



Exhibit A

ABOUT VIA PARTNERSHIP

Via Partnership plans, curates, and produces public art throughout the United States and Canada, working with public agencies, developers, cultural organizations and community groups. Via was created by Emily Blumenfeld and Meridith McKinley in 1999 and is entering its twenty-fourth year of providing public art master planning services. In addition to public art master planning, our areas of expertise include public art project management and program development.

Via has developed public art plans for cities, large and small, across the U.S. and Canada, and has completed more than 25 public art plans to date. Via has worked with cities with existing public art programs to update policies and procedures and with communities establishing new public art initiatives.

As part of our planning services, Via collaborates with clients to ensure that their program has a clear mission, focused vision, goals, and guiding principles for public art that are in alignment with other City goals and strategies. We facilitate broad-based community involvement and work to identify context-relevant and implementable program and project opportunities. We conduct extensive research and facilitate many conversations to review and assess existing plans, projects, policies, procedures, partnerships, and administrative structures. We analyze this information to provide a holistic understanding of the program and craft recommendations to position the program for future success.

In addition to master planning, Via also curates and manages public art commissions throughout the U.S. and Canada, from project inception through dedication, working as a liaison between artist and client to maximize the potential of each project. Via does not represent artists, but instead utilizes our relationships with leading artists, curators and dealers, and our sense of the ever-changing field of talent, to find the best artist for each project.

Our work implementing public art projects is part of what sets us apart from other planning firms; our practical experience managing public art programs and commissions helps us create public art master plans that are effective tools for the staff, committees and elected officials who are responsible for implementing them. The public art projects we have helped to commission range from temporary projects, including managing a Bloomberg Philanthropies Public Art Challenge project for the City of Coral Springs, Florida, to large-scale, iconic works for cities, stadiums and private developers. Many have received the Americans for the Arts Public Art Network Year in Review Award - the only national award that specifically recognizes public art projects.

Contact:
Meridith McKinley
mckinley@viapartnership.com
6677 Delmar Boulevard, Suite 200
St. Louis, Missouri 63130
314-324-3278 (m)
314-735-9268 (o)



MERIDIAN PUBLIC ART PLAN CONSULTANT SCOPE OF WORK

Our plan of action involves several phases of work including research, stakeholder discussions, community engagement and site work. The phases are initiated in sequence but overlap in their completion.

PHASE 1: PROJECT ORGANIZATION AND MOBILIZATION

The Project Organization and Mobilization phase involves several key components:

- Learning who the key players are and what role they will play in the planning process.
- Charting out a clear plan for community engagement.
- Reviewing the process for adopting the Public Art Master Plan, and any associated policies or guidelines that might be required.

Tasks

As soon as we are authorized to begin work, we will convene with the Arts & Culture Coordinator to discuss key project management issues such as:

- Regular check-in meetings
- Work plan, deliverables and schedule
- Composition, roles and responsibilities of the advisory committee and a schedule of meetings
- Information-gathering needs
- Community engagement goals and strategies; review of internal and external stakeholders
- Requirements and process for plan adoption

PHASE 2: RESEARCH AND ANALYSIS

The research phase includes a review of the current public art processes and regulations, with the goal of creating standard operating procedures. Research tasks will also inform the list of public art projects for the next 5-10 years.

Tasks

- Review relevant resolutions, ordinances, policies, procedures, and code provisions.
- Review existing city plans and the City's Capital Improvement Plan with attention to opportunities for public art.
- Review private development strategies and initiatives.
- Review current funding sources, program budgets and projections.
- Conduct interviews with City Department Staff in Parks as well as staff in Procurement, Planning, Public Works, and Fire/Police.
- Conduct interviews with members of City Council and Arts Commission members.
- Tour the current public art collection and potential future sites.

PHASE 3: OUTREACH AND ENGAGEMENT

This phase is meant to capture the public's imagination and insight, help people imagine new possibilities, ground the planning in community voice, and determine public priorities.



Tasks

At the outset of the project, in Phase 1, we will develop a plan for community engagement that will occur throughout the planning process. We can help organize the following types of community outreach activities, as agreed upon in the outreach plan. At this time, we propose the following methods:

- Advisory committee: We will meet with the advisory committee 4-5 times throughout the planning process to get input and solicit feedback.
- Questionnaire/survey: A community questionnaire/survey on public art. The questionnaire will not be statistically valid, but will seek to collect the following information and opinions from a broad range of respondents in Meridian:
 - Gauge interest in what the goals or impact of public art should be in Meridian.
 - Gauge interest in what the most important places/locations are for art in Meridian.
 - Gauge interest in different project types (murals, sculpture, functional art, etc.) and themes (agriculture, abstraction, figurative, site specific etc.) that people are most interested in seeing in Meridian.

