

# Traverse City Arts Commission

3:30 PM

Wednesday, February 17, 2016

Located in: The Second Floor Conference Room  
Governmental Center  
Traverse City, MI 49684

Posted: Tuesday, February 16, 2016 at 11:00 AM



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.

The City of Traverse City does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its programs or activities. Penny Hill, Assistant City Manager, 400 Boardman Avenue, Traverse City, Michigan, 49684, 922-4440, TDD 922-4412, has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice Regulations. Information concerning the provisions of the Americans with Disabilities Act, and the rights provided thereunder, are available from the ADA Coordinator.

Traverse City Arts Commission:  
c/o Katie Zeits, Deputy City Clerk  
(231) 922-4480  
Email: [tcclerk@traversecitymi.gov](mailto:tcclerk@traversecitymi.gov)  
Web: [www.traversecitymi.gov](http://www.traversecitymi.gov)  
400 Boardman Avenue  
Traverse City, MI 49684

## AGENDA

1. Announcements.
2. Consideration of approving minutes from the Special Meeting of February 2, 2016.
3. Update regarding the Bryan Crough Memorial and consideration of next steps in the process.
4. Consideration of utilizing third-party software to conduct online calls for art in connection with the Bryan Crough Memorial.
5. Consideration of appointment of four members to the Arts Selection Panel and scheduling of organizational meeting.
6. Discussion regarding future considerations and priorities for the Arts Commission.
7. Public comment.
  1. General Comments.
  2. Commissioner Comments.
8. Adjournment.

**Office of the City Clerk, 400 Boardman Avenue, Traverse City, MI 49684, (231) 922-4480**

# CITY OF TRAVERSE CITY

## Minutes

### Traverse City Arts Commission

February 2, 2016

A Special Meeting for the Traverse City Arts Commission was called to order in the Second Floor Committee Room, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 3:36 p.m.

The following were present, constituting a quorum: Mary Gillett, Christie Minervini, Jan Warren Deb Lake, Amy Shamroe, Rick Korndorfer, Patty Pelizzari, and Brooke DiGiacomo.

Also present: Stevie Murray

The following were absent: Metta Lansdale

1. First item being, "Consideration of a recommendation to the City Commission for approval of the Bryan Crough Memorial concept."

It was moved by Warren, seconded by Shamroe to forward the Bryan Crough Memorial Memorandum with minor amendments to the City Commission for approval to move forward with the Brian Crough Memorial project.

AIF/MC (Lansdale absent)

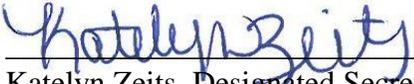
2. Next item being, "Consideration of registering interest and researching possible applications to the National Creative Placemaking Fund grant program."

General discussion took place, no action was taken.

3. Next item being, "Public Comment."

None.

There being no objection, Chair Mary Gillett declared the meeting adjourned at 4:18 p.m.

  
Katelyn Zeits, Designated Secretary

All meetings are held in the 2<sup>nd</sup> Floor Conference Room of the Governmental Center unless otherwise stated.

## MEMORANDUM

**TO:** Mayor Jim Carruthers  
City Commission, City of Traverse City

**FROM:** Traverse City Arts Commission  
Mary Bevans Gillett, Chair

**RE:** Bryan Crough Memorial

**DATE:** February 8, 2016



On behalf of the Traverse City Arts Commission, we are pleased to present our first request to the Traverse City Commission for approval of a public art project. Specifically, the Traverse City Arts Commission requests approval to proceed with the Bryan Crough Memorial – a work of innovative art to be integrated into public space adjacent to the proposed Radio Centre III development. A review of the project’s concept, location and preliminary budget, per the Public Art Program Master Plan, follows. We request your approval of the plan as presented as well as approval to expend funds from the Public Art Trust Fund and to initiate the Request for Qualifications (RFQ) process.

### Concept

The Arts Commission proposes commissioning and installing a substantial work that is original, of high quality and perceived as ‘deserving’ as a signature piece of art for downtown Traverse City, while also memorializing Bryan Crough. Since this will be the first installation undertaken since the Arts Commission was established, it will also stand as a visible launch to Traverse City’s new public art effort.

