



City of Florence
A City in Motion

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

Florence City Hall
Florence, OR 97439
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>.

October 26, 2020

AGENDA

4:00 p.m.

Members:

Harlen Springer, Chairperson
Karl Engel
Patti Williams
Woody Woodbury, Council Ex-Officio

Jo Beaudreau, Vice-Chairperson
Kristen Dill
Nancy Pearson

Peggy Meyer
Christine Santiago
Kathleen Wenzel
Kelli Weese, Staff 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.

COVID-19 UPDATE

Due to federal and state restrictions on public gatherings, the Florence Public Arts Committee meetings shall be held via videoconference. Members of the public can listen and view the meeting through the 'GoToWebinar' platform at the following link:

<https://attendee.gotowebinar.com/register/3251818143894691852>

Meetings are also shown live on Cable Channel 191 and online at <https://www.ci.florence.or.us/citymanager/public-meetings-live>.

In person attendance is not allowed at Public Arts Committee meetings.

In accordance with Oregon Governor's Office Executive Order No. 20-16, to protect safety and ensure social distancing, members of the public will not be allowed to attend the Public Arts Committee meeting.

Citizens wishing to express their views may submit comments in writing or verbally. For more information, please see the end of this agenda or visit the City of Florence website at <https://www.ci.florence.or.us/bc-pac/public-art-committee-speakers-card-0>.

1. CALL TO ORDER – ROLL CALL 4:00 p.m.

2. 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

3. ART EXPOSED INSTALLATION & SCAVENGER HUNT Approx. 4:15 p.m.
Debrief on Installation Process and Review Draft Scavenger Hunt

4. COMMITTEE WORK PLAN DISCUSSION Approx. 4:30 p.m.
Continued Discussion from September Meeting regarding upcoming City Council Work Session and future PAC Work Plan

REPORT ITEMS

- Value of Art Approx. 5:30 p.m.
- Public Art Program Donations
- Louis Southworth Art Installation – Waldport
- Arts & Humanities Month Proclamation

ACTION PLAN, NEXT MEETING DATES & FUTURE AGENDA TOPICS Approx. 6:00 p.m.

TENATIVE MEETING CALENDAR

All meetings will be held virtually unless otherwise indicated

Date	Time	Description
November 16, 2020	10:00 a.m.	City Council Work Session (Committee Work Plan)
November 30, 2020	4:00 p.m.	Public Art Committee Meeting
January 25, 2021	4:00 p.m.	Public Art Committee Meeting

Experience Florence

Where Everyday is a Celebration of the Arts

UPDATED PUBLIC MEETINGS PROCEDURES – COVID-19

Given executive orders from Governor Brown concerning COVID-19 and social distancing requirements, the City of Florence has established temporary procedures for public meetings in order to protect our volunteers, public and staff.

In person attendance is not allowed at Public Arts Committee (PAC) meetings.

Expressing Views to the Public Arts Committee: Citizens wishing to express their views to the PAC may do so in both written and verbal formats.

- 1. Written Testimony:** Citizens wishing to express their views to the PAC are encouraged to submit written testimony in one of the following ways:
 - a. Submit written comments via email to Economic Development Catalyst: Sarah.Moehrke@ci.florence.or.us
 - b. Mail written comments to Florence City Hall, Attn: Public Arts Committee, 250 Hwy 101, Florence, OR 97439
 - c. Drop off written comments to the City of Florence drop box located at Florence City Hall (250 Hwy 101) to the right of the main entrance.

**** Note:** Written comments received at least 2 hours prior to the meeting (October 26, 2020 at 2:00 p.m.) will be distributed to the PAC, posted to the City of Florence website, and made part of the record.
- 2. Verbal Testimony:** Citizens wishing to express their views to the PAC may participate in the meeting via GotoWebinar. To do so, please complete a speaker's card online at <https://www.ci.florence.or.us/bc-pac/public-art-committee-speakers-card-0> at least 1 hour prior to the meeting (October 26, 2020 at 3:00 p.m.) City staff will then contact the speaker to let them know the process to participate in the meeting.
 - a. Public Comments on items not on the agenda: General public comments (on items not on the PAC agenda) will be allowed at each PAC meeting during the public comment agenda item. Comments will be limited to three (3) minutes per person, with a maximum of 15 minutes for all items. In practicality, this means no more than five individuals will be allowed to comment verbally. There is no limit on written public comments.
 - b. Public Comments on Action Items: Public Comments will be allowed on each action item on the PAC agenda. Verbal comments will be allowed on action items after staff has given their report and have allowed time for initial Committee questions. Comments will be limited to three (3) minutes per person, with a maximum of 15 minutes for all comments on each action item. In practicality, this means no more than five (5) individuals will be allowed to comment verbally. There is no limit on written public comments.

