



*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](http://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](http://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](http://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>.

**November 28, 2022**

## **AGENDA**

**4:00 p.m.**

### Members:

Maggie Bagon, Chairperson  
Christine Santiago

Jo Beaudreau, Vice-Chairperson  
Kathleen Wenzel

Peggy Meyer  
Karl Engel

Serena Appel

Woody Woodbury, City Council Ex-Officio

Shirley Gray, Staff Ex-Officio

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

### **The Public Arts Committee meeting will be held in-person at Florence City Hall.**

Members of the public can listen and view the meeting through the 'GoToWebinar' platform at the following link:  
<https://attendee.gotowebinar.com/register/2881454266172488203>

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 – ANNOUNCEMENTS** **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.
- 3. CONTINUING EDUCATION – Christine Santiago**  
To continue inspiring and educating each other and our community, a PAC member presents each month about public art that excites them! These presentations will be about 10-15 minutes long and help enrich our understanding and encourage participation and engagement in our community's understanding of Public Art. **Approx. 4:15 p.m.**
- 4. Work Plan Review and Update – *Sub Committee Reports*** **Approx. 4:30 p.m.**
- 5. News Items– Jo Beaudreau** **Approx. 5:15 p.m.**
- 6. Election of Vice-Chair** **Approx. 5:20 p.m.**
- 7. ACTION PLAN, NEXT MEETING DATES & FUTURE AGENDA TOPICS** **Approx. 5:25 p.m.**

## TENATIVE MEETING CALENDAR

*All PAC Meetings are held on the 4<sup>th</sup> Monday of the Month. Meetings are held in-person with the option to view or attend virtually*

Date	Time	Description
January 30*, 2023	TBD	PAC Meeting
February 27, 2023	TBD	PAC Meeting
March 27, 2023	TBD	PAC Meeting

**The Public Art Committee meeting will be held in-person with the option to attend virtually via GoToWebinar.**

**<https://attendee.gotowebinar.com/register/2881454266172488203>**

**Expressing Views to the 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 Committee are encouraged to submit written testimony in one of the following ways:
  - a. Submit written comments via email to Shirley Gray, Management Analyst, at [shirley.gray@ci.florence.or.us](mailto:shirley.gray@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 at Florence City Hall (250 Hwy 101) during regular office hours (Monday through Friday 8 a.m. – 4 p.m.) or at the City of Florence drop box located at Florence City Hall to the right of the main entrance.

**\*\* Note:** Written comments received at least 2 hours prior to the meeting (November 28, 2022 at 2:00 p.m.) will be distributed to the Committee, posted to the City of Florence website, and made part of the record.

2. Verbal Testimony: Citizens wishing to express their views to the Committee may participate in the meeting in-person or 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 (November 28, 2022 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 agenda) will be allowed at each Committee 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 Committee 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.

**Experience Florence**  
Where Everyday is a Celebration of the Arts

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 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.



## City of Florence Public Arts Committee Work Plan June 2021 – June 2022

### 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 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			
Maggie Bagon, Chairperson		Jo Beaudreau, Vice-Chairperson	
Christine Santiago	Patti Williams	Peggy Meyer	
Karl Engel	Serena Appel	Kathleen Wenzel	
Maggie Wisniewski; Ex-Officio Member- City Council		Kelli Weese; Ex-Officio Member- City Staff	



## **Top-Four Committee Priorities:**

### **Public Art Quest:**

The Public Art Committee approached the Quest team with Oregon State University's Extension's Sea Grant program in October 2019 to create a Public Art Themed Quest. The Public Arts Committee saw a partnership opportunity with SeaGrant to increase exposure and understanding of the Arts in a creative and meaningful way. Quests are fun, free-choice educational adventures that use clues and hints to encourage participants to discover the natural, cultural and historical "treasures" of place and community. The Committee is currently working with local volunteers to create the Florence Public Arts Quest that will be centered around the public art in Florence's Old Town district. At the end of each interpretive Quest, participants find a hidden box containing a logbook to sign and hand-carved stamp to mark their accomplishment.

Next steps regarding the Public Arts Quest...

- Finalize box location & assign box monitor (*July 2021*)
- Finalize general content for each stop on the quest and associated "letter" clues (*July 2021*)
- Complete draft of quest (*August 2021*)
- Identify test groups for draft quests (*August 2021*)
- Complete final draft and deliver to publisher to be included in next SeaQuest book and released to the public (*September 2021*)

*Timeline for Project Completion: Summer / Fall 2021*

### **Install Purchased Pieces by Jesse Swickard:**

The City of Florence had the opportunity to purchase two pieces of art by Jesse Swickard that had been on display through the Art Exposed program in August 2020. The two pieces were purchased at a discount of over 80% and will be installed in two different public places throughout the City of Florence.

