

# CITY OF MERIDIAN PUBLIC ART PROGRAM REVIEW

Final Report

September 16, 2020

Prepared by Via Partnership, LLP



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## Introduction

In 2019, the Meridian Arts Commission (MAC) adopted a Strategic Plan, with one of the central goals being to create opportunities for all Meridian residents and visitors to experience public art. As part of an effort to thoughtfully and deliberately build the City's public art collection, the MAC commissioned Via Partnership to conduct a community questionnaire on public art, interview key program stakeholders, and conduct a workshop with the MAC. This report synthesizes the recommendations resulting from these activities.

## Questionnaire

The public art questionnaire was designed to help MAC better understand the public's view on public art, where public art could have an impact in the city, and how public art can contribute to a sense of community, pride, and engagement. The questionnaire was launched on March 27, 2020, and was available through April 27, 2020. There were 292 responses, of which 101 were partial. A summary of the results is attached to this report in Appendix A.

Several themes emerge from the questionnaire results that cut across multiple questions and helped us understand people's preferences related to public art, as well as their perceptions of Meridian. These results helped inform the vision and strategies for public art found in this report.

- Community Identity: Respondents prefer and would like to see more artwork that reflects community identity and feels unique to Meridian.
- Memorable and Iconic: Respondents not only wanted to see public art that reflects the community, but could somehow help define it or set it apart from its neighbors.
- Functional Art: Respondents are interested in artwork that enhances existing infrastructure or artistic items that can also be functional, serving a dual purpose.
- Interactive Art: Another type of artwork that ranked favorably was interactive art. This could include the types of projects mentioned above that are functional. Or it could include work that comes to life with the interaction of people.
- Art in Parks: A strong majority of respondents felt that the city's parks were the best opportunity for public art.
- Art in Downtown: When asked about priority areas for public art, downtown ranked second (67.4%) behind parks.
- Keeping it Local: The projects completed through the transformer box mural program were frequently listed as favorite examples of public art because of their showcasing of local talent.

## Interviews and Reports Reviewed

Meridith McKinley from Via Partnership interviewed several internal program stakeholders to get a better sense of how the public art program is perceived, how it has partnered with others, and potential opportunities for art. Interviewees included:

- Dave Miles, Mayor's Chief of Staff
- Kimberly Warren, Pathways Project Manager

- Steve Siddoway, Parks and Recreation Director
- Mike Barton, Parks Superintendent
- Crystal Campbell, Community Development Coordinator
- Caleb Hood, Planning Division Manager
- Ashley Squyres, Meridian Development Corporation

In addition, McKinley reviewed the following Reports:

- *City of Meridian Comprehensive Plan*. Adopted December 17, 2019
- *Parks and Recreation Master Plan*. Adopted December 2015
- *Strategic Plan for the Arts, City of Meridian, Idaho, FY 2020-2025*
- *Placemaking Downtown: Action Plan for Lighter Quicker Cheaper approaches for the City of Meridian, Idaho*. Project for Public Spaces & Idaho Smart Growth, 2015
- Ord. 15-1642, 4-21-2015: Meridian Art in Public Spaces Program

## Meridian Arts Commission Public Art Workshop

A preliminary synthesis of the results of the survey, interviews and document review were presented to the Meridian Arts Commission and members of the Public Art Subcommittee on October 13, 2020. The discussion and feedback from that workshop are reflected in this report.

# Meridian Public Art: Vision and Strategies

A vision statement is an important foundation to any public art program or initiative. It provides focus and guides the work of City staff, MAC, and its Public Art Subcommittee. The strategies are broad approaches that MAC can employ to achieve the vision. The proposed vision and strategies below were informed by the results of the Meridian Public Art Questionnaire, as well as individual interviews and the work session with the MAC and Public Art Subcommittee.

## Public Art Vision

Every public art project that the City of Meridian undertakes should support its vision for public art. The vision describes the impact that public art will have in the community. This proposed vision for public art was developed based on the findings of the survey, input from interviews, and discussion at the MAC work session.

VISION: Public art in Meridian builds and strengthens the city's unique identity in the region, develops Meridian as a creative city, and makes its public spaces more active and attractive.

The vision also supports several goals in the City of Meridian Comprehensive Plan, namely Goal 5.01.00 - Sustain, enhance, promote, and protect elements that contribute to livability and a high quality of life for all Meridian residents; Goal 5.02.00 - Celebrate Meridian's historical, cultural, and agricultural heritage; Goal 5.03.00 - Create opportunities for all Meridian residents and visitors to experience public art; and Goal 5.04.00 - Support hands-on experiences in the arts.

