

August 15, 2023



AGENDA ITEM SUMMARY

City Council

STAFF

Ellen Martin, Visual Arts Administrator
Ted Hewitt, Legal

SUBJECT

Resolution 2023-070 Approving Expenditures from the Art in Public Places Light & Power, Wastewater, Stormwater and Water Utility Accounts to Commission an Artist to Create Art for the City's Utilities.

EXECUTIVE SUMMARY

The purpose of this item is to approve expenditures from the Art in Public Places (APP) Light & Power, Wastewater, Stormwater and Water Utility Accounts to commission an artist to create art for the City's Inaugural Utilities Artist-in-Residence Project. The expenditures of \$50,000 will be for design development, materials, fabrication, delivery, mural installation, signage, additional illustration work, and contingency for Allie Ogg to create the artworks for the Artist in Residence Project.

STAFF RECOMMENDATION

Staff recommends adoption of the Resolution.

BACKGROUND / DISCUSSION

Section 23-303 of the Code, which was added in 1995, established the APP Reserve Account, and designated it for use in acquiring or leasing works of art, maintenance, repair or display of works of art, and administrative expenses related to the APP Program, in accordance with the APP Guidelines adopted by the City Council by Ordinance No. 020, 1995. In 2012, City Council permanently adopted the APP Program, and reenacted City Code Chapter 23, Article IX, with certain modifications.

The City APP Program along with the City Utilities Department selected artist Allie Ogg for its inaugural Public Artist-in-Residence Project through a request for qualifications (RFQ) application process. Allie is a local fulltime artist and illustrator. The project demonstrates how artists offer unique and innovative perspectives on telling the story of our Utilities Department.

At the start of the residency, artist Allie Ogg met with key Utilities staff, toured Utility facilities and sites to learn about the work and needs of the City's Utilities Department. The artist identified key messages from each Utility. Allie used this information to develop the proposed digital imagery package that offers multiple options for the Utility Project Team to consider as they decide final product/outcomes for the residency.

The digital elements of the package can be manipulated and used interchangeably throughout the various Utilities and therefore be able to grow with departmental needs.

Allie Ogg proposes a digital imagery package with four Utility Story Panels depicting Light & Power, Wastewater, Stormwater, and Water and a painted mural of the same. Once approved, the artist will work with Utilities on projects they select. Additional work by the artist could include the creation of illustrations for each department, pop-up banners, spot illustrations, posters, newsletter templates, blog/social media templates, merchandise designs, and Utility icons.

This proposed project was reviewed and recommended by the Project Team and recommended for City Council approval by the APP Board at the Board's July 19, 2023, regular meeting.

CITY FINANCIAL IMPACTS

The funds for this item have been appropriated in the APP Light & Power, Stormwater, Wastewater, and Water Utility Account. The APP program also has available appropriated maintenance funds for the long-term care of the subject artwork and the rest of the APP art collection.

The Artist-in-Residence art budget is \$50,000 to be used for design development, materials, fabrication, delivery, mural installation, signage, additional illustration work, and contingency for these multiple artworks.

BOARD / COMMISSION / COMMITTEE RECOMMENDATION

The proposed budget and budget for the art project was reviewed and recommended for City Council approval by the APP Board at the July 19, 2023, regular board meeting.

PUBLIC OUTREACH

The selected artist collaborates with the project team to develop concepts for the artwork based on the goals of the project and input from the team. The project and budget are reviewed and approved by the project team and the APP Board then recommends the project to Council for approval.

The APP Program promotes the project in development, fabrication, installation, and completion of the artwork on social media, website, and newsletters.

ATTACHMENTS

1. Resolution for Consideration
2. Description of Proposed Artwork
3. Art in Public Places Board Minutes, July 19, 2023