Next steps regarding the installation of the Swickard pieces...

- Evaluate potential installation spaces
- Receive feedback from the public about spaces for installation
- Coordinate installation of bases and art pieces with Public Works department
- Coordinate and Promote installation celebration

*Timeline for Project Completion: Fall 2021*

### **Public / Private Partnership Program:**

The Public Arts Committee is committed to working with local businesses and citizens to expand the public art installed in the City of Florence. The Public Arts Committee would like to continue bring to the community more accessibly ways to get the community involved with the Arts, creating a program that local artists, businesses and private citizens could apply to receive a small monetary grant, as well as guidance and assistance, for their projects. This program could also support artists or concerned parties who would like to apply for a mural permit but need assistance going through the process.

Next steps regarding the Public / Private Partnership Program...

- Research and implement partnership program
- Market program to local artist and interested parties

*Timeline for Project Completion: Winter 2021 – Spring 2022*

## **Outreach / Marketing**

The Public Arts Committee is dedicated to doing outreach to the public for their projects. This could be through requesting input on future projects, public education programs, or inviting the community to create its own arts. This is a committee-wide project, with every individual taking part in it. However, certain projects may have subcommittees who would work on outreach and marketing efforts for that specific project.

Next steps regarding Marketing and Public Outreach:

- 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 quarterly updates to media outlets
- Present to local community groups including but not limited to: HOA's, service clubs, and professional organizations
- Maintain relationships with local and regional arts organizations to ensure coordination of future projects
- Participate in current and future art marketing programs throughout the city, region, and state, including the promotion of the Oregon Coast Public Arts Trail

## **Other Projects:**

### **Art Exposed Outdoor Gallery:**

The Art Exposed Outdoor Gallery is a rotating art gallery of art that is interchanged every two years. The pieces, while on display, are for sale to the public. When piece is sold, a portion of the proceeds will benefit Florence's Public Art Program. The Art Exposed program installed five new pieces of art on Bay Street in Florence's Old Town during 2020. During a winter storm in January, one of the pieces was destroyed and now that space remains empty for a new call-to-artists to be announced.

Next steps for PAC regarding the Art Exposed Outdoor Gallery:

- Release call-to-artist for River Roasters space
- Market call-to-artists through social media, traditional media, regional art organizations, and other avenues
- Market the sale of current sculptures
- Evaluate potential future installation sites
- Evaluate the opportunity to expand program to 2D artists which would be displayed in City buildings
- Research business sponsorship opportunities
- Create a timeline and flow process for accession

### **Featured Pieces:**

The Featured Pieces project is specifically to work with permanent pieces that would be installed in the City of Florence, whether it be in City buildings or throughout the City's parks system or right-of-way.

Next steps for PAC regarding the Featured Pieces subcommittee:

- Work with City Staff to identify potential locations for permanent pieces
- Decide the process in which the committee should use to select featured pieces artists
- Create accession process checklist
- Draft standard call to artists for long-term featured pieces

### **Fundraising & Stakeholder Relations:**

The main objective of this project is to create a long-term fundraising plan for the Public Arts Program 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 community fundraiser options

### **Grant Management:**

The Public Arts Committee has continued to work on a plan to seek out funding sources outside of the City of Florence, as well as 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 worked with a grant writer to create a 12-month calendar that organized all the appropriate grants that are available to the City of Florence. This calendar includes information about more than 45 grants.

Next steps for PAC regarding Grant Writing subcommittee:

- Apply for grants as needed for Public Art projects
- 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

### **Art Inventory and Maintenance Planning:**

Especially with the installation of a large-scale pieces of public art in 2019, the Public Art Committee must create a maintenance plan that ensures that all art in the City of Florence's collection will be preserved for years to come.

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

- Update and manage succinct list of public art in Florence for visitors and interested parties
- Continue to research the maintenance plans of other communities' public art collections
- Continue to review, update, and maintain maintenance plans for all public art in collection
- Establish 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
- Investigate digital ways of maintaining records for PAC

## 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:

### Various Business Stakeholders

*PAC Members:* Karl Engel, Serena Appel, Jo Beaudreau

The Florence Area is rich with creative businesses and indirect businesses that benefit from the Arts and the relationships the Arts build. Maintaining relationship directly with businesses and business support agencies is as important as ever.

### Florence Regional Arts Alliance

*PAC Members:* Christine Santiago, Patti Williams, Kathleen Wentzel, Jo Beaudreau

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 Members:* Jo Beaudreau

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.

### Lane Arts Council

*PAC Members:* Jo Beaudreau, Maggie Bagon

Lane Arts Council is a non-profit organization in Lane County that provides in-school arts education programs, supports local artists and arts organizations, and coordinates community arts programs.

