on point</u>
FURA Presentation Update	Aug. presentation went well, no real comments / takeaways		
	Next presentation at October 26th meeting	Who would like to present that report?	
Donations of Art - Sculpture	Jayne & Susan went and looked at the sculpture	Jayne & Steve will look at the base and let us know how big it is	Jayne
	It is about 12 feet tall	Next meeting PAC will see exactly where we would like to put it	PAC
	Rusty Patina, no signs of deterioration, not sure how to remove from the ground	Talk to Public Works on how to get it installed	Kelli
	Jayne & Susan talked about potential locations with owners		
Donations of Art - Sea Lion	Need to figure out where the sea lions will be maintained, and what locations will be open	Invite Jennifer to next PAC meeting	Harlen
	Need to talk with Julie - person who would like to donate sea lion - to determine where she would like to put it and next steps		
Donation of Art - Totem Pole	Where will it go?		
	Potential locations? Gallagher Park? Alley in Old Town? Estuary Trail?	PAC will determine at next meeting	PAC
	What does symbolism mean? Is it okay with tribes?	Ask tribal members their thoughts	Jennifer

PAC Meeting Notes

<u>Agenda Item</u>	<u>Notes from Meeting</u>	<u>Homework</u>	<u>Who is on point</u>
Pioneer Cemetary	Location Deadwood Pioneer Cemetary		
	Too far out of our jurisdiciton to assist		
Application process etc.	Need to review	Review these prior to September 26th	PAC
	Think about how to compare with policy		
Project 1 - Bus Stops	Jennifer presented potential bids for 'stickers'	Contact one more company, and narrow down installation costs	Jennifer
	PAC will perform a call to artists for the actual art and then will contract with sign company to have them printed	Where are the bus stops in the urban renewal district?	Kelli
	Consider putting an entry fee on the call to artists (\$25) to be juried by the committee	Talk to Transit Advisory Committee at their next meeting about next steps	Harlen
		Is a \$25 application fee a 'fee' for the city?	Kelli
		PAC field trip to measure the fiberglass panels	PAC
Project 1 - Fire Hydrants	What is the deal with the color? Do they need to be yellow totally or just the tops?	Need to follow up with Sean Barrett at Siuslaw Valley Fire & Rescue and ask about next steps and the color	Jayne

PAC Meeting Notes

<u>Agenda Item</u>	<u>Notes from Meeting</u>	<u>Homework</u>	<u>Who is on point</u>
Project 1 - Trash Cans	Decision to work with what we have for now	Backstreet gallery artists potentially take lead?	Jennifer
	Place panels over the trash cans	Who are artists who are already working with kids?	Jennifer
	Trash can panels would have about a 5 year life span	Who is on point for the next steps with the trash can project?	PAC
	Purpose of the project is to bring community together: would like kids involvement; pair artists with group of kids; Ideas for groups include CROW, each grade in middle & high school, boys and girls club, last resort players, scout troops, brownies. Would need an artist to design and then teacher to oversee the kids		
	PAC would prepare trash cans, sandblast them, and apply panels		
	3-5 trash cans per artist		
Project 1 - Utility Boxes	Joshua talking with Central Lincoln PUD to talk about next steps		Joshua
Project 2 - PUD Mural	Joshua talking with Central Lincoln PUD about next steps		Joshua

PAC Meeting Notes

<u>Agenda Item</u>	<u>Notes from Meeting</u>	<u>Homework</u>	<u>Who is on point</u>
Project 3 - Bridge Steps	Are part of the bridge structure and thus require SHIPO and ODOT approval	Contact SHIPO to determine how they would be doing their review	Susan
	City is Liable and responsible for maintenance	Who would like to put together call to artists?	PAC
	Need to do call to artists that incorporates SHIPO needs, then pick favorite and present to SHIPO		
Project 4 - Art Exposed: Dynamic Public Art	What are the best locations?	Who would like to determine best locations?	PAC
Project 5 - Old Town Kiosk	Kiosk committee had meeting on 12th		Jo & SK
	Committee reviewing other communities to get a firm bid on pricing		
Bike Rack Project	DRT's presentation to FURA concerning locations	What steps have DRT taken thus far?	Harlen
Fundraising Opportunities	Discussion of boats event fundraising for next summer	Place on October 24th agenda	PAC
October is Arts Month Proclamation	Best Council meeting - October 3rd at 6pm	Fill out proclamation request form	Jo
City of Florence Website	New City of Florence website overview	Who would like to assist Kelli with development of the page?	PAC
	Includes page for Public Art		

PAC Meeting Notes

<u>Agenda Item</u>	<u>Notes from Meeting</u>	<u>Homework</u>	<u>Who is on point</u>
Next Meeting	September 26th Agenda:		
	10-12: Application process documents approval		
	Projects discussion		
	12-1: Field Trip		
	October 3rd Council Meeting at 6:00 pm.		
	Cancel October 10th meeting		

APPLICATION MATERIALS CHECKLIST

Please include all of the following in your packet. Online submissions must email the contents of the packet once application has been submitted. Retain a copy of your packet for your reference. Copies will not be provided.

