



**City of Moorhead
Art and Culture Commission
Meeting Agenda
November 19, 2018
City Hall Council Chambers
4:30 PM**

1. Call meeting to Order _____
2. Agenda Amendments _____
3. Approve Minutes _____
 - a. October 15, 2018 _____
4. Citizens to be Heard _____
5. Reports and Information _____
 - a. Draft Call for Art - Discussion _____
 - b. Project Prioritization Discussion _____
6. Proposed 2019 Meeting Dates _____
7. Member Reports and Updates _____
8. Adjourn _____

Upon request, accommodations for individuals with disabilities, language barriers, or other needs to allow participation in Art and Culture Commission meetings will be provided. To arrange assistance, call the City Clerk's office at 218.299.5166 (voice) or 711 (TDD/TTY).

Visit our website at www.cityofmoorhead.com



**City of Moorhead
Art and Culture Commission
Meeting Minutes
October 15, 2018
City Hall Council Chambers**

Pursuant to due call and notice thereof, a regular meeting of the Art and Culture Commission was held in the 1st Floor Council Chambers, Moorhead City Hall on October 15, 2018 at 4:30 PM.

Commissioner attendance was follows:

Board Member – Ward 1:	Dennis Krull	Present
Board Member – Ward 2:	Timothy Wollenzien	Present
Board Member – Ward 3:	Tim Beaton	Absent
Board Member – Ward 4:	Su Legatt	Absent
Board Member – At-Large:	Carrie Wintersteen	Absent
Board Member – At-Large:	Kenyon Williams	Present
Board Member – Mayor/Council:	Del Rae Williams	Present

1. Call to Order

Vice Chair Kenyon Williams called the meeting of the Art and Culture Commission to order.

2. Agenda Amendments - None.

3. Approval of Minutes – September 17, 2018

Motion to Approve the September 17, 2018 meeting minutes made by Del Rae Williams and seconded by Dennis Krull.

Motion Passed: For: 4; Against: 0; Abstain: 0; Absent: 3

4. Citizens to be Heard - none.

5. Reports and Information

a. Project Prioritization Discussion

Art and Culture Commissioners brainstormed ideas for potential Placemaking projects based on goals outlined in the 2018 Arts and Culture Framework Plan including Downtown, Neighborhoods, Visual Appeal and Sense of Place.

b. Project Updates

▪ **Concordia - Arts and Cultural Map**

Kenyon Williams noted that the historic comparison of historic buildings in Downtown Moorhead project was well done and the advancement of the project will be interesting.

- **Woodlawn Tower – Tank of the Year**

Kenyon Williams encouraged everyone to vote, because Moorhead’s tower is the best!

- **Red Ball**

Kenyon Williams updated that the Red Ball event occurred last week, unfortunately weather did not cooperate.

6. Member Reports/Updates

Tim Wollenzien and Kenyon Williams attended [Theatre B](#) production *Church and State*. Both noted it was a great show and encouraged others to attend.

Tim Wollenzien noted the [Lake Agassiz Concert Band](#) concert was yesterday, Sunday, October 14, 2018.

Kenyon Williams invited everyone to a [Day of Percussion](#) on Saturday, November 3, 2018 at MSUM from 9:30 AM to 6:00 PM.

7. Adjourn - Meeting adjourned at 5:30 PM

DRAFT



To: Moorhead Art and Culture Commission
Subject: Draft Call for Art Discussion
Date: November 19, 2018
Prepared By: Kim Citrowske, Assistant Planner

CALL FOR ART DISCUSSION

In September, the Art and Culture Commission was notified that an anonymous donation of \$25,000 had been received by the FM Area Foundation for Public Art with a Moorhead Proud theme.

- Attached you will find a draft Call for Art for your review and comment.
- What methods should be implemented to communicate, market and promote this opportunity for artists?

CALL FOR PUBLIC ART - 'MOORHEAD PROUD'

PROJECT DESCRIPTION

What are you proud of in your community? How could we enhance pride of place with arts and culture in Moorhead?