With your approval, the Traverse City Arts Commission will work with the City Manager, City Attorney and City Staff to post an RFQ seeking proposals by open invitation from artists throughout the country. The process will continue as defined in the Public Arts Program Master Plan as approved by the City Commission last November.

The following points are essential to the Traverse City Art Commission’s vision for this work and will be included in RFQ communication to all prospective artists:

- Bryan was a catalyst, a connector and a community builder. We believe this work should spark the same essence of energy, creativity and engagement. It should be interactive, innovative, responsive, whimsical and would attract viewers and community to engage with it.
- The work is envisioned to be an original, modern sculpture that interprets the attributes noted through media proposed by the artist. It is not planned as a traditional bronze sculpture or rendition of Bryan Crough’s likeness.
- The sculpture will be of a size that is harmonious to the surrounding environment yet substantial to serve as a signature piece for downtown and the City of Traverse City.

- The work will be installed in downtown Traverse City, integrated with the new Radio Centre III development adjacent to frequent walking, biking and auto traffic on South Park Street (see site below). This will be a highly visible location with frequent daily visitors.
- The artwork is envisioned as either a stand-alone piece installed close to a sidewalk or, potentially, installed onto the new building at street level.
- The sculpture will remain outside and uncovered in perpetuity (unless the sculpture is removed through the procedure described in the Public Art Program Master Plan). Therefore, it must be sufficiently durable to withstand exposure to Northern Michigan weather conditions.
- The sculpture will be open to the public and will not be protected by a barricade, fence, or enclosure, nor patrolled by staff or personnel. Therefore, it must be safe, strong and not vulnerable to vandalism or high maintenance.
- A small plaque will be placed near the artwork, noting the memorial and Bryan Crough's role in Traverse City. This plaque will be of similar nature to those commemorating similar memorials (i.e. Larry C. Hardy Parking Deck, Perry Hannah, Con Foster, Sarah Hardy Farmers Market).
- Implementation timeline will correlate with construction of Radio Centre III. Completion is anticipated in Spring 2017 with public dedication in June 2017.

### **Site**

The Traverse City Arts Commission recommends the Bryan Crough Memorial artwork be created for and installed permanently in public space adjacent to Radio Centre III, currently in development with Socks Construction at 113 South Park Street.

Key points:

- This site is directly across from Sorrelina restaurant and the alley between the 200 block of State and East Front Streets, and adjacent to Radio Centre II to the south, the Larry C. Hardy Parking Deck to the east, and Taproot Ciders/Radio Centre I to the north. It is just one block from West Grand Traverse Bay and steps from the Park Place and the heart of downtown Traverse City (see location and site plan, attached).
- When the Radio Centre III development is completed, the site will be in close proximity to public restrooms and a pathway to the parking deck as well as new retail, residential and office space. This will be a highly visible location with frequent daily visitors and robust walking, biking and auto traffic along South Park Street.

- The site allows integration into a new build for coordinated use of resources as well as a location that is significant to downtown and connects with Bryan. The group visualized an independent work near the sidewalk/public pathways or a piece installed onto or integrated with the new building as noted above.
- The Arts Commission considered several sites and gathered input from stakeholders, the DDA, city planning and engineering staff, public art experts and the developers. The Art Commission's public input session on 1/5/2016 also gathered community insight into art located downtown.
- Socks Construction is in support of this location and is willing to modify plans to incorporate and/or complement this artwork into privately owned portions of the development, if needed.