1. Application Coversheet
2. Artist Statement (no more than 1 page)
3. Artist Resume or CV detailing your experience as an artist
4. Artist statement for the design submitted (up to X designs can be submitted) each design submission requires a separate design statement.
5. Renditions of the imagery that is intended for the object on all sides for each design. Templates are [HERE](#)
6. 5 to 10 examples of previous work
 - a. Number each image one to 10 and include the following annotations on a separate sheet (Word or PDF):
 - i. Artist(s)' name
 - ii. Title of artwork
 - iii. Date of completion
 - iv. Dimensions
 - v. Location
 - vi. Medium
 - vii. Budget
 - viii. Brief description of goals of the project
7. References
 - a. Provide two current references who can speak to artistic, design and community consultation qualifications. References should include:
 - i. Company name, if any
 - ii. Contact name
 - iii. Telephone number
 - iv. e-mail address
 - v. NOTE: The City reserves the right to contact references without prior notification to the artist(s).

- First Name
- Last Name
- Email Address
- Phone number
- Physical Address (for proof of living within application area)
- Mailing address (Street, City, State, Zip)

- Title of Design Submitted
- Basic Description of Design
- Please include your links to your online artist visibility, such as your Artist Facebook page, website or other media you may have online.

- If a group submission, submit only the Lead Artist's/Contact Member of Group's application. The Lead Artist/Contact Member of Group should include the Group Application Sheet with their application.
- Have you participated in a Public Art Project before? Yes, No?

Group Submissions

The Lead Artist/Contact Member must have each person who will be working on the project together submit the following Group Application Sheet with their application. The members of the team must provide the information to the Lead Artist/Contact Member for submission.

1. Group Application Coversheet
 2. Artist Statement
 3. Artist Resume or CV detailing your experience as an artist
 4. 5 to 10 examples of previous work
 - a. Number each image one to 10 and include the following annotations on a separate sheet (Word or PDF):
 - vi. Artist(s)' name
 - vii. Title of artwork
 - viii. Date of completion
 - ix. Dimensions
 - x. Location
 - xi. Medium
 - xii. Budget, if any
 - xiii. Brief description of goals of the project
 8. References
 - a. Provide two current references who can speak to artistic, design and community consultation qualifications. References should include:
 - i. Company name
 - ii. Current contact name
 - iii. Current telephone number
 - iv. Street address
 - v. e-mail address
 - vi. NOTE: The City reserves the right to contact references without prior notification to the artist(s).
- First Name
 - Last Name
 - Email Address
 - Phone number
 - Physical Address (for proof of living within application area)
 - Mailing address (Street, City, State, Zip)
 - Please include your links to your online artist visibility, such as your Artist Facebook page, website or other media you may have online.

Draft Application Packet/Information Needed to be edited and designed

Introduction

The City of Florence is electrifying the Public Arts! In order to give a surge of energy to the arts, the City's Public Art Committee has selected a few municipal type art projects. Many cities around the world have done similar projects that are tailored to their needs. The PAC believes these projects will generate community connectivity, provide artist an artistic outlet with high visibility, give the area quality and meaningful public art at a low price while driving economic development for the areas citizens and businesses.

Background

By creating art on and with public items such as utility boxes, flower boxes, trash and recycling receptacles, bicycle racks, fire hydrants and other municipal objects, the community can reap esthetic benefits, create conversations, join together to make other project successful, create buzz for tourists which help bring economic stimulation. The Oregon Coast is not only known for its natural beauty, but for the art that steams from it!

[History of Committee here.](#)

Purpose

The purpose of creating art on and of municipal objects is to enhance the quality of life for its community members and visitors. Artists will transform the typically drab everyday items into something spectacular!

[More HERE.](#) Add more copy of why we are doing the project and its goals.

Reasons to Apply (Participate)

- Opportunity for creative expression
- Showcase your Talent
- Work with you Community
- Media attention throughout the region and beyond
- Artist recognition
- Honorarium
- Beautify the City

General Application Process

1. Application Submission.
2. Submit Application Supplemental materials.
3. Confirmation by email all contents has been received.
4. Up to X designs by each artist will be considered.
5. Selections will be made by the City of Florence Public Art Committee.
6. Submissions for XZY installation will be accepted through XYZ Date.
7. Artists will be notified if their designs are selected or not.