### 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

## Public Arts Committee

### Project Timeline – Draft/Update November 2022

Month	Task
February 2022	<ul style="list-style-type: none"> <li>Continuing Education: Patti Williams</li> <li>Art Exposed 2022               <ul style="list-style-type: none"> <li>Subcommittee reviews and finalize call to artists</li> </ul> </li> </ul>
March 2022	<ul style="list-style-type: none"> <li>Continuing Education: Peggy Meyer</li> <li>Public Arts Quest: Check on Box and Replace contents as needed</li> <li></li> </ul>
April 2022	<ul style="list-style-type: none"> <li>Continuing Education: Maggie Bagon</li> <li>Art Exposed 2022               <ul style="list-style-type: none"> <li>PAC review and finalize Call-to-Artists</li> </ul> </li> <li>Subcommittee will create marketing plan for local artists and artists from outside of Florence-area</li> </ul>
May 2022	<ul style="list-style-type: none"> <li>Committee Recruitment</li> <li>Continuing Education: Christine Santiago</li> <li>New Member Orientation Subcommittee</li> <li>Review and Finalize New Member Packet</li> <li>Public Arts Quest: Check on Box and Replace contents as needed</li> <li>Art Exposed 2022               <ul style="list-style-type: none"> <li>Release Call to Artists – Mid May 2022</li> <li>Subcommittee Executes Marketing Plan</li> </ul> </li> </ul>
June 2022	<ul style="list-style-type: none"> <li>Meeting Cancelled</li> <li>Art Exposed 2022               <ul style="list-style-type: none"> <li>Continue to market call to artists</li> <li>Call to Artists closes June 30, 2022</li> </ul> </li> </ul>
July 2022	<ul style="list-style-type: none"> <li>Continuing Education: Serena Appel</li> <li>Public Arts Quest: Check on Box and Replace contents as needed</li> <li>Art Exposed 2022               <ul style="list-style-type: none"> <li>Subcommittee narrows applicants – if over 20 applicants</li> <li>PAC Chooses 3-4 finalists for each space at July meeting</li> <li>Subcommittee creates marketing plan for installation</li> </ul> </li> </ul>
August 2022	<ul style="list-style-type: none"> <li>Continuing Education: Jo Beaudreau</li> <li>Art Exposed 2022               <ul style="list-style-type: none"> <li>PAC finalizes selected artists and reserve artist</li> <li>Subcommittee creates marketing plan for installation</li> </ul> </li> </ul>
September 2022	<ul style="list-style-type: none"> <li>Continuing Education: Bruce Jarvis</li> <li>Public Arts Quest: Check on Box and Replace contents as needed</li> <li>Art Exposed 2022               <ul style="list-style-type: none"> <li>Artist / City negotiate and sign contracts</li> <li>Current art is deinstalled by September 30, 2022</li> </ul> </li> </ul>
October 2022	<ul style="list-style-type: none"> <li>Continuing Education: Maggie Bagon</li> <li>Art Exposed 2022               <ul style="list-style-type: none"> <li>New Art is installed &amp; Host celebrations</li> </ul> </li> </ul>



	<ul style="list-style-type: none"> <li>• Installation Marketing Plan executed</li> </ul>
November 2022	<ul style="list-style-type: none"> <li>• Continuing Education: Christine Santiago</li> <li>• Public Arts Quest: Check on box and replace contents as needed</li> <li>• Swickard Pieces: Install "Sitting Wave II"</li> <li>• Art Exposed 2022               <ul style="list-style-type: none"> <li>• Create marketing plan for the sale of Art Exposed pieces</li> </ul> </li> </ul>
December 2022	<ul style="list-style-type: none"> <li>• No Meeting</li> <li>• Art Exposed 2023               <ul style="list-style-type: none"> <li>• Research business partnership opportunities for next Art Exposed round of installations</li> <li>• Research new installation sites/additional spaces of Art Exposed</li> </ul> </li> </ul>
January 2023	<ul style="list-style-type: none"> <li>• Review PAC meeting dates and times</li> <li>• Continuing Education: Peggy Meyer</li> <li>• Preparation for City Council Work Session re: PAC Work Plan</li> <li>• Art Quest Report to SeaQuest</li> <li>• Website Review and Updates</li> <li>• Public Outreach/PR Packets for local businesses</li> </ul>
February 2023	<ul style="list-style-type: none"> <li>• Continuing Education:</li> <li>• Art Quest box check</li> <li>• CC report</li> </ul>
March 2023	<ul style="list-style-type: none"> <li>• Continuing Education:</li> <li>• Committee Recruitment-talk about, introduce why to join</li> <li>• Art Quest box check</li> <li>• CC report</li> </ul>
April 2023	<ul style="list-style-type: none"> <li>• Continuing Education:</li> <li>• Committee Recruitment, welcome packet prep</li> <li>• Art Quest box check</li> <li>• CC report</li> </ul>
May 2023	<ul style="list-style-type: none"> <li>• Committee Recruitment</li> <li>• Continuing Education:</li> <li>• New Member Orientation Subcommittee</li> <li>• Review and Finalize New Member Packet</li> <li>• Art Quest Report to SeaQuest-ask about publishing of book</li> <li>• Art Quest box check</li> <li>• CC report</li> </ul>
June 2023	<ul style="list-style-type: none"> <li>• New member Orientation</li> <li>•</li> </ul>

