



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 of 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>.

September 26, 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/2787566967038279696>

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 – Jo Beaudreau**  
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. ART EXPOSED 2022**  
This is an opportunity for the Committee members to hear an update on the Art Exposed Program for the next installation of art <https://www.ci.florence.or.us/bc-pac/art-exposed-florences-rotating-outdoor-art-gallery> Approx.  
4:30 p.m.
- 5. ARTS & HUMANITIES MONTH PROCLAMATION — Jo Beaudreau** Approx.  
4:45 p.m.
- 6. REPORT ITEMS – *Sub Committee Reports and Work Plan Review*** Approx.  
4:55 p.m.
- 7. ACTION PLAN, NEXT MEETING DATES & FUTURE AGENDA TOPICS** Approx.  
5:15 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 |
|-------------------|-----------|-------------|
| October 24, 2022  | 4:00 p.m. | PAC Meeting |
| November 28, 2022 | 4:00 p.m. | PAC Meeting |
| January 30, 2023  | 4:00 p.m. | PAC Meeting |

**The Public Art Committee meeting will be held in-person with the option to attend 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 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 (September 26, 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 (September 26, 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 Art Committee Memo**

**September 26, 2022**

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Dear Public Art Committee members,

On Monday, August 26, 2022 the meeting will include an update on the *Art Exposed* program and a review of the Public Art Committee Work Plans. Please see the attached documents.

We will also review information to be presented at the City Council meeting regarding an October 2022 Proclamation for the National Arts and Humanities Month.

If you have any questions or concerns, please reach out to City of Florence Management Analyst Shirley Gray at [Shirley.gray@ci.florence.or.us](mailto:Shirley.gray@ci.florence.or.us) .

Thank you,

City of Florence Staff

# August 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 August meeting was held on August 22nd at 5:30pm to best accommodate public viewing and comments for the third round of ArtExposed.

### **Continuing Education**

Continuing Education was guest speaker Robert Killen from Oregon RAIN. He spoke on the importance of the Arts in the community. He also provided insight on why the Arts are important to a City and as a tourism asset noting, seeing a City that takes care of itself and presents the Arts shows guests (and their community) that people care and are stewards of their community. It tells a story about that community. People are more likely to stop and support the area with their dollars. Here is a presentation he turn in after his presentation:

[ci.florence.or.us/sites/default/files/fileattachments/public\\_art\\_committee/meeting/packets/24871/florence\\_pac\\_presentation.pdf](https://ci.florence.or.us/sites/default/files/fileattachments/public_art_committee/meeting/packets/24871/florence_pac_presentation.pdf)

### **Proclamation**

PAC has also submitted an October 2022 Proclamation for the National Arts and Humanities Month on behalf of the Arts and Humanities groups in town. Learn more about this annual celebration of the arts [HERE](#):

[americansforthearts.org/events/national-arts-and-humanities-month](https://americansforthearts.org/events/national-arts-and-humanities-month)

### **ArtExposed Final Selection**

This meeting was heavily centered on the final review of the received applications ArtExposed program. ArtExposed Rotating Outdoor Program is a dynamic bi-annual rotation of Public Art

that enhances the livability of our community, creates a unique sense of place and enhances community identity while also providing an increased economic impact for the Community & Artists.

As a reminder to the community and to PAC members, the history of the Public Arts Program and the ArtExposed program was presented along with public outreach that was done.

PAC members came prepared to have a meaningful discussion about the art submitted and make a selection for the 2022 ArtExposed Program. Members had connected with the public about the art and the Art Selection meeting in between the July and August meeting, including months before.