For more information on the City of Florence's Temporary Public Meeting Policies, visit the City of Florence website at <https://www.ci.florence.or.us/em/public-meeting-during-covid-19>.

From: [Nancy Harvey](#)
To: [Sarah Moehrke](#)
Cc: [Jo Beaudreau](#)
Subject: Public Art Committee proposed project
Date: Monday, September 14, 2020 3:47:32 PM

Hello Sarah

I had to go back through tons of my sent emails to uncover yours. I wish I had a more open mind about public media and the energy to go through the hoops to get linked into the Zoom process, but I just don't. My tired bones and failing eyesight just don't give me some options and since the only email I have for the Public Art Committee is Jo's (and I don't know if she has returned from her grandmother's funeral), I am leaning on old ways to making things happen - person to person contact with you.

Public art probably never leaves my mind. So when something really powerful hits me, I need to send it along to someone who might find it as powerful. If you could pass this info along to the public art committee first and then they would have to coordinate with the planning commission, I think Florence and the Bay Street community would find great benefit because people will enjoy it! Guaranteed! All that is needed is someone with pretty strong tech skills and then the willingness and who knows.

Anyhow what I am referring to is the new gargoyle that was installed at Denver International Airport. A video of it can be heard/seen by googling Denvergargoyle. If nothing else, it will make you laugh; it is so clever and people enjoy it so.

That's all I have to say now.

Thanks for being available

nan harvey

Public Arts Committee

Memorandum:

To: Public Arts Committee

From: Sarah Moehrke, Economic Development Catalyst

Date: October 26, 2020 Meeting Date

Subj: PAC Work Plan Discussion Review

Review of September PAC Meeting:

At the September meeting of the Public Art Committee, the Committee reviewed their previous work plan and projects and discussed the upcoming work session with City Council and the future Committee work plan.

The current work plan for PAC separates the Committee's work into four priority projects: Central Lincoln PUD Mural, Siuslaw Bridge Steps, Art Exposed, and Public Art Master Plan and Long-Term Structure & Funding Strategy.

The committee also listed other committee projects, which included:

- Featured Pieces
- Fundraising
- Grant Management
- Marketing and Public Outreach
- Art Inventory and Maintenance Planning

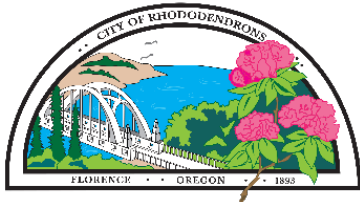
The committee also discussed their interests on previous work plan projects and their interest levels on other potential future projects:

- Swickard Pieces Installation
- Fundraising efforts – craft / art shows
- Mural Code Revisions
- Online “non-event” fundraisers like online auctions
- Florence Gateway – more definable entry points
- Master Planning – lots of public outreach
- Public / Private Mural Partnerships – partner with businesses to install murals
- Walking Tour of Public Art
- Marketing Current Public Art
- Art Quest – Scavenger hunt with local Public Art installations
- Involve the School System and Kids
- 2nd Saturday Art Tour

Next Steps:

At the October Committee meeting, PAC will need to direct the Committee Chair and/or subcommittee(s) to prepare a memo and detail the feedback to the City Council.