## 2021-2022 Subcommittees – Maximum of 4 PAC members

- Swickard Pieces
  - Jo
  - Christine
  - Maggie
- New Member Orientation

- Jo
- Art Inventory and Maintenance
  - Jo
  - Peggy
  - Christine
- Outreach / Marketing
  - Kathleen
  - Jo
  - Serena
  - Maggie
- Art Exposed
  - Christine
  - Maggie
  - Jo
- Art Quest
  - Jo
  - Maggie
  - Peggy

### **Potential Other Subcommittees (When Other Projects End):**

- Grants Management
  - Maggie
- Fundraising & Stakeholder Relations
- Featured Pieces
- Public / Private Partnerships

# October 2022

## Public Art Committee Council Report

### **Experience Florence** Where Everyday is a Celebration of the Arts

#### *Florence Public Art Program Mission:*

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

#### *Summary/Notes of Meeting*

The PAC October meeting was held on October 24th at 4pm, our typical time. This meeting was a special meeting held at City Hall and included a community educational field trip. We t the meeting covered Americans for the Arts Survey and that October is Arts and Humanities month. At the October 3rd City Council meeting, a Proclamation for October's Arts & Humanities Month was presented along with various community arts stakeholders that had a successful turnout in participation.

Once regular business concluded, we left City Hall on our ArtExposed Walking Tour. We had over 25 people participate. More information about this is below.

Meeting Materials & Information: [ci.florence.or.us/bc-pac/public-art-committee-meeting-75](http://ci.florence.or.us/bc-pac/public-art-committee-meeting-75)

### **Continuing Education**

Continuing Education for this meeting was considered during our ArtExposed Walking Tour on the 24th.


Link to Handout:

[ci.florence.or.us/sites/default/files/fileattachments/public\\_art\\_committee/page/25106/artexposed\\_walking\\_tour\\_guide\\_2.pdf](http://ci.florence.or.us/sites/default/files/fileattachments/public_art_committee/page/25106/artexposed_walking_tour_guide_2.pdf)

A video of this tour is in progress.

Additionally on October 21st the ArtExposed SubCommittee presented the same walking tour geared towards our community's youth for the Siuslaw Schools. Here the final video provided by the school: [https://youtu.be/GFv8O\\_hUf54](https://youtu.be/GFv8O_hUf54)

## Siuslaw Virtual Field Trips 2022-23: Week of 10/24



We're celebrating Makerspaces, innovation, tinkering and creating all month! Join us as we take an Art Exposed Walking tour with the Florence Public Art team (conducting tour morning of 10/21, video will be available that afternoon)!

Next Week:

- [Haggard's Haunted House](#)
- Halloween/Star Wars themed Oregon Coast Humane Society reading!

## Proclamation

PAC submitted a October 2022 Proclamation for the National Arts and Humanities Month on behalf of the Arts and Humanities groups in town at the beginning of September. As mentioned before, this was success.. Learn more about this annual celebration of the arts [HERE](https://americansforthearts.org/events/national-arts-and-humanities-month): [americansforthearts.org/events/national-arts-and-humanities-month](https://americansforthearts.org/events/national-arts-and-humanities-month)



## **ArtExposed Update**

All works had been installed by our Walking Tour Date for the Schools and general public installed before October 21st, 2022 thanks to the City's Staff and Public Works Department.

PAC had several press releases for the City's Newsletter and general media for the City to help advertise this program and the tour.

Plaques on the include a QR code for more information about the art, program and sale of the works. PAC also designed the ArtQuest to include the same information on the plaques year after year so this program won't have any disruptions with the Art being rotated.

