

WELCOME TO THE
PUBLIC ARTS COMMITTEE'S
REGULAR MEETING



CITY OF
FLORENCE

July 24, 2023
Florence City Hall

CALL TO ORDER – ROLL CALL

CALL TO ORDER – ROLL CALL

Membership Update with Chair Maggie Bagon:

A resignation letter from Christina Ory

PUBLIC COMMENT

This is an opportunity for members of the public to bring to the committee's attention any item not listed on the agenda. Comments will be limited to three (3) minutes per person, with a maximum time of 15 minutes for all items.

There are no verbal Public Comments for today's meeting. If written comments were received, they will be sent to the committee and uploaded to the website.

ELECTION OF COMMITTEE LEADERS

Nominations for Chairperson
Nominations for Vice Chairperson

**CONGRATULATIONS,
COMMITTEE LEADERS!**

WELCOME TO THE PUBLIC ARTS COMMITTEE



WHAT IS PUBLIC ART?

Public art is exactly that: art in public spaces.

Today, public art can take a wide range of forms, sizes, and scales—and can be temporary or permanent. Public art can include murals, sculpture, memorials, integrated architectural or landscape architectural work, festivals, community art, digital new media, and all types of performing and literary arts.

FLORENCE PUBLIC ARTS PROGRAM MISSION

To integrate art into the daily life of our community,
Inspire extraordinary creative expression that will enrich
public awareness,
And enhance the vitality, economy and diversity of
Florence through the arts.

Experience Florence
Where Everyday is a Celebration of the Arts

ECONOMIC VITALITY THROUGH THE ARTS

“Communities that support the arts and culture are investing in an industry that supports jobs, generates government revenue, and is the cornerstone of tourism.”

** 2015 Americans for the Arts
Study*



WHY PUBLIC ART MATTERS

ECONOMIC VITALITY THROUGH THE ARTS

The Arts Mean Business

Key Ways Arts Drive Economic & Community Development

- Fueling Local and State Economies
 - Nationally = \$135 Billion & 4 Million Jobs
 - Eugene = \$62 Million Industry Supporting 2,400 Jobs
 - Lincoln County = \$10.4 Million Industry Supporting 272 FTE jobs*
- Attracting Outside Investment & Driving Tourism
- Creative & Cultural Tourism
- Defining Civic Identity that Attracts Creative Class

*New Numbers from our area
will be available this fall!*

*Americans for the Arts Study
blog.americansforthearts.org/2016/02/04/5-key-ways-the-arts-drive-economic-community-development

WHY PUBLIC ART MATTERS

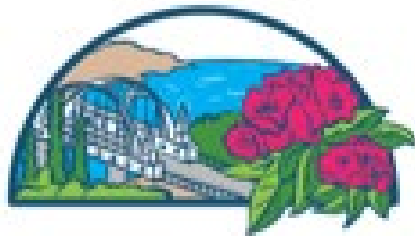


Community Impact

- 70% of Americans believe that the arts improve the image and identity of their communities*
- Half of people with college degrees say they would strongly consider if a community is rich in the arts when deciding where to locate for a job*

*2018 Americans Speak Out About the Arts Study

RELEVANCE TO CITY GOALS



CITY OF FLORENCE

OREGON'S PREMIER COASTAL COMMUNITY



Public Safety Services Delivery

Sustain and improve the delivery of cost effective and efficient services including public safety, to the Florence community and visitors.



Economic Development

Sustain and improve the City's economic development program and efforts towards enhancing the Florence economy, including housing, business development, and increasing living wage jobs.



Livability & Quality of Life

Sustain and improve the City's livability and quality of life for Florence residents and visitors.



Financial & Organizational Sustainability

Sustain and improve the City's financial position, City-wide policies, and infrastructure to support current and future needs.



