



City of Florence
A City in Motion

City of Florence Public Arts Committee Regular Session

Florence City Hall
Florence, OR 97439
541-997-3437
www.ci.florence.or.us

- Meeting materials including information on each agenda item are published at least 24 hours prior to the meeting and can be found 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 Art Committee meetings via email, please visit the City's website at <http://www.ci.florence.or.us/newsletter/subscriptions>.

March 14, 2022

AGENDA

11:00 a.m.

Members:

Maggie Bagon, Chairperson
Christine Santiago
Serena Appel
Vacant, City Council Ex-Officio

Jo Beaudreau, Vice-Chairperson
Kathleen Wenzel
Patti Williams

Peggy Meyer
Karl Engel
Bruce Jarvis
Sarah Moehrke, 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.

COVID-19 UPDATE

The Public Arts Committee meeting will be held virtually via GotoWebinar.

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

<https://attendee.gotowebinar.com/register/576876789315099148>

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** **11:00 a.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 – Peggy Meyer**
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.
- 4. PAC MEETING CALENDAR - 2022** *Approx.*
11:15 a.m.
Discuss Committee Recruitment and Meeting Calendar for 2022 and approve 2022 meeting calendar dates
- 5. REPORT ITEMS** *Approx.*
11:30 a.m..
 - Florence Public Art Quest
 - Art Exposed 2022
 - Swickard Pieces Installation
 - Subcommittee Updates
 - Art Inventory / Maintenance
 - Outreach / Marketing
 - New Member Orientation

ACTION PLAN, NEXT MEETING DATES & FUTURE AGENDA TOPICS

Approx.
12:15 p.m.

TENATIVE MEETING CALENDAR

All PAC Meetings are held on the 4th Monday of the Month. Meetings are held virtually unless otherwise indicated

Date	Time	Description
April 25, 2022	TBD	PAC Meeting
May 23, 2022	TBD	PAC Meeting
June 25, 2022	TBD	PAC Meeting
July 25, 2022	TBD	PAC Meeting
August 29, 2022	TBD	PAC Meeting
September 26, 2022	TBD	PAC Meeting
October 24, 2022	TBD	PAC Meeting
November 28, 2022	TBD	PAC Meeting
January 30, 2023	TBD	PAC Meeting

UPDATED PUBLIC MEETINGS PROCEDURES – COVID-19

The Public Arts Committee meeting will be held virtually via GotoWebinar.

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 Sarah Moehrke, Senior Economic Development Analyst at sarah.moehrke@ci.florence.or.us;
 - b. Mail written comments to Florence City Hall, Attn: Public Arts Committee, 250 Hwy 101, Florence, OR 97439
 - c. Drop off written comments 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 (March 14, 2022 at 9:00 a.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 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 (March 14, 2022 at 10:00 a.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.

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

Public Arts Committee

Project Timeline

Month	Task
November 2021 (Evening Meeting)	<ul style="list-style-type: none"> • Continuing Education: Karl Engel • Swickard Pieces: Finalized locations to be installed • City Council to discuss and decide on Committee Recruitment and Work Plan policy changes
December 2021	<ul style="list-style-type: none"> • Holiday Break • Continue Subcommittee Work
January 2022	<ul style="list-style-type: none"> • Review PAC meeting dates and times • Continuing Education: Peggy Meyer • Public Art Quest: Launch Quest – PROJECT COMPLETED • Swickard Pieces: Install “West Coast Overlook” & Celebration • Public Arts Quest: Check on Box and Replace contents as needed • Art Exposed 2022 <ul style="list-style-type: none"> ○ Review program & discuss changes to program ○ Subcommittee reviews draft call to artists
February 2022	<ul style="list-style-type: none"> • Continuing Education: Patti Williams • Art Exposed 2022 <ul style="list-style-type: none"> ○ Subcommittee reviews and finalize call to artists
March 2022	<ul style="list-style-type: none"> • Continuing Education: Christine Santiago • Public Arts Quest: Check on Box and Replace contents as needed • Art Exposed 2022 <ul style="list-style-type: none"> ○ PAC review and finalize Call-to-Artists ○ Subcommittee will create marketing plan for local artists and artists from outside of Florence-area
April 2022	<ul style="list-style-type: none"> • Continuing Education: Maggie Bagon • New Member Orientation Subcommittee <ul style="list-style-type: none"> ○ Review and Finalize New Member Packet

