



**City of Moorhead  
Art and Culture Commission  
Meeting Agenda  
February 12, 2020  
City Hall - 1st Floor Council Chambers  
4:30 PM**

1. Call meeting to Order \_\_\_\_\_
2. Welcome New Members - Larry Seljevold (Council) and Jeremiah Jones (Ward 4) \_\_\_\_\_
3. Agenda Amendments \_\_\_\_\_
4. Approve Minutes \_\_\_\_\_
  - a. November 18, 2019 \_\_\_\_\_
5. Citizens to be Heard \_\_\_\_\_
6. Annual Business: Election of Officers, Designate Representatives and 2019 Annual Report \_\_\_\_\_
7. I-94 Water Tower Art \_\_\_\_\_
8. Member Reports and Updates \_\_\_\_\_
9. 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).





**City of Moorhead  
Art and Culture Commission  
Meeting Minutes  
November 18, 2019  
City Hall Council Chambers**

Pursuant to due call and notice thereof, a regular meeting of the Art and Culture Commission was held in the 1<sup>st</sup> Floor Council Chambers, Moorhead City Hall on November 18, 2019 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	Present
Board Member – Ward 4:	Su Legatt	Present
Board Member – At-Large:	Carrie Wintersteen	Present
Board Member – At-Large:	Kenyon Williams	Present
Board Member – Mayor/Council:	Vacant	--

**1. Call to Order**

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

**2. Agenda Amendments - None.**

**3. Approval of Minutes – October 21, 2019**

**Motion to Approve the October 21, 2019 meeting minutes by Carrie Wintersteen and seconded by Tim Wollenzien.**

Motion Passed: For: 6; Against: 0; Abstain: 0; Absent: 0

**4. Citizens to be Heard**

Former Mayor Del Rae Williams presented a concept for a Moorhead May Art Festival that she is working on developing with Emily Wheeler. Tim Wollenzien volunteered to help forward the project that is proposed for the first weekend in May.

**Motion to nominate Tim Wollenzien to represent the Art and Culture Commission on the planning of a Moorhead May Art Festival by Carrie Wintersteen and seconded by Tim Beaton.**

Motion Passed: For: 6; Against: 0; Abstain: 0; Absent: 0

**5. Future Projects**

Kim Citrowske provided background on the artistic bench wrap project and introduced two guests, Grady Carson – Moorhead High art teacher and Shawn Bagne – Custom Graphics who will be installing the artistic wraps. Discussion continued on theme, process and logistics.

**6. Project Updates**

An update was provided on projects the Art and Culture Commission have been developing including the installation of the Florence Klingensmith mural, art and culture map and Making It Public artist workshop. Moorhead’s Public Art policy outlines a deaccession process which was discussed due to conversations derived from the workshop.

**7. 2020 Meeting Dates**

A discussion on meeting frequency was discussed and the Commission confirmed a desire for monthly meetings and requested staff to distribute a doodle poll to determine attendance for the January and February meeting dates adjusted due to holidays.

**8. Member Reports/Updates**

Carrie Wintersteen invited everyone to Theatre B's new show, The Last Schwartz, opening Friday, November 29, 2019 and running through December 21.

Su Legatt encouraged everyone to attend a theater or music performance. She provided an update on Lake Agassiz Concert Band's concert performance on November 17 where they more than doubled the previous highest attendance record. Lake Agassiz Concert Band performances are free and open to the public.

Kenyon Williams reminded everyone to check out The Arts Partnership's calendar to see what's going on over the holiday season and noted Moorhead High's Matilida, Concordia's Christmas Concert, MSUM's President's Winter Celebration of the Arts on December 6, 2019 at 7:30 pm in Hansen Theatre, Holiday Brass, and FM Opera.

Tim Wollenzien invited everyone to TUBACHRISTMAS on Saturday, December 7, 2019 at 1:00 pm at West Acres Mall.

Tim Beaton noted that the FM Area Foundation's Caring Catalog runs November 22 to December 31. It is an online, crowdfunding campaign supporting local nonprofits this holiday season.