Communication & Trust

Sustain and improve the City's communication program and strengthen community trust.

www.ci.florence.or.us

PUBLIC ARTS COMMITTEE FORMATION

- 2014-15: Interested citizens formed a Public Art Steering Committee to investigate potential sites and interest in Public Art
- With support of the Port of Siuslaw, placed a sculpture from a local artist with a Nautical Theme at the entrance to the Port of Siuslaw



PUBLIC ARTS COMMITTEE FORMATION

- March 2015: Public Art Steering Committee came to the City Council with a proposal to establish a Public Art Program
- April 2015: The City Council unanimously approved the establishment of the Public Art Ad-Hoc Committee to develop a proposal for a Public Arts Program for the City



PUBLIC ARTS COMMITTEE PROJECTS

The Public Arts Committee is composed of volunteers appointed by the Florence City Council. Since 2015, the Committee has:

- Established the Public Art Program for the City of Florence
- www.ci.florence.or.us/bc-pac/public-art-program

Public Art Program



Florence Public Art Program Mission:
Integrate art into the daily life of our community

Inspire extraordinary creative expression that will enrich public awareness
& Enhance the vitality, economy and diversity of Florence through the arts

Art increases the livability, human interaction, and artistic richness of the City by making art a permanent part of the environment and a legacy for future generations. The City of Florence public art program plays a strong role in community and helps stimulate economic vitality. The art initiative for the City of Florence is a vital ingredient in the cultural fabric and streetscape of our creative city.

The initiative provides opportunities to increase awareness, appreciation, knowledge and education of public art by developing a sense of place, community pride and identity through the creation of new works. Public art provides an opportunity for artists to reach creative solutions to aesthetic opportunities.

The art collection of Florence is held in trust for the public. It seeks to engage people and capture the essence, diversity and personality of the City of Florence. The art collection complements the City's mission of enhancing the lives of its citizens.

The City's Public Art Program is supported nearly entirely by the City of Florence's Volunteer Public Arts Committee. The Public Arts Committee is tasked with the work in establishing the program including maintenance, development and removal of all pieces. For more information about the committee please [click here](#).



The Public Art Program is actively working on two projects:

1. Art Exposed: A Rotating, Outdoor Art Gallery
2. Public Art Quest

PUBLIC ARTS COMMITTEE PROJECTS

- Installed Featured Pieces throughout the City of Florence:
 - Stitching Time, Weaving Cultures Mural by Marino-Heidel Studios
 - Horse Installation at Florence Senior Center
 - Metal Sculpture at Gallagher Park
 - Totem Pole at Gallagher Park
 - West Coast Overlook by Jesse Swickard at Florence Justice Center
 - Sitting Wave Part II by Jesse Swickard at Exploding Whale Memorial Park

PUBLIC ARTS COMMITTEE PROJECTS



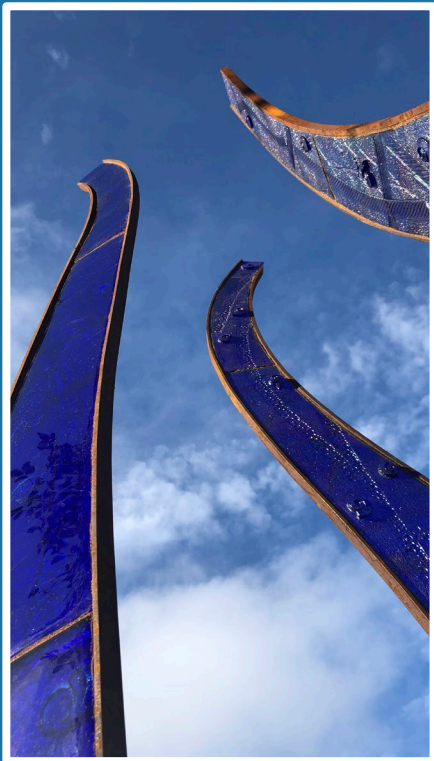
PUBLIC ARTS COMMITTEE PROJECTS

- Began Art Exposed: Florence's Rotating, Outdoor Art Gallery
 - Round #1: 2018-2020 – 4 pieces on display



PUBLIC ARTS COMMITTEE PROJECTS

- Art Exposed: Florence's Rotating, Outdoor Art Gallery
 - Round #2: 2020-2022 – 5 pieces