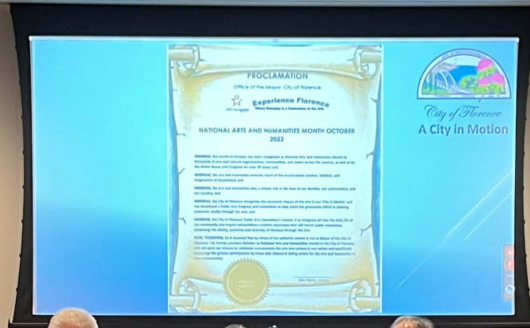
## **Subcommittee Reports**

We need to hold some subcommittee meetings in November and December.

## **Meeting Materials & Information**

[ci.florence.or.us/bc-pac/public-art-committee-meeting-75](https://ci.florence.or.us/bc-pac/public-art-committee-meeting-75)





**Contact: Dann Cutter**  
City Manager  
[Dann.Cutter@Waldport.org](mailto:Dann.Cutter@Waldport.org)  
[Http://waldportoregon.gov](http://waldportoregon.gov)

Physical: 355 NW Alder St.  
Mailing: PO Box 1120  
Waldport, OR 97394  
Phone 541-563-3561

**City of Waldport**

For immediate release:

November 9<sup>th</sup>, 2022

## LOUIS SOUTHWORTH SCULPTURE TO BE UNVEILED

The City of Waldport announces the arrival and unveiling of the Louis Southworth Bronze Sculpture at a special ceremony on Saturday, November 19<sup>th</sup>. The sculpture, created by Peter Helzer, will be on display at The Alsea Bay Bridge Visitor Center & Museum until it is ready for its permanent home at the Louis Southworth Park.

The sculpture is the brainchild of Jesse Dolin (destination developer for the Oregon Coast Visitors Association) in partnership with the city of Waldport as a focal piece of the Louis Southworth Park, a seven-acre open space recently awarded a \$750,000 grant from Oregon Parks and Recreation to build a playground, walking pathways, and outdoor gathering spaces. The Southworth story will feature prominently in the park entrance bringing intended focus to the park in recognizing the significant multicultural history of the area.

“The story of Louis Southworth is incredible, even movie worthy!” Said Dolin, “We are so excited to celebrate this incredible man in Waldport’s history and the incredible career of bronze artist Peter Helzer.”

Peter Helzer will be on hand to speak about his work, as will others such as invited speaker Zachary Stocks, the executive director of Oregon Black Pioneers. The unveiling will take place at the Alsea Bay Bridge Visitor Center and Museum, Saturday November 19<sup>th</sup>, 2022 starting at noon. The museum is located just south of the Alsea Bay Bridge, at 320 NW Hwy 101, Waldport, Oregon. This event will be hosted by the Waldport Chamber of Commerce which is headquartered at the Visitor Center.

For additional information contact the Waldport Chamber Executive Director, Tom Fullmer at 503-789-9686 or email [director@waldportchamber.org](mailto:director@waldportchamber.org).

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*The City of Waldport, founded in 1911, lies near the center of the Oregon coastline, at the mouth of the Alsea River. It has a population of 2321 as of June 2021, and enjoys a wide range of outdoor activities, crabbing and fishing, hiking trails and a beautiful oceanfront.*

####



## Thank You, Florence, For Your Support of The Arts & Culture

*(Editor's Note: Viewpoint submissions on these and other topics are always welcome as part of our goal to encourage community discussion and exchange of perspectives.)*

The arts mean business — and several months ago, we announced that we would be conducting a 12-month study, starting in May, to determine the actual economic impact of the arts and culture on our community. This study includes audience surveys at arts and culture events in Florence.

We are part of a nationwide effort, sponsored by Americans for the Arts and the Oregon Arts Commission, with FRAA as our local partner. We have also received financial support from Travel Oregon and the Oregon Coast Visitors Association. Nationwide, almost 400 communities are participating, and in Oregon, 21 communities are involved, which is the fifth most of any state in the country.

Thanks to your support, we have already collected over 500

surveys in the first five months, and we have been recognized nationally for our “fast start.” We appreciate that so many of you took a little time (about 5 minutes) to fill out our survey at events during Rhody Days, at City Lights Cinemas, Oregon Coast Military Museum, performances sponsored by CROW and the Last Resort Players at the FEC, as well as Rods N Rhodies, the Festival of Books, the Plein Air Art and Wine festival and Siuslaw Public Library’s “Fiesta Cultural” celebration.

We will be surveying at events until April 2023. Coming up in November and December, we will be at Last Resort Players’ “Sweet Charity,” CROW’s performance of the “Holly Jolly Follies” and the Holiday Art Festival sponsored by FRAA.

We will keep the community updated during the next 6 months as we participate in future events.

We hope you will stop by our booth or talk to one of our volunteers and fill out the survey. It is very easy to complete. Re-

member that you can fill out a survey at every event you attend, so even if you have filled one out at a previous event, you can participate at each separate event.

