

**City of Florence**  
**Public Art Committee**  
Florence Events Center  
715 Quince Street  
Florence, OR 97439  
541-997-3437  
[www.ci.florence.or.us](http://www.ci.florence.or.us)

October 22, 2018

**AGENDA**

10:00 a.m.

Members:	Harlen Springer, Chairperson	Susan Tive, Vice-Chairperson
	Vacant	Jo Beaudreau, Member
	Ron Hildenbrand, Member	Jennifer French, Member
	Jayne Smoley, Member	
	Joshua Greene, Council Ex-Officio Member	Kelli Weese, Staff Ex-Officio Member

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

**CALL TO ORDER – ROLL CALL**

10:00 a.m.

**1. APPROVAL OF AGENDA**

**2. PUBLIC COMMENTS**

*This is an opportunity for members of the audience to bring to the Public Art Committee's attention any item not otherwise listed on the Agenda. Comments will be limited to a maximum time of 15 minutes for all items.*

**ACTION & REPORT ITEMS**

*The Public will have an opportunity to offer comments on action items after the Public Art Committee Sub-Committees have given their report.*

**3. HWY 101 & 126 MURAL RECRUITMENT PROCESS**

Review and select up to three artists to continue in the selection process for the PUD Mural. Discuss recruitment for selection committee

*Approx.  
10:10 a.m.*

**4. PUBLIC ART COMMITTEE WORK PLAN NEXT STEPS**

Discuss draft of work plan and next steps for each subcommittee if finalized and approved

*Approx.  
10:45 a.m.*

**5. RHODY FESTIVAL THEME IDEAS**

Brainstorm theme ideas for Rhody Festival that could involve public art or art in general

*Approx.  
11:10 a.m.*

**REPORT ITEMS**

**6. PROJECT TEAM PROGRESS**

- Grant Work Plan
- Siuslaw Bridge Steps
- Art Exposed
- PAC Committee Recruitment
- ReVision Florence
- Arts and Humanities Month

- Marketing –
  - Siuslaw News Updates
  - Time-lapse Project
- Donations
- Maple St. Speakers Corner
- Mural Code Project

*Approx.  
11:30 a.m.*

**7. PUBLIC COMMENTS**

*This is an opportunity for members of the audience to bring to the Public Art Committee's attention any additional items. Comments will be limited to a maximum time of 15 minutes for all items.*

*Approx.  
11:50 a.m.*

**8. ACTION PLAN, NEXT MEETING DATES, AND FUTURE AGENDA TOPICS**

- November 19, 2018 – Public Art Committee Meeting
- December 10, 2018 – Public Art Committee Meeting

*Approx.  
12:00 p.m.*

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

## Memorandum

To: Public Art Committee

From: Sarah Moehrke, Community and Economic Development Assistant

Date: October 16, 2018

RE: Highway 101 and 126 PUD Mural Finalists

On October 5<sup>th</sup>, the 101-126 Mural subcommittee, including Harlen Springer, Joshua Greene, and Susan Tive, met at the Florence Events Center to discuss and narrow down the candidates to just five muralists to bring before the whole committee. The purpose of this memo is to inform the Public Art Committee on the five finalists, as well as the methods that the subcommittee used to shrink the pool of candidates.

Before the subcommittee met, members used the CaFE system to rank the artists on a scale of 1-20. This ranking was based on the artist's previous work, biographies, and other information that was in their portfolios. From there, I averaged every member's scores and created a list of the top 25 artists. This list included every artist that every subcommittee member gave a score of 13 or higher. Once the subcommittee convened, we went through the top 25 artists. We went through the list three times until we had narrowed it down to five artists; Daas, Addison Karl (Kelm), Ana Maria Ortiz, Don Rimx (Edwin Sepulveda), and Angelina Marino-Heidel. We chose to narrow down the list to five to make it easier for the whole committee and make things run smoother at our October 22<sup>nd</sup> Public Art Committee meeting. The final five artists are not ranked in any particular order. At the full committee meeting, we will show more examples of the five artists' work and decide what two or three artists should be given a stipend and move on to the final round of judging.

