



Traverse City Arts Commission

3:00 PM

Friday, June 26, 2015

**Located in: The Second Floor Conference Room
Governmental Center
Traverse City, MI 49684
Posted: June 22, 2015**

If you are planning to attend the meeting and you have a disability requiring any special assistance at the meeting, please notify the City Clerk, immediately.

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Traverse City, MI 49684

AGENDA

1. ROLL CALL
2. Announcements
3. Consideration of approving minutes from the Regular Meeting of May 29, 2015.
4. Review of the draft Arts Commission Master Plan.
5. Discussion regarding funding for requests to hire photography services related to documentation of current public art and the city scape in Traverse City and funds for graphic design services associated with the production of the Master Plan.
6. Discussion regarding public input sessions and roll-out timelines.
7. Discussion regarding fund development processes and ideas.

8. Public comment.

9. Adjourn.

CITY OF TRAVERSE CITY

Minutes

Traverse City Arts Commission

May 29, 2015

A Regular Meeting for the Traverse City Arts Commission was called to order at the Second Floor Committee Room, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 3:00 p.m.

The following were present, constituting a quorum: Mayor Michael Estes, Janice Warren, Rick Korndorfer, Deb Lake, Christie Minervini, Mary Gillett, Metta Lansdale, and John Gessner.

The following staff was present: Lauren Tribble-Laucht, City Attorney, Benjamin Marentette, City Clerk and Colleen Paveglio, DDA Marketing Director.

The following were absent: None.

1. First item being, "Arts Commission member introduction."

General introductions were made by each Arts Commission member.

2. Next item being, "Discussion regarding general direction of the Traverse City Arts Commission."

The following points were discussed:

By consensus, Mary Gillett was appointed Chair.

By consensus, Metta Lansdale was appointed Vice-Chair.

By consensus, John Gessner was appointed Secretary.

Mary Gillett, Deb Lake, Jan Warren and Metta Lansdale volunteered to be on the subcommittee, Master Plan Development Committee.

Christie Minervini, Rick Korndorfer, and John Gessner volunteered to be on the subcommittee, Public Art Guidelines Committee.

By consensus, the date and time to meet as a commission would be the third Friday of each month at 3:00 p.m. in the Governmental Center, meeting room to be determined.

Further general comment was made by members, discussing the Arts Ordinance, Guidelines, and establishing a standing agenda item of "open discussion on ongoing projects" to all future meetings of the Arts Commission.

3. Next item being "Public Comment."

None.

There being no objection, Chair Mary Gillett declared the meeting adjourned at 3:58 p.m.

John Gessner
Designated Secretary

A PUBLIC ART PROGRAM MASTER PLAN FOR TRAVERSE CITY

Thursday, June 18, 2015

Draft 1.1.3

Statement of Purpose

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Why Public Art?

Guiding Principles and Goals

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Statement of Purpose

In 2014, the City of Traverse City joined other communities around the United States by embarking on a Public Art Program dedicated to developing and preserving public access to the arts by placing art where the community gathers -- in parks, buildings, plazas, and near pedestrian and vehicular paths.

The City Commission of Traverse City finds that public art advances the interests of Traverse City and enriches the cultural and aesthetic quality life in our community by:

- contributing to the general welfare by providing access to cultural resources that engage and inspire the mind and senses by creating high aesthetic expectations.
- stimulating community dialogue between people of all ages by challenging familiar experience.
- increasing the City's desirability by enlivening the appearance and appeal of public spaces, creating a more cultural urban environment.
- aiding in the enhancement of property values and promoting economic growth.

Building on Traverse City's commitment to excellence in the planning and design of civic space, the City Commission establishes the following Master Plan for its Public Art Program. This set of policies is intended to provide the City of Traverse City, City staff, and the community with a clear and consistent framework for selecting, funding, commissioning, installing, maintaining, and decommissioning public art for municipally owned public spaces. It intends to ensure a lasting legacy for future generations through a sustainable Public Art Program.

What is Public Art?

Public art is artwork located in the public realm, regardless of whether it is situated on public or private property, and whether it is acquired through public or private funding. It may be permanent, temporary, or mobile.

Public art is art with the social purpose of creating rich landscapes that reflect our history, embrace and honor cultural differences, inject a sense of play that makes passers-by smile involuntarily, create a sense of civic pride, and excite our creativity.