A special thanks to our volunteers who are helping us conduct the surveys and to the organizations who are supporting this study by providing space at their events. If you can help us by conducting surveys at one of our events, even for a short time, we would really appreciate it and please contact any one of us on the Steering Committee with your availability.

The study will end in May 2023. In the fall of next year, we will provide detailed data to the community about the economic impact of the arts and culture in our community. Thank you again for your support and we look forward to seeing you at a future event.

— Submitted by The AEP6  
Steering Committee:

Kristin Anderson, Jo  
Beaudreaux, Maree Beers, Jesse  
Dolin, Bettina Hannigan, Susy  
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# The Secret to a More Beautiful Neighborhood Is Public Art — Here's How to Advocate for It in Your Community



by [NATALIA ALDANA](#)

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Credit: Isobela Humphrey



my first home away from home, and I loved feeling that it belonged to me. After a long day away, as I merged off the freeway and drove up the hill, I would catch a glimpse of the spray can painting on the wall of the corner liquor store. Seeing this piece of public art every day filled me with a sense of pride because it was a reminder that I was home. I would often think of the artist, contemplating what inspired them to claim that wall, what message they wanted to impart, and what they would think upon learning their artwork was one of the best parts of my day.

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Public art is the interaction between an art form, people, and the environment, taking place within spaces that are accessible to as many as possible. When art is created with this intention, it helps people build a sense of belonging to their community, says Patricia Walsh, Director of Creative Community Advancement at Americans for the Arts, a Washington, D.C. nonprofit dedicated to advancing the arts and arts education in the United States.

Public art is by no means a modern concept. Think of the pyramids of ancient Egypt from 2500 B.C. and the cave paintings found in Indonesia dating to 45,000 years ago. Public art has been a part of every culture and every society, serving a range of functions. In the U.S., you may commonly see public art in the form of memorials and monuments to war heroes (or war criminals, depending on who you ask), architectural works like buildings, physical structures like bridges, and colorfully commissioned murals.

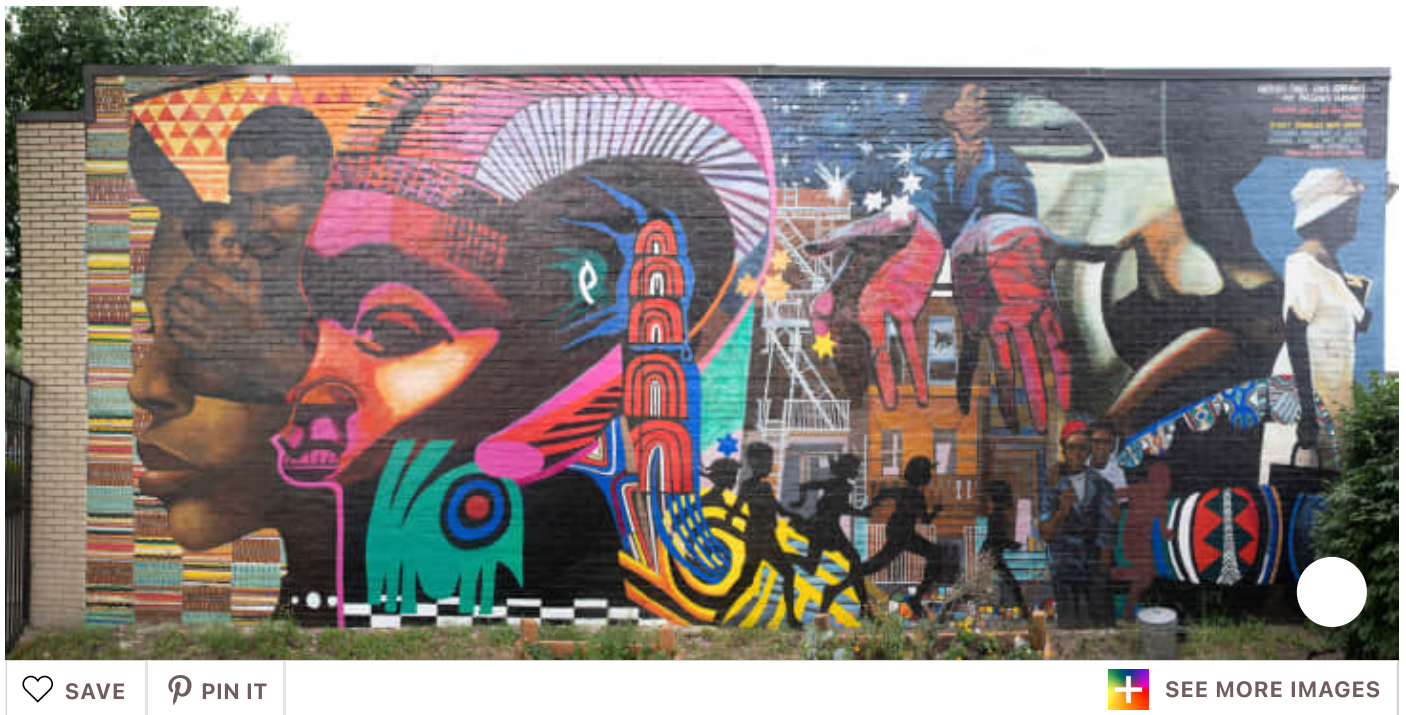
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"More people are realizing that if you're going to put something in a public space, it's very important to get insight from those who are going to be experiencing that on a regular basis."