Daas, the first artist, is a Japan-based American artist and muralist, widely known for his bold and colorful, geometric style of portraiture representing humans and animals. His work pays homage to the influences of Pop Art, Cubism and Origami. After moving to Japan in 2008 as an artist for Universal Studios Japan, he began directing his focus primarily to Muralism and Fine Art, exhibiting in multiple Solo and Group exhibitions as well as being commissioned to create numerous large-scale murals around the world. **(Appendix A)**

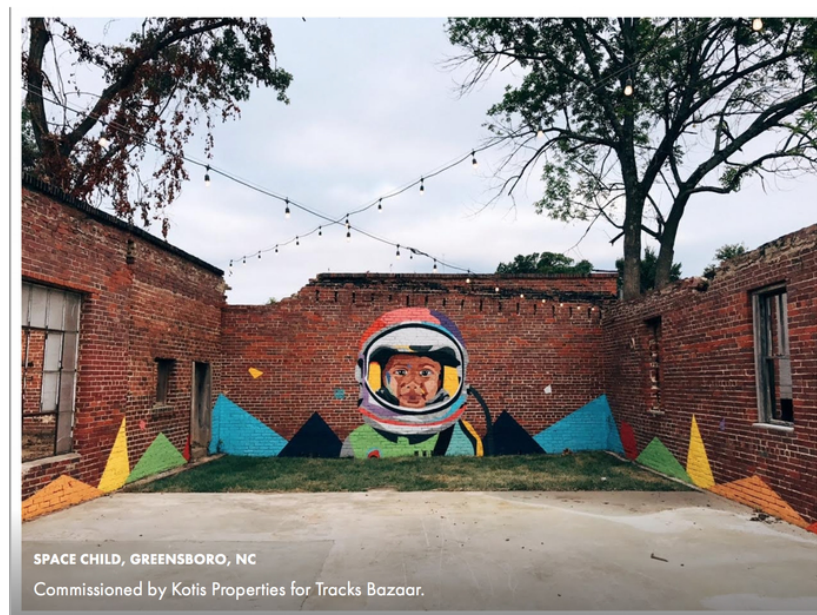
The second artist in the running is Addison Karl (Kelm). He is based out of Bremerton, Washington. His process explores two main domains combining humanitarian figurative and aesthetic subject matter. Projects in Israel, Russia, Hong Kong, Pakistan, Mexico, Malaysia, Japan, the United States and Europe have allowed him to explore the social construct of individuals versus community. He has taken the fundamentals of drawing and chosen "hatch-lines" as the catalyst to build up value range and color families as the primary focus. These hatch-lines make it so that, when viewed together, the art unfolds and evolves depending on the physical position of the viewer. **(Appendix B)**

Ana María Ortiz hails from Puerto Rico but lives in Arkansas currently. Known for her humanoid creatures, Ana paints and draws animals with exaggerated anthropomorphic features creating sympathy for her radical subjects in a society of stereotypes with sensibility and dark humor. Her street pieces reside around the world in London, Miami, Turin, Las Vegas, Hawaii and Kiev. Her work has been exhibited in Mexico, London and the prestigious Station Museum of Contemporary Art in Houston. **(Appendix C)**

The fourth finalist is artist Edwin Sepulveda, who goes by the name *Don Rimx*, was also born in Puerto Rico but moved to Brooklyn, New York in 2009. Life in a big city has had a profound impact on his latest works, from the different cultures and styles to the many textures and materials. Don has participated in national and international urban beautification projects including in Berlin, Miami, Puerto Rico, Ecuador and Massachusetts. His individual style has bridged the gap between the streets and corporate America. He has been commissioned to produce several grand scale murals in NYC as well as in Oakland, California. **(Appendix D)**

The final two artists work as a team. Angelina Marino-Heidel and Joel Heidel are both fifth-generation Oregonians. Their murals are narrative works that embody a lyrical sense of movement through subject matter and color composition. They have work installed in Massachusetts, Alaska, and Seattle. They are also on the qualified public artists roster in Washington, Oregon, Maryland, Arizona and Indiana. **(Appendix E)**

Appendix A -- DAAS:





Appendix B—Addison Karl (Kelm):