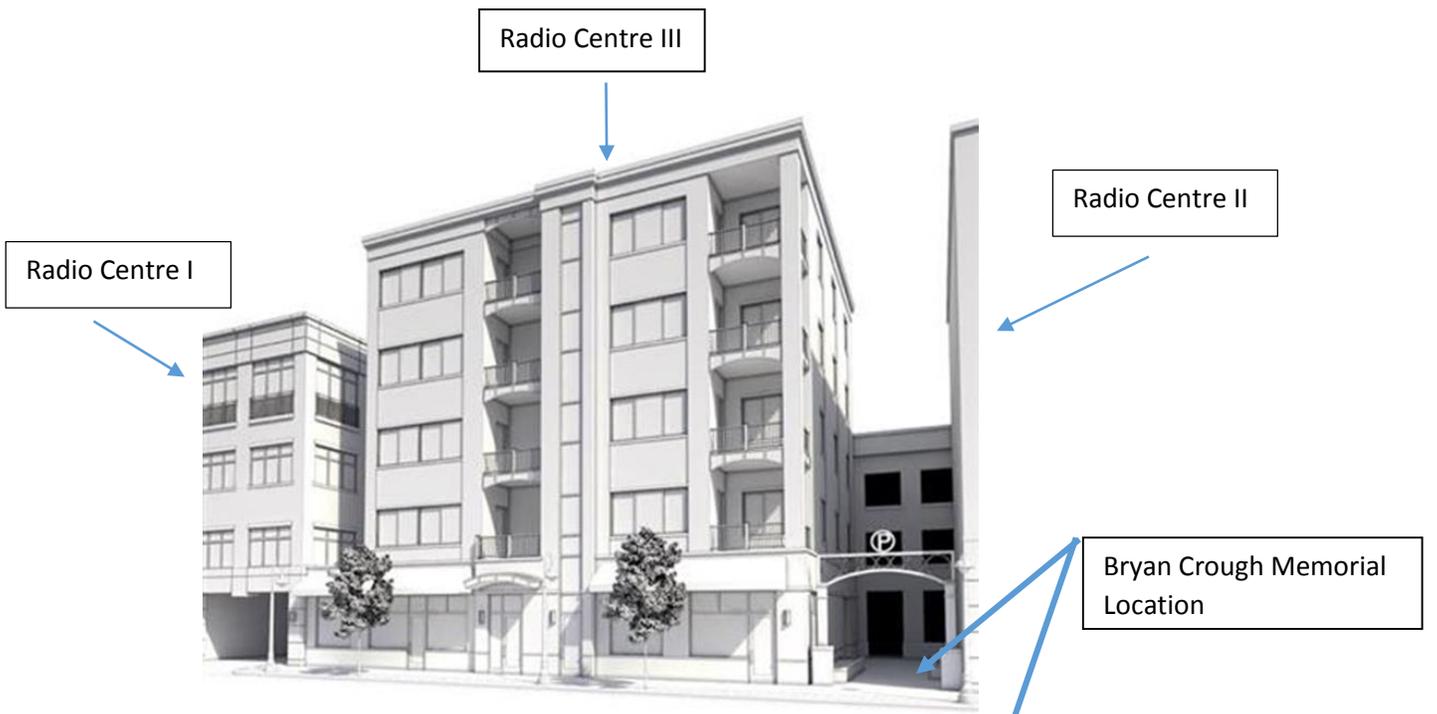
#### **Funding/Budget:**

- \$50,000 has been budgeted for this project. This includes artist fees, installation, maintenance, RFQ/proposal process, city expenses and related costs required to bring this project from proposal through completion.
- \$50,000 has been secured through private philanthropy. Rotary Charities of Traverse City committed a \$25,000 grant designated toward artwork in memory of Bryan Crough. Rotary Charities funding was matched with an additional \$25,000 in private donations. Private donation are currently being held by the DDA and will be transferred to the Art Trust Fund. Rotary Charities funds will be dispersed by June 30, 2016.
- Due to philanthropic support, no public funds are required to implement this project.