Item Attached: Public Art Committee Work Plan 2019-2020



City of Florence
A City in Motion

City of Florence
 Public Arts Committee Work Plan
 October 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 volunteer committee tasked with actively developing a Public Art Program 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 diverse, exciting and engaging

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	Denise Tarvin
Jennifer French	Peggy Meyer	Vacant; To Be Filled January 2020
Vacant; To Be Filled January 2020	Vacant; To Be Filled January 2020	Ex Officio Member- CEDC
Woody Woodbury; 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 main tasks of the Public Art Committee are to implement public art projects with the focus being completing the Central Lincoln PUD Mural and the Siuslaw Bridge Steps project installation and establish a long-term public art strategy which includes a proposed long-term program structure and funding strategy.

Top Four 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 mural was completed in August 2019 with a dedication ceremony held on August 7, 2019.



Next steps for PAC regarding Highway 101 & 126 Mural:

- Install lighting and landscaping

Siuslaw Bridge Steps- Installation by Jessilyn Brinkerhoff:

The Siuslaw Bridge Steps 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 Beautification:

- 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

Public Art Master Plan and Long-Term Structure & Funding Strategy:

The Public Arts Committee is dedicated to creating a master plan for the Public Art program in Florence. A master plan will provide a long-term sense of direction for the program including proposed projects, structure for the program (including review of non-profit and government-based options), and long-term funding strategies. 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. The end result of the master plan and long-term structure & funding strategy shall be a document to be approved by the City Council delineating proposed projects for the program in the near, mid, and long-term future, and recommendations on proposed amendments to the program structure and potential funding alternatives.

Next steps for the Master Plan subcommittee:

- Consider and perform community outreach methods for development of master plan including but not limited to focus groups, one-on-one stakeholder interviews, community forums, and / or surveys, to determine interest level for art in the community and types of art desired.



- Research other communities Public Art plans, programs (501c3 vs. government) and funding strategies to determine viable options, as well as their pros / cons for implementation in Florence.
- Hold joint work session with City Council on results of public outreach / program structure research and determine next steps.
- Develop draft Public Art Master Plan & Long-Term Structure / Funding Strategy and host public outreach on proposed plan including but not limited to a public open house and/or forum.
- Review results of public outreach and amend plan as necessary.
- Hold joint work session with City Council on proposed draft Master Plan and public outreach results,
- Update plan with input from City Council and prepare for final City Council approval.

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



Other Committee Projects:

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:

- 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



Potential Future Public Art Committee Projects:

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

Future Public Art Locations:

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

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 Vision

Siuslaw Vision is a diverse group that includes local business professionals, non-profit leaders and volunteers, and governmental representatives, along with people from around the Siuslaw region.

Florence Area Chamber of Commerce Beautification for Florence (BFF)

The Florence Area Chamber of Commerce Beautification for Florence (BFF) Team members work to support efforts that promote economic vitality for the Florence area through beautification projects such as street banners, flower baskets, street furniture, parks, and art. They are the group currently managing Florence’s participation in the Oregon Main Street program.

1. *Convergence* is by Jane Connelley, who is a local artist, from Florence, Oregon! Her piece is made out of quite a recycled or found materials. How many materials can you identify *Convergence* being made from?
2. *Three Blue Spires* is by the artist Gerry Newcombe. There are lots of different shapes and patterns in the blue glass that the artist casts into or forms on top of the glass while the glass is hot. How many 3D circular shapes can you count on the glass? Make sure to walk around to all the different sides of the sculpture and stay on the path!
3. The sculpture, *Three Blue Spires*, is made of glass and steel. List FIVE things that you can see from your vantage point right now that are also made of glass or steel!
4. *Ravens* by Steve Tyree features two ravens, a black bird that is quite common on the Oregon Coast, and a relative of the common crow. On the sculpture, how many talons do the two Ravens have combined?
5. Ravens are known to be very smart animals that have friends and can remember human's faces. What treat would you share with your friends like Tyree's *Ravens* are sharing?
6. *Nursing Doe* by Steve Tyree features a mama deer getting ready to feed her baby doe. Can you draw a picture of another kind of Mama and Baby animal?
7. *Low-Poly Open Heart*, by M.L. Duffy is made of hydro-cut welder aluminum diamond-plate and tractor paint. How many openings can you count in the heart?
8. We like to think of *Low-Poly, Open Heart* as the Heart of Florence IN the Heart of Florence. What are three things that you LOVE about Florence?