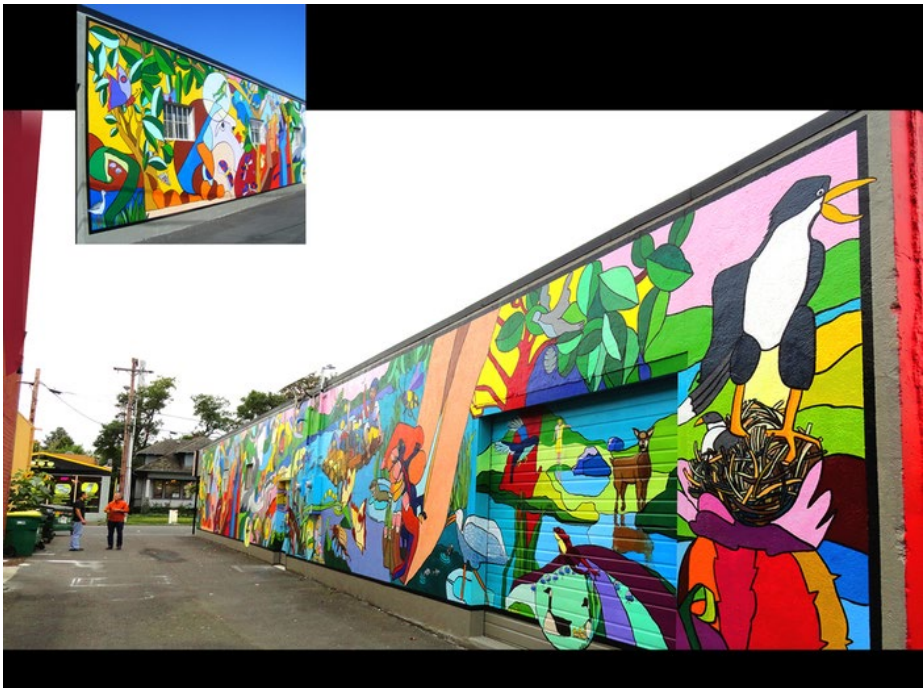
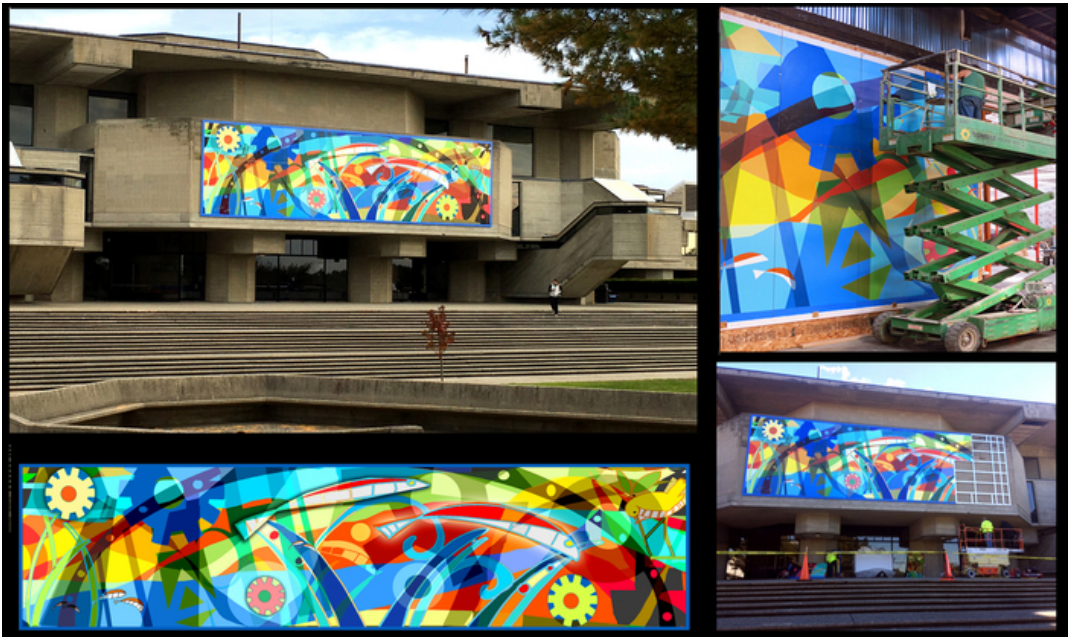


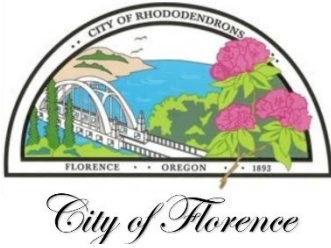






Appendix E—Angelina Marino-Heidel and Joel Heidel





# Selection Committee Application

Are you interested in volunteering to be part of the committee that chooses the artist for Florence's next big piece of Public Art? The Public Art Committee is in the final phases of choosing an artist to morph the Central Lincoln PUD Building on the corner of Highway 126 and Highway 101 into Florence's newest public art piece and we need our community's help!