- Should Moorhead establish a downtown or riverfront sculpture walk?
- Should we add more wall murals or artistic designs on utility boxes in neighborhoods?
- Should we celebrate theatre or music with a summer festival?

These are just a few ideas that other communities are doing...WE WANT YOUR IDEAS! Artists are invited to submit artistic concepts that align with the Moorhead Arts and Cultural Framework Plan, Public Art Policy and, most importantly, exemplify and exude Pride in Moorhead.

SCOPE

The Moorhead Community Fund has received a generous \$25,000 donation for Public Art with the theme of "Moorhead Proud". The Art and Culture Commission, on behalf of the Moorhead City Council, is issuing a Call for Art to consider arts and cultural projects ready for implementation to make our community MOORHEAD PROUD! Funding requests may be for any denomination, projects will be scored on its potential for pride and how it fits with criteria outlined in the Moorhead Public Art Policy.

DEADLINE

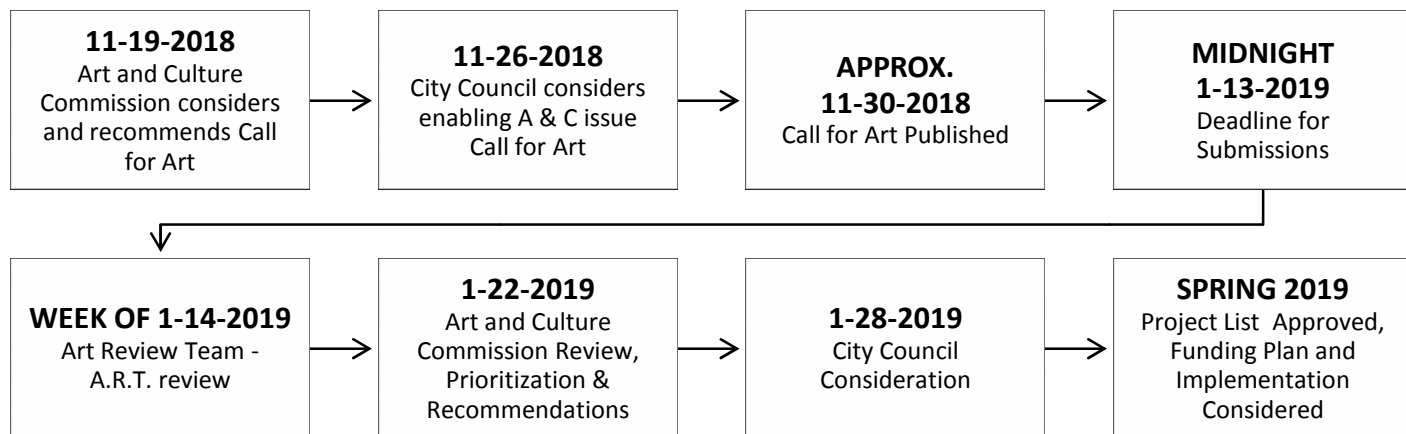
Deadline to submit arts and cultural projects ready for implementation is midnight (11:59 PM) on Sunday, January 13, 2019.

- Online: www.cityofmoorhead.com/art
- Email: art@cityofmoorhead.com

**Projects received after the deadline will not be considered.

PROCESS AND TENTATIVE TIMELINE

The Moorhead City Council will consider proposed projects from recommendations from the Art and Culture Commission based on goals outlined in the Moorhead Arts and Culture Framework Plan and Public Art Policy. Project evaluation and funding guidance is based loosely on Lake Region Arts Council grant review process. Projects will be scored based on criteria outlined in the Moorhead Public Art Policy; projects will be listed in order of total points acquired following the review process to develop a City Arts and Culture priority list. City Council will consider possible funding support from public art donations or seek grant funding for implementation based on recommendations from the Art and Culture Commission. The Moorhead City Council reserves the right to reject all project proposals.