## Public Art Strategies

The proposed vision builds upon three important ideas:

- Strengthening Meridian's Unique Identity
- Developing Meridian as a Creative City
- Creating Active and Attractive Public Spaces

The following are strategies are designed to support these main ideas in the vision, and can be used to guide the future actions of the City and the MAC.

### Strengthening Meridian's Identity

*Public art will strengthen Meridian's unique identity, making Meridian a more memorable place, distinct from neighbors. Art will make different parts of the City more distinct from each other.*

Strategy 1: New public art projects should focus on ideas and stories that are part of what makes Meridian unique, including its agricultural heritage, the landscape and natural environment, and the people that have shaped the community. Artists should be encouraged to develop their artistic concepts based on research and community engagement.

Strategy 2: New public art projects should be commissioned at the places that people strongly identify with Meridian, building upon the popular or iconic nature of these locations. This could include parks, trails, downtown, or major entryways to the City.

Strategy 3: New public art projects and the collection as a whole should welcome people to Meridian and let them know they are in a place that values art and culture. A critical mass of highly visible, high-quality works of art will signal that Meridian is a creative community.

### Developing Meridian as a Creative City

*Public art will signal that Meridian is a place where art and culture is appreciated and enjoyed and art-making is supported.*

Strategy 1: Public art projects and related programs can create outlets for community creativity and expression. Some public art projects can be developed with community participation - from artists inviting community members to help paint or create the work, to inviting participation in the creative process.

Strategy 2: As the City continues to build its collection, it can look to developing a unique, diverse collection with a wide range of artists. It can include works that are unlike works you can find in other places and that are created specifically for Meridian, with a variety of styles, media, and approaches to siting the work that are driven by the goals and context of the site.

Strategy 3: In order to ensure that a portion of the City's art collection is developed by local artists, some public art projects in Meridian can be specifically developed to play to the strengths of locals. The electrical box project has done this successfully, but other approaches could also be considered.

Strategy 4: There may be artists in the region that are interested in public art, but are new to the field. Meridian can consider partnering with other arts and educational programs in the region to develop educational programs to support artists new to the public art field, such as a training program and mentorships with experienced public artists.

### Creating Active and Attractive Public Spaces

*As the City is developing and envisioning Meridian's public spaces, public art can be a tool to make these distinctive, attractive environments that people want to use and inhabit.*

Strategy 1: The City can take the lead by incorporating artwork into what it builds. When the City builds a high-profile or public-facing facility or new public space, it can make it a practice to incorporate art.

Strategy 2: In addition to buildings, the City can also look for opportunities to commission artists to develop functional elements for streets, parks, and other public spaces. Instead of purchasing these elements out a catalog, artists could create unique benches, fences, tree grates, shade structures, gazebos, etc., to make places more attractive and unique.

Strategy 3: Public art is most successful when it is part of a well-designed public space. MAC can work with other City boards and commissions to advocate for quality design of public places.

Strategy 4: Public art is already a "qualified site amenity" in the City's Unified Development Code. As such, developers can commission public art to meet the City's requirements for site amenities. However, few (if any) developers have chosen to do so. The City and MAC can encourage developers to incorporate public art in their projects, and provide information to

help ensure that they create successful projects that support the City's vision for public art. Developers and property owners who are not required to create site amenities should also be encouraged to consider public art for their property.

Strategy 5: There are other entities and individuals – arts and community organizations, artists, private property owners and developers – that may be interested in developing public art projects. The City can provide guidance and resources for groups and individuals that want to initiate their own projects.

## Public Art Implementation

The work session, interviews, and review of documents revealed several areas where the City of Meridian is doing a good job with program implementation, and where different processes and procedures could be improved. Overall, the following recommendations aim to clarify roles and responsibilities, paths to good decision-making, and ways to thoughtfully and transparently build the collection. In some cases, these recommendations need to be further developed and adopted by MAC and the City as formal guidelines.

## Strengths and Challenges for Public Art in Meridian

Our work revealed several strengths and challenges related to commissioning public art in Meridian.

### Strengths

- An existing funding source has been established by City ordinance.
- City staff have experience with public art management.
- MAC and the Public Art Subcommittee have broad expertise.
- Mayor Simison and the Meridian City Council are supportive of the arts.
- The arts program has good relationships with other City departments.
- The arts program is embedded in the City's Parks Department, which allows for coordination and brings additional resources.
- MAC has a track record of successful projects.
- MAC has an established method for developing annual work plans.
- Public art is already an option for developers as a public benefit.