Public art often welcomes people to town, marks a town center, or provides shade and resting space in parks. Some public art is sited in high traffic areas, especially places frequented by pedestrians. Other common sites include major public buildings, parks, neighborhood communities, schools, senior centers, libraries,

police and fire stations, and town centers where people walk and gather. It can also be infused into architectural elements of new and existing buildings.

Common types of public art include:

- Murals (painted, sculpture, mosaic)
- Functional (paving patterns, benches, lighting, kiosks, railings, manhole covers, dumpsters, painted utility boxes)
- Interactive (kid friendly, climbable)
- Environmental (recycled materials, alternative energy, found objects)
- Temporary (rotating art on loan)
- Water (fountains, ponds, trickle walls)
- Kinetic (mobiles, magnetic, large-scale sculptures)
- Technological (webcams, video screens, digital displays)
- Landscape (flower beds, gardens)
- Architectural

Why Public Art?

Art surprises, delights, slows us down, sparks debate, and energizes us. Public art is an essential component of a thriving community because:

- Public art enhances public spaces and creates destinations in a community where people walk, ride, play, and gather. It both reflects and creates our community. Well-designed and attractive artwork that is strategically located throughout the City encourages people to fully appreciate and utilize public spaces.
- Public art creates an opportunity for the expression of the diversity and the unique character of a group or area.
- Public art can advance overall design initiatives or priorities in a community by delineating neighborhoods and beautifying traditionally unremarkable aspects of public works infrastructure.
- Public art can have historic and educational value by commemorating events, honoring individuals, or identifying historic locations.
- Public art can serve as a forum for supporting local and regional artists.
- Public art contributes to the rich texture of the fabric that is the story of our time, our place, and our lives.
- The public art we leave behind is our gift to those who come after us.

It is the stated intent of the Traverse City Arts Commission to encourage the continued development of public art in order to stimulate the vitality and economy of the City, and to enhance Traverse City's standing as a leader in arts in the State of Michigan. Thus, it is the goal of the Traverse City Arts Commission to spend

available funds on quality works of art and art projects that advance public understanding of visual art, support arts and culture, and enhance the aesthetic quality of public places.

Guiding Principles and Goals

The activities and decision-making of the City of Traverse City's Public Art Program will be guided by the following principles and goals:

- **Inclusivity:** actively seek ideas and participation from all segments of the community, encouraging dialogue and working in partnership with artists, architects, engineers, designers, planners, local businesses, creative professionals, and arts organizations.
- **Diversity:** provide opportunities for artists of all racial, ethnic, and cultural backgrounds, disabilities, and other diverse groups.
- **Geography:** work collaboratively to provide arts experiences in all parts of Traverse City, prioritizing places where the greatest number of people gather, responsive to Traverse City's established community planning and urban design strategies.
- **Aesthetic Excellence:** strive for artistic excellence in artwork and art experiences that enhance the urban environment and public spaces throughout the City.
- **Placemaking:** support public art that is a force for expressing and evoking connections among people and places that are meaningful to community and civic life by creating places within community spaces and prioritizing highly visible locations that are accessible to everyone.
- **Innovation:** explore new approaches to public arts activities to engage citizens of all ages, and include works of art representing a broad variety of media, styles, and community interests.
- **Feasibility:** prioritize projects that have a high likelihood of success, including adequate time and funding to complete the project, ensure site control, and support from partners and the community.
- **Education:** promote understanding and recognition of public art as one of our great civic resources, and educate the community about the creation, mission, and benefits of public art for enhancing the quality of life and the economic vitality of our community.
- **Development:** explore all funding options and seek diverse, reliable, and stable funding for public art.
- **Planning:** encourage consideration of artistic components for new projects and developments under consideration by the City, from new community facilities to major private projects to public-private endeavors.
- **Preservation:** administer, document, maintain, and conserve works of art in the public art collection.

Traverse City Arts Commission

The Traverse City Arts Commission develops and oversees the Public Art Master Plan. Its initial adoption and subsequent revisions are recommended to and approved by the City Commission. The Arts Commission shall regularly assess the Master Plan's consistency with the City Master Plan and the Parks and Recreation five-year plan.

The Traverse City Arts Commission is responsible for the administration and overall management of the City of Traverse City's Public Art Program, implementation of calls for proposals and artists, identification of and contracting with artists, supervision of art fabrication and installation, signage, public art dedications, program fundraising, documentation of artwork in the Public Art Program, and education and awareness efforts.

Arts Commission members consist of five community members appointed by the City Commission, plus one representative from each of four groups: the City Commission, the Parks and Recreation Commission, the Planning Commission, and the Downtown Development Authority. Members serve three-year terms.

