



City of Florence Public Arts Committee Regular Session

Florence City Hall
250 Hwy 101, 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 of 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 Arts Committee meetings via email, please visit the City's website at <https://www.ci.florence.or.us/newsletter/subscriptions>.

January 27, 2025

AGENDA

4:00 p.m.

Members:

Maggie Bagon, Chairperson

Serena Appel

Peggy Meyer

Jo Beaudreau, Councilor Ex-Officio

Marney Reed, Vice Chair

Steve Ball

Deb Ripley

Dianna Allison

Carole Cohen

Christine Diamond Santiago

Chantelle Meyer, Staff Ex-Officio

The Public Arts Committee meeting will be held in person at Florence City Hall in the Council Chambers.

Members of the public can listen and view the meeting through the 'GoToWebinar' platform at the following link:

<https://attendee.gotowebinar.com/register/1745644478680744795>

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-arts-committee-speakers-card>. With 48-hour prior notice, an interpreter and/or TTY: 541-997-3437, can be provided for the hearing impaired. The meeting is wheelchair accessible.

1. CALL TO ORDER — ROLL CALL

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. See Page 2 of this agenda for more information.

3. CONTINUING EDUCATION — Steve Ball, "Going Places with Art in Sacramento"

To continue inspiring and educating each other and our community, a PAC member gives a 15-minute or less presentation about public art to encourage participation and engagement.

4. AMERICANS SPEAK OUT ABOUT THE ARTS — Harlen Springer

Combining data from Americans for the Arts' nationwide public opinion study, "Americans Speak Out About the Arts," with the economic impact of the arts from the AEP6 study in Florence, Guest Presenter Harlen Springer will talk about how the arts matter to the Florence community.

5. ART EXPOSED REPLACEMENT

Consider new sculpture by artist Rick True to replace "Golden/Yellowstone," Art Exposed ReVision Florence Location #1 — Highway 126 Intersection, and discuss next steps for the sale of the current piece

6. ART EXPOSED OLD TOWN 2025-2027 — Update and Installation Plan

Installation plans for the eight Art Exposed locations in Old Town, <https://bit.ly/FlorenceArtExposed>.

7. SUBCOMMITTEES — Updates on Art Exposed, Public/Private Partnerships, and Inventory & Maintenance

8. STAFF REPORT — Next Meeting Dates

9. CHAIR & MEMBER REPORTS — News on Arts & Culture Related Activities

TENTATIVE MEETING CALENDAR

PAC Meetings are held on one Monday a month. Meetings are held in-person with the option to view or attend virtually.

Date	Time	Description
February 19, 2025	5:30 p.m.	Public Arts Committee Meeting
March 2025	TBD	Art Exposed Old Town Art Walk
March 31, 2025	4 p.m.	Public Arts Committee Meeting
April 2025	—	No Meeting; Hold for Subcommittees
May 19, 2025	4 p.m.	Public Arts Committee Meeting

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

<https://attendee.gotowebinar.com/register/1745644478680744795>

Expressing Views to the Committee: Citizens wishing to express their views 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 Chantelle Meyer, Economic Development & Communications Analyst, at chantelle.meyer@ci.florence.or.us
 - b. Mail written comments to Florence City Hall, Attn: Public Arts Committee, 250 Highway 101, Florence, OR 97439
 - c. Drop off written comments at Florence City Hall (250 Highway 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 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-arts-committee-speakers-card> at least 1 hour prior to the meeting. 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.

Mission of the Florence Public Arts Committee:

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

Experience Florence
WHERE EVERY DAY IS A CELEBRATION OF THE ARTS

City of Florence
Public Arts Committee Memo
January 27, 2025



Dear Public Arts Committee members,

Welcome to 2025! I don't know about you, but I'm ready to see the arts thrive in this coming year. We will meet next on Monday, January 27, 2025, for our regular monthly meeting at 4 p.m. at Florence City Hall. We will be meeting in the City Council Chambers, either in person or through the GoToWebinar platform.

The meeting will begin with public comment. Then, we will jump into **Continuing Education** with Steve Ball. Expect to see some dynamic public art from Sacramento, California.