<p>May 2022</p>	<ul style="list-style-type: none"> • Committee Recruitment • Continuing Education: Serena Appel • Public Arts Quest: Check on Box and Replace contents as needed • Art Exposed 2022 <ul style="list-style-type: none"> ○ Release Call to Artists – May 1, 2022 ○ Subcommittee Executes Marketing Plan
<p>June 2022</p>	<ul style="list-style-type: none"> • Continuing Education: Jo Beaudreau • Art Exposed 2022 <ul style="list-style-type: none"> ○ Continue to market call to artists ○ Call to Artists closes June 30, 2022
<p>July 2022</p>	<ul style="list-style-type: none"> • Continuing Education: TBA • Public Arts Quest: Check on Box and Replace contents as needed • Art Exposed 2022 <ul style="list-style-type: none"> ○ Subcommittee narrows applicants – if over 20 applicants ○ PAC Chooses 3-4 finalists for each space at July meeting ○ Subcommittee creates marketing plan for installation
<p>August 2022</p>	<ul style="list-style-type: none"> • Continuing Education: TBA • Art Exposed 2022 <ul style="list-style-type: none"> ○ PAC finalizes selected artists and reserve artist ○ Subcommittee creates marketing plan for installation
<p>September 2022</p>	<ul style="list-style-type: none"> • Continuing Education: TBA • Public Arts Quest: Check on Box and Replace contents as needed • Art Exposed 2022 <ul style="list-style-type: none"> ○ Artist / City negotiate and sign contracts ○ Current art is deinstalled by September 30, 2022
<p>October 2022</p>	<ul style="list-style-type: none"> • Continuing Education: TBA • Art Exposed 2022 <ul style="list-style-type: none"> ○ New Art is installed & Host celebrations ○ Installation Marketing Plan executed
<p>November 2022</p>	<ul style="list-style-type: none"> • Continuing Education: TBA • Public Arts Quest: Check on box and replace contents as needed • Swickard Pieces: Install “Sitting Wave II” • Art Exposed 2022 <ul style="list-style-type: none"> ○ Create marketing plan for the sale of Art Exposed pieces
<p>December 2022</p>	<ul style="list-style-type: none"> • Art Exposed 2023 <ul style="list-style-type: none"> ○ Review Subcommittee members and replace as needed ○ Research business partnership opportunities for next Art Exposed round of installations ○ Subcommittee research new installation sites for additional spaces of Art Exposed

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

Additional Subcommittees to be Created in 2022:

- Grants Management
 - Maggie
- Art Exposed
 - Karl?
- Fundraising & Stakeholder Relations
- Featured Pieces
- Public / Private Partnerships

Art Exposed

Proposed Timeline 2022

Month	Task
January 2022 - February 2022	<ul style="list-style-type: none"> • Review 2020-2022 Program and discuss changes to program including expansion of program to increase spaces • Review Draft Call-for-Artists • Create Art Exposed Subcommittee
March 2022 – April 2022	<ul style="list-style-type: none"> • Finalize Call-for-Artists and approve for release in May • Create Marketing Plan for call-to-artists for local artists • Create marketing plan for call-to-artist for statewide, national, and international artists
May 2022 – June 2022	<ul style="list-style-type: none"> • Release Call-to-artists through https://www.callforentry.org/ • Execute marketing plans for local and other artists
July 2022 – August 2022	<ul style="list-style-type: none"> • Subcommittee narrows applicants (if over 20 applications) • PAC chooses 2-3 finalists for each space at <i>July meeting</i> • PAC finalizes artists chosen for each space at <i>August meeting</i> • Marketing plan for installation is created
September 2022 – October 2022	<ul style="list-style-type: none"> • Chosen / Rejected artists are notified • Artists / City negotiate contracts • Current Art is deinstalled by September 30, 2022 • New Art is installed in October 2022 • Marketing plan for installation is executed