Art Selection Panel

The Art Selection Panel is a five-member panel appointed by the Traverse City Arts Commission. The panel solicits proposals for specific projects, evaluates proposals based on the goals and regulations of the Public Art Program, and makes recommendations to the Arts Commission.

Art Selection Panel members must:

- be familiar with the unique character of Traverse City.
- have a strong background in the visual arts.
- be free of conflict of interest or the potential for financial gain from either the project or the purchase of specific artwork by the City.
- be willing to sign a conflict of interest statement.

The Art Selection Panel will make objective judgments on proposals submitted to the Traverse City Arts Commission, based on the critical success and professional accomplishments of the artists under consideration, with the goal of finding the best possible match between site, community, and artist.

The panel will have a strong working knowledge of public art, including aesthetic concerns, community involvement, compatibility issues, funding and contracts, documentation, placement, landscaping, cost for maintenance, and site concerns.

The members may consult with landscape architects or other project design professionals as needed.

In cases where there are multiple stakeholders, the Arts Commission may choose to appoint additional non-voting members representing stakeholders to the Art Selection Panel. These non-voting advisors may include design or technical professionals, developers, planners, urban designers, or historians.

Community Partnership

The Traverse City Arts Commission will actively seek community input during the ongoing development and maintenance of the Public Art Program.

The commission will encourage connections with local, regional, and national organizations that work for the benefit of art. The commission will assist community organizations that provide leadership on arts-related matters in making public art a major component of the City's life.

Citizens, artists, business, and community groups of Traverse City will be invited to attend roundtable discussions, engage in one-on-one conversations, attend commission meetings, fill out surveys, and participate in charrettes. Incorporating this critical guidance and creativity will help to ensure that our community's world class master plan remains uniquely Traverse City's as it matures and adapts to an arts landscape that is constantly in flux.

Public Arts Commission Process

The phases below outline the process for carrying out a commissioned public art project. The Arts Commission will engage the public at various stages of the process.

Phase One: Project Assessment and Selection

At the earliest stage, the Traverse City Arts Commission discusses the feasibility of proposed public art projects. The following criteria are the minimum on which selections shall be based. Other criteria may be established as dictated by a project's particular requirements; any additional criteria shall be outlined in written instructions.

The project should:

- Enhance and enliven the selected public space.
- Reflect the spirit and character of the community.
- Be innovative in design.
- Be respectful of view corridors to the bay.

- Be mindful of the importance of pedestrian scale to the community of Traverse City.
- Be durable relative to the elements, theft, and vandalism, with consideration given to short and long-term maintenance.
- Be engineered for safety and technical feasibility.
- Accurately fall within desired time frame.
- Accurately fall within budget and available funds, including the cost of the public art, installation costs, signage, maintenance, and all other associated costs.
- Be appropriate in terms of scale, form, content, and design with respect to its immediate and general, social, and physical environment.
- Be acceptable in terms of durability, maintenance, public access, appropriateness, safety, and security.
- Serve the goals of the Public Art Program Master Plan and the needs of the community.
- Complement the City's existing public art inventory, adding diversity of theme, material, and style.

Site considerations:

- If the project begins with a chosen site, what medium would be best suited for the space?
- If the project begins with a particular work of art, what site is currently available for placement and is a feasible, viable location for public art?
- Will the entire community have sufficient access to the art once it is placed, and will its placement enhance the Public Art Program as a whole?
- Will the artwork integrate well with its surroundings?
- What time lines and other site factors that may affect placement need to be considered?
- What stakeholders will be actively involved in the project?
- What difficulties or resistance are likely to be met?

Once the Traverse City Arts Commission has considered the above, it may choose to formally pursue the project by a majority vote of the commission. If the commission is unable to achieve a majority vote of its members for a project, it may continue with the discussion to resolve issues of concern.

Phase Two: Project Definition and Call for Proposals/Artists

Once a project has been selected, the Arts Commission will take the following steps to initiate the project.

1. City Commission and City Staff Approval

The Arts Commission will seek approval of project concept, location, and preliminary budget from the appropriate City staff. The Traverse City Arts Commission will then seek authorization from the City Commission for expending funds and initiating the Request for Proposal (RFP) or Request for Qualifications (RFQ) process.