PROPOSAL

Are you an artist or creative with an arts and cultural project that will make our Moorhead community proud? We want to hear from you! Please address the following items in this Public Art Project Proposal:

1. Name
2. Contact (email, phone and/or address)
3. What is your Connection to Moorhead (i.e. current/former resident, student, etc.?)
4. Experiences & Expertise (CV or resume)
5. Project Idea
6. Project Details (Inspiration, materials, size, techniques, process, community engagement concept, etc.)
7. Site Control (Where is the proposed site and do you have permission to implement the project?)
8. Sketch/Mock/Example
9. Additional Information
10. Budget
11. Funding Request

Upon submission of the public art proposal, Applicant agrees that the proposed public art may receive editing suggestions. Implementation and additional information from artist/creative may be requested as outlined in the Moorhead Public Art Policy to ensure proper credentials and implementation standards. By submitting a proposal and signing/typing this form, Applicant agrees:

- Applicant is the sole author/designer of the art proposal that is submitted for consideration and that the contents of the proposed public art are original and do not infringe upon any copyright or any intellectual rights of others, and that Applicant has the unencumbered right to make this submission.
- Applicant/artist/creative team has the expertise to fully execute the proposed proposal by December 31, 2019.
- If approved for accession, Applicant grants the City of Moorhead the right to perpetually use the public art, including, but not limited to: reproduction, posting, displaying, creation of derivative art, and documenting the public art in any media or in any form, now known or later invented, without limitation for promotional, documentary, celebratory or any other commercial or noncommercial purposes. Applicant hereby waives any and all rights to royalty, fee or other compensation by reason of such use. Applicant will retain copyright of the public art.
- The City of Moorhead will not be responsible or be held liable for any injury or damage to Applicant or any person or property resulting from or occurring during or in any manner arising out of the use and installation of the public art.
- Proposed public art must reflect favorably upon the City of Moorhead. Public art that contains any type of content related to alcoholic beverages; tobacco products; hygiene or health products of a very personal nature; political, religious, moral, or social issues; sexual products/services; direct or overt messages critical of Moorhead; and anything otherwise inappropriate in a public place will not be allowed. The City of Moorhead may, at its sole discretion, refuse to allow consideration, placement or installation of art that it deems to be inappropriate considering the purpose and intent.

Due to varying funding requests and prioritization of proposals, Applicant is willing to accept partial funding for implementation of Applicant's 'Moorhead Proud' project proposal.

Yes

No

I have read and agree with all of the terms and conditions of the contest and hereby absolve the City of Moorhead or its representatives from any claim or loss, either past, present or future, in association with this public art proposal.

DISCLAIMER: The City of Moorhead may, at its sole discretion, refuse to allow consideration, placement or installation of art that it deems to be inappropriate considering the purpose and intent.

I attest this proposal is true and accurate. Signature: _____



To: Moorhead Art and Culture Commission
Subject: Project Prioritization Discussion
Date: November 19, 2018
Prepared By: Kim Citrowske, Assistant Planner

PROJECT PRIORITIZATION DISCUSSION

The [Moorhead Arts and Cultural Framework Plan](#), guides us to develop a strategy roadmap to with the intent to plan and prioritize arts and culture projects for the short, mid- and long-term. Last month, we started a discussion on **Placemaking – creating places where people want to gather.**

Attached are the notes from the October conversation and we will continue to explore possible projects for consideration.

Moorhead Arts and Culture Strategy Roadmap

Placemaking

Create places where people want to gather.

Goal 1: Use arts and cultural elements to bring soul, life and people to a revitalized downtown core. Create elements that position downtown as a core gathering place.

Measurable Objective: Downtown: Moorhead will have a revitalized urban center, a downtown known for its beauty, cultural vitality, and as a place where people want to gather.

Specific Strategy	Tactics	Timeframe & Complet. Date	Lead Person	Partners
Performing Arts Center				
All Inclusive Art Center				
Art Inspired Tables for Food Truck Area				
Streetlight Banners				
Colorful Painted Walkways to Encourage Walkind in Downtown				
Sculpture Walk or Square				
Weekly Outdoor Concert Series (maybe paired with farmer's market/arts fair/food cook off/etc.)				