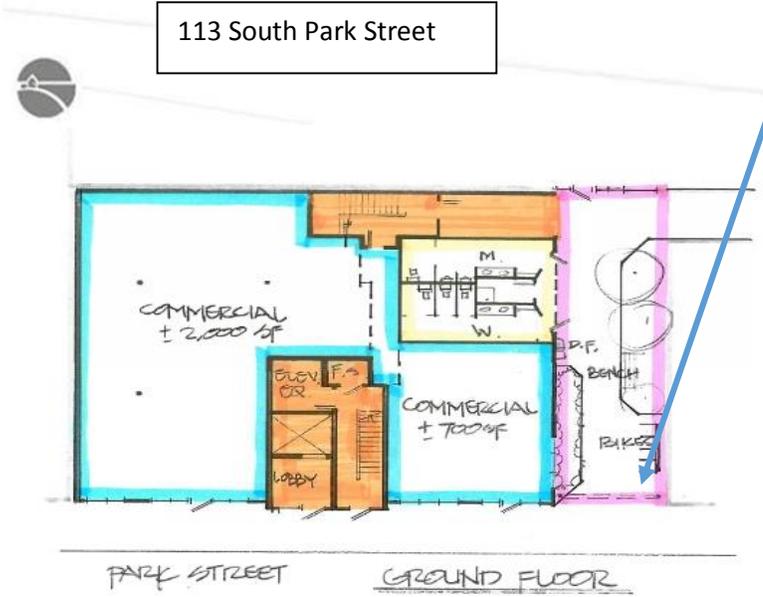
#### **Next Steps & Timeline**

With City Commission approval of this concept, site and budget, the Traverse City Arts Commission will continue implementing this project following the guidelines set forth by the Public Arts Program Master Plan. A preliminary timeline follows. Please note that dates are contingent on Radio Centre III development and construction schedules, and may need modification as the projects proceed.

- February-March 2016: City Manager, City Attorney & City Staff prepare RFQ to artists
- April-June 2016: Artist proposals reviewed by artist selection panel; finalists selected.
- July-August 2016: Finalists invited to site visit & to submit maquettes for review; panel recommends artist to the Arts Commission
- September 2016: Artist engagement and contract with the City of Traverse City
- October 2016 – May 2017: Creation and implementation of artwork
- June 2017: Installation, dedication and celebration



113 South Park Street



# RADIO CENTRE III

◆ SOCKS DEVELOPMENT ◆◆ ROBERT A. YVON, ARCHITECT ◆◆

**For TC Arts Commission 2/17/2016: Consideration of CaFE call for art software and, expenditure of \$600 to open an account for the City of Traverse City for use the first call for art on behalf of the Traverse City Arts Commission.**

See info re: CaFE call for entry program. <https://www.callforentry.org/>

This is an online program currently being considered by the Dennos Museum Center for its own programming. There is a public art component that can be contracted separately or, possibly, in partnership. Patty Pelizzari and Mary Gillett attended a demonstration with Dennos staff on 2/1/2016. A link to try out the site is available.

Mary Gillett, 2/15/16

On Fri, Jan 22, 2016 at 4:01 PM, Gene Jenneman <[ejenneman@nmc.edu](mailto:ejenneman@nmc.edu)> wrote:

Mary - See below from CaFE.

Thanks

Gene

Eugene A. Jenneman  
Executive Director  
Dennos Museum Center  
Northwestern Michigan College  
1701 East Front Street  
Traverse City, Michigan 49686  
[www.dennosmuseum.org](http://www.dennosmuseum.org)  
[ejenneman@nmc.edu](mailto:ejenneman@nmc.edu)  
[231-995-1572](tel:231-995-1572)

----- Forwarded message -----

From: **Kat Stephenson** <[kat.stephenson@westaf.org](mailto:kat.stephenson@westaf.org)>

Date: Fri, Jan 22, 2016 at 3:37 PM

Subject: Re: Call for Entry program software inquiry

To: Gene Jenneman <[ejenneman@nmc.edu](mailto:ejenneman@nmc.edu)>

Hi Gene,

Thank you for your interest in CaFE [callforentry.org](http://callforentry.org)! I have included some brief pricing information below. You will be able to get the Public Art pricing in bold below and may also use that same pricing for your other call/s.

I can give you a call on Monday (must leave early today) or please feel free to give me a call at your convenience. You may reach me at [303.697.5687](tel:303.697.5687). Email is fine as well if that is best for you.

Here are just a few of the benefits of CaFE:

- CaFE is *free* for artists to use!
- The CaFE website receives more than 400,000 users per month.