ARTWORK	DATE INSTALLED	VALUE	COST	Date Sold	REVENUE GENERATED	NET COST
Scenic Column	September, 2015	\$15,000	\$7,500		\$7,500 Gift/Grant	0
Cascade	August, 2017	\$2,000	\$500		0	\$500
Totem Pole	August, 2017	\$15,000	\$500		0	\$500
Running Horse	April, 2018	\$1,800	\$500		0	\$500
Copper Leaf Tree	May, 2018	\$3,500	\$1,000	Oct. 2019	\$900 (Commission)	\$100
Transformation	May, 2018	\$15,000	\$1,000		0	\$1,000
West Coast Overlook	Jun-18	\$7,500	\$1,000		0	\$1,000
Sitting Wave Part II	June, 2018	\$2,800	\$1,000		0	\$1,000
Stiching Time Mural	August, 2019	\$30,000	\$59,700		\$20,000 (Grant)	\$39,700
The Crystal Tree	Oct. 2019	\$3,500				
3 Blue Spires	Sept, 2020	\$25,000	\$1,000			\$1,000
Nursing Doe	Sept, 2020	\$11,000	\$1,000			\$1,000
Ravens	Sept, 2020	\$7,000	\$1,000			\$1,000
Convergence	Oct. 2020	\$2,200	\$1,000			\$1,000
LowPoly Open Heart	Oct,2020	\$18,000	\$1,000			\$1,000

TOTAL \$159,300 \$77,700 \$28,400 49,300

VALUE OF ARTWORK OWNED BY THE CITY

Artwork	Date Acquired	Value	Net Cost
West Coast Overlook	Sept, 2020	\$7,500	\$1,500
Sitting Wave Part II	Sept, 2020	\$2,800	\$400
Cascade	Aug, 2017	\$2,000	0
Totem Pole	Aug, 2017	\$15,000	0
Running Horse	April, 2018	\$1,800	0
Stiching Time Mural	Aug. 2029	\$30,000	\$39,700
TOTAL		\$59,100	\$41,600

DONATION AGREEMENT FORM

Donor name:	
Phone Number:	
Address:	
City, State, Zip code:	
Memorial Location:	
Date of Installation:	
Vendor/Supplier:	
Plaque Text Information:	
Life Expectancy of Memorial:	
Value of Donation/Memorial:	
10% of the Value of Memorial	
Maintenance Fee Due:	
Memorial Description (include dimensions, color, material, etc.):	

Donations and memorial gifts to the City of Florence are considered outright and unrestricted donations. The City of Florence does not guarantee permanency of the accepted donation. If a memorial must be relocated staff will attempt to notify the donor in writing at the address shown on this form. Donations may be tax deductible (please consult an accountant). The donor declares to have read the Memorial Donation Acceptance and Management Guidelines. The donor understands and agrees with the conditions set forth in this policy and agrees to pay City any donation funds and the 10% maintenance fee within one week of notification of Memorial Agreement approval.

Signature Donor Date

FOR OFFICE USE ONLY

Accept Deny

Reason _____

Supervisor _____ Date _____ Director _____ Date _____

**CITY OF FLORENCE
RESOLUTION NO. 28, SERIES 2012**

A RESOLUTION ESTABLISHING A CITY DONATION POLICY PROGRAM.

WHEREAS, It is the City's desire to accept donations that enhance and improve the City for its citizens; and

WHEREAS, The City depends upon and values the time, money, property and expertise donated by volunteers; and

WHEREAS, It is the City's desire to establish guidelines for a consistent decision-making process related to the acceptance, placement and naming of donated items and amenities; and

WHEREAS, It is the City's desire to establish a formal written policy for the sustainable management and maintenance of donated items and site-appropriate amenities, so as not to detract from the visual esthetics of the surrounding natural environment or place an undue burden on the City; and

WHEREAS, the City Council of the City of Florence has previously established implementing priority Parks and Recreation Projects including the creation of a parks volunteers as a Council goal for 2012; and

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Florence as follows:

Section 1. Purpose:

To establish guidelines for a consistent decision-making process related to the acceptance, placement, naming and long-term maintenance of donations and public requests for memorials in City-owned facilities, parks, natural areas and trails. This policy is not intended to address donations of real property.