### Challenges

- Funding is limited.
- Staff has other responsibilities in addition to public art.
- MAC does not have a strong vision for public art.
- MAC does not have any criteria for identifying and prioritizing public art opportunities.
- There are no set guidelines for commissioning art. The selection process doesn't follow best practices and is not attracting the best artists.
- Local artists don't have much experience with public art.
- A small handful of artists are receiving the larger commissions.
- MAC, the Public Art Subcommittee, and the public art program are not on radar of other City departments.
- The art program is not always involved with defining the scope (location, goals) for public art projects.
- The public art in private development option is not used by developers.
- There is no consistent name or identity for the public art program.



## Proposed Implementation Recommendations

### Meridian Art in Public Spaces

The public art program should have a name and its own identity. The name for the program in the City Code is Meridian Art in Public Spaces, but that name is not always used to describe the program.

The identity does not necessarily need to be a logo/brand, but should be used consistently. The name should be used in all communications, including print materials, press releases, website, social media, and identification labels.

In addition, the program should be the umbrella under which all of the City's public art activities take place. It should be understood that if a City department is interested in commissioning public art, they work with the program to manage the artist selection and follow the procedures adopted by the program.

### Planning

#### City Planning

When the City is developing future citywide or area plans, public art should be a layer of the plan. Recommendations could focus on priority areas for public and/or private investment in public art. The public art staff and Public Art Subcommittee should be engaged in developing those recommendations.

#### Annual Planning

The City Code requires that the MAC "adopt, with city council approval, a strategic plan for installation of art projects funded by MAPS program funds." MAC currently works with City staff to develop an annual work plan with a 5-year look ahead. This practice allows the program to start conversations with partnering City departments and community stakeholders early, and to think strategically about the growth of the City's collection.

To develop the annual work plan, staff collects information regarding potential public art opportunities, as well as program opportunities and conservation needs and brings these forward to the Public Art Subcommittee. These potential opportunities should be evaluated by the Subcommittee based on set criteria that have yet to be developed. These criteria could consider alignment with the public art vision, the potential for the opportunity to have a good artistic outcome, geography, and feasibility.

#### Project Planning

For each new public art project, staff should work with the Public Art Subcommittee to develop a project plan that outlines the basic framework for the project, including location, goals, budget, timeline, artist selection method, partners and stakeholders, etc. The process for developing the project plan would be led by the public art program staff and Public Art Subcommittee, with input from other City departments and stakeholders. The timing for developing the project plan should be early enough so that the art can be integrated into the overall site design.

### Standard Project Management and Review Process

The public art program has used a variety of means to select artists for projects. In some cases, typically due to timing restrictions, the City has engaged proposal-based selection processes, which are not considered best practices in the field because they do not compensate artists for their creative capital

and they often are not well responded to. The Parks department has also developed its own roster of artists/designers to select from for park identity projects.

Moving forward, the City should develop a standard commissioning process for all projects based upon best practices in the field. The standard process should be a two-step process that invites artists to first submit qualifications, and then finalists are either paid to develop concept proposals, or engage in an interview as the basis for final selection. The standard process should have clear roles for MAC, the Public Art Subcommittee, City staff, and elected officials. The process should also be flexible enough to be adapted to meet the needs of a specific project.

### Example Standard Commissioning Process

The following is a brief outline of the steps in a standard commissioning process. This can be used as a starting point for the City to develop its process. Special attention should be made to outlining the roles and responsibilities of MAC, the Public Art Subcommittee, City staff, and elected officials at each step.

1. Define the Art Opportunity
  - Draft a Project Plan that outlines the location, a budget, specific goals for the project, the timeframe, and artist selection method.
  - Approve the Project Plan.
2. Form an Art Selection Panel
  - Convene an Art Selection Panel based on the approved Project Plan.
3. Select the Artist
  - Draft and issue a Request for Qualifications (RFQ) (which would require a cover letter, resume, images and image list, and names of references from each artist).
  - Review artist qualifications and recommend finalists.
  - Engage finalists
    - Option A: Interview finalists.
    - Option B: Pay finalists to develop and present a concept proposal.
  - Approve the artist selection.
4. Execute the Artist Agreement
  - Draft and negotiate the agreement.
5. Approve agreement.
  - Review the Artist Concept (if the artist selected by interview)
  - Selected artist conducts a site visit and develops a concept proposal.
  - Artist presents the concept proposal to the Art Selection Panel.
  - Review the Selection Panel recommendation and forward to the appropriate board(s) / commission(s).
  - Review and give final approval (if applicable).
6. Monitor Final Design and Fabrication
  - Perform a technical review.
  - Inspect at the fabrication stage.

## 7. Oversee Installation

- Coordinate with the artist, applicable City departments, and contractors.

## 8. Oversee Maintenance and Conservation

- Ensure the work is properly maintained.
- Conduct periodic conservation assessments.