Art Inventory/Archives Sub Committee Work Plan with Internal Notes

Peggy Meyer, Christine Santigo, Jo Beaudreau

Simple

1. Continue to Maintain Current Collection Inventory
2. Review, update and maintain maintenance plans at least 1x per year for all art
3. Maintain current and potential art locations around Florence
4. Work with the various other Sub Committees to assist with their needs such as Marketing, Grant writing, etc...
5. Continuously look for best practices with keeping inventory and maintenance
6. Inspiration Ideas for Florence
7. Keep a Committee Member Inventory
8. Define best practice for who does what, when, how and \$ for maintenance and damage
9. Present Updates to City Council & FURA Periodically

InDepth Look

1. Continue to Maintain Currently Collection Inventory
 - a. At least 1x per year (with maintenance review) record images for marketing and Inventory
 - i. Need updated images & seasons
 - b. Keep a record of Calls
 - i. What would this include?
 - c. Establish Best practice sheet of maintain Inventory (Jo to do)
 - d. Have DB for work in progress (Jo to do/have'ish via google drive)
2. Review, update and maintain maintenance plans at least 1x per year for all art
 - a. Funding for maintenance & labor clarified per piece
 - b. Inspect (record via photo & document)
3. Maintain current and potential art locations around Florence
 - a. Maintain Google Map with possible and current locations for City, Public Private and Port, etc... locations
 - b. Maintain Google Map of Current Art
4. Work with the various other Sub Committees to assist with their needs such as Marketing, Grant writing, etc...
 - a. Keep open communication with subcommittees working on calls to ask for or request maintenance plans, etc....
 - b. Ask for what we might need to do for them (same with Marketing, etc...)
5. Continuously look for best practices with keeping inventory and maintenance
6. Inspiration Ideas for Florence

- a. Keep ideas flowing, see pinterest page
- 7. Keep a Committee Member Inventory
 - a. Start 3min or so presentations to increase inclusiveness & how we can best help PAC & each other
 - b. Add info to Website to personalize our group
- 8. Define best practice for who does what, when, how and \$ for maintenance and damage
 - a. What does that maintenance plan look like for damage? Who does, who controls, who pays for, etc... (Clarification)
- 9. Continue to Present Updates to City Council & FURA

Questions to Figure Out

- Clarification on Who helps Maintain the Art Collection (PAC and connecting with Public Works)
- Clarification on Money set aside for Maintenance
 - Who figures out
 - What about insurance for damage? (Check on)
- Clarification on Artist Maintenance Information
 - Form
- § What questions would be on?
- § Jo to find Maintenance plan we already did research on
- Make sure in proposal – Should mention that it would required
- Make sure in contract – must provide detailed plan before last check is cut
- Photos
 - Jo to photo all art again to refresh
- § To shoot RAW & JPEG
- § Jo to send art name list for naming images
- § X to write out condition of art when taking photos
- Jo to make Dropbox/Google Drive for PAC
- § Jo to upload content of what she has
- Plaques
- § QR codes, check on if they need to be reversed
- Maps
 - Jo to send/update google map of current locations
 - Jo to find map of possible locations
 - Oregon Coast Quests,
- Art Maintenance
 - All to look for best practices
 - Jo to double check the standard call art maintenance questions asked and make sure it gets into all calls and contracts
- Art Inspiration

- Member Inventory
 - Need to – to email everyone and ask for a paragraph bio about each person. Ask people what their art background is, why they are part of the PAC, what is their favorite art style, piece is, How can art help our community,
 - Include on website and newsletter from City
 - need photos of everyone

- Ask Bettina if PAC can get a month wall during summer to showcase Public Art and the Arts in Florence?
 - **All** to diagram the PAC work to be hung