**9. Adjourn - Meeting adjourned at 5:18 PM**



**To:** Moorhead Art and Culture Commission  
**Subject:** 2019 Annual Report  
**Date:** February 12, 2020  
**Prepared By:** Kim Citrowske, Assistant City Planner

## 2019 ART AND CULTURE ANNUAL REPORT

### GENERAL INFORMATION

The purpose of the Moorhead Art and Culture Commission is to advise the Mayor and City Council on the development of arts and culture activities, projects, organizations and facilities within the City of Moorhead.

The Commission is tasked to develop, update and recommend Arts and Culture vision, goals, public agenda and strategic plan for arts and culture in Moorhead; provide leadership for completing the comprehensive plan sections regarding civic arts and culture goals and planning and providing input for plan revisions; plan and advocate funding from individuals, corporate, foundation and city funding for arts and culture activities approved by the City Council; and facilitate collaboration and joint planning among public and private agencies involved with related issues such as economic development, tourism and arts education.

Members of the Art and Culture Commission in 2018 include:

- |                          |          |
|--------------------------|----------|
| ▪ Carrie Wintersteen     | At Large |
| ▪ Kenyon Williams, Chair | At Large |
| ▪ Sara Watson Curry      | Council  |
| ▪ Dennis Krull           | Ward 1   |
| ▪ Timothy Wollenzien     | Ward 2   |
| ▪ Tim Beaton             | Ward 3   |
| ▪ Su Legatt, Vice-Chair  | Ward 4   |

Thank you to Chair Kenyon Williams, Vice-Chair Su Legatt and Sara Watson Curry for their contributions to Moorhead Arts and Culture!

### 2019 PROJECTS

- ❖ Moorhead Proud Public Art that kicked off the year with a Call for Art and included the installation of the Florence Klingensmith mural at Moorhead Ace in October.
- ❖ Co-hosted the Making It Public artist workshop in partnership with Fargo's Art and Culture Commission and facilitated by Forecast Public Art.
- ❖ Contribute to the development of the Tower Art design for the future Southside water tower.

### FUTURE PROJECTS FOR 2020

- ❖ Contribute to the development of the I-94 Tower Art design
- ❖ Installation of the Art Bench and Box project using art from Moorhead High students.
- ❖ Installation of the Moorhead Proud: Storm Drain Community Art project facilitated by River Keepers.

*Thank you for your time, effort and dedication serving on the Moorhead Art and Culture Commission. It is greatly appreciated!*



**To:** Moorhead Art & Culture Commission  
**Subject:** Election of Officers  
**Date:** February 12, 2020  
**Prepared By:** Kim Citrowske, Assistant City Planner

## ELECTION OF OFFICERS

According to the Art and Culture Commission bylaws (attached) members should annually elect a Chair and Vice-Chair for a one year term. No member can hold the office of chair or vice-chair for more than two years consecutively.

Thank you to Kenyon Williams for serving as Chair and Su Legatt as Vice-Chair!

### CHAIR

The Chair will have the duties and powers usually attendant upon the office of Chair, and such other duties and powers as may be prescribed by statute or ordinance. The Chair will preside at all meetings of the Arts and Culture Commission, make report(s) as the Chair deems necessary or required of the Chair, and perform such other duties as are incidental to the Chair's office or are required of the Chair by the Members. The Chair will vote on all matters before the Commission.

### VICE CHAIR

The Vice-Chair will perform the duties of the Chair in the Chair's absence or incapacity and/or because of the resignation of the Chair, until a new Chair is elected.

### RECOMMENDED MOTION

- Motion to recommend \_\_\_\_\_ as Chair of the Art and Culture Commission.
- Motion to recommend \_\_\_\_\_ as Vice-Chair of the Art and Culture Commission.

## DESIGNATE REPRESENTATIVES

Various groups request representation from the Art and Culture Commission membership.

### PUBLIC ART POLICY

The Moorhead Public Art Policy includes the establishment of an Artist Review Team (A.R.T) during phase one of the application process. The A.R.T includes two Art & Culture Commission members, A& C Commission Council representative, Art and Culture staff liaison, City Planner (or designee) Parks & Recreation Director (or designee) and Public Works Director (or designee).

Please designate two representatives to participate in 2020.

## RECOMMENDED MOTION

Recommend the following people and/or members to represent the Art and Culture Commission:

- Motion to recommend \_\_\_\_\_ and \_\_\_\_\_ to serve on the A.R.T. for 2019.

