

City of Florence
A City in Motion

**City of Florence
 Public Art Committee
 Regular Session**

Florence City Hall
 250 Highway 101
 Florence, OR 97431
 541-997-3437
www.ci.florence.or.us

- Meeting materials including information on each agenda item are published at least 24 hours prior to the meeting and can be found on the City of Florence website at www.ci.florence.or.us.
- Items distributed during the meeting, meeting minutes, and a link to the meeting audio are posted to the City's website at www.ci.florence.or.us as soon as practicable after the meeting.
- To be notified of Public Art Committee meetings via email, please visit the City's website at <http://www.ci.florence.or.us/newsletter/subscriptions>.

June 10, 2019

AGENDA

10:00 a.m.

Members:

Harlen Springer, Chairperson	Jo Beaudreau, Vice-Chairperson	Ron Hildenbrand
Winette Tomeny	Janis Miller	Jennifer French
Denise Tarvin	Greg Carlton	Peggy Meyer
Joshua Greene, Council Ex-Officio	Kelli Weese, Staff Ex-Officio	Kurt Vander Bogart, CEDC Ex-Officio

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. PUBLIC COMMENTS – *Items Not on the Agenda*

This is an opportunity for members of the audience to bring to the committee's attention any item not otherwise listed on the Agenda. Comments will be limited to three (3) minutes per person, with a maximum time of 15 minutes for all items. Please sign-in, then state your name for the audio record when called upon.

ACTION ITEMS

The public will have an opportunity to offer comments on action items after staff has given their report. Comments will be limited to three (3) minutes per person. Please sign-in, then state your name for the audio record when called upon.

2. PAC WORK PLAN

Discuss subcommittee task lists, consider Public Art Committee work plan for approval and discuss next steps for adoption.

*Approx.
10:15 a.m.*

3. REPORT ITEMS

- Vision Keepers Tour
- Register Guard Article- "Supporting the Beating Heart of Eugene Arts"
- June 12: Kiwanis Presentation
- June 26: FURA Presentation
- "Our Town" conversation on Coast Radio

*Approx.
10:45 a.m.*

4. ACTION PLAN, NEXT MEETING DATES & FUTURE AGENDA TOPICS

*Approx.
11:30 a.m.*

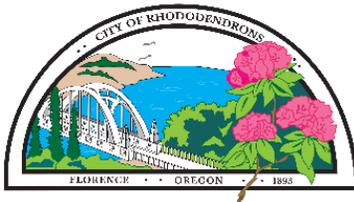
Experience Florence
 Where Everyday is a Celebration of the Arts

TENATIVE MEETING CALENDAR

All meetings are held at Florence City Hall (250 Highway 101, Florence Oregon) unless otherwise indicated

Date	Time	Description
July 22, 2019	10:00 a.m.	Public Art Committee Meeting
August 26, 2019	10:00 a.m.	Public Art Committee Meeting
September 23, 2019	10:00 a.m.	Public Art Committee Meeting
October 21, 2019	10:00 a.m.	Public Art Committee Meeting
November 25, 2019	10:00 a.m.	Public Art Committee Meeting
December 16, 2019	10:00 a.m.	Public Art Committee Meeting





City of Florence
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City of Florence
 Public Arts Committee Work Plan
 July 2019 – July 2020

Public Arts Committee (PAC) Overview:

The City of Florence Public Art Committee was established in July 2015 in order to serve as the City's primary volunteer committee tasked with actively developing a Public Art Program and Policy for the City of Florence. PAC's mission is to integrate art into the daily life of our community and inspire extraordinary creative expression that will enrich public awareness, enhancing the vitality, economy and diversity of Florence through the arts. The committee strives to bring art to the Florence area that is exciting and engaging—what they call the 'Wow' Factor. The art will not be limited to the area or its history, but would be at home anywhere in the world, not just on the Oregon Coast.

The committee's duties as established by City of Florence Resolution No. 4, Series 2016 include...

- Establish and maintain a city art collection
- Develop a map and list of desired locations and projects for future accessions
- Prepare for and secure funding for additional art works
- Consider projects by private developers and citizens that would be result in public art

Public Art Committee Members		
Harlen Springer, Chairperson	Jo Beaudreau, Vice-Chairperson	Ron Hildenbrand
Jennifer French	Winette Tomeny	Denise Tarvin
Greg Carlton	Peggy Meyer	Janis Miller
Vacant; To Be Filled January 2020	Vacant; To Be Filled January 2020	Kurt Vander Bogart; Ex Officio Member- CEDC
Joshua Greene; Ex-Officio Member- City Council	Kelli Weese; Ex-Officio Member- City Staff	

Work Plan Objective:

The objective of this document is to create priorities for the 2020 fiscal year. The three main tasks of the Public Art Committee remain the same during the 2019 and 2020 biennium; implement public art projects with the focus being completing the Central Lincoln PUD Mural and the Siuslaw Bridge Steps project installation, amend the mural code, and establish a long-term public art strategy which includes fundraising for future projects.

