

**CITY OF FLORENCE
PUBLIC ART COMMITTEE**

**Recommendation to the City Council to Approve the
2019-2020 Public Art Committee Work Plan & 2018 Activities Report**

1. The Florence City Council adopted the City of Florence Committee & Commission Policy Manual (Manual) on November 5, 2018 via Resolution No. 21, Series 2018.
2. Chapter 7 of the Manual sets the Committee's role in goal setting and work plan creation, including requirements that all permanent standing commissions and committees, except for the Budget Committee, are charged with developing:
 - a. An annual work plan for their committee for the upcoming year, and
 - b. A report on the activities of the committee over the prior service year
3. In addition, Chapter 7 of the Manual indicates the following:
 - a. Committee / Commission work plans must be consistent, relevant, and supportive to the Council's goals.
 - b. Committee / Commission work plans shall be presented to the City Manager and City Council for approval at a Council meeting in the Spring of each year. This action will generally occur on a Council meeting consent agenda.
4. On April 1, 2019, the Florence City Council adopted Resolution No. 6, Series 2019, a resolution reaffirming the City of Florence's Council Goals and adopting the July 1, 2019 – June 30, 2021 City of Florence work plan.
5. The Public Art Committee has reviewed the adopted City Council goals and work plan and have prepared a prior year's activities report and an annual work plan, which it believes is consistent, relevant and supportive of the Council's adopted goals / work plan.

THE PUBLIC ART COMMITTEE RECOMMENDS THE CITY COUNCIL APPROVE THE FOLLOWING:

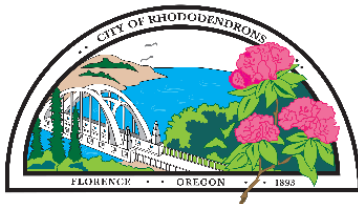
1. The 2019-2020 Public Art Committee Work Plan, Exhibit A.
2. The 2018 Public Art Committee Activities Report, Exhibit B.

COMMITTEE APPROVAL:

This Recommendation is passed by Public Art Committee vote on the 21st day of October, 2019.



Harlen Springer
Public Art Committee Chairperson



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.



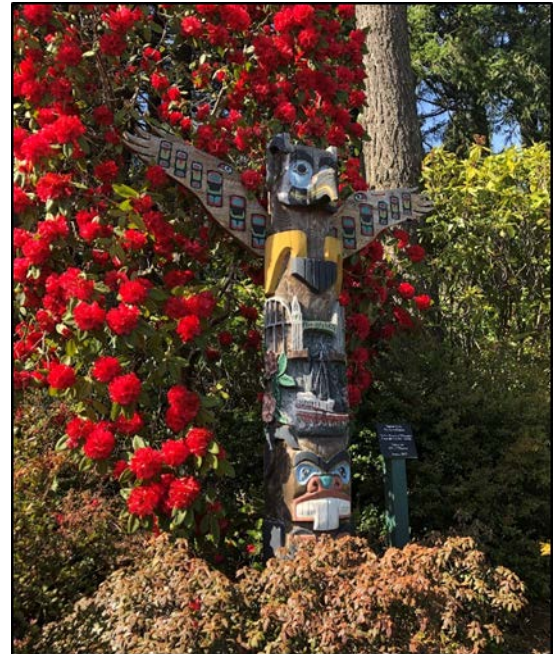
- Research other communities Public Art plans, programs (501c3 vs. government) and funding strategies to determine viable options, as well as their pros / cons for implementation in Florence.
- Hold joint work session with City Council on results of public outreach / program structure research and determine 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

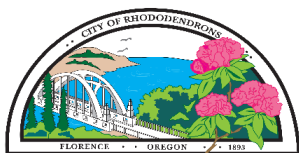
Florence’s local non-profit art alliance whose mission is to unify and support all of the arts, enrich cultural life, and stimulate the economic vitality in Florence through the arts.

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.



City of Florence A City in Motion

As required by the Committees and Commissions Handbook, adopted on November 5, 2018 via Resolution No. 21, Series 2018, this is a brief report on the activities of the committee over the prior service year, from January 2018 to July 2019.

Committee Growth: During the December 2018 committee recruitment period, the Public Art Committee grew from seven members to eleven members, showing the commitment of the Florence community in Public Art's vision.