Please submit your application to Sarah Moehrke, Community and Economic Development Assistant, [Sarah.Moehrke@ci.florence.or.us](mailto:Sarah.Moehrke@ci.florence.or.us), City of Florence, 250 Hwy 101, Florence, OR 97439

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Highway 101 and 126  
Central Lincoln PUD  
Mural Installation

**Please feel free to share each answer in more detail than in the space provided. If you need more space, please attach an additional sheet.**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Why are you interested in serving on a selection committee for the Highway 101 & 126 PUD Mural Project?

Do you have any experience working in the arts? Career, Volunteer work, educational background, etc.?

Can you commit to spending quality time to review the applications and have a meaningful conversation about the applicant's work?

Have you served on any other committees, for the City of Florence or otherwise? If so, what committees?





#### Brinno BCC200:

- 80 day battery life
- HDR Sensor
- Price for 2-pack on Amazon.com: \$560.95
- Wall Mount: \$16.95

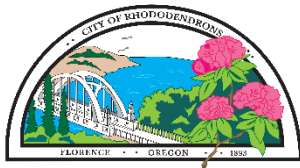
<https://www.constructionprotips.com/jobsite-tips/capture-your-next-project-with-a-time-lapse-camera/>



#### TrueLook camera

- City owns one of these cameras
- 12 mp fixed webcam with digital zoom
- Solar panel
- 4G LTE Modem
- With weather enclosure
- \$5,999 → camera plus accessories
- Monthly subscription → \$299
- Get a discount if you pay for a certain amount of time, eg: 10 mo. → \$2,550

[https://app.truelook.com/?u=fc1520457211#tl\\_live](https://app.truelook.com/?u=fc1520457211#tl_live)



*City of Florence*  
**A City in Motion**

City of Florence  
 Public Art Committee Work Plan  
 Last Updated – October 2018

## Public Art Committee (PAC) Overview:

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

The committee's duties 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	Susan Tive, Vice-Chairperson	Jo Beaudreau, Member
Ron Hildenbrand, Member	Jennifer French, Member	Jayne Smoley, Member
Vacant Member	Joshua Greene, Council President; Ex-Officio Member	Kelli Weese, CR/ Economic Development Coordinator; Ex-Officio Member

## Work Plan Objective:

The objective of this document is to focus the scope of PAC's work for the rest of the 2017 to 2018 budget cycle, as well as to create priorities for the 2019 and 2020 biennial cycle. It also will act as a budget estimate for the rest of our 2017-2018 budget cycle, as well as an estimation of our budget for the future two-year cycle. The three main tasks of the Public Art Committee remain the same; implement public art projects, amend the mural code, and establish a long-term public art strategy, with the focus being on completing the Central Lincoln PUD Mural and the Siuslaw Bridge Steps project installation.

Step Overview in Workplan Document	
Process for Public Art Projects	Page 2-4
Potential Future Public Art Committee Projects	Page 4
Preliminary Budget Estimates	Page 5
Establishment of Public Art Master Plan and Follow Up Policies	Page 6
Other Regional Art Related Economic Development Initiatives & Future Projects	Page 7



## Process for Public Art Projects:

### Highway 101 & Highway 126 Intersection Mural:

*Subcommittee Members:* Harlen Springer, Susan Tive & Joshua Greene

The Mural subcommittee has made some large strides in completing this project during the 2017-2018 biannual. They have identified the goals of the project, as well as the location of the mural, which will be on the side of the Central Lincoln PUD building at the corner of Highway 126 and Quince Street (Tax Lot: 1812263205700). They have entered into an intergovernmental agreement with Central Lincoln PUD to use the building for the mural, and created, submitted, and closed a *call to artists* that resulted in over 100 artists applying for the artist bid.