## MOORHEAD COMMUNITY FUND

The Moorhead Community Fund requires the Art and Culture Commission to designate its Chair or Designee to serve on the Moorhead Community Fund Advisory Committee. This committee meets quarterly or as needed with the following tasks:

- Identify and recommend projects, supported by community for prioritization to City Council for approval.
- Assist with fundraising for identified projects which may include:
  - Identify potential donor opportunities with the community.
  - Assist in presenting project(s) to service groups or others that may be interested in donating to the Moorhead Community Fund.
  - Review and make suggestions on fundraising efforts and materials.
- Make recommendations to the Moorhead City Council for fund distribution for identified projects.

## RECOMMENDED MOTION

Recommend the following people and/or members to represent the Art and Culture Commission:

- Motion to recommend \_\_\_\_\_ to represent the Art and Culture Commission on the Moorhead Community Fund Advisory Committee.



**To:** Moorhead Art & Culture Commission  
**Subject:** 2020 Budget  
**Date:** February 12, 2020  
**Prepared By:** Kim Citrowske, Assistant City Planner

## 2020 BUDGET

### PROJECT SPECIFIC BUDGETS

YEAR	BALANCE	PROJECT(S)
2016	\$7,644.29	Sidewalk Art & Poetry donation
2019	\$10,012.18	Moorhead Community Fund - Arts & Culture General

### ANNUAL BUDGET

YEAR	BUDGET <small>(Anticipated \$4000/yr.)</small>	PROJECT(S)
2019	\$750	Making It Public Workshop - Forecast Public Art
	\$135	Making It Public Workshop - Hjemkomst room rental
	\$3115	Public Art – bench and box wrap
2020	\$592	Public Art – bench and box wrap
	\$3408	Public Art – I-94 Tower Art





**To:** Moorhead Art and Culture Commission  
**Subject:** I-94 Water Tower Art  
**Date:** February 12, 2020  
**Prepared By:** Kim Citrowske, Assistant City Planner

## I-94 WATER TOWER ART

### PROJECT

The Tower Art Committee met on January 9, 2020 to discuss the scope and process for the I-94 Tower Art project. A Call for Artists was determined to find an artist (team) to facilitate the community engagement and develop the work of art which will have the following parameters for development:

- “Moorhead” visible and prominent from east and west from I-94
- Theme to rise from
  - 1) Moorhead brand narrative: We believe this is where the strong belong. Moorhead is a rising metro. We are growing a vibrant business, academic and art community. We have a culture of achievement, rooted in the spirit of curiosity. Here, we choose to be more.
  - 2) Moorhead Proud
  - 3) Other
- Color parameters – avoid red and orange as they may not be included in manufacturer warranty.

Tower Art Committee:

- Heidi Durand, City Council
- Larry Seljevold, City Council
- Kristine Thompson, MPS Commission
- TBD, MPS Commission

Staff Liaisons: Kris Knutson, Marc Prichard, Lisa Bode, Kristie Leshovsky, Robin Huston, Kim Citrowske  
Administration: Chris Volkers, Bill Schwandt

### CALL FOR ARTISTS

A Call for Artists was developed to select an artist/artist team to facilitate community input, develop artistic application and possible lighting component and refine to meet budget and design constraints. This opportunity is public and accessible at [cityofmoorhead.com/art](http://cityofmoorhead.com/art)

### BUDGET

Possible funding sources for this project include:

City of Moorhead	\$4,919 - Art & Culture carry over
	\$3,408 – Public Art – I-94 Tower Art
MPS	\$28,500 – budgets for “Moorhead”
Grants	\$10,000 – Lake Region Arts Council (LRAC), pending application
	Undetermined – Fargo Moorhead Area Foundation (FMAF), pending application