Next, we will have a special guest presenter! Thank you to founding Florence Public Arts Committee member and former Oregon Arts Commissioner Harlen Springer for bringing news on a new national poll, "**Americans Speak Out About The Arts.**" You can learn more inside this packet.

Then, we have some exciting news! We have an interested buyer in "Golden/Yellowstone" by artist Rick True. This sculpture is at **Art Exposed ReVision Florence** Location #1—Highway 126 Intersection, and the artist has another sculpture for us to consider placing for the remainder of the gallery, which runs from April 2024 to April 2026. This will be a Committee action item, and I will have many more details to share at the meeting.

Following this, Staff will give an update on the installation plans for **Art Exposed Old Town 2025-2027**, <https://bit.ly/FlorenceArtExposed>. Since December, all 8 artists approved sending their art to Florence, and most have signed their contracts. Florence Public Works will work with Staff and the artists to install the works throughout February and March. We will likely plan the Art Exposed Old Town Art Walk for the week of Spring Break, probably March 26 to 29.

Then, Subcommittees will give an update! We will start with Art Inventory and Maintenance and an update on the removal of current Art Exposed Old Town pieces. Public/Private Partnership Program will go next.

The meeting will conclude, as usual, with updates on arts and culture related activities, as well as a review of our 2025 PAC Calendar.

I look forward to seeing you in person at Florence City Hall, or through our online platform GoToWebinar. If you have any questions or concerns, please reach out to City of Florence Economic Development & Communications Analyst Chantelle Meyer at chantelle.meyer@ci.florence.or.us.

Meeting materials are available now at <https://www.ci.florence.or.us/bc-pac/public-arts-committee-meeting-28>.

In this Packet:

- "Americans Speak Out About The Arts" Memo
- Approved Public Arts Committee 2025 Calendar
- "Americans Speak Out About The Arts" Highlights
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Americans Speak Out About the Arts

Sent: Monday, December 9, 2024 10:17 AM

Subject: More proof of the value of Arts and culture in our community

The FRAA Board, members of the PAC, and key community leaders;

As you know, the recent “Arts and Economic Prosperity Study” (<http://www.fraaoregon.com/aep6-study/>) that was conducted in Florence indicated that, at every arts and culture event, audience members spend \$65 each at local businesses (bars, restaurants, souvenir shops, hotels, etc) here in Florence, and the total revenue generated is \$7.3 Million. This demonstrates the economic impact of the arts and culture sector.

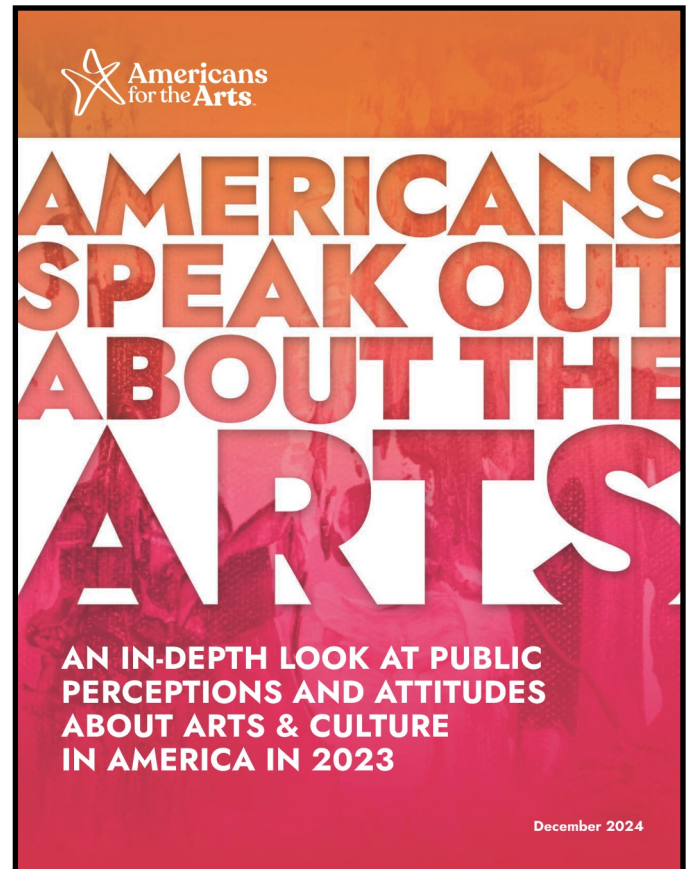
Now, a new comprehensive nationwide public opinion study (<https://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/public-opinion-poll>) has just been released which was conducted by Ipsos Public Affairs, a nationally respected public opinion organization. The study is called “Americans Speak Out About The Arts” and here are some key findings:

- 86% of Americans believe "Arts and culture improve my community's quality of life and livability."
- 79% believe "Arts and culture are important to my community's businesses, economy and local jobs."
- 79% say that "arts attract travelers and are good for tourism."
- 53% of Americans consider their vacation destination's arts and culture experiences when deciding whether to visit
- 70% approve of local government spending on art festivals, public art, performances and exhibitions.

This is a comprehensive study and I have attached a one page summary as well as the entire study.

Clearly, supporting the arts and culture sector is good for our community's well being and our economy. If anyone has any questions, please contact me.

Harlen Springer





AMERICANS SPEAK OUT ABOUT THE ARTS IN 2023

Americans are highly engaged in the arts. An overwhelming majority view arts and culture as personally important to them. They believe the arts promote personal well-being, help them understand other cultures in their community, are essential for grade pre-K to 12 students, and that the government has an important role in funding the arts at the local, state, and federal levels.

1. **The arts bring joy to our lives.** 71% of Americans agree that arts and culture give them “pure pleasure when experiencing or participating in them,” 69% say the arts “lift them up beyond everyday experiences,” and 69% believe that “arts and culture have a positive effect on overall health and well-being.”
2. **Most of us seek out art experiences.** 79% of Americans visited, attended, or watched an arts or culture event in person during the previous year. As in past surveys, the most popular were living collections—zoos, aquariums, or botanical gardens—followed by museums and concerts/musical performances. An even 50% said they watched or participated online or virtually.
3. **Arts and culture add value to our community.** 86% of Americans believe “arts and culture improve my community’s quality of life and livability,” and 79% believe “arts and culture are important to my community’s businesses, economy, and local jobs.”
4. **We make art in our personal time.** 48% of adults said they were personally involved in making, performing, practicing, or sharing creative arts, culture, or crafts activities at home or in the community.
5. **Arts and culture unify communities.** The personal benefits of the arts extend beyond the individual to the community. 72% believe that “Arts and culture provide shared experiences with people of different races, ethnicities, ages, beliefs, and identities (gender, political, national origin).” 63% agree that the arts “help me better understand other cultures in my community,” and 78% believe “the arts are a positive experience in a troubled world.”
6. **Americans show unequivocal and overwhelming support for arts education.** Nine-in-10 American adults believe that it is important for students to receive an education in the arts (including dance, media arts, music, theater, visual arts, and literature). Seventy percent of American adults agree that “The arts help students perform better academically,” with one-third “strongly agreeing” with this statement.
7. **The arts boost creativity—and creativity boosts job success.** 61% of employed American workers say, “The more creative and innovative I am at my job—individually or as part of a team—the more successful I am at the workplace.” Just over half of workers (53%) report that, “My job requires me to be creative—either individually or as part of a team—and produce ideas that are new or unique.”
8. **Americans approve of the government funding nonprofit arts and culture organizations.** Most Americans approve of the government funding nonprofit arts and culture organizations (e.g., festivals, public art, performances, and exhibitions): by local government (70%), state government (66%), and the National Endowment for the Arts (66%).
9. **Arts and culture are a tourism driver.** Americans agree that the arts attract travelers and are good for tourism (79%). In a nation of travelers, more than half (53%) consider their vacation destination’s arts and culture experiences when deciding whether to visit.
10. **The arts help us cope during times of distress.** Regardless of if and how we engage in the arts, 60% of the American adult population agreed, “The arts have helped me cope during times of mental or emotional distress.”

Americans Speak Out About the Arts in 2023 was conducted by Ipsos Public Affairs on behalf of Americans for the Arts in July 2023. It is based on a national representative sample of 3,062 adults, ensuring diverse representation and statistical reliability in the findings and making it one of the largest studies of its kind ever conducted.