Eligibility

- All artists, over 18 years old or under, residing in **XZY** are eligible.
- Entries must be the original design and artwork of the entrant and suitable for viewing by all ages, see design guidelines.
- Other eligibility requirements, if any.

Application Instructions

This application is available as an editable PDF or online form. All applications submissions must be typed. We strongly encourage you to submit your final application online **HERE** and use the PDF as a guide for your online application.

PDF Applications:

Simply download and open this document with a recent version of Adobe Acrobat and click on the fields to type in your response. When the application is complete, save your document as your last name then first name, then email it to **XZY**. Please scan and/or attach EACH item of your application to your email as a SEPARATE attachment.

Online Submissions:

After hitting submit on your application, attach any additional supplemental application documents at this time to **XZY**.

All Submissions:

You will receive an email confirmation when we receive your application and supplemental documentation. You should not consider your application complete until you receive this email.

Design Guidelines

- Creativity and innovation of design are encouraged.
- Submitted artwork should exhibit excellent craftsmanship and skill. Since you are working with a three dimensional object, design should flow around the object.
- Artists should consider that their designs will be up for a long-term installation in an outdoor location. A final protective coating will be supplied and applied by the City of Florence & the Public Art Committee.
- Artists must submit a design using the provided template and submission must accurately represent the final design.
- Designs must not be offensive or contain profanity.
- Designs must not include any breach of intellectual property, trademarks, brands, business names, corporate or organizational branding, or images of drugs.
- Designs must not include religious references, symbols or numbers, copyrighted.
- Art should be visible from a distance.
- Art cannot restrict any vents or airflow through the object, if applicable.
- Any nameplates, keyholes, ID numbers, and windows must be left unpainted and uncovered, if applicable.

- An area on the object will be specified for use in affixing a label that shows the name of the artist and any sponsor/s, if any.
- Only 2D artwork is eligible at this time. Nothing may be attached, fastened or glued to the box.
- Artists may not submit work that has been sold or reproduced in any way.
- The artwork created may not be used for advertisement or to promote a business, product or viewpoint.
- Designs may be representational or abstract but must appropriate given the location.
- Object size may vary; selected artists must be willing to adjust designs to their particular box.
- Artist must consider their color palette and avoid dark color palettes when possible to prevent object/s from overheating.
- Artist signature should not exceed 3x5inches. Can include year and copyright.

Things to Consider (depending on how we want to do this and what program it is for...)

- The object must be scraped, cleaned and primed before the artists begin painting. The City of Florence, Project Manager, and Volunteers will provide this service for you. The object will be prepared for the artist before set date. Project manager will coordinate with artist to schedule appropriate cleaning and start dates.
- Artist will need to tape over functional areas (masking).
- Artists must supply their own water and materials (See suggested helpful items in Appendix).
- Drop cloths should be used at all times while painting.
- Passage on the sidewalk for pedestrians must be at all times maintained.
- Blocking traffic or lanes of the street is not permitted.
- Once painting has begun, it should be completed within a XYZ (16days) period from start to finish, unless weather or discussed with project manager.

Honorarium

- Participating artists may receive a \$X stipend (\$X supply stipend upon acceptance of their designs + \$X stipend upon completion of their object). Artists are responsible for the cost of all materials required to complete their artwork beyond the supply stipend.
- Honorarium amounts vary depending on object configurations & locations.

Appendix to Application & Artist Resources

A. Artists/Professional Quality Prints suggested:

List [HERE](#)

B. Helpful Items

a. Gather Your Materials

- Stool or chair for comfort Umbrella for shade/rain protection
- Drinking water & snacks
- Bucket to hold water
- Water for paint brushes, etc.