Walsh says public art in the U.S. has seen various transformations, with one of the most recent being community-engaged art. “More people are realizing that if you’re going to put something in a public space, it’s very important to get insight from those who are going to be experiencing that on a regular basis,” Walsh says.

“Public art signifies inclusiveness, equity,” says [Chantal Healey](#), “and it can catalyze change.” As executive director of the [Chicago Public Art Group \(CPAG\)](#), Healey points to the Windy City as the birthplace of the community mural movement as a result of a collective artistic effort that began in protest. In 1967, 15 Black artists and activists — including one of CPAG’s founders — painted a mural on the south side of Chicago known as [The Wall of Respect](#), which highlighted 50 Black heroes as a rebuke to Black erasure in art. Healey says the mural is considered the first of its kind in the U.S., demonstrating how art by the people and for the people encourages pride in one’s community and in artistic ownership.



Credit: Chicago Public Art Group

The Chicago Public Art Group is set to celebrate its 50th-year-anniversary to commemorate its more than 2,000 public art pieces throughout the Windy City. This mural, originally painted in 1979 by Mitchell Caton and Calvin Jones and restored in 2018, is called "Another Time's Voice Remembers My Passion's Humanity".

“Public art is the trigger,” says [Carmen Zella](#), cofounder and chief curator of the [NOW](#)





continue redefining itself, she says, adding that “we’re barely at a 5 percent range of what I think could be possible.” In a well-thought-out future, Zella says, public spaces could be curated to amplify the unique aspects of a community by leaning into technologies, such as augmented reality (AR). That way, visual arts would not be the dominant medium, but part of a diverse landscape including more digital, sound, and performance arts.

**But building toward an exciting future for public art starts today. Want to get your community involved? Here’s how to go about it.**



Credit: Koury Angelo, courtesy of NOW Art

The NOW Art Foundation recently put on their show, LUMINEX, which used augmented reality technology to trace movement in the sky, and encouraged attendees to use a phone app to view digitally enhanced movements from performers.



## Where do I start?

For artists looking to create accessible public works, Zella says to start thinking about your message: What you want to say, how you want to say it, and how does it benefit your community?

**“If you really have something compelling to say and a compelling way to say it, your community will rally around you,” Zella says.**

Artists should seek tools to financially empower themselves, such as NFTs and selling small-scale artwork, so they can create the art they want without compromise. Zella says her organization is an example of this, as NOW Art does not rely on grants from The City of Los Angeles or other institutions, but instead uses a portion of the profits from their agency to reinvest back into their community.

“My time is better spent in creating opportunities myself than it is relying on a system that hasn’t really caught up with the importance of art,” Zella says. “We have to prove that first and then we can make some changes. And those changes are coming. They’re just not there yet.”

Local artists should look for institutions that have a legacy of supporting public art. Healey says organizations such as CPAG offer mentorships and apprenticeships that can help emerging artists gain more experience and make connections.





Credit: Koury Angelo, courtesy of NOW Art

Part of the NOW Art Foundation's recent show LUMINEX, this multimedia performance is called "Choose" by Carole Kim.

## I love community-engaged art! How can I support and campaign for more in my city?

Start with supporting local artists. Zella says we're already witnessing a changing of the guard, where there is less dependency on institutions to produce public art, and instead more direct interaction between the public art consumer and the artist. This helps remove some of the biggest barriers to creating public art, which she says are primarily bureaucratic and financial.

Walsh suggests connecting with neighborhood groups and associations to either support the events they're working to put on, or work together to create new events. Art lovers can also create a link between businesses looking to beautify their spaces with artists looking to make their mark in the community.

Art patrons should also consider encouraging their local government to see art as integral to their city, such as advocating for more art restoration funding, Healey says.