Committee Priorities:

Central Lincoln PUD Mural - *Stitching Time, Weaving Cultures* by Marino-Heidel Studios:

The mural subcommittee made some large strides in completing this project during the 2017-2018 biannual. PAC chose an artist, finalized the contract, received a mural permit through the City of Florence City Council, and hosted a Public Paint event that allowed members of the community to participate in painting the mural. The artists are intending to complete the mural at the beginning of July 2019.

Next steps for PAC regarding Highway 101 & 126 Mural:

- Install lighting, landscaping, and signage once mural is completed
- Coordinate a ribbon-cutting ceremony after mural is completed

Siuslaw Bridge Steps- Installation by Jessilyn Brinkerhoff:

The Siuslaw Bridge Steps installation has a planned installation date of Fall 2019. The subcommittee and a selection committee have selected an artist - Jessilyn Brinkerhoff from Eugene. Since signing the contract with the artist, City staff have been coordinating the project with ODOT, since the Bridge Steps are currently in the ODOT right-of-way.

Next steps for PAC regarding the Siuslaw Bridge Steps:

- Continue coordination with ODOT to finalize Intergovernmental Agreement
- Coordinate the installation of art with artist
- Continue marketing and advertising of project in community
- Coordinate and promote opening event with artist

Art Exposed Outdoor Gallery:

The Art Exposed Outdoor Gallery is a rotating art gallery of four to five pieces of art that will be interchanged every two years. The pieces, while on display, are for sale to the general public. If a piece is sold, a portion of the proceeds will benefit Florence's Public Art Program. The Art Exposed subcommittee installed four pieces of art on Bay St. in Florence Old Town during 2018. These pieces will be on a rotating schedule, set to be replaced in 2020.

Next steps for PAC regarding the Art Exposed Outdoor Gallery:

- Release Call-to-Artist for 2020 installation
- Market call-to-artists through social media, traditional media, regional art organizations, and other avenues
- Market the sale of current and future sculptures
- Install 4-5 pieces to replace current pieces in the Art Exposed Gallery
- Research Business Sponsorship opportunities
- Create a standard call to artists and a standard artist contract
- Create a timeline and flow process for accession

Featured Pieces:

The Featured Pieces subcommittee is a newly formed subcommittee, formed to oversee the accession process of ReVision Florence's public art pieces. Because of budget constraints, this project subcommittee will be working closely with the Grant Management subcommittee to acquire funding for the featured pieces.

Next steps for PAC regarding the Featured Pieces subcommittee:

- Work with City Staff to identify locations of bases that will be installed during ReVision process

- Decide what process the committee should use to select the featured pieces artists
- Create accession process checklist
- Draft standard call to artists for long-term featured pieces

Fundraising:

Due to the changes in PAC's funding, the Fundraising Subcommittee is going to play a vital role in the 2020 work plan. The subcommittee's main objectives are to create a long-term fundraising plan and begin to fundraise for projects designated in the Public Arts Committee's work plan. This is an ongoing project that will last throughout the year.

Next steps for PAC regarding the Fundraising subcommittee:

- Research & create a long-term fundraising plan
- Research and develop PAC community partners and patron program
- Research and develop a legacy donation program
- Research and develop an engraved brick fundraiser program
- Research and develop other community fundraiser options

Grant Management:

The Public Arts Committee has been working on a plan to seek out funding sources outside of the city of Florence, as well to manage that process. Grants can be a valuable source of funding, but due to the sheer number of grants available and the complicated requirements for each grant, they are usually very difficult to access. In 2018, the Public Arts Committee decided that they needed to create a 12-month calendar that would organize all the appropriate grants that are available to Florence. This calendar includes information about 45+ grants. The grant calendar was completed in Fall 2018.

Next steps for PAC regarding Grant Writing subcommittee:

- Apply for at least two grants, as outlined in the PAC grant calendar, per fiscal quarter
- Work with City Staff to receive approval from City Council for all grants in an orderly timeline
- Work with City Staff to compile all necessary information for grants in an orderly timeline
- Investigate community partnerships within Lane County and the region to broaden the scope of applicable grants
- Complete reporting for awarded grants in timely fashion

Marketing and Public Outreach:

The Public Arts Committee has always been dedicated to including the public in their work. This has included monthly articles in the Siuslaw News and recruiting citizens-at-large to take part in our art selection process. However, in 2019, the committee received some feedback from community members expressing that they did not feel included in the process. After learning of the extensive outreach process that was followed, community members acknowledged that there were opportunities to be involved in the process. So, the Committee is committed to increasing the public outreach to ensure community members feel more involved in the selection process.