- Paint brushes
- Painters tape
- Drop cloth or plastic sheeting
- Biodegradable cleanser (such as simple green)
- Rags and /or paper towels
- Spray bottle
- Safety Vest (provided by City of Florence)

Draft of Evaluating Applications

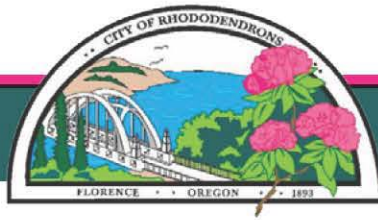
Evaluation Matrix

Submissions will be evaluated as per the table below:

Item Evaluation Criteria	Weight	Rating	Score
Application			
Qualifications			
Demonstrate excellence of past work in conceptual, aesthetic and technical terms			
Ability to create a work(s) of art that meets the project goals			
	MAXIMUM POSSIBLE TOTAL SCORE		

Score of

10	Exceeds expectations; Proponent clearly understands the requirements, excellent probability of success.
8	Somewhat exceeds expectations; high probability of success.
6	Meets expectations; Proponent has good understanding of requirements, good probability of success.
4	Somewhat meets expectations; minor weakness or deficiencies, fair probability of success.
2	Does not meet expectations or demonstrate understanding of the requirements, low probability of success
0	Lack of response or complete misunderstanding of the requirements, no probability of success.



Request to Donate Public Art

Thank you so much for wanting to donate art to the City of Florence. This is truly a special, community oriented and self-less act. Art lives in our daily lives in many forms and you are interested in being apart of it. To best be able to review your requested donation, please fill out the following information.

List Mission of Public Art and reasons to donate?

Artwork Donation Procedure

1. Download the application worksheet [HERE](#): **This would be the paper application too.**
2. Fill out Request to Donate Public Art form Online (preferred): [HERE](#) (google Docs, what does city have to offer?)
3. Submit Online Form (should you have accessibility issues, please contact PAC)
4. A Public Art Committee Member will contact you shortly after your submission to confirm we received your request and ask any additional questions before your request is reviewed by Committee
5. The Public Committee will review your request.
6. After the review of your request, the Public Art Committee will contact you if their are any questions that need to be answered.
7. Upon acceptance, more information will be provided on how to proceed.
8. If your request is denied, you will be given the opportunity to resubmit application with guidelines to improve your request or discuss with committee your request.

Please Note: Unfortunately, not all works of art can be added to the City's Collection. XZY way out. Items also may not be placed in spot where donor. Works added to the Collection are on display in a public accessible location. Should a work need to be removed from the Collection, efforts will be made to Donor for repurchase. Works donated

The information provided in this form will help provide the City of Florence with the details necessary to begin the process of determining if your proposed donation meets the requirements to be formally accepted into the City's public art collection. Please note that this is an initial intake form; completion of this form does not necessarily mean that the City of Charlotte will accept your proposed donation.

Donor

- First Name
- Last Name
- Phone
- Email
- Credit Line - Provide the donor's name as it should appear in labels, publications and publicity.
- If Art is a restricted donation (donor has specific guidelines for donation) explain restriction. If not indicated, City/PAC will assume that donation proposal is unrestricted.
- What is your timeline for this potential donation or commission? When do you anticipate installation, if approved?

Artist

- First
- Last

- Alias (if applicable)
- Nationality
- Birth Date
- Death Date (if applicable)
- Street Address
- City
- State
- Zip
- Country
- Phone
- Email
- Website
- Artist Representative/Gallery Name
- Artist Representative/Gallery Address
- City
- State
- Zip
- Country
- Phone
- Email
- Website
- For Donation of a Commission Artwork, please share the method for selecting Artist.
- Where collaborator/s involved? If more, than 1 collaborator, please provide information in separate attachment.
- First
- Last
- Alias (if applicable)
- Nationality
- Birth Date
- Death Date (if applicable)
- Street Address
- City
- State
- Zip
- Country
- Phone
- Email
- Website

Artwork

- Title
- Artwork Type
- Medium/Materials of Composition
- 2D or 3D
- Item Classification (select from below):
 - Artifact
 - Container
 - Costume
 - Decorative Art
 - Drawing
 - Fiber Art

- Mixed Media
- Mural
- Textile
- Neon Sign
- Painting
- Photograph
- Print
- Sculpture
- Musical Instrument
- Monument
- Other
- If 'other', describe:
- Description
- Period/Date
- Theme
- Dimensions (Height, Width, Weight)
- Finishes Applied to Surface
- Construction techniques
- Is this a commissioned (not yet created), existing work or already created commissioned work?
- Is the Artwork fully funded or are you still fundraising for it?
- Location artwork was/will be fabricated
- Date artwork was/is will be completed, if a commissioned work
- If Artwork is a part of edition, what is the edition number and the total number of the edition?
- If the Artwork is a part of a series, what is the total number in the series?
- If the Artwork is a pair or a group, what is the total number in the pair or group?
- Describe frame, if any
- Describe base or pedestal, if any
- Describe any accompanying accessories
- Other physical characteristics to note
- (Optional) Proposed site for placement
- Will the site require specific lighting, drainage and/or utilities (such as water/electricity)?
- Is the artwork intended to reflect the impact of environmental wear, tear, and aging?
- For memorials, describe the person or event to be commemorated.