Marketing Sub Committee Work Plan

Jo Beaudreau, Maggie Bagon, Kathleen Wenzel
& Serena Appel
2022

InDepth Look

1. Engage Community
 - a. Presentations - zoom?
 - b. Newsletter - for siuslaw news, then to website, then paired down for City newsletter with link
 - c. See new ways of looking at things
2. Continue Press Release to Various Media Outlets
 - a. each person to write up Committee members/project leaders to write and Peggy to Edit
 - b. Project people to provide extra content to writers as well as images
3. Revamp Best Practices/Items to be Included List
 - a. See current calendar items to always be included in press info
 - b. Review at least 1x per year
4. Media Guide/Path
 - a. Time schedule
 - b. Content
 - c. Contacts
 - d. Review 1x per year
5. Develop simple marking idea tools
 - a. Positive
 - b. Keep content lists and resources
 - c. Art Passport - make our own or have sponsored?
 - d. Handouts/Printed items ^
 - e. Swag
 - i. Shirts, stickers, etc.. (can piggy back on Jo's themed products)
6. Website Updates
 - a. Website content guides
 - b. Add info about Members (see inventory committee)
 - c. Specific page or layouts per projects
 - d. Redirect URL
 - i. See what Jo did
 - e. Links to other Arts Info
 - i. Chamber Marketing
7. Continue to add to Marketing Partners
 - a. Continue connected to Arts groups, orgs and people throughout area
 - b. Connect with Chamber (and Travel Oregon, etc...)
 - c. Public Art Trail (Coast Trail)

- d. ArtQuest Activity
 - i. Finalize items with the Tribes
 - ii. Media Plan
 - iii. Getting it into the book
 - iv. Updates schedule
- e. Continue working with other City Committees
 - i. Continue to be supportive of other PAC SubCommittees and other City Committee's & Offices
 - 1. EMAC & PAC projects?
 - 2. Connect with other departments and other Committee to see if there are partnerships?
- f.

2022 Welcome Packet & PAC Buddies

Timeline for this project:

PAC Leadership Review & add info to below

Jo to lay out

Jo to get packets together, might need Sarah to print

See about Binders at City

Layout and get in order by the 27th meeting, write out order and details.

****New things we should do for each meeting we have - Meeting recap/summary for each meeting to send or presenting to the ECDC also include for Council Reports & for other Committees.**

PAC Welcome Packet

Welcome Packet for new PAC members to also be given to existing members. Binder packet to new people. Paper print outs for existing people to place in their binders they already received.

The packet would be reviewed at a meeting so a dialog of interaction can occur. Future years, we can add to the packet for existing members. The purpose of the welcome packet is to:

- Be welcoming to new people, have them be included
- Update & get new members up to speed on current and past projects
- Provide information about the beginnings & history of PAC
- Have as a resource
- Connect new & current members in an inclusive manner & have current members be a resource for new

Items to be included but not in order:

- Personalized welcome note from PAC Leadership (update past letter)
- Photo and Bio of Each Current Member
 - Also old members with the years and projects worked on?
- History of PAC
 - Include a narrative history of PAC covering:
 - Formation
 - Port Art Column = Public Private Project, Grants, Western Lane, & a private donation
 - Meeting 2x/month for 2 years
 - Research
 - Art Presentations of various Public Art Programs

- Accolades
 - List Awards, Accomplishments, Notes
 - Innovation of Business Award (Bring in Award to Meetings)
- Resources
 - List of Past Continuing Education Links
 - Past Council Reports
 - Americans for the Arts Studies
 - Committee Members Contact Lists
 - Pinterest Links
 - Yearly Schedule
 - City Volunteer Agreement Packet
 - Code of Conduct Poster

01-11-2022 Welcome Subcommittee Notes

Ideas

Radio Show - Maggie's show - Scheduled 9am on 2/2/22 - DONE Air Date TBA

Does anyone get want to get interviewed? If no current, past members?

Jo can do some social media, past text, Posters with QR to the application.

Maggie to ask Mark about possibly to do article on volunteering for City Committee (maggie to connect with City on this too)

Jo to add accomplishments, Biannual Reports,

Sponsor a Movie?

New Art Passport?

Chamber Travel Connections

Volunteer opportunities; AEP6 & FEC galleries, Library scheduling art (Public Art or Own)

Next Meeting

Welcome Committee Reporting & Archives SubCommittee

- Paragraph of Bios, Photos

Various SubCommittee Report Outs

Joint EMAC & PAC Exploding Whale Park Trees & Art Project - Have some images done

Joint EMAC & PAC Earth Day Art Project?

Mural Code Reminder to City

Team Building Activity (Maggie in the next week)

You get what you put in, value is what you and our peers create.

Parallels to Community Building and Art/Public Art - Jo to send out

Continue to welcome personalized meeting

Continue exit meeting, questions, improvements