2. Briefing Session

After receiving approval, the commission will meet with stakeholders who will be involved in the project. It shall arrange at least one discussion session with all the key project stakeholders including, but not limited to, a project manager, the director of the site facility, any involved private sector developers, and the artist and design project architect, if known. The following topic areas, and others as deemed necessary, shall be discussed:

- Design objectives for the project.
- Relationship of public art to the project design objectives.
- Identification of the local stakeholders in context to the site.
- Relationship of the public art project to the design project architect objectives, if selected.
- Any functional requirements or special site limitations associated with the capital improvement project or private development project.
- Public Art Program goals, selection processes, and implementation procedures.
- General guidelines for determination of the selection process (open competition, limited competition, invitational competition, or direct selection).
- Cooperative nature of the Public Art Program, with artist participation encouraged from initial planning phase forward.
- Available budget for public art project.
- Long-term maintenance, liability, and code requirement concerns.

3. Defining the Project

The commission will collect the information received during the briefing session and use it to establish the selection criteria that will be included in the Request for Proposal (RFP) or Request for Qualifications (RFQ).

The selection criteria could include originality of artwork, artist credentials, relevance of artwork theme, sustainability, and maintenance. Criteria can be changed or modified depending on the needs of the RFP/RFQ. The creation of selection criteria will set up an agreed-upon expectation as to what basis the RFP/RFQ should be judged upon. The RFP/RFQ should include:

- Project goals
- Site details
- Budget
- Project scope and specifics (type and theme of project, style or nature of placement)
- Approaches to artwork
- Maintenance considerations
- Contract requirements including ownership to remain with the City of Traverse City
- Method of artist selection
 - Open Competition: artists are asked to submit evidence of their past work. Any artist may submit credentials and/or proposals, subject to any limitations established by the commission. Calls for entries for open competitions will be sufficiently detailed to permit artists to determine whether their work is appropriate to the project under consideration.
 - Limited Competition: a limited number of artists shall be invited to submit credentials and/or proposals for a specific project, based on their past work and exhibited abilities to meet situations posed by particular project requirements or based on other non-aesthetic Public Art Program goals.
 - Invitational Competition: a very small number of artists (usually between three and five) are invited to submit credentials and/or proposals for a specific project. Invited artists shall be selected directly by the Art Selection Panel through an initial slide review process. Artists shall be included in the slide review process based on their ability to meet situations presented by the given project.
 - Direct Selection: at times, the Public Art Program may elect to make a direct selection in which they contract a specific artist for a particular project. Such an election may occur for any reason, but will generally occur when circumstances surrounding the project make an open or invitational competition unfeasible (project timeline, for example).

Upon agreement on the RFP/RFQ, the Traverse City Arts Commission will distribute it to the appropriate artists. In the case of Open Competition, it will be distributed locally, throughout Michigan, and nationally, so that the best possible pool of candidates can be assembled.

Applicants may be asked to provide examples of work (2D or 3D), a resume, a statement of interest in the project, an artist's statement, references, and a budget. Artists are free to include other materials as they wish.

The Traverse City Arts Commission staff liaison catalogs all artists and/or proposals.

Phase Three: Artist Selection

The Art Selection Panel is called upon by the Traverse City Arts Commission to review the proposals and other artist materials. It may choose to interview artists and gather additional information on the proposals, including revisions to artwork.

Selecting an artist to either create discrete public artworks or to participate in design collaborations is the most important decision of the public art process. Special care must be taken in the implementation of all facets of the artist selection process in order to ensure the implementation of the best public art project possible. Specifically, the goals of the selection process are:

- To further the guiding principles and goals of the Public Art Program with the artist selection.
- To select an artist or artists whose existing public artworks or past collaborative efforts have maintained a level of quality and integrity.
- To consider the type of public art project applicable to the situation posed by the particular project and to select an artist or artists who can best respond to that type of project.
- To select an artist or artists who will best respond to the distinctive characteristics of the site and the community it serves.
- To select an artist or artists who can work successfully as members of an overall project design team.
- To ensure that the selection process represents and considers the interests of all parties concerned, including the public, the arts community, and the site facility.

After deliberating on the proposals, the Art Selection Panel will make a recommendation to the Traverse City Arts Commission. The Art Selection Panel may choose to recommend one artist and/or proposal or a set of finalists. The Arts Commission may recommend that the finalists be displayed to the public for community feedback.

Phase Four: Contract with Artist

Once the Art Selection Panel has made its recommendation to the Traverse City Arts Commission, the commission reviews the recommendation and votes to accept or reject. If a recommendation is approved by the Traverse City Arts Commission, the artist is notified that she/he is a finalist in the competition.