Section 2. Background:

Since 1893, gifts of land and other enhancements have augmented City facilities and recreational programs. Historically, the City accepted these donations without a formal written policy. Guidelines are needed for sustainable management of site-appropriate amenities, so as not to detract from the visual esthetics of the surrounding natural environment or place an undue burden on the City.

Section 3. Definitions:

- a. Donation. Gift of funds, plant materials, physical object, or structure.
- b. Donor. Individual, group, association, company or organization, providing donation.
- c. Manager. The Florence City Manager or designee.
- d. Memorial. A donation offered in recognition or remembrance, generally consisting of a plaque, bench, plant material, or related items.
- e. Unrestricted. Having no restrictions or obligations placed on the design, use or placement of the donation.

Section 4. Management Philosophy:

- a. The protection of the natural environment is a high priority. To this end, the City may limit donations in order to promote resource management and sustainability of natural landscapes.
- b. The integrity, natural and architectural features of parks, natural areas and facilities will be preserved and not detract from a user's experience.
- c. Design specifications will be compatible with existing management and operations plans.
- d. Final decision on the placement of memorials and use of donations will be made by of the City.

- e. Donations and memorials should not have a commercial appearance or theme.

Section 5. Approval Criteria:

a. General Criteria:

1. Donations must be compatible with and meet a specific City facility or amenity need identified in an applicable master planning document.
2. In facilities and areas not covered by master plans, compatibility with existing facilities and local conditions shall be considered as long as the donation meets a specific need.
3. Donations shall not detract from or overpower the scenic or architectural values of the existing environment.
4. Age and anticipated general condition of the donation.
5. Anticipated maintenance requirements.

- b. Cash Donations. Unrestricted cash donations may be used to build, repair, or upgrade existing or new facilities at the City's discretion.

c. Structures and Site Furnishings.

1. The City has established general aesthetic standards for furnishings in parks and other City facilities. Donations of structures or furnishings should maintain this aesthetic.
2. The Manager will offer donors a list of pre-approved furnishings and associated costs that they may choose from. The list shall include the following items, and may be added to as necessary: bench, drinking fountain, picnic table, plaque, rose bush, and tree.
3. Other furnishings or structures outside of the pre-approved list such as fountains, plazas, and landscapes will be reviewed on a case by case basis.

- d. Artwork. Donations of art, or cash donations to purchase or commission art must be preapproved by the Manager.

e. Plant Material.

1. Donation of plant material is allowed as long as the donation is purchased from a nursery.
2. Acceptance of plant material by the City is based upon whether the plant material furthers the design theme established in the facility and a need exists for the material.
3. The City's ability to hold quantities of plants until needed is limited. Therefore, only plant materials that can be immediately used are allowed.
4. Plant material occasionally must be relocated or conditions may lead to the demise of some plants. Therefore, donations will only be accepted if donors realize that plants may be relocated and that the City may not replace plant material that does not survive.

- f. Corporate Logos. City parks and facilities are not considered appropriate venues for advertising, and it is therefore desirable to minimize the use of corporate names, logos, and slogans. The use of corporate logos may be permitted in conjunction with approved special events. Corporate names and logos (but not tag lines or slogans) may be used in a form of recognition for donations. In all cases, corporate names and logos shall be unobtrusive and subordinate to the donation or memorial message, and shall not contain corporate tag lines or other marketing-oriented phrases.

- g. Memorial and Donor Recognition. Individual memorial or donation plaques may be placed directly on donated items (i.e. benches, drinking fountains, etc.). Memorial or donation plaques will not be placed on landscape materials. Plaques shall be of a size and design approved by the City and shall not detract from the item or environment.

- h. Existing On-site Recognition. A range of donor recognition and memorials currently exist throughout City parks and facilities, some of which may not be in conformance with these

guidelines. Out of respect for these donors and their families, existing on-site recognition established prior to the enactment date of this policy shall be allowed to remain until such time as they are removed or replaced in accordance with these guidelines.