Advocating for art is an ongoing effort. **Zella says people should consider the moments we deem worthy of our public support for public art as an everyday campaign, and not just in times when it's trendy to do so.**

"Even though it might seem superfluous to support art when we're confronted with issues that are raging across the country and globe," she says, "when we see art as a catalyst for change and we see the importance of expression as a way to make monumental shifts in the consciousness of society and how we relate to each other on a human level, it becomes less superfluous. It becomes something important."

*This piece is part of Art Month, where we're sharing how to find, buy, and display art in your home. and so much more. Head on over here to see it all!*





HERE IS OREGON

# Hillsboro gets two murals, emerging artists get mentor



**The art, part of the 'Going Public' program, celebrates the Latino community**

**Samantha Swindler**  
*The Oregonian/OregonLive*

Two new murals in Hillsboro's Calle Diez neighborhood are part of a project to both celebrate the Latino community and train new mural artists.

The first mural, by veteran artist William Hernandez, can be found on the side of Supermercado Mexico at 970 S.E. Oak St.

The second, still underway by first-time muralist Abdiel Flores Ubaldo, is being painted on the shopping center across the street at 460 S.E. 10th Ave.,

under Hernandez's guidance.

Both murals are part of the "Going Public" skill-building intensive hosted by the Regional Arts & Culture Council. In June, the pilot program paired a group of five emerging muralists of color with five artist mentors. The pairs attended workshops together and created sketches and designs over the summer.

By next year, each mentee artist will have completed an outdoor mural in the Portland Metro area.

Sal Mayoral, RACC's public art project manager, said the goal was to create community and support for emerging BIPOC artists.

"It's already hard enough in many ways to be an artist, but I think especially when you're coming from underrepresented backgrounds, it's even more important to

**SEE HERE IS OREGON, A4**

Artist William Hernandez works on his mural, titled "Los Portales de mi Tierra" (The Portals of my Land), on the wall of Supermercado Mexico at 970 S.E. Oak St. in Hillsboro. It was inspired by his childhood: "I grew up in downtown Lima, Peru, and my first childhood memory is the markets like the Saturday market. ... Gathering people, for me, was the concept for this mural."

*Samantha Swindler, staff*



## HERE IS OREGON

# Murals are great exposure for new artists

Continues from A1

identify other folks who can support you," Mayoral said. "The artists have been really generous with each other. I noticed different mentor/mentee pairings have blossomed into regular communication. It's gone beyond what we initially thought would happen."

Four of the resulting murals will be painted in Portland. In Hillsboro, where the fifth mural was planned, city staff loved the idea so much, they funded a second mural helmed by Hernandez.

For his 20-by-30-foot mural on the side of the grocery, Hernandez drew upon his childhood memories.

"I grew up in downtown Lima, Peru, and my first childhood memory is the markets like the Saturday market," Hernandez said. "You walk through and see these massive textures of colors, flavors, smells and people. Gathering people, for me, was the concept for this mural."

The scene he painted shows a woman holding lilies, surrounded by fruits, flowers and a bird among a cityscape.

Flores Ubaldo's mural, still in progress along a 10-by-40-foot wall, will feature people playing among a vibrant field of sunflowers.

The murals are the first ever commissioned directly by the city of Hillsboro, and they'll be located within the city's new Cultural Arts District, which encompasses downtown and the historically Latino neighborhoods along 10th Avenue, also known as Calle Diez.

"The work that we're doing here in Hillsboro is creative place-making," said Carol Tatch, RACC's chief of external operations. "We're making a space that is inclusive of everyone who lives in the district. It's saying, 'You are welcome, you're reflected in the art.'"

Flores Ubaldo grew up in Hillsboro and has a background working with digital art, watercolor and acrylic, but this is his first mural.

"It was just part of getting myself out there and trying something new," Flores Ubaldo said. "I thought I should

**"We're making a space that is inclusive of everyone who lives in the district. It's saying, 'You are welcome, you're reflected in the art.'"**

*Carol Tatch, RACC's chief of external operations*

just give myself that shot to do something for the community because I love this place. This is my home."

A mural can be great exposure for a new artist, but it's also a daunting task that requires permits, weather-proofing and painting on a massive scale.

"I've been sending (Hernandez) pictures of my work and ideas and my questions and concerns about actually doing the mural since I don't know any of the technical things, like how to grid out your design, how to transfer it proportionally," Flores Ubaldo said.

Flores Ubaldo borrowed a projector from the Hillsboro Library, where he works, to project an enlarged mural outline and trace it onto the wall.

At the same time, Hernandez worked on his own project across the street.

That was something the city of Hillsboro considered when proposing locations for the artwork.

"We started thinking about the relationship between the mentor and mentee artists," said Karl LeClair, Hillsboro's public art supervisor.

"So the artists, while they're working, can have that communication and contact, but then the murals will kind of live on in conversation with each other as a result of this entire program."

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