PUBLIC ARTS COMMITTEE PROJECTS

- Round #3: 2022-2024 – 8 pieces

www.ci.florence.or.us/bc-pac/art-exposed-florences-rotating-outdoor-art-gallery



CITY OF
FLORENCE

2022

ART
EXPOSED

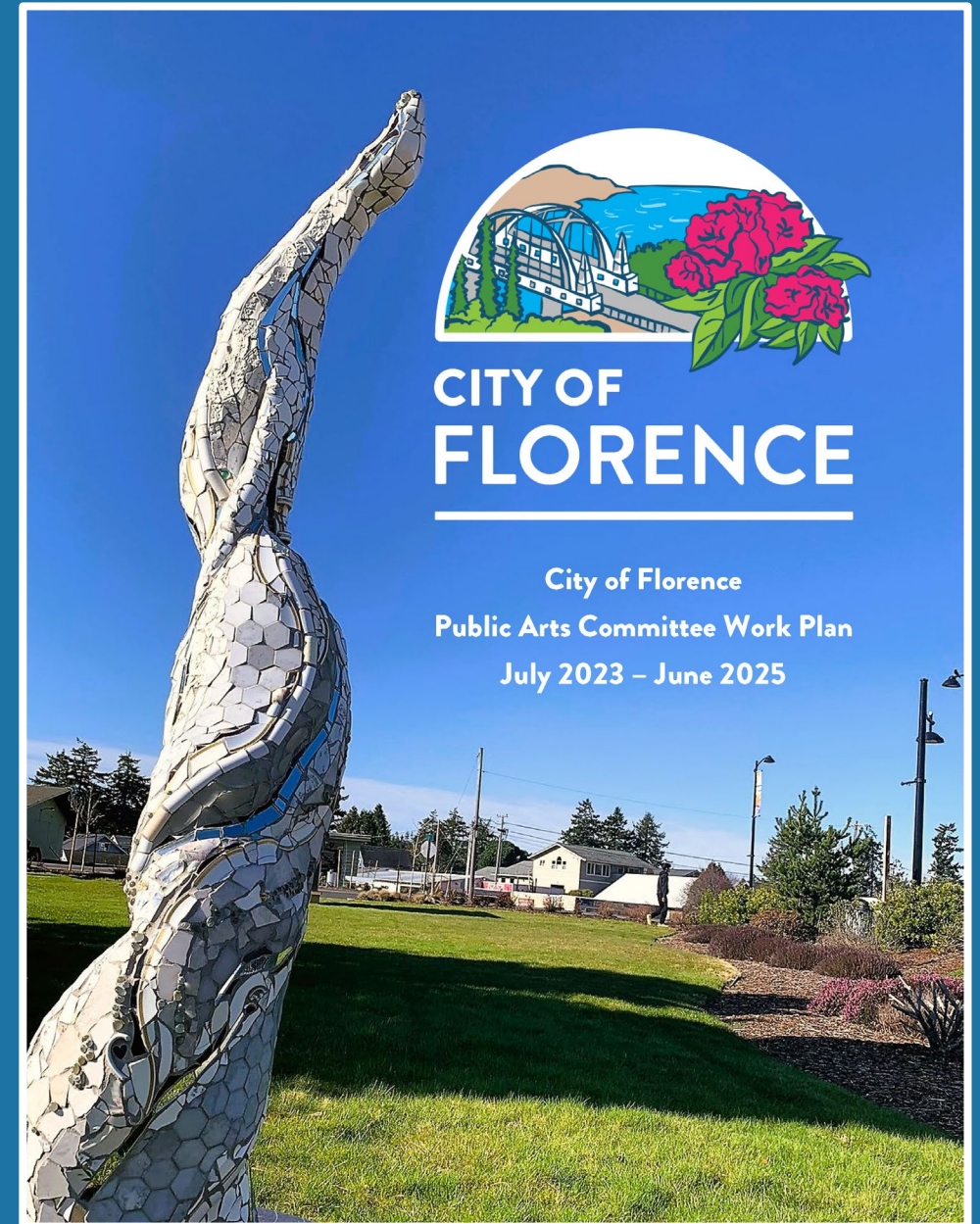
ROTATING, OUTDOOR ART GALLERY

PUBLIC ARTS COMMITTEE PROJECTS

And now...