Here is a image of the final selection and larger here:

[jamboard.google.com/d/15FiYyB4UD99lp\\_I7GZ8V3fzCYVa6xzMtkbf83vImqCY/edit?usp=sharing](https://jamboard.google.com/d/15FiYyB4UD99lp_I7GZ8V3fzCYVa6xzMtkbf83vImqCY/edit?usp=sharing)

Location 1 - Veterans Memorial Park (NEW)



FINAL

Location 2 - River Roasters (Returning)



Location 3 - Rain Garden (Returning)



Location 4 - Interpretive Center East (Returning)



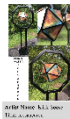
Location 5 - Gazebo Park Plaza (Returning)



Location 6 - Gazebo Park Planter aka Secret Garden (New)



Location 7 - Maple Street Park (Returning)



Location 8 - Florence Area Chamber of Commerce Lawn (New)



Confirmation of works to participate by artists is nearly complete at mid-month of September. There is a lot of coordination that needs to be done to confirm the works and installation. A big thank you to Shirley, Peighton and Public Works for their assistance. Information about installation will come soon as well as invitations to the installations. We hope to provide a more complete description and images to you after our September meeting. The Siuslaw News

coverage, linked below does a good job of covering our meeting and works as well.

PAC is working on several press releases for the City's Newsletter and general media. PAC also received coverage by the Siuslaw News about the meeting:

[thesiuslawnews.com/article/public-art-committee-evaluates-next-round-of-art-exposed](https://thesiuslawnews.com/article/public-art-committee-evaluates-next-round-of-art-exposed)

PAC would like to give our huge thanks to the Public Works Department for their assistance with placement of three new plinths for the new expanded locations for ArtExposed.

PAC is currently testing QR codes for better public knowledge of the Program and for ease of purchases. We will be working on providing updates

### **Meeting Materials & Information**

[ci.florence.or.us/bc-pac/public-art-committee-meeting-73](https://ci.florence.or.us/bc-pac/public-art-committee-meeting-73)



**Interpretive Center Rain Garden**

**Artist Name:** Kirk Seese

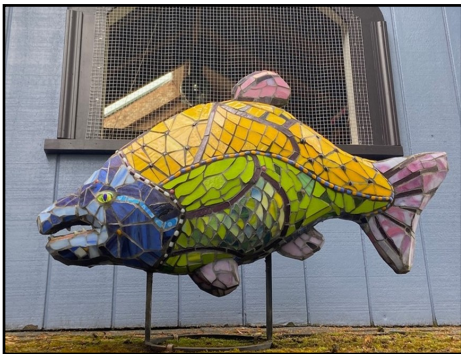
**Title:** Pluma Sculptura, aka "The Featherer"