## TIMELINE

January 30, 2020	Launch Call for Artists
February 3, 2020	FMAF: Arts, Culture & Creativity Grants open
February 12, 2020	Art and Culture Commission update
March 3, 2020	LRAC: Local Government Legacy Grant App. Deadline
March 6, 2020	Deadline for Call for Artists
March 2020	Application Review with possible Interviews for Call for Artists by I-94 Tower Committee
April 2020	Council Approval of selected Artist (team), Accept Grant, if awarded and Artist agreement including W-9
April 21, 2020	LRAC Board Meeting/Grant presentation FMAF Grant Deadline
April 22, 2020	LRAC Grant award notifications
May thru July 2020	Community Engagement & Art Development
July 2020	Art, Technical and Cost Refinement (I-94 Tower Committee and Art Review Team)
August 2020	Committee Approvals <ul style="list-style-type: none"><li>○ 8/17/2020 Art and Culture Commission</li><li>○ 8/18/2020 MPS Commission</li><li>○ 8/24/2020 City Council</li></ul>
September 1, 2020	Submit final design to Moorhead Public Service

## ACTION ITEM

SUGGESTED MOTION: The Moorhead Art and Culture Commission supports the City of Moorhead's grant applications:

- Lake Region Arts Council's Local Government Legacy Grant for installation of public art on the I-94 Water Tower
- Fargo Moorhead Area Foundation's Arts, Culture and Creativity Grant

# Call for Artists

## SUMMARY

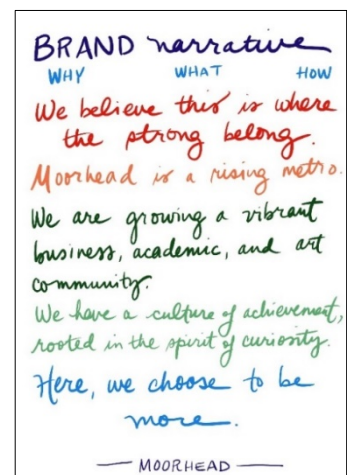
How many artistic pieces are viewed by over 40,000 people every day? With interstate highway traffic at this location reaching over 43,000 trips per day, this project will be the most visible and most viewed artistic application in the city. It will be seen by commuters, visitors and the local community and will provide a work of art to be enjoyed for 20 or more years. The I-94 Tower Project will be like no other public art project in the city, as it will be the first highly visible application of an artistic design directly relating to the City's efforts in developing Moorhead's identity. The community will be involved in the artistic design process to encapsulate and put in design form Moorhead's identity based on the narrative developed in coordination with the community and stakeholders.



The City of Moorhead is seeking a qualified artist and/or team to develop an iconic symbol for the community that will visually tell the world just who Moorhead is while exemplifying a collaborative approach to develop an artistic design with expertise in:

- Visual art,
- Lighting design (optional, but preferred),
- Community engagement facilitation, and
- Technical coordination.

**This project is to engage the community which will guide the translation of Moorhead Proud and the brand narrative into a visual design with possibly a lighting component and technically translate it to a scaled application (and specifications) for installation.**



Moorhead Public Service has contracted with a company to install the artwork on the existing I-94 water tower as part of the tower rehabilitation project. Therefore, physically painting the art on the water tower is not included in the scope of this Call for Artist. If a lighting component is included, the city will work with the artist/team to develop specification documents.

## MOORHEAD PROUD

Moorhead, Minnesota is a growing community with an estimated population of over 43,000 located in Clay County and is the largest city in northwest Minnesota. Situated in the Red River Valley, Moorhead is part of a rich agricultural region that was created from silt deposits leftover when glacial Lake Agassiz melted approximately 10,000 years ago. The city borders the Red River of the North which flows northward into Manitoba, Canada and empties into Lake Winnipeg. The Red River forms the border between Minnesota and North Dakota.

Moorhead is unique in that it provides the feeling of a small town, with the amenities of a larger Fargo-Moorhead community of 245,000 people. There are numerous entertainment, arts and culture, dining, shopping, parks and recreation, and sports events and opportunities. Moorhead is a safe community with strong community pride. Moorhead's brand narrative, noted above, reflects this pride and articulates what makes our city special.

## SITE DESCRIPTION

The I-94 water tower is located at 2300 28<sup>th</sup> Avenue South in Moorhead, MN 56560.