The 2023-2025 Public Arts Committee Work Plan will shape our next projects. These will come from our Priorities:

- Public / Private Partnership Program
- Outreach / Marketing
- Art Exposed Outdoor Gallery



SUBCOMMITTEES

Our primary subcommittees stem from
our Work Plan Priorities

Art Exposed

Outreach/Marketing

Public/Private Partnership

CHAIR'S REPORT

STAFF REPORT

COMMUNITY BLOCK PARTY – ROCK PAINTING



COMMUNITY BLOCK PARTY

**CITY OF
FLORENCE**

Old Town Florence
Between Laurel St. & the Bridge
5–10 P.M.

**JULY 14,
2023**

Music, Fun, & Games
for the Whole Family!

Full details at
www.ci.florence.or.us/2023blockparty

FEATURING:



LIVE MUSIC BEGINS AT 6 P.M.

Thank you to the Public
Arts Committee for
leading the community at
the rock painting station!

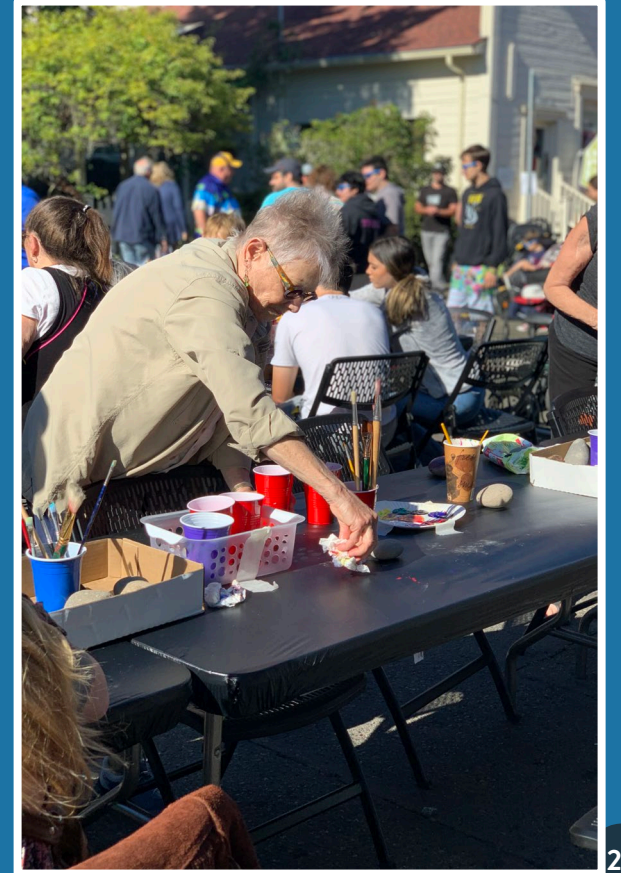
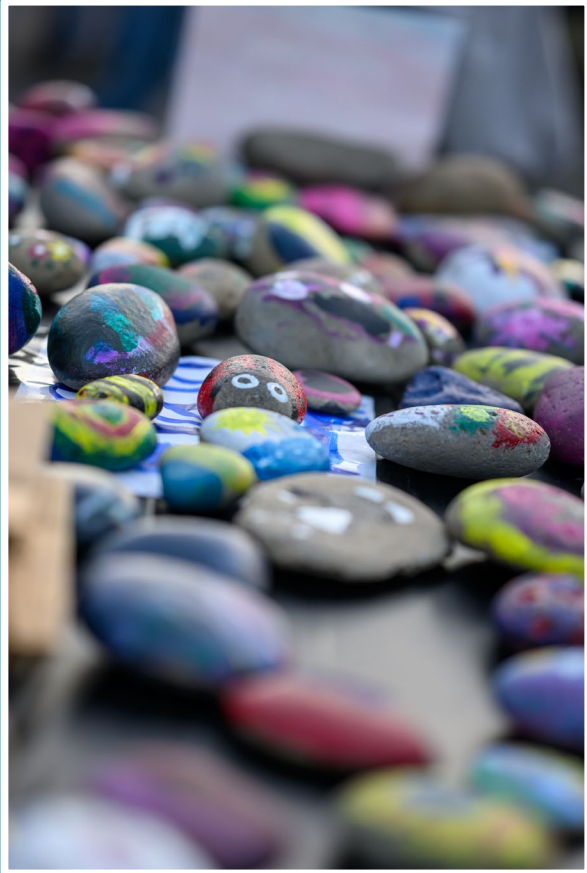
COMMUNITY BLOCK PARTY – ROCK PAINTING