Section 6. Procedures:

- a. The donor meets with City staff to share ideas and submits a completed Donation Agreement Form.
- b. City staff will review and determine the appropriateness of the proposal as measured by the applicable approval criteria. City staff will notify the donor, in writing, within 10 business days of the review decision, identifying any conditions of approval. With a positive review decision, City staff will finalize the Donation Agreement Form between the City and donor and submit it to the Manager for final approval. The Manager's approval must be received before installation of the memorial may proceed. The City shall be responsible for the installation, maintenance, and protection of the work, as provided in this policy. Before installation of a memorial, the donor shall provide the City ten percent (10%) of the project budget to be deposited in a maintenance account.
- c. Donations, including memorials, are City property. The City does not guarantee permanency of a donation or memorial. If a donation or memorial must be relocated, City staff will attempt to notify the donor, in writing, at the address shown on the completed Donation Agreement Form.

Section 7. Damage:

The City will make efforts within budgetary authority to repair damaged donations and memorials. However, the City is not responsible for replacing items, including plaques, due to excessive damage, vandalism, or loss. The City will make reasonable effort to contact the donor to inform them of the loss. The donor may replace the item and/or plaque at their own expense, within the confines of this policy.

Section 8. Naming:

- a. To ensure fair and consistent application, naming of park lands, City facilities, and features requiring naming, or for which formal naming is requested, shall be evaluated and processed in accordance with these guidelines. Approved naming or renaming shall not constitute an obligation to provide a sign or other indication of the name.
- b. The establishment of formal legal names of permanent real property owned by the City, including parks, requires legislative action and cannot be accomplished through administrative action. The City Council retains the authority to carry out legislative action to establish legal names. Features or distinct areas within facilities, however, such as rooms, picnic structures or gardens, can be named through administrative action of the Manager.
- c. Naming City facilities, park land, or features in recognition of a person, group or entity shall be considered based on the following criteria:
 1. Names referencing a donor, or a name suggested by a donor, may be considered in exchange for significant contributions. Naming of donated features constructed using donated funds, may be considered for donations of 51% of the feature's construction or acquisition cost. Long-term gifts and endowments are encouraged and may also be considered for naming opportunities.
 2. For names referencing a living person, if the living person's gifts or services to the community are of a most extraordinary nature.
 3. For names honoring a deceased person, if the naming is to recognize an extraordinary service or gift to the community. Requests for naming in honor of a deceased person may only be considered 2 years after the date of death.

4. For names intended to provide group recognition, if the naming is to recognize an organization or group for extraordinary gifts or service to the community.
- d. In order to respect past community values, a named facility, park, or feature shall not be renamed in its entirety under most circumstances. A name change may be appropriate when, for instance, during public discussions within a plan update process, a general consensus is reached to rename to better reflect current community values or the area's special characteristics, or for similar reasons deemed significant by participating members of the community. A legal change of the name does not occur unless formally adopted by the City Council. A name change for a features or distinct areas within a facility will take place when the plan is adopted, or by other Manager action.

Section 9. Review and Update:
This policy will be reviewed annually and updated as necessary.

Section 10. See attached DONATION AGREEMENT FORM.

Section 11. See attached MEMORIAL SUGGESTIONS.

Section 12. This resolution shall become effective immediately upon adoption.

PASSED BY THE FLORENCE CITY COUNCIL, this 8th day of October, 2012.

APPROVED BY:



Phil Brubaker, MAYOR

ATTEST:



Kelli Weese, CITY RECORDER

From: [Jesse Dolin](#)
To: [Jesse Dolin](#)
Cc: wag@waldportartgroup.com; [amyeandersonart](#); [Greg Holland \(artcollectorla@yahoo.com\)](mailto:Greg.Holland@artcollectorla@yahoo.com); [Colleen Nickerson; rcuellar@portofalsea.com](#); [Private Email](#); dan.cutter@waldport.org; [Zachary Stocks](#); [Christie Weigel](#); [Sarah Moehrke](#); [Christina Rehkla](#)
Subject: Louis Southworth Memorial Project
Date: Tuesday, September 29, 2020 11:24:18 AM