Next steps for the Marketing and Public Outreach subcommittee:

- Continue to update the public art pages on the City of Florence website
- Create marketing materials for current and future projects
- Continue to market Art Exposed pieces for sale

- Continue monthly updates to the Siuslaw News and other media outlets
- Present to local community groups including but not limited to: HOA's, service clubs, and professional organizations
- Maintain relationships with area organizations to ensure coordination of future projects
- Participate in current and future art marketing programs throughout the city, region and state.

Art Inventory and Maintenance Planning:

Especially with the installation of two large-scale pieces of public art in 2019, the Public Art Committee must create a maintenance plan that ensures that the Siuslaw Bridge Steps and Highway 101 & 126 Mural will be maintained for years to come.

Next steps for PAC regarding the Art Inventory and Maintenance Planning Subcommittee:

- Create a succinct list of public art in Florence for visitors and interested parties
- Research the maintenance plans of other communities' public art collections
- Review, update and maintain maintenance plans for all public art in collection
- Create a 'Best Practices' guide for Public Art Collection Maintenance
- Coordinate with the Public Works department on a long-term plan to maintain the collection
- Maintain and expand list of potential art locations around Florence

Mural Code:

Florence City Code currently requires people to go through a land use process in front of the Florence City Council to determine if a mural could be installed, no matter if the mural is publicly or privately funded. The Public Arts Committee would like to work with Florence City Council to amend the code to allow for more murals throughout our city.

Next steps for Mural Code Subcommittee:

- Research mural codes in other municipalities across the state and nation
- Prepare proposed amendments to the Mural Code and review with City Attorney
- Hold joint work session with Florence City Council & Planning Commission
- Present at Planning Commission and City Council code amendment hearings
- Prepare informational brochure/ application about potential code changes
- Begin outreach with various private entities about changes to the mural code

Public Art Master Plan:

The Public Art Committee is dedicated to creating a master plan for the Public Art program in Florence. A master plan is important to PAC because it will provide a long-term sense of direction and outline measurable goals. This process will be important especially for gaining community input for future public art installations and laying the groundwork for long-term success in Florence.

Next steps for the Master Plan subcommittee:

- Research other community's public art plans to determine common themes
- Develop goals & guiding principles
- Consider community outreach methods, including but not limited to focus groups, one-on-one interviews, and community forums to determine interest level and comments about public art
- Participate in Work Sessions with City Council to review draft public art master plan

Potential Future Public Art Committee Projects:

The following public art projects have been considered by the Public Art Committee and will continue to be evaluated as potential future projects as funding becomes available. This is not a complete list. Projects could be added or removed as necessary.

Murals:

- Trash cans, electrical boxes, and transit – particularly North of Hwy 126 and 101 intersection
- Eastern Façade of BJ’s on Bay Street
- Second Story of Lovejoy’s in Old Town
- Fire Station in Old Town
- 2nd Floor of Antique Row on Hwy 101
- Side of Pirate’s Popcorn in Old Town
- Side of Mason Building in Old Town
- Side of Old Rite Aid Building on Hwy 101

- Eastern Side of Grocery Outlet and City Lights Cinemas Building
- Water Tower
- North Side of 7-11 Building

Sculptures:

- Hwy 101 & 126 Intersection
- Underneath Siuslaw River Bridge
- Miller Park
- Veteran’s Memorial Park
- Laurel Crossing

Other Regional Art Related Economic Development Initiatives

The Public Art Committee acknowledges that economic development in Florence is a priority and supporting and growing the current arts economy will take more effort than just the Public Arts Committee. Public Art Committee members may choose to participate at many different levels in the following economic development related initiatives:

Florence Regional Arts Alliance

PAC Sub-Team Members: Harlen Springer, Ron Hildenbrand, Jennifer French

Florence’s local non-profit art alliance whose mission is to unify and support all of the arts, enrich cultural life, and stimulate the economic vitality in Florence through the arts.

Siuslaw Pathways (Go-Team & Vision Keepers)

PAC Sub-Team Members: Jo Beaudreau, Joshua Greene

Siuslaw Pathways Visioning Project members are a diverse group that includes local business professionals, non-profit leaders and volunteers, and governmental representatives, along with people from around the Siuslaw region.