## PROJECT SCOPE

### Community Engagement Process

- Connect with broad community a minimum of three times
- Present to City Council and related Boards and Commissions (minimum of 3 presentations)

### Artistic Development

- Physically painting the Art on the water tower is **NOT** included in the scope of this project.
- Contain the word “Moorhead” clearly visible to east and west I-94 vehicular traffic recognizing 55 mph traffic speed, design must be bold and uncluttered.
- Art that is visible from all angles that exemplifies Moorhead’s pride in community that wraps the entire water tower
- Artistic edits will be required to ensure the design meets budget.
- Acknowledge spherical shape and possible distortions in key area of the water tower and technical issues including seam weld areas.
- Submitted in .tiff or Adobe Illustrator format
- Solid, stencil imaging is encouraged
- Dynamic Lighting (optional, but preferred). If included, development of specifications and construction documents, event programming/training and installation oversight will be addressed in a separate agreement.
- Technical components including dimensions of the tower and lighting are available upon request.
- Design development
- Collaborate with technical staff to ensure art is able to be implemented due to technical and budgetary constraints

## BUDGET

The total budget for art and lighting installation is approximately \$50,000 (\$10,000 artist compensation, remainder for application of the artistic design and lighting installation.)

## ARTIST (TEAM) COMPENSATION

The artist (team) stipend is a flat rate of up to \$10,000.

## APPLICATION REQUIREMENTS

1. Letter describing understanding of the community of Moorhead, MN and interest in the project approach to developing the artistic design and components features and important value to community engagement.
2. Resumes of artist (team) and history and spirit of collaboration. Please include current work commissions and how that may impact this project's timeline. Also include any experience with cold climate outdoor lighting installations, if applicable.
3. Describe expertise in community engagement and proposed process/techniques for community participation.
4. Work Samples – up to 10 images of recent projects especially any that include large format/scale and community engagement components. Please include a brief description and costs.
5. Contact information (i.e. address, phone, email, etc.)
6. Optional: Include a video introduction of artist (team) including community connection and project approach limited to three (3) minutes.
7. Do not submit a project concept or design at this time.

## APPLICATION DEADLINE

The deadline to submit is **Friday, March 6, 2020 at noon.**

## APPLICATION SUBMISSION

Email submissions to: [art@cityofmoorhead.com](mailto:art@cityofmoorhead.com)

Disclaimer – City of Moorhead reserves the right to reject any or all applications without compensation and for any and all reasons etc. Members of the I-94 Tower Group, City of Moorhead City Council and staff, Moorhead Public Service Commission and staff and their immediate families of same are ineligible to participate in this Call for Artists.

## TIMELINE

March 6, 2020	Deadline to Submit
March 2020	Application Review with possible Interviews
April 2020	Council Approval (Accept Grant, if awarded and Artist agreement including W-9)
May thru July 2020	Community Engagement & Art Development
July 2020	Art, Technical and Cost Refinement with I-94 Tower Committee & Art Review Team
August 2020	Committee Approvals
8/17/2020	Art and Culture Commission
8/18/2020	MPS Commission
8/24/2020	City Council
September 1, 2020	Submit final design to MPS

## CONTACT & RESOURCE FOR QUESTIONS

Lisa Bode, Government Affairs Director – [lisa.bode@cityofmoorhead.com](mailto:lisa.bode@cityofmoorhead.com) - 218.299.5372

Kim Citrowske, Assistant City Planner – [kim.citrowske@cityofmoorhead.com](mailto:kim.citrowske@cityofmoorhead.com) – 218.299.5333

## PROJECT RESOURCES & INSPIRATION

- [TnemecCompany Tanks of the Year](#) (YouTube)
- Decorative/Changeable Lighting:
  - <http://www.gopherstagelighting.com/portfolio-1/st-cloud-water-tower-2>
  - <https://www.colorkinetics.com/global/showcase/st-anthony-falls-bridge>
  - <https://www.dot.state.mn.us/i35wbridge/bridgelighting.html>
- Other City of Moorhead Water Tower Designs
  - <http://cityofmoorhead.com/departments/planning-neighborhood-services/planning-zoning/art-in-moorhead/art-to-enjoy>

## EVALUATION CRITERIA

Please rank each criteria with a 1 = BEST

CRITERIA CATEGORIES	1	2	3	4	5
Community Connection					
Artist (team) Experience					
Public Art Experience					
Technical Experience					
Community Engagement Experience					
Community Engagement Approach					
Artistic Merit					
<b>TOTAL SCORE</b>					