In addition, the survey can:

- Educate the public about public art generally, the breadth and depth of public art practice, and the benefits it can bring to community.
- Raise awareness of Meridian's existing public art.
- Pop-Up Engagements: Develop a set of interactive boards that can be used at community events to solicit input on the future of public art in Meridian. The initial engagement can be facilitated by our team, and the activity can then be utilized by staff and PAC members at other events.
- Imagine Art Here: An informative and interactive workshop format developed by Via Partnership that can engage a variety of stakeholders in a conversation about the vision and objectives for public art in Meridian, and in generate ideas and goals for specific projects or locations. A range of stakeholders – artists, City staff, arts supporters, community leaders, and community members at large – could be involved. By bringing these groups together into one interactive workshop, we can stimulate cross-fertilization and “big picture” thinking and strengthen support for the program.

PHASE 4: PROGRAM PLANNING

This phase seeks to confirm a vision for public art (starting with the 2020 report recommendation), a mission for the City's public art program, and recommendations for public art spaces and opportunities, with immediate and longer-term goals and priorities. Together, these answer the following questions:

- Vision: What impact will public art have on the community in the future?
- Mission: What activities will the City undertake to achieve that vision?



- Goals: What short- and long-term accomplishments should the City strive for?
- Opportunities: What are the best opportunities and spaces for projects? What criteria should be used to identify future opportunities and spaces?

The planning process will look at a range of possibilities, both immediate and forward-looking.

Tasks

- Facilitate discussion with stakeholders to confirm vision, mission, goals.
- Prepare inventory and map of sites potentially available for projects, including parks, buildings, public infrastructure, and development projects throughout the city.
- Recommend criteria for project selection and prioritize short, medium and long-term opportunities.
- Provide preliminary approaches and implementation strategies for priority projects.

PHASE 5: TECHNICAL RECOMMENDATIONS

The Technical Recommendations phase involves ensuring that the City has a framework to operate successfully.

Tasks

Based on the findings of the previous phases, we will draft a set of technical recommendations for how the City's public art program and activities should operate. These could include, but not be limited to:

- Updated policies, procedures and guidelines for artist selection processes, with a graphic outlining the process.
- A process for developing the public art work plan.
- Updated collection management, including conservation and maintenance procedures, and donation, loan and de-accessioning policies and procedures.
- Roles and responsibilities for the City, the MAC, the PAC and other stakeholders.

PHASE 6: PLAN DEVELOPMENT AND APPROVAL

The Plan Development and Approval phase involves the drafting and approval of the Master Plan. This occurs in a series of steps, with a preliminary draft to be reviewed by City staff, the advisory committee, and the Public Art Committee, and a final designed plan for approval by the Arts Commission and City Council.

The plan will include the following components:

- Executive Summary
- Vision, Mission, Goals
- Project Plan/Work Plan - including criteria, and a prioritized inventory of opportunities and map
- Implementation Strategies - including policies and procedures, roles and responsibilities, and related graphics



Exhibit B

COST PROPOSAL

HOURLY RATES						
		\$140	\$70	\$125		
ESTIMATED HOURS						
Phase	Title	McKinley, Partner, Via Partnership	Schiff, Associate, Via Partnership	Stephanie Inman	Estimated Hours	Estimated Fees
1	Project Organization and Mobilization	5	0	2	7	\$950
2	Research and Analysis	30	0	3	33	\$4,575
3	Outreach and Engagement	30	0	5	35	\$4,825
4	Program Planning	25	2	5	32	\$4,265
5	Technical Recommendations	25	2	5	32	\$4,265
6	Plan Development and Approval	30	10	20	60	\$7,400
	Total fees	145	14	40	199	\$26,280
EXPENSE ESTIMATES						
	Expenses	Unit	Air/Car	Hotel	Per Diem	Estimated Costs
		Trips	R/T	3 nt	\$100/day	
	Via/McKinley	3	500	440	300	\$3,720
	Total estimated expenses					\$3,720
	ESTIMATED TOTALS					\$30,000

Exhibit C

ESTIMATED PROJECT SCHEDULE

WEEKS	1	2	3	4	5	6	7	8	9 *	10	11	12	13	14	15	16	17	18	19 *	20	21	22	23	24	26	27	28 *	29	30	31	32	33	34
Phase 1																																	
Phase 2																																	
Phase 3																																	
Phase 4																																	
Phase 5																																	
Phase 6																																	

Site visits marked with *

Dates and timeframes are approximate.

Assumes a February 1 start date.