The Traverse City Arts Commission may arrange a site visit for the artist so that she/he may learn about the project in more detail, its location and specific features, budget and any architectural/engineering information that is pertinent. In addition, the Traverse City Arts Commission may choose to have the artist meet with community members, stakeholders, and City staff involved in the project.

Following approval of a public artwork's acquisition, the artist will enter into a written Agreement for Commission of Public Art or an Agreement for Purchase of Public Art Work, as appropriate, with the Traverse City Arts Commission. The dollar amount of the contract is subject to the funds approved by the City Commission, which will include all funds allocated to the project: artist fees, fabrication and installation costs, and any other expenses.

The contract is completed under the supervision of the City Manager and the City Attorney. It will be a standard contract for services and transfers ownership of the art to the City at the time of installation. The contract should ensure that the art becomes the full property of the City, with no rights remaining with the artist, and should also provide for the removal of the art at such time that this is deemed necessary. The contract may also protect the City from the artist duplicating the exact work for sale to others.

The agreement will address the artist's obligations, which will include, but not be limited to:

- Scope of Services
- Materials
- Timelines
- Installation
- Maintenance
- Warranty, Copyright, and Ownership by City
- Compensation and Payment, Including Payments to Subcontractors
- Title
- Assignments of Royalty Rights
- Risk of Loss
- Insurance
- Repair or Alteration

Where appropriate, specific clauses covering Structural Design, Review, and Revisions to proposed work as well as Execution, Construction, Installation, and Post Installation of Artwork will be included.

Phase Five: Completion and Installation

The Traverse City Arts Commission and its staff liaison work together with the artist to bring the project to completion. Commissioners may enhance their understanding of the work as it is fabricated by visiting the artist's studio, exchanging photographs, or inviting the artist to update the commission at a meeting. Other City staff, community members and professionals related to the project may also collaborate to complete the project. This process may take a number of months, depending on the complexity of the art, the extent of fabrication, and the time needed to install the art.

Once the art is installed, the City may hold a dedication ceremony to formally introduce the art and the artist to the community. City Commission members, the City manager, and the commission will work together to ensure that the dedication event is open to the public and appropriate to the art and its location. The art and artist will be identified with an appropriate plaque on the installation site.

Funding

Public art will be funded by a sustainable and diverse blend of private and public sources. Funding for the Public Art Program may come from artwork and monetary donations in accordance with this Master Plan.

The Public Art Ordinance provides the City Commission shall annually appropriate an amount not to exceed \$45,000 from the general fund to the Public Arts Trust starting in fiscal year 2015/16 to be used in accordance with this Master Plan. The Downtown Development Authority shall annually appropriate an amount not to exceed \$25,000 to the Public Arts Trust starting in fiscal year 2015/16 to be used in accordance with this Master Plan. Downtown District Funds collected in the Public Arts Trust will be expended consistent with Chapter 299 of the City of Traverse City's Codified Ordinances.

To supplement these sources, the Traverse City Arts Commission is tasked with advocacy in maximizing available funding and seeking philanthropic support, grant opportunities, and partnerships as part of its activity.

- Traverse City Arts Commission members will complete and submit grant proposals in support of the Public Art Program to local, state, and national funders, with the approval of the City Commission.
- The City of Traverse City is encouraged to show support for public art by seeking philanthropic support.
- Some of the most successful public art projects are those that are well integrated into private development from the early planning stages. Private

development projects in Traverse City should be encouraged to include public art in new projects.

- Memorial funds and gifts by corporations, foundations, and private individuals will be pursued by commission members.
- Donor recognition will be incorporated into each project plan.

Donations

Groups or individuals may request that the Traverse City Arts Commission consider the placement of a donated work of art or funds to initiate a new public art project. The Arts Commission reserves the right to accept or reject any and all donations.

Artwork Donations

All decisions to accept public art pieces shall be made by the City Commission, following written recommendation by the Arts Commission. Anyone wishing to donate existing artwork, or a newly commissioned piece of artwork, should submit a written proposal for review by the Traverse City Arts Commission. Gift proposals should include:

1. Description of the work, and materials included in the artwork.
2. The actual artwork, or images of the artwork.
3. A site plan indicating the proposed location for the artwork, if a specific location is suggested.
4. Installation details.
5. Recommended maintenance plan.
6. Source of funding, if any, for installation and maintenance.

All donations must be unencumbered; no work of art will be accepted if the donor requires the City to locate the work of art in a specific location in perpetuity.