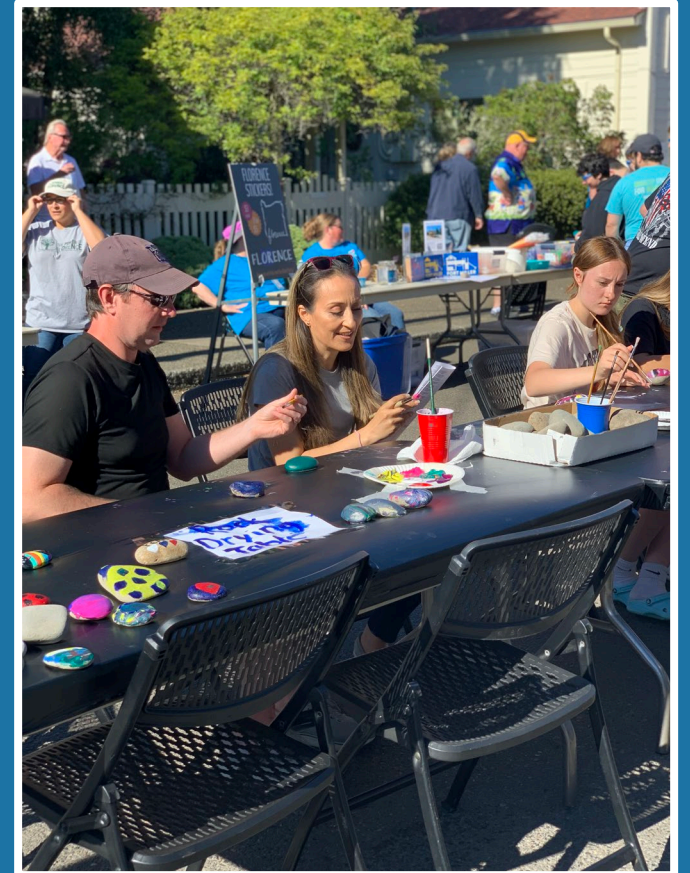
COMMUNITY BLOCK PARTY – ROCK PAINTING



COMMUNITY BLOCK PARTY – ROCK PAINTING



COMMUNITY BLOCK PARTY – ROCK PAINTING





We invite you to join Oregon Arts Commissioners and Staff
for a community reception to recognize and celebrate the arts in Florence!

Reception on Thursday, Aug. 10, from 5 to 6:30 p.m.
At Florence Regional Arts Alliance, 120 Maple St.
Recognition of special guests at approximately 5:45 p.m.

Wine, beer and hors d'oeuvres will be served.
Catering by Marianne Brisbane/Bodega Wine Store.

*Pictured: "Pluma Sculpture" (aka "The Feather") by Kirk Seese,
with the iconic Siuslaw River Bridge in the background.*

COMMUNITY RECEPTION

artscommissioncommunityrecepti.splashthat.com/

www.oregonartscommission.org/

NEXT MEETING DATES

The Florence Public Arts Committee meets on the 4th Monday of the month. We get to pick which time works best!

Possible Meeting Times:

4 p.m.

5 p.m.

5:30 p.m.

Other?

TENTATIVE MEETING CALENDAR

All PAC Meetings are held on the 4th Monday of the Month. Meetings are held in person at Florence City Hall unless otherwise indicated.

Date	Time	Description
August 28, 2023	10:30 a.m.	PAC Meeting
September 18, 2023	10:30 a.m.	PAC Meeting
October 23, 2023	10:30 a.m.	PAC Meeting

THANK YOU



PUBLIC COMMENTS – 3 MINUTE COUNT DOWN TIMER

2 Minutes Left

1 Minute Left

30 Seconds Left

Time is Complete

CONTINUING EDUCATION