Donated Art Sculpture Installed: The Public Art Committee graciously accepted *Running Horse*, a sculpture created by Kabiria Metal Works in Kenya, from community members Sam Spayd & Ron Green which was installed at the Florence Senior Center. This piece was installed in May of 2018.

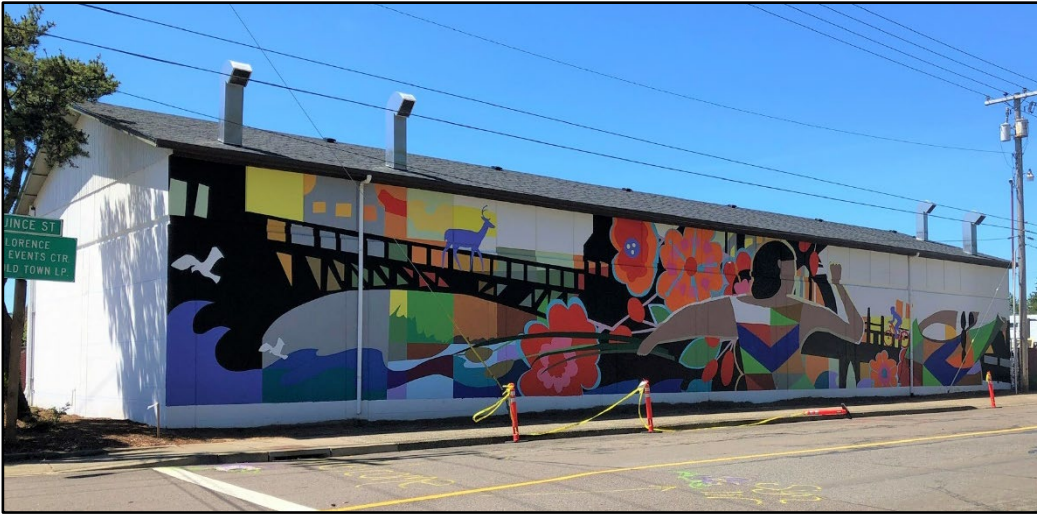


Art Exposed Program Launched: The Public Art Committee created the Art Exposed program – a rotating outdoors art gallery. These pieces are located in Florence's historic Old Town on Bay Street and are available for purchase. With the assistance of the City of Florence's Public Works department, in May 2018, local artist Pancho Clark's *Copper Leaf Tree* was installed at the corner of Bay Street and Laurel Street. In June 2018, Paul Reimer's *Transformation* and Jesse Swickard's *West Coast Overlook* and *Sitting Wave Part II* were installed at the Siuslaw Interpretive Center.

Received the Siuslaw Award for Innovation in Business: The Public Art Committee was nominated for the Innovation in Business award and was presented at the January 2019 awards ceremony.

Received Oregon Community Foundation Grant: The City of Florence, on behalf of the Public Art Committee, received a grant from the Irene Gerlinger Swindells Fund of the Oregon Community Foundation in the amount of \$20,000 to assist with portion of the artist stipend for the mural. This application was completed through the assistance of PAC's comprehensive grant plan that designates over 40 grants PAC can apply for more funding.





In Progress: *Stitching Time, Weaving Cultures* by Marino-Heidel Studios:

PAC Members released international call-for-artists resulting in over 100 submissions from 25 different states and four different countries. Marino-Heidel Studios was chosen after a five-step process. Contract was finalized and signed in late December by

the Florence Urban Renewal Agency. After receiving a mural permit by the Florence City Council in April 2019, the artists started working on the mural in mid-May 2019.

Public Paint Event: Over 150 community members have participated in painting the new mural on the Central Lincoln PUD Building since May 2019. In a little over an hour, over 135 people helped paint the mural, and since then over fifty more have helped the artists and become part of history.



In Progress: Siuslaw Bridge Steps Beautification Project: After a competitive application process, the Public Art Committee chose Jessilyn Brinkerhoff from Eugene to complete the Bridge Steps beautification project. The contract was finalized and signed by the Florence Urban Renewal Agency in November 2018. Since then, City Staff have been working with ODOT to come to an agreement regarding the usage of the ODOT right-of-way