Next steps for PAC regarding Highway 101 & 126 Mural:

- Subcommittee to review submitted portfolios & narrow down candidates to 12-15 artists for PAC
- PAC reviews final 12-15 artists & chooses three artists become semi-finalists and create proposals for Mural
- PAC recruits and selects selection committee comprised of members of subcommittee, PUD representatives, and members of the community
- Selection Committee reviews submitted proposals and prepares recommendation to PAC
- PAC approves artist's submittal and creates contract for artist
- PAC will confirm total project budget is available for services, artwork, and installation costs
- Artist will install artwork in Spring-Summer 2019

### Siuslaw Bridge Steps:

*Subcommittee Members:* Susan Tive & Jo Beaudreau

The Siuslaw Bridge Steps installation is quickly approaching the finish line. The subcommittee and a selection committee have selected an artist, Jessilyn Brinkerhoff from Eugene. The committee is in the process of creating a contract for Ms. Brinkerhoff, so that she can start manufacturing some of the pieces this winter and will install the art next Spring 2019.

Next steps for PAC regarding the Siuslaw Bridge Steps:

- Subcommittee finalizes contract and obtains final design with Ms. Brinkerhoff
- PAC approves Brinkerhoff's final design
- PAC sends final design to Oregon Department of Transportation (ODOT) for approval
- Throughout the winter, PAC will work with Artist to complete details on landscaping and lighting
- PAC will confirm total project budget is available for services, artwork, and installation costs
- Artist will install artwork in early Spring 2019

### Art Exposed Outdoor Gallery:

*Subcommittee Members:* Jane Smoley, Ron Hildenbrand & Jennifer French

The Art Exposed subcommittee installed four pieces of art on Bay St. in Old Town during 2018. These pieces will be on a rotating schedule, set to be replaced in 2020. The subcommittee intends to add at least five more pieces to the Art Exposed gallery in the 2019-2020 biannual budget, bringing the total number of pieces that are part of the Art Exposed Outdoor Gallery up to nine.

Next steps for PAC regarding the Art Exposed Outdoor Gallery:

- Market current pieces that are installed in Old Town—creating a brochure, updating PAC's website to include current art pieces
- Create a standard call to artists and a standard artist contract
- Create a timeline and flow process for accession

## Featured Pieces:

*Subcommittee Members:* Joshua Green, Jennifer French & Harlen Springer

The Featured Pieces subcommittee is a newly formed subcommittee. The subcommittee main objective is to oversee the accession process of the larger pieces that will be placed throughout the ReVision Florence process. Since it is a new committee, the focus of the group is quite broad right now but will narrow with time.

Next steps for PAC regarding the Featured Pieces subcommittee:

- Identify locations for the Featured Pieces, ideally located within the ReVision Florence boundaries
- Decide how the committee should select the featured pieces artists, whether be it commission, placing a call to artists, or otherwise
- Draft standard contract for Featured Pieces artist
- Create accession checklist
- Draft standard call to artists

## Mural Code:

*Subcommittee Members:* Harlen Springer, Joshua Spring & Kelli Weese

Step 1: Public Art Committee Prepare Amendments

- Prepare proposed amendments to the Mural (Public Art) Code and review with City Attorney

Step 2: Work Sessions with Planning Commission & City Council

- Hold work session with Planning Commission
- Hold work session with City Council

Step 3: Public Hearing Process

- Planning Commission public hearing (including public notice etc.)
- City Council public hearing (including public notice etc.)

Step 4: Implementation

- Prepare informational brochure/ application
- Begin outreach with various private entities about changes to the mural code

## Marketing:

*Subcommittee Members:* Jo Beaudreau & Harlen Springer

Step 1: Website:

- Update PAC page on City of Florence with current projects
- Create shortcut from easier URL to City of Florence's PAC website

Step 2: Project Marketing:

- Create brochure for Art Exposed
- Create local media notices for ground breakings/ ribbon cutting events, etc.

Step 3: General Public Outreach

- Maintain relationships with area organizations to ensure coordination
- Present to public entities, like FURA board, City Council, and other public groups



## **Grant Writing/ Fundraising:**

*Subcommittee Members:* Harlen Springer, Jayne Smoley & Susan Tive

PAC 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, but due to the sheer number of grants available and the complicated requirements for each grant, they are usually very difficult to access. The public arts committee decided that we needed to create a 12-to-24-month calendar that would organize all the appropriate grants that are available to our fair city. This calendar and tracking device would include the amount of each grant and the timeline and deadline.