The City does not establish or set the value of donated artwork. Receipt for donated goods (artwork) will be provided but no value will be assigned. If the donor furnishes the City with an appraisal or receipt of sale for the artwork, it will be attached to a "Letter of Donation" furnished to the donor by the City. In all other cases, no value will be stated. It is the responsibility of the donor to declare a specific value and necessary substantiation of value for tax purposes, in consultation with accounting and/or legal advisors.

Donated work should include a financial donation for the maintenance and conservation/restoration of the work being donated, the amount of which will be negotiated as part of an acceptance agreement.

Following an initial review by the Arts Commission, the artwork will be reviewed by the Art Selection Panel. Artwork being considered for donation to the City's public art collection will be evaluated based on the goals of the Public Art Program and by criteria that includes, but is not limited to:

- Relevance to the Public Art Program Master Plan.
- Relevance to the City of Traverse City's natural or built environment, cultural heritage, and/or history.
- Quality of the piece of art.
- Suitability of the artwork for display in a public space.
- Authenticity of the artwork.
- Condition of the artwork.
- City's ability to maintain and conserve the artwork.
- Ethical and legal considerations regarding ownership.

After evaluating the proposal, the Art Selection Panel will make its recommendation to the Traverse City Arts Commission, which will in turn notify the City Commission. If the City Commission votes to accept the gift, a deed of gift will be signed. Appropriate promotion and recognition will be agreed upon with the donor for accepted gifts. If the artwork is declined, the donor will be formally notified. The notification will include the reason for the decision, and an invitation to meet with an Arts Commission representative, if the donor wishes to do so.

If a proposal for a newly commissioned piece of artwork is accepted, the full spectrum of Public Art Master Plan criteria will be followed with consideration to site, safety, and all other matters. The donor or the donor's selected artist will follow the process for implementing a piece of public art as detailed in the Master Plan. The donor will deposit full project fees with the City to be drawn on by the artist to ensure uninterrupted completion of the artwork. These funds will also include any monies required for plaques and/or other promotional material needed for commissioning.

Monetary Donations

Philanthropic support is an important resource in the development and sustainability of public art in Traverse City. Prospective donations can be made through gifts of cash, stock/bonds, bequests, and planned giving instruments. All financial donations will be restricted for use in supporting the Public Art Program as directed by the Arts Commission and approved by the City Commission. They should also be considered unrestricted, provided that they remain within this scope, so that they may be utilized as needed and directed by the Arts Commission and Traverse City Commission in the support and maintenance of public art in Traverse City. Acceptance of prospective donations with restrictions may be

considered by the Arts Commission and City Commission on an individual basis, but only after a thorough review indicates that donor stipulations can be fulfilled.

All donor funds will be handled in accordance with generally accepted accounting procedures and philanthropic best practices, including those defined by IRS Publication 526: Charitable Contributions, the Donor Bill of Rights, Independent Sector's Principles of Good Governance and Ethical Practice (Responsible Fundraising), the AFP Code of Ethical Principles and Standards, and the State of Michigan Attorney General. All monetary donations will be received and documented by the City of Traverse City without risk of redirection of funds for other purposes. Donors will be provided with timely documentation in accordance with IRS requirements.

A financial donor may propose to contribute monetary gifts designated for use in a future public art project. If the donor proposes a specific project or commission, a written proposal must be submitted to the Traverse City Arts Commission for review and approval. Proposals should include:

1. Description of the project or commission.
2. A site plan indicating the proposed location for the artwork, if a specific location is suggested.
3. Installation and maintenance details, if available.
4. Project or commission budget.

If the Traverse City Arts Commission approves of the proposed donation, the commission will solicit proposals for the specified project. The Art Selection Panel will evaluate the proposals based on the goals of the Public Art Program and make a recommendation to the Traverse City Arts Commission, which will in turn make a recommendation to the City Commission.

Art on Loan

The City may secure on a temporary basis works of public art for display in public spaces, which may or may not be owned by the City. All artworks to be displayed in public spaces as part of the Public Art Program will be evaluated by the Traverse City Arts Commission against the following criteria:

- Relevance to the Public Art Policy Master Plan.
- Quality of the piece of artwork.
- Suitability of the artwork for display in a public space.
- Condition of the artwork.
- City's ability to safely display and conserve the work.
- Degree of fit with existing mandates or programs in public exhibition spaces.

All agreements related to art on loan shall be completed under the supervision of the City Manager and the City Attorney.