Hello Everyone,

I hope this email finds you well. I am reaching out today to see if you would be interested in joining me on my mission to memorialize and celebrate an important man in Waldport's history, Louis "Uncle Lou" Southworth (<https://aaregistry.org/story/louis-southworth-an-oregon-pioneer/>). Mr. Southworth was embraced by a white settler community in Waldport during a very chaotic time in our State's history. He was an important member of the community, and as you may have just read in the link I provided, donated land for Waldport's first schoolhouse and was the Chair of the School Board! I have secured funding and would now like to form two committees- one to explore potential locations for a public art installation and another to select the artist. This is my first public art/ memorial project and I feel so lucky to have the support of so many great people, including members of the Waldport Art Group - I look forward to working with you all!! Please feel free to chime in with any thoughts or insights that you may have.

I am very passionate and enthusiastic to see this project through, partly because I was raised in a home directly across from Darky Creek Road, several miles up the Alsea River outside of Waldport. As a young fishing enthusiast, I assumed the street name was referring to spawning salmon (that become dark when they return home to the tributaries and creeks of their birth). How naive, I was! It was not until years later, when the Darky Creek Road sign was taken down and replaced with "Rd. 3489" (Back in 2009, Jessica Dole, a landscape architect for the Siuslaw National Forest, challenged derogatory names of roads and creeks, including the ones that ran through Southworth's old homestead —Darkey Road and Darkey Creek, uncle Lou's unfortunate nickname), that I learned of Uncle Lou's incredible story- one worth celebrating and memorializing! Why didn't my Mom, family or anyone in my community share his incredible story with me as a child?! Why wasn't his story a part of the curriculum in my little Waldport school! How can this be?! I recently learned that Louis Southworth's grave (in Corvallis) remains unmarked to this day, giving even more purpose to this project.

Before I send out a doodle poll for our first Louis Southworth Memorial Committee meeting, to discuss ideas and explore potential sites for an installation of some kind, I would first like to hear from you about additional voices that should be at the table. Included on this initial email are;

- Zachary Stocks, Oregon Black Pioneers
- Colleen Nickerson, Waldport Museum
- Dan Cutter, Waldport City Manager
- Laura Ferguson, Waldport Chamber of Commerce Director

- Roxi Cuellar, Port of Alsea
- Greg Holland & Amy Anderson, Waldport Art Group

- Sarah Moehrke, Oregon Coast Public Art Trail & Florence Public Art Committee
- Christina Rehkau and Christie Weigel, Visit Corvallis (HWY 34/ Scenic Byway Project Leads)

Please reach out to me with comments and/or suggestions. I look forward to working with you all and sharing and celebrating the life of Louis Southworth.



Louis 'Uncle Lou' Southworth

Cheers,
Jesse

--

JESSE DOLIN
DESTINATION COORDINATOR/CENTRAL COAST

Oregon Coast Visitors Association
ddcentral@thepeoplescoast.com | 541-961-6163
VisitTheOregonCoast.com

PROCLAMATION

Office of the Mayor, City of Florence



Experience Florence
Where Everyday is a Celebration of the Arts

NATIONAL ARTS AND HUMANITIES MONTH OCTOBER 2020

WHEREAS, the month of October has been recognized as National Arts and Humanities Month by thousands of arts and cultural organizations, communities, and states across the country, as well as by the White House and Congress for over 30 years; and

WHEREAS, the arts and humanities embody much of the accumulated wisdom, intellect, and imagination of humankind; and

WHEREAS, the arts and humanities play a unique role in the lives of our families, our communities, and our country; and

WHEREAS, the City of Florence recognizes the economic impact of the arts in our 'City in Motion' and has developed a Public Arts Program and Committee to help assist this grassroots effort in creating economic vitality through the arts; and

WHEREAS, the City of Florence Public Arts Committee'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.

NOW, THEREFORE, be it resolved that by virtue of the authority vested in me as Mayor of the City of Florence, I do hereby proclaim **October as National Arts and Humanities month** in the City of Florence and call upon our citizens to celebrate and promote the arts and culture in our nation and specifically encourage the greater participation by those said citizens in taking action for the arts and humanities in their communities.



Joe Henry, Mayor