Learn More at AmericansForTheArts.org/PublicOpinion

PUBLIC ARTS COMMITTEE 2025 CALENDAR

JANUARY 2025

M	T	W	TH	F	SA/SU
		1 New Year's Day	2	3	4&5
6 City Council	7	8	9	10 CC Work Session	11&12
13	14	15	16	17	18&19
20 MLK Jr. Day	21	22 Urban Renewal	23 CC Work Session	24	25&26
27 Public Arts Committee	28	29	30	31	

FEBRUARY 2025

M	T	W	TH	F	SA/SU
		Schedule Art Exposed Old Town Art Walk in February			1&2
3 City Council	4	5	6	7	8&9
10	11	12	13	14	15&16
17 Presidents' Day	18	19 Public Arts Committee	20 CC Work Session	21	22&23
24 City Council	25	26 Urban Renewal	27	28	1&2

MARCH 2025

M	T	W	TH	F	SA/SU
3 City Council	4	5	6 CC Work Session	7	8&9
10	11	12	13	14	15&16
17 City Council	18	19 Urban Renewal	20	21	22&23
24	25	26	27	28	29&30
Spring Break					
31 Public Arts Committee					

APRIL 2025

M	T	W	TH	F	SA/SU
	1	2 CC/FURA Budget	3	4	5&6
7 City Council	8	9	10 CC Work Session	11	12&13
14	15	16	17	18	19&20 Easter Sunday
21 City Council	22	23	24	25	26&27
28 CC/FURA Budget	29	30 CC/FURA Budget		City of Florence Budget Meetings; No PAC Meeting in April	

MAY 2025

M	T	W	TH	F	SA/SU
			1	2	3&4
5 City Council	6	7	8	9	10&11
12	13	14	15	16 Rhody	17&18 Weekend
19 Public Arts Committee	20	21	22 CC Work Session	23	24&25
26 Memorial Day	27	28 Urban Renewal	29	30	31&1

JUNE 2025

M	T	W	TH	F	SA/SU
2 City Council	3	4	5	6	7&8
9	10	11	12 CC Work Session	13	14&15
16 City Council	17	18 Urban Renewal	19	20	21&22
23 Public Arts Committee	24	25	26	27	28&29
30					

PUBLIC ARTS COMMITTEE 2025 CALENDAR

JULY 2025

M	T	W	TH	F	SA/SU
	1	2	3	4 Independence Day	5&6
7	8	9	10	11	12&13
14	15	16	17	18 Block Party	19&20
21 City Council	22	23 Urban Renewal	24 CC Work Session	25	26&27
28 Public Arts Committee	29	30	31		

AUGUST 2025

M	T	W	TH	F	SA/SU
				1	2&3
4 City Council	5	6	7	8	9&10
11	12	13	14	15	16&17
18 City Council	19	20	21 CC Work Session	22	23&24
25 Public Arts Committee	26	27 Urban Renewal	28	29	30&31

SEPTEMBER 2025

M	T	W	TH	F	SA/SU
1 Labor Day	2	3	4	5	6&7
8	9	10	11 CC Work Session	12	13&14
15 City Council	16	17 Urban Renewal	18	19	20&21
22 Public Arts Committee	23	24	25	26	27&28
29	30				

OCTOBER 2025

M	T	W	TH	F	SA/SU
		1	2	3	4&5
6 City Council	7	8	9 CC Work Session	10	11&12
13	14	15	16	17	18&19
20 City Council	21	22 Urban Renewal	23	24	25&26
27 Public Arts Committee	28	29	30	31 Halloween	

NOVEMBER 2025

M	T	W	TH	F	SA/SU
					1&2
3 City Council	4	5	6 CC Work Session	7	8&9
10	11 Veterans Day	12	13	14	15&16
17 City Council	18	19 Urban Renewal	20	21	22&23
24 Public Arts Committee	25	26	27 Thanksgiving Day	28	29&30

DECEMBER 2025

M	T	W	TH	F	SA/SU
1	2	3	4	5	6&7
8	9	10	11 CC Work Session	12	13&14
15 City Council	16	17	18	19	20&21
22	23	24	25 Christmas Day	26	27&28
Winter Break					
29	30	31			
Winter Break					