Background

- Past Owners (List all past owners and periods of ownership for each)
- Exhibition History (List all the exhibitions including exhibition titles, venues, dates for each)
- Publication & References (List all publications about and reference to the Artwork)
- History
- Why are you interested in donating?

Copyright Ownership

- Name of current copyright owner
- Title
- Address
- City
- State
- Zip
- Country
- Phone

- Email
- If the donor is the current copyright owner, does the Donor intend to transfer the copyright to the City should the donation be accepted by the City?

Artwork Valuation

- Fair Market Value
- How was this fair market value determined and by whom?

Condition

- Describe the current condition of the art work noting existing breaks, tears, scratches, abrasions, paint losses or other insecurities or defects in the Artwork?
- If the Artwork has been conserved, describe the conservation treatment.
- Provide recommendations for a routine maintenance plan needed to maintain the artwork as specified by the artist/fabricator and/or conservator. Please indicate source of recommendations.
- Provide recommendations for security, installation, transportation and/or storage.
- Provide recommendations for installation.

Other Required Materials

- Artist CV/Resume and Bio
- Digital Color images of Artwork
- Color renderings of commissioned Artwork, if applicable
- Digital images of Artist's past work
- Digital images of proposed site, if applicable
- Itemized list of any costs to be borne by the City, such as installation, exhibitions, operations, maintenance, conservation, etc....
- For commissioned work, submit an itemized budget for design, fabrication and installation, if not already existing.
- Exhibition catalogs, publications or references, if available.
- Formal, written appraisal for any artwork with fair market value of **XYZ or more.**
- Conservator's report, if applicable.
- Proof of authenticity, if applicable.
- Any other information relevant to the Artwork, Donation, or Comments

Submission of Donation Request

Please upload/email documents below that are required by the City of Florence Public Art Committee to evaluate the donation of artwork. If you have questions, trouble with the upload or have files that are prohibitive to upload due to size, please email **XYZ**.

Clearly Label ALL files as follows

Number with title (01-Artist Bio)

Need to make number list of what should be attached.

OTHER THINGS WE NEED:

We need an acceptance letter

We need an NOPE letter

We need donation agreement

Contact person, who does what plan

Saw this on LCC's site about donations. We should talk to a Lawyer and Tax person too.

Note: Under IRS regulations, the valuation of any gift-in-kind is the responsibility of the donor and/or IRS authorized appraiser. City of Florence and its employees, or Committee members are not authorized to give a value on any property to a donor for tax purposes. Employees or Committee Members may provide a value to the Foundation for the purpose of recording the gift only.

This is the LCC site: <https://www.lanecc.edu/foundation/kind-donation-form-and-instructions>

DRAFT

Project Time Line

Project Schedule (Major Points)

Identification of Project & Locations & Community Outreach	Before application release
Call For Artists Release	Month 1 st
Application Deadline	1.5 month later at 5pm
Review of Applications	2 weeks later
PAC shares with City Council & FURA	Schedule in conjunction with their meetings
Confirm Artists	After PAC Meeting with City Council or before?
Artist Orientation	Doogle request
Work Dates	Start can begin day after Orientation
Installation/Completion of Artwork	1 month to do? 6-8 weeks or depending on project
Artist Reception	

Detailed Schedule HERE with who is doing what and deadlines

CONVERSATION WITH Bernie Cunningham and Patrick Loomey with

Florence Sign Shop – 1230 17th Place, Ste C, 541-991-8899

on Sept 6th, 2016 at 4:45pm

Can do full-wraps

Viewed through – with holes/perforation- waterproofed - will last about 3 years

Solid stickers – easy to install and removable

They have a 54” color printer

Artwork in high resolution/photoshop, illustrator

Can blow-up artwork, paintings, etc. Put on 3x4 foot panels

Can have installed 2-3 days after artwork is submitted

Regular vinyl - \$5.00 per square foot + installation, etc.

CONVERSATION WITH Sam Dantone with

Treehouse Signs and Decorative Art – 309 Laurel St. 541-997-7367

Artwork received, takes about a 2 week turnaround (w/installation)

Printed on adhesive-backed vinyl (industrial strength)

Will last 3-5 years depending on direction it faces, winds/rains

Full-wrap is best; just doing glass, not stiles
3-sides

Perforation takes away from image, fades

No square-foot price given

300dpi resolution, transferable

Doesn't use straight digital print, instead laminated (graffiti easier to clean & retains colors better, UPV)

Sam would get measurements, make a proposal, create wrap & install