- CaFE has well over 230,000 registered artists and is the only call for entry site with an active marketplace of artist who regularly search for and apply to calls through the site!
- CaFE has excellent tech support, M-F, 9-5 and an auto reply after hours with easy online tutorials.
- CaFE sends out notices twice monthly to CaFE™ artists of new calls opening and upcoming deadlines.

One of the additional benefits of using CaFE is the outreach to many artists, however you have the option to limit the amount of applications you are willing to accept.

**We still have our popular Micro Pricing option available for first time licensees of CaFE. The fee for one call is \$300 + a \$150\* one time only set up fee + \$2\* per application submitted. This includes up to 20 images per application, invoiced after your call deadline. As a first time licensee you also have the option to purchase a bundle of calls (two or more) at \$50 savings per each additional call!**

**Our Public Art Flat Rate Fee is \$525 for one call with up to 250 artists submitting up to 20 media samples per applicant. Six of the media samples can be audio or video uploads. There are discounts for multiple calls: Two calls for \$950, three calls for \$1,290. I can send more details regarding the multiple call package discounts for more calls.**

The best way to discover how CaFE will benefit your call for entry process is to schedule a complimentary CaFE demonstration with Nancy our demo consultant. She will show you both the applicant and administrative sides of the CaFE system.

Please let me know if you would like to schedule a demo with Nancy soon. Demo times are 9-5 EST M-F and the demo is 45-60 minutes. Demo times book up fast so please try to schedule a few days ahead of time if you can.  
I look forward to talking with you and answering any questions you might have.

All the best,  
Kat

Kat Stephenson  
CaFE™ Representative  
[kat.stephenson@westaf.org](mailto:kat.stephenson@westaf.org)  
Direct line: [303.697.5687](tel:303.697.5687)  
The Western States Arts Federation - WESTAF  
T 303.629.1166  
F 303.629.9717  
[westaf.org](http://westaf.org)

On Mon, Feb 1, 2016 at 2:45 PM, Kat Stephenson <[kat.stephenson@westaf.org](mailto:kat.stephenson@westaf.org)> wrote:

Thank you for the opportunity to demonstrate the CaFÉ™ system to you today. I hope that all of your questions about CaFÉ™ were answered during the demo, but if any additional questions arise, please do not hesitate to let me know so we can answer them for you.

We hope that you will continue to explore the webpages we demonstrated to you so that you can become even more familiar with the host of benefits of the CaFÉ™ system. I have included the log in passwords below.

#### Next Steps

As soon as you are ready to begin using CaFÉ™, just let us know! We can get you up and running as soon as you are ready. Please allow a few days for the user agreement to process. If you are in a rush we can sometimes accommodate your timing although it is preferable to have several days in advance. When you are ready, please follow these steps:

- Let us know you are ready for a CaFÉ™ user agreement.
- Sign and return it to us.
- Submit payment for the set-up fee and application module fee.
- Let us know when you and your staff are available for CaFÉ™ system training. Training takes approximately 20-30 minutes.

#### **Artist/Application Side:** <https://www.callforentry.org>

Username: apple

Password: demo2014

#### **Administrative Side:** <https://admin.callforentry.org>

Username: admindemo

Password: demo

Make sure that '03 Demo Call for Artists All Media' is selected in the 'switch current event' box

#### **Jury Side:** <https://admin.callforentry.org>

Username: jurydemo

Password: demo

Once again, please let me know if you have further questions. On behalf of the entire CaFÉ™ team, thank you for your time today. We look forward to welcoming your organization to the CaFÉ™ system!

All my best to you,

Kat

[Kat Stephenson](#)

[CaFÉ™ Representative](#)

[kat.stephenson@westaf.org](mailto:kat.stephenson@westaf.org)

Direct line: [303.697.5687](tel:303.697.5687)

The Western States Arts Federation - WESTAF

1743 Wazee St. Ste. 300

Denver, CO 80202

T 303.629.1166

F 303.629.9717

[westaf.org](http://westaf.org)