Removal of Public Art from the City's Collection

The City of Traverse City reserves the right to modify its public art collection. While removal is discouraged, circumstances may warrant review. Art shall be retained in the collection as long as it retains its physical integrity, identity, and authenticity, and as long as the Arts Commission can properly preserve and care for the work. Removal will be undertaken only in extreme circumstances, and primarily when the condition of the artwork makes conservation impossible for technical or financial reasons. Removal will only occur after thoughtful consideration and a comprehensive assessment has been completed.

Artwork may be removed from Traverse City's public art collection by vote of the City Commission, following review and written recommendation by the Traverse City Arts Commission to the City Commission, if:

- The artwork's physical or structural condition poses a threat to public safety.
- The artwork requires excessive maintenance, has faulty design or workmanship, and repair or remedy is impractical or unfeasible.
- The artwork has been damaged and repair or remedy is impractical or unfeasible.
- The condition or security of the artwork cannot be reasonably guaranteed.
- The artwork is no longer relevant to the City's public art inventory.
- The artwork is discovered to have been stolen, or was offered to the City using fraudulent means.
- Significant changes in the use, character, or design of the site have occurred which affect the integrity of the artwork.
- Significant, adverse public reaction has continued unabated over an extended period of time.
- The artwork is subject to contractual donor restrictions that can no longer be met.

In the event that the City Commission votes in favor of removal of artwork from the collection, the manner of disposition shall be in the best interest of the Traverse City Arts Commission, the public it serves, the public trust it represents in owning the collections, and the scholarly and cultural communities it represents. Disposal is to follow these guidelines:

- Priority shall be given to placing the removed item through gift, exchange, or sale in another tax-exempt public institution where the artwork may serve the purpose for which it was acquired initially by the City of Traverse City.

Attention shall be given to IRS rules and regulations regarding exchange or resale of items donated to the City for tax advantage.

- Proceeds from the sale of collections are to be used consistently with the Public Arts Program Master Plan, and in no event shall they be used for anything other than acquisition or direct care of collections. Collections shall not be removed in order to provide financial support for Arts Commission operations or facilities maintenance.
- When items are severely damaged, in an irreparable state, or of no value, disposition may involve physical disposal.
- An adequate record of the conditions and circumstances under which donations are removed from the collection and disposed of shall be made and retained as part of the commission's records.

In the event of accidental loss, theft, or vandalism, the City retains the right to determine whether replacement or removal of the artwork is appropriate.

Education Program and Public Relations

A Public Art Program is only as successful as the support it receives from the community. The Arts Commission should maintain a vibrant, ongoing educational program that provides ample opportunities for community discussion, and analysis and debate about the significant topics involved with public art. It must also provide for the informational needs of the community as projects are developed. Education and communication with the community is a crucial part of the commission's responsibilities and ongoing annual activities.

Master Plan Evaluation

The Traverse City Arts Commission will periodically review the Public Art Guidelines and public Art Master Plan to determine how they can be improved to better meet the community's needs and interests, and the goals of the Public Art Program, especially immediately following selection of new members to the commission or new works of art to the collection.

Public Art Collection Documentation

The Traverse City Arts Commission will be responsible for documenting the City of Traverse City's public art. This will include art placed through the Public Art Program and other art that is either donated to the City for public display or is otherwise owned by the City. This documentation will include a file on each work with basic information including date, acquisition process, artist, and photographs. It may also include a public art brochure, video tape, and other records of the City's art work.

Maintenance

The City of Traverse City will maintain all permanent works of art within the public art inventory, in accordance with the approved maintenance plan and/or conservation plan required for each piece and documented by the Arts Commission. Development of the maintenance plan and/or conservation plan is the responsibility of the artist and must be submitted with the proposal at the time it is being reviewed and considered through the Public Art Program. The plans will include, but not be limited to, a maintenance dossier, shop drawings, manufacturers' lists, key contacts including the artist, maintenance and/or conservation specifications and budgets. The City will be responsible for the care and maintenance of the artwork, in accordance with the approved maintenance plan. City staff or its designate will monitor the existing inventory for maintenance requirements. The appropriate City department will undertake an inspection of the artwork according to a pre-determined schedule. The City may choose to retain a qualified professional to undertake the inspection, if deemed necessary.

Storage

The City will ensure appropriate short-term and long-term storage, as needed, for all works within its public art inventory. This does not include new works being created by an artist.