Next Steps for PAC regarding Grant Writing and Fundraising subcommittee:

- Review information given to PAC by Grant Writer
- Focus on three to five grants that PAC wants to apply for in the first half of the 2019 calendar year
- Collect necessary information and coordinate with grant writer to start creating drafts of grant applications

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

*Subcommittee Member:* Ron Hildenbrand

Especially with the installation of two large-scale and large-budget pieces of public art, PAC 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:

- Research the maintenance plans of other communities' public art collections
- Create a draft budget for how much it will cost to maintain our collection
- Coordinate with Public Works on a long-term plan to maintain the collection

## **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 after completion of the first five projects:

### **Murals:**

- Additional 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

### **Sculptures:**

- Hwy 101 & 126 Intersection
- Underneath Siuslaw River Bridge
- Miller Park
- Veterans Park
- Laurel's Crossing

## Preliminary Budget Estimates:

<b>Hwy 101 &amp; 126 Mural</b>	
Artist Stipend & Materials:	\$40,000
Base Installation, Landscaping, Lighting & Maintenance:	\$15,000
Travel Reimbursement for Artists:	\$4,000
<b>Total:</b>	<b>\$59,000</b>

<b>Siuslaw Bridge Steps</b>	
Artist Stipend & Materials:	\$30,000
Base Installation, Landscaping, Lighting & Maintenance:	\$15,000
Travel Reimbursement for Artists:	\$4,000
<b>Total:</b>	<b>\$49,000</b>

<b>Art Exposed Outdoor Gallery</b>	
Artist Stipend & Materials:	\$8,000
Base Installation, Landscaping, Lighting & Maintenance:	\$8,000
Travel Reimbursement for Artists:	\$4,000
<b>Total:</b>	<b>\$25,000</b>

<b>Preliminary Budget Estimates: Featured Pieces</b>	
Art Pieces installed in 2019:	\$60,000
Art Pieces installed in 2020:	\$85,000
Base Installation, Landscaping, Lighting & Maintenance:	\$15,000
Travel Reimbursement for Artists:	\$8,000
<b>Total:</b>	<b>\$176,000</b>

<b>Preliminary Budget Estimates: Marketing</b>	
<b>Total:</b>	<b>\$12,000</b>



## Process for Establishment of a Community Public Art Master Plan

### Step 1: Research

- Create a vision and mission for Public Art in the Community
- Refresh our review of other community's public art plans, determine common themes and vote on favorite to use as a template
- Develop goals & guiding principles

### Step 2: Development

- Begin 'where are we now' and 'where do we want to be' data gathering for Public Art Plan and Policy
- Review template public art plan and draft according to Florence's needs
  - Executive summary
  - Where are we now
  - Framework for public art
  - Funding
  - Artist selection & design review
  - Art commission vs. Public Art Committee
  - Advocacy, development, and outreach
  - Review funding and program options
  - Review types of public art projects
- Consider community outreach methods
  - Identify key community stakeholders/leaders who may be interested in being involved in the planning process
  - Consider holding focus group, one-on-one interviews, and/or community forums to determine interest levels and obtain comments/ support
- Compile Draft Public Art Guidelines and Procedure & Provide recommendation for approval to the City Council

### Step 3: Community Outreach and Approval

- Participate in Joint Work Session(s) with City Council and/or Planning Commission (should land use codes be proposed) to review draft public art master plan, policies and community outreach plan
- Implement community outreach methods
- If Necessary, amend draft public art master plan, policies and community outreach plan to reflect guidance received
- Bring forth draft public art master plan for adoption by the City Council
- If Land Use Code Amendments are proposed, City Council may initiate those at the same time Public Art Plan & Policy is adopted; next steps would be a Planning Commission public hearing, followed by City Council public hearing

## Other Regional Art Related Economic Development Initiatives

Public Art Committee members may choose to participate at many different levels in the following economic development related initiatives:

### **Downtown Revitalization Team**

*PAC Sub-Team Members:* Harlen Springer, Kelli Weese

The Downtown Revitalization Team (DRT) is a subset of the Florence Area Chamber of Commerce tasked with continuing to unify and revitalize the downtown area as the primary cultural, tourist, commercial and community core to serve all of Florence's citizens and visitors around a main-street theme.

### **Florence Regional Arts Alliance**

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

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

### **Siuslaw Pathways (Go-Team & Vision Keepers)**

*PAC Sub-Team Members:* Jo Beaudreau, Joshua Greene

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