



City of Florence
A City in Motion

**City of Florence
Public Arts Committee
Regular Session**

Florence City Hall
250 Hwy 101, Florence OR 97439
541-997-3437
www.ci.florence.or.us

- Meeting materials including information on each agenda item are published at least 24 hours prior to the meeting and can be found of the City of Florence website at www.ci.florence.or.us.
- Items distributed during the meeting, meeting minutes, and a link to the meeting audio are posted to the City's website at www.ci.florence.or.us as soon as practicable after the meeting.
- To be notified of Public Arts Committee meetings via email, please visit the City's website at <https://www.ci.florence.or.us/newsletter/subscriptions>.

March 27, 2023

AGENDA

5:30 p.m.

Members:

Maggie Bagon, Chairperson

Serena Appel, Vice Chair

Peggy Meyer

Christine Santiago

Kathleen Wenzel

Karl Engel

Jo Beaudreau, Councilor Ex-Officio

Chantelle Meyer, Staff Ex-Officio

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://register.gotowebinar.com/register/1831051228376651096>

Citizens wishing to express their views may submit comments in writing or verbally. For more information, please see the end of this agenda or visit the City of Florence website at: <https://www.ci.florence.or.us/bc-pac/public-arts-committee-speakers-card>

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

- 1. CALL TO ORDER — ROLL CALL** **5:30 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 — Peggy Meyer — "The Arts in Italy"**
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. WORK PLAN FINALIZATION**
Review the final draft of the Public Arts Committee's 2023-2025 Work Plan and consider acceptance.
- 5. CHAIR'S REPORT — Maggie Bagon**
 - Oregon Arts & Culture Caucus
 - Invite a Friend Challenge
- 6. STAFF REPORT — Art Quest Update**
- 7. ACTION PLAN, NEXT MEETING DATES, AND FUTURE AGENDA TOPICS**

TENTATIVE MEETING CALENDAR

PAC Meetings are held on the 4th Monday of the Month. Meetings are held in-person with the option to view or attend virtually.

Date	Time	Description
April 24, 2023	5:30 p.m.	PAC Meeting
May 22, 2023	5:30 p.m.	PAC Meeting
June 26, 2023	5:30 p.m.	PAC Meeting

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

<https://register.gotowebinar.com/register/1831051228376651096>

Expressing Views to the Committee: Citizens wishing to express their views to the PAC may do so in both written and

1. **Written Testimony:** Citizens wishing to express their views to the Committee are encouraged to submit written testimony in one of the following ways:
 - a. Submit written comments via email to Chantelle Meyer, Economic Development & Communications Analyst, at chantelle.meyer@ci.florence.or.us;
 - b. Mail written comments to Florence City Hall, Attn: Public Arts Committee, 250 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 27, 2023, at 3:30 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-arts-committee-speakers-card> at least 1 hour prior to the meeting (March 27, 2023, at 4:30 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

Mission of the Florence Public Arts Committee:

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

City of Florence

Public Arts Committee Memo

March 27, 2023

Dear Public Arts Committee members,

On Monday, March 27, 2023, the meeting will include the finalization of the 2023-2025 Public Arts Committee Work Plan. Please see the document included in this packet. Many thanks to PAC Chair Maggie Bagon and Vice-Chair Serena Appel for presenting the Work Plan to the Florence City Council in early February. The City Council adopted the citywide 2023-2025 City of Florence Work Plan on February 27, 2023.

During the meeting, we will also hear a presentation on Continuing Education, view the final box installation for the Public Art Quest, and get updates on Chair Bagon's Invite a Friend Challenge. A special presentation will also come from Chair Bagon and Staff Ex-Officio Chantelle Meyer on their trip to Salem for the launch of the Oregon Arts and Culture Caucus.

Also included are Chair Bagon's notes from the January 30 meeting. There was no meeting in February due to PAC's Work Plan Presentation to the City Council.

If you have any questions or concerns, please reach out to City of Florence Economic Development & Communications Analyst Chantelle Meyer at chantelle.meyer@ci.florence.or.us.

Thank you,

City of Florence Staff



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**City of Florence
 Public Arts Committee Work Plan
 July 2023 – June 2025**

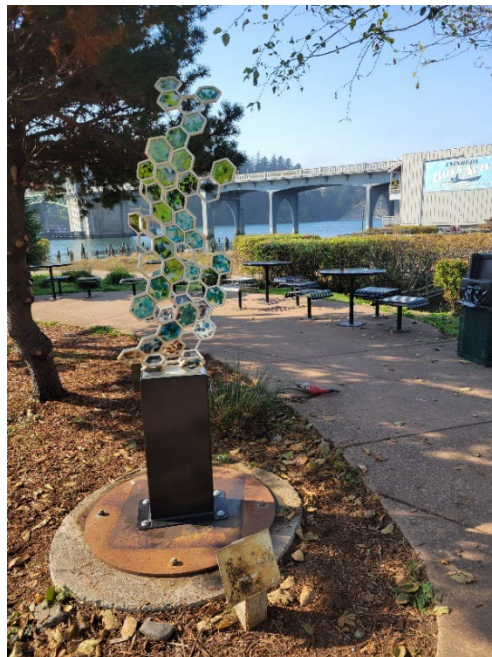
Public Arts Committee (PAC) Overview:

The City of Florence Public Arts 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 and enhance 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 outlined in Florence City Code, 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 result in public art

Public Arts Committee Members			
Maggie Bagon, Chairperson		Serena Appel, Vice-Chairperson	
Christine Santiago		Peggy Meyer	
Karl Engel		Kathleen Wenzel	
Jo Beaudreau; Ex-Officio Member- City Council		Chantelle Meyer; Ex-Officio Member- City Staff	





Top Committee Priorities:

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 to provide opportunities 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
- Engage community organizations, schools, and businesses in public art projects
- Market program to local artists and interested parties
- Provide a resource for Florence City Council, Florence Urban Renewal Agency, and City of Florence Boards, Committees, and Commissions for their efforts in supporting the community and the arts

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 which include raising awareness of the positive economic and cultural impact, or inviting the community to create its own artwork. 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:

- Public Arts Committee Recruitment – create a pipeline of volunteers and potential committee members
- Continue to update the Public Art pages on the City of Florence website
- Create marketing materials for current and future projects, provide materials/resources to better connect travel and tourism to PAC efforts
- Continue to market Art Exposed pieces for sale
- Continue quarterly updates to media outlets

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- Present to local community groups including but not limited to: HOAs, service clubs, and professional organizations
- Host opportunities to connect with community, like Solstice walks and other events
- 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
- Develop an annual Public Art Community Presentation

Art Exposed Outdoor Gallery:

The Art Exposed Outdoor Gallery is a rotating art gallery of works that are 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 eight new pieces of art on Bay Street in Florence's Old Town during 2022 and the PAC will continue to promote and expand the program going forward.

Next steps for PAC regarding the Art Exposed Outdoor Gallery:

- Market calls-to-artists through social media, traditional media, regional art organizations, and other avenues
- Market the sale of current sculptures
- Evaluate potential future installation sites
 - Work with Florence Urban Renewal Agency on sites along the ReVision Florence Corridor
- Evaluate the opportunity to expand program to 2D artists, which could be displayed in City buildings
- Research business sponsorship opportunities
- Create a timeline and flow process for accession

Other Projects:

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. In 2020, the City of Florence purchased "West Coast Overlook" by Jesse Swickard and installed at Florence Justice Center in April 2022. A second piece, Swickard's "Sitting Wave Pt. 2," was also purchased and installed at Exploding Whale Memorial Park.

Next steps for PAC regarding the Featured Pieces subcommittee:

- Work with City Staff to identify potential locations for permanent pieces
- Decide the process the committee should use to select featured pieces artists
- Create accession process checklist
- Draft standard call to artists for long-term featured pieces



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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 work plan.



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 number of grants available and the complicated requirements for each grant, they are usually difficult to access. Previously, 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:

- Identify grant opportunities, and apply as Committee and City Staff time allows
- 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 the past few years, the Public Arts 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

Mural Code:

The Public Arts Committee is available to support the Florence City Council and City Staff in their efforts to evaluate the current Florence Mural Code.

Public Art Master Plan:

The Public Arts Committee will continue to look into the creation of a master plan for the Public Art program in Florence. This master plan would provide a long-term sense of direction and outline measurable goals for community outreach and increasing access to the arts.

Potential Future Public Arts Committee Projects:

The Public Arts Committee will continue to evaluate potential future projects as funding becomes available.

Partnering With Other Regional Art-Related Economic Development Initiatives:

The Public Arts Committee acknowledges that economic development in Florence is a priority. Supporting and growing the current arts economy takes more effort than just this committee. Members may choose to participate at many different levels in the following economic development related initiatives:

Business Stakeholders

The Florence area is rich with creative businesses and indirect businesses that benefit from the arts and the relationships the arts build. Maintaining relationships directly with businesses and business support agencies is essential.

Florence Area Chamber of Commerce

The mission of the Florence Area Chamber of Commerce is to develop members and promote Florence, including through an annual Visitor’s Guide, gallery space in the Visitor’s Center, and partnerships across the state.

Florence Regional Arts Alliance

Florence’s local non-profit art alliance’s 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 members are a diverse group that includes local business professionals, non-profit leaders, volunteers, governmental representatives, and people from around the Siuslaw region who are working toward a common vision.