**East Interpretive Center**

**Artist Name:** Lin McJunkin

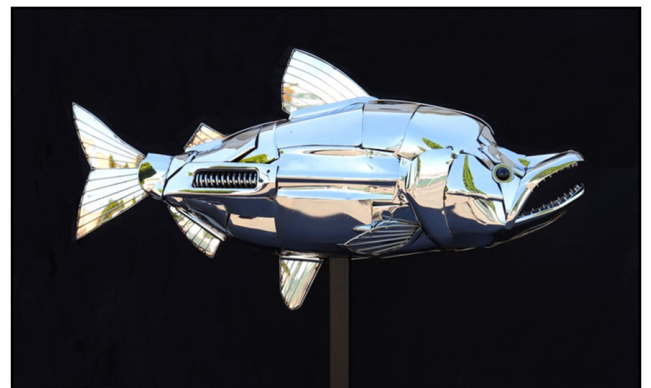
**Title:** Fossil III



**River Roasters**

**Artist Name:** Mark Brody

**Title:** Glam-y Salmon



**Gazebo Park**

**Artist Name:** Jud Turner

**Title:** Loki - Sockeye Salmon

**CITY OF FLORENCE** **2022 ART EXPOSED** **ROTATING, OUTDOOR ART GALLERY**



**Maple Street Park**

**Artist Name:** Kirk Seese

**Title:** Icosahedron (Kinetic & Interactive)



**Gazebo Park Secret Garden**

**Artist Name:** Mark Brody

**Title:** Heart in the Garden



**Veterans Memorial Park**

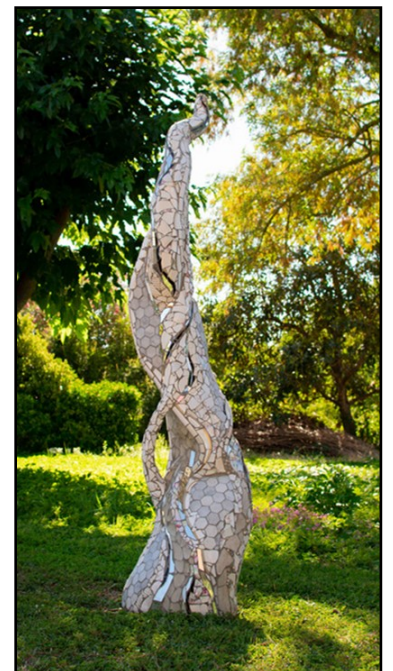
**Artist Name:** Rodger Squirrell

**Title:** Pier 56

**City of Florence Chamber of Commerce Lawn**

**Artist Name:** Lucy Ruth Wright Rivers

**Title:** Goddess







**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

| <b>Public Art Committee Members</b>                |                |  |
|--|----------------|--|
| 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 educations 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

**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:

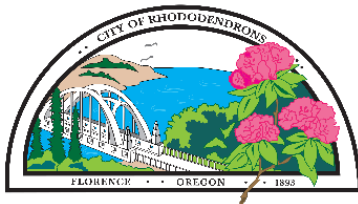
1. The 2019-2020 Public Art Committee Work Plan, Exhibit A.
2. The 2018 Public Art Committee Activities Report, Exhibit B.

COMMITTEE APPROVAL:

This Recommendation is passed by Public Art Committee vote on the 21<sup>st</sup> 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...

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- 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

City of Florence  
Public Art Committee  
Previous Year Activities  
January 2018- July 2019

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.

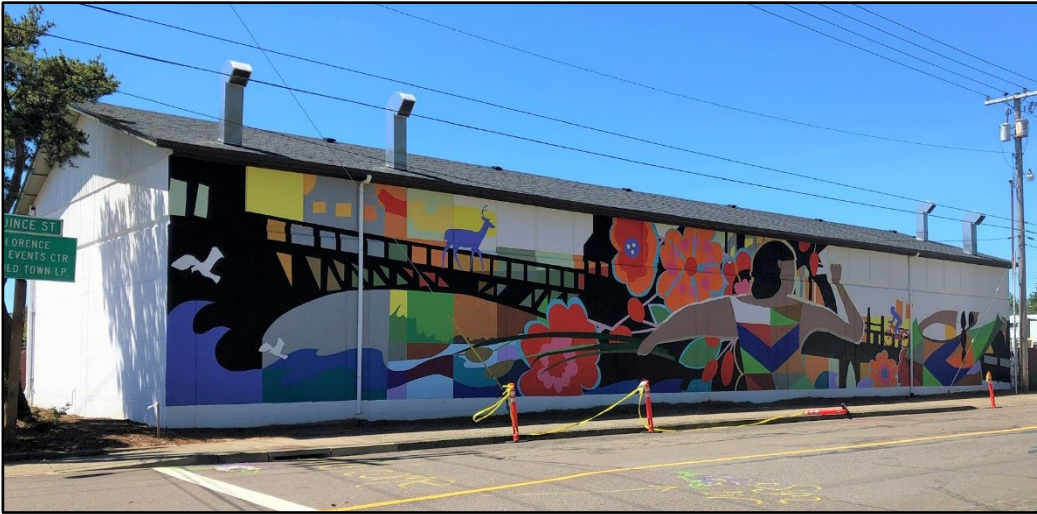


**Art Exposed Program Launched:** The Public Art Committee created the Art Exposed program – a rotating outdoors art gallery. These pieces are located in Florence's historic Old Town on Bay Street and are available for purchase. With the assistance of the City of Florence's Public Works department, in 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