Insurance

All permanent, temporary, or mobile public art works owned by the City through purchase, commission, and/or donation are the property of the City and are insured under the City's Insurance Policy. City staff shall ensure that all necessary insurance is in place for installation and maintenance of public art.

Appendix A: Index of Existing Public Art in Traverse City

Thanks to the efforts of the City of Traverse City, staff members, businesses, and individual citizens, prior to adoption of the Master Plan, Traverse City was home to public art that included (*formal names & artists to be inserted*):

- NMC/Dennos multiple pieces - main campus, maritime, Parsons-Stulen (include full list)
- Blocksma's River Guardian
- Bartnick's Letting Go bicycle
- Purvis' piece in memory of Nancy Sundstrom
- Larry Hardy bust
- Bartnick's Perry Hannah sculpture
- ArtCenter mural on side of Ace Hardware
- Car hoods at parking deck
- Paul Welch large banner reproduction of Art Prize work on side on J & S Hamburg (rotating)
- "Safety First" banner on the back of the State Theatre
- Painted park benches & dumpsters by Blackbird Arts
- Vinyl series leading into parking deck from E. Front
- Black and white hearts in the walkway between Chase Bank and Cali's
- Friendly Garden Club annual display at Open Space (the flower box)
- Artistic architectural details: GT Surgery at Front/Division, OTP stained glass windows
- Line of parkway lightpoles with banners
- Cool graffiti at the Commons
- Weather fixture at the entrance to Clinch Park
- Turtles behind the Bijou
- TART trail planets
- Fairy house at the SE corner of Sixth and Oak
- Art work hanging on restaurant walls: Charlie Murphy oils at Firefly, Joan Richmond at Morsels, the Dish

Appendix B: Priority Sites for Public Art

The Public Art Program plans to identify priority areas -- and types of artwork -- that should be commissioned in Traverse City, so that the commission's efforts and resources can be directed. A prioritized list of potential sites will be developed through community discussions about what media, programming, locations, and strategies would have the most impact. Working with the public, artists, architects, engineers, designers, planners, local businesses, and arts organizations to identify general areas of focus will provide both strong direction and necessary flexibility.

Priority locations for public art will emphasize:

- potential impact for placemaking, storytelling, and site enhancement
- visibility
- ability to leverage committed municipal capital investment
- recognition of the right of all citizens and all neighborhoods to have access to public art
- acknowledgment of gathering points and City centers as appropriate for siting of public art
- incorporation of different types of sites -- parks, transportation corridors, municipal buildings

Immediately following adoption of the Public Art Program Master Plan, the Traverse City Arts Commission will convene a public forum to seek input on:

- What are the community expectations and desires for public art?
- Where should public art be located?
- What types of public art are of interest to the community?
- How can additional sources of funding be found for public art?

Sites to be considered:

- Gateways
- Parks
- Neighborhoods
- Civic Buildings
- Downtown
- Art Walks
- Passive Spaces

All proposed public art projects must respect the primary function of streets and sidewalks, which exist to enable the safe and orderly passage of pedestrians and vehicles. Streets also function as utility corridors, so access must be maintained for present and future services above and below ground. The City of Traverse City

Director of Public Services is responsible for making decisions regarding the placement of public art on public streets and rights-of- way.

Final site approval is made by the City Commission upon recommendation by the Traverse City Arts Commission.

Appendix C: Flow Chart

To come: a chart outlining the process for consideration and approval of public art projects.

Appendix D: Acknowledgements

Members of the Traverse City Arts Commission

- Mary Bevans Gillett, Chair
- Metta Lansdale, Vice-Chair
- John Gessner, Secretary – Parks and Recreation Commission Representative
- Mayor Michael Estes – City Commission Representative
- Rick Korndorfer – Downtown Development Authority Representative
- Deb Lake
- Christie Minervini
- Jan Warren – Planning Commission Representative

The Commission wishes to acknowledge and thank Colleen Paveglio, DDA Marketing Director, for her significant role in the research, development, and production of the Public Art Program Master Plan.

Special thanks to City of Traverse City staff:

Benjamin Marentette, City Clerk
Stephanie Murray, City Clerk's Office
Lauren Tribble-Laucht, City Attorney

The Traverse City Arts Commission acknowledges the dedication and vision of Bryan Crough, whose inimitable genius helped pave the way for public art in Traverse City.

Master Plan photography, graphic design, and production by: *to be completed following hire of plan designer and photographer.*

Version 1.1.3
Approved by City Commission on _____.