Lane Arts Council

Lane Arts Council is a non-profit organization in Lane County that provides in-school arts education programs, supports local artists and arts organizations, and coordinates community arts programs.



Public Art Meeting notes – Jan 30th 2023

Meeting called to order at 5:32PM

Roll Call

Absent:

Christine Santiago is out of town and unable to attend, Kathleen Wenzel

City Staff:

Chantelle Meyer – Economic Dev

Erin Reynolds

Peighton Allen

Present Committee Members present:

Maggie Bagon, Chair

Serena Appel

Peggy Meyer

Karl Engel

Guest: Jo Beaudreau (City Council)

No public comment

Peggy and Maggie nominated Serena Appel for Vice-Chair, unanimous vote YES :)

Continuing Education –

Maggie Bagon presented:

Public art in Coos Bay –

Coos Bay is presenting public art in some unique ways including, painted curb cuts and utility boxes (which is a trend nationwide at the moment)

Composite mural on panels, mounted on outside of various buildings. The Coos Art Museum – they do a lot with student art, Chantelle used to receive calls for students across the Coast to participate. The arts orgs do a lot to engage people across the area with art. They also have a different kind of art form demonstrated for the public each month. This month was fiber art.

Coos Head food store- painted animals made of recycled beach materials that are decorating their fence, raising awareness about waterways

There were remarks from committee on the cost effectiveness and the impact on community.

Drafted Work Plan review – staff helped put together a summary of work plan items thus far – will be for next 2years.

There will be a presentation 2/6 to City Council for adoption of the work plan, will be presented along with FURA presenting that day.– Then economic development committee will present on Thursday

Maggie invited the committee to provide input and emphasized valuing everyone's opinion.

Chantelle presented draft presentation- highlights from past Work Plan, progress on ongoing items, and rollover of past items. Will continue to be developed by committee members.

Art Quest book will be coming out later this year. This is collaboration with other community members.

The Swickard installations are complete.

AE 2022 complete

Public/private partnership, outreach/marketing, and art inventory and maintenance planning, art exposed gallery, featured pieces are ongoing, as well as fundraising/stakeholder, grant management etc.

Maggie suggesting press release – possible featuring one AE piece per week such as heart for V-day?
Jo will make sure admin have access to photo files she's held

Top priorities- public/private partnership, outreach/marketing, AE gallery

Jo suggests being ready to address potential partnership programs – what opportunities are there – joint programs with other committees? Future planning of new art spaces? Going into pub/private partnerships sections- serving as a public resource

We mentioned the possibility of working with school art programs – Lane CC?
We talked about moving some existing art pieces, move that into either inventory/maintenance planning and/or featured pieces – purchased pieces/display areas need volunteer help to maintain

PAC recruitment for committee members and volunteers -outreach/marketing– emphasizing bringing in people for specific projects. Recruitment by C Council in April for new people to start in June.

Serena suggested making sure to add the Chamber into list of stakeholders

Maggie expressed gratitude for Jo having been on the Committee and that she's staying on as Ex Officio.
Maggie suggested for outreach/recruitment – each committee member invite one new friend to the next meeting who is interested in public art.

State of the City event Feb 23rd, 5-7pm – also invite folks to this event, consider attending to help rep public art, share photos to present. Peighton is helping develop some materials.

Art Quest – Maggie plans to meet with Dina in next couple weeks, discuss updates, and finalize location of art quest box placement. Mike Miller is helping with placement in Vets memorial park.

There are funds in the budget to develop new sites for AE for FURA. Erin recognized Jo for helping to make that possible.

Jo offered to lend her ongoing support so we don't have to reinvent the wheel

Erin noted city council wants to encourage people to become more involved
Tentative meeting calendar: Next meeting is March 27

City staffers will meet with chair and vice chair about 10 days in advance of next meeting to go over materials and what's on the agenda. Committee has an ongoing "to do list" to refer back to throughout the month.

Report to City by 2/27



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Public Arts Committee

2023 Tentative Meeting Schedule

PAC Meetings are held on the 4th Monday of the Month. Meetings are held in person at Florence City Hall, 250 Highway 101, with the option to view or attend virtually via ci.florence.or.us.

Date	Time	Description
April 24, 2023	5:30 p.m.	PAC Meeting
May 22, 2023	5:30 p.m.	PAC Meeting
June 26, 2023	5:30 p.m.	PAC Meeting
July 24, 2023	5:30 p.m.	PAC Meeting
August 28, 2023	5:30 p.m.	PAC Meeting
September 25, 2023 – <i>tentative</i>	5:30 p.m.	PAC Meeting
September 18, 2023 – <i>proposed</i>	5:30 p.m.	PAC Meeting
October 23, 2023	5:30 p.m.	PAC Meeting
November 27, 2023	5:30 p.m.	PAC Meeting
No December Meeting	—	—

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