Placemaking

Create places where people want to gather.

Goal 2: Develop a strong sense of neighborhood, each with its unique cultural identity and each with its own gathering locations, in concert with neighborhood greenspaces or other places that residents will naturally gather. Ensure that arts and culture are integrated into neighborhoods as a key vehicle for defining neighborhood identity.

Measurable Objective: Neighborhoods: Moorhead will be known for its cohesive and attractive neighborhoods, each offering its unique ways in which its community gathers.

Specific Strategy	Tactics	Timeframe & Complet. Date	Lead Person	Partners
Utility Box Art/Wraps with Neighborhood Input				
Create Walls for Community to Create Art & Inspiration				
Murals/Painted Benches or Bike Racks at NRC's				
Amphitheatre (mini Bluestem)				
Develop Greenspace				
Music Crawl (similar to Night to Unite but with music on blocks – outdoor in summer – in front lawns with maps and locations				

Placemaking

Create places where people want to gather.

Goal 3: Enhance Moorhead's visual appeal through streetscapes, murals, and other features that modernize the look and feel of the city.

Measurable Objective: Public Art: Moorhead will have tied the city together into a working whole with a refreshed sense of pride. It will become known as a city of compelling streetscapes, murals, and artistic performance art that draws the community as well as the tourist.

Specific Strategy	Tactics	Timeframe & Complet. Date	Lead Person	Partners
Murals				
Artistic Components integrated in new underpass (i.e. mural/tile/etc.)				
“Art-ches” at city entrances and exits				
Art inspired Benches Along the River Trails				
Pre-identified locations for potential art/outdoor sculptures for “wish list”				

Placemaking Create places where people want to gather.					
Goal 4: Develop new and enhance the vitality of existing formal and informal <u>gathering places</u>; utilize arts and culture to inspire, bring people together, and <u>create a sense of place</u>.					
Measurable Objective: Moorhead will become known as a place with distinctive and fun public and private gathering places.					
Specific Strategy	Tactics	Timeframe & Complet. Date	Lead Person	Partners	
Restaurant Renaissance (cultural)					
Pop Up Music on Parks & Trails					
Art in the Parks Communities					
Convene an Art Center/Community Committee					
Niche Festivals (i.e. jazz/blues/blue grass/etc.)					
Gigantic Digital Projection Screen someplace					



To: Moorhead Art & Culture Commission
Subject: Proposed Meeting Dates for 2019
Prepared By: Kim Citrowske, Assistant City Planner

2019 MEETING DATES

The Art and Culture Commission holds its regular meetings on the third Monday of each month at 4:30 p.m. in the First Floor Chambers at City Hall (unless otherwise noted).

Below you will find the proposed 2019 meeting dates for discussion.

Date	Time	Location
Tuesday, January 22, 2019 (Due to City Offices being closed for MLK Day)	4:30 PM	TBD (PAB may meet at 4 PM in Chambers)
Tuesday, February 19, 2019 (Due to City Offices being closed for President's Day)	4:30 PM	City Hall, 1 st Floor Chambers
Monday, March 18, 2019	4:30 PM	City Hall, 1 st Floor Chambers
Monday, April 15, 2019	4:30 PM	City Hall, 1 st Floor Chambers
Monday, May 20, 2019	4:30 PM	City Hall, 1 st Floor Chambers
Monday, June 17, 2019	4:30 PM	City Hall, 1 st Floor Chambers
Monday, July 15, 2019	4:30 PM	City Hall, 1 st Floor Chambers
Monday, August 19, 2019	4:30 PM	City Hall, 1 st Floor Chambers
Monday, September 16, 2019	4:30 PM	City Hall, 1 st Floor Chambers
Monday, October 21, 2019	4:30 PM	City Hall, 1 st Floor Chambers
Monday, November 18, 2019	4:30 PM	City Hall, 1 st Floor Chambers
Monday, December 16, 2019	4:30 PM	City Hall, 1 st Floor Chambers