### Soliciting Artists

When Meridian's public art program issues an RFQ, most often it will be an open competition, meaning any artist may submit his or her qualifications, subject to any requirements established in the RFQ. An open competition allows for the broadest range of possibilities and can bring in new, otherwise unknown, and emerging artists. However, an open competition can sometimes generate hundreds of responses, consuming a large amount of staff resources, as well as volunteer time.

There may be times when the program wants to consider a limited competition, when permitted by the City's purchasing office. In a limited competition, several pre-selected artists are invited to submit their artwork or qualifications. A limited competition is useful when looking for a small group of experienced artists, when there is a limited time frame, or if the project requirements are so specialized that only a limited number of already identified artists would be eligible. It is also less time-consuming and more likely to attract experienced artists.

If the public art program anticipates a number of upcoming projects, it may want to consider developing an artist roster. An artist roster is a pre-qualified list of artists that could be used by art selection panels for artist selection processes. A roster, developed with input from the MAC, has been used in the past in Meridian to select designers for park enhancement features. Moving forward, artist rosters should be developed through an RFQ process and approved by the Public Art Subcommittee and/or the MAC.

### Eligibility Criteria

When developing a Project Plan, one of the decisions to consider is if there will be any restrictions on who can apply, or eligibility criteria. How these criteria are developed should support the overall goals of the project. Below are some common ways that public art programs define eligibility.

Artists. Most public art programs across the United States require that to be considered for a public art project, you must be an artist. What that means is that the applicant is generally recognized by critics and peers as a practitioner of the arts, based on his or her body of artwork, educational background, experience, exhibition history, publication and/or creation of artworks. That does not mean that the artist could not have an additional profession or means of making a livelihood, but they should also have experience as an artist.

Students. Many public art programs state that students may not apply. This is to ensure that the work is executed professionally, and also to prevent a student from presenting a project that was developed as part of his or her coursework under the supervision of a teacher or professor. Some programs allow students to apply as long as it is explicitly make known that they cannot submit designs developed as part of their coursework.

Experience. For most projects, finding an artist with previous experience with similar projects is highly desirable and could be considered a criterion for applying. However, in some circumstance, the public art program may want to provide opportunities to artists, especially local and regional artists, that do

not have previous public art experience. These may be smaller-scale projects, projects that do not require complex project management, or projects for which the City will contract for the fabrication and installation of the artwork directly with an outside fabricator and/or contractor.

Geography. In some cases, the Meridian public art program may want to limit the applicant pool to artists within a specific geography. This could be done in an effort to support local or regional artists or because of a limited budget that would prohibit extensive travel. The decision to limit the geography of the origin of the artist should be supported by the overall goals for the project and the skills and experience needed to execute a successful project.

Frequency. In order to build a diverse art collection, consideration should be given to limiting the number of times an artist can be commissioned to create an artwork within a specific timeframe.

Conflict of interest. The public art program should follow the City's rules regarding conflict of interest when outlining eligibility.

## Funding

Public art in Meridian is funded through an appropriation from general fund "equivalent to fifty cents (\$0.50) per resident, as estimated by the current annual population estimate adopted by the Community Planning Association of Southwest Idaho. Annually, no more than fifty thousand dollars (\$50,000.00) of general funds shall be appropriated" for public art. If not spent, these funds can carry over to following years.

In some cases, public art has been supported through partnerships, such as the partnership with the Meridian Development Corporation that funded some of the electrical box murals.

Staffing for the public art program comes through the Parks Department. Expenses related to maintenance and conservation of public art currently come from the Parks Department maintenance fees.

Should the City and the public art program wish to expand its commissioning of temporary and permanent public art projects to include more projects or larger-scale projects, additional funding may be needed. Other expenses might include programs to engage people in the City's public art collection, programs to support local artist development, and expanded maintenance and conservation needs as the collection ages.

The City should consider several paths to expand the resources available for public art:

Grants could be a potential source of funding. Research should be conducted on regional grantmakers, in particular Arts Idaho. There are also opportunities available from the National Endowment for the Arts and other national foundations.

Partnerships should continue to be pursued with other City departments and other public agencies. Programming to engage people in public art or to train local artists could be good partnership projects with neighboring municipalities and educational institutions.

Developers should be encouraged to commission public art or partner with the City on projects. Public art is already a "qualified site amenity" in the City's Unified Development Code, though one that

developers typically do not choose. Developers may also be interested in commissioning art or partnering with the City to do projects outside of the development approval process.

Resources, such as best-practice guides, could also be developed that encourage developers, organizations and individual artists to pursue projects on their own.

In the long term, the City may want to revisit the cap of \$50,000 per year and/or \$.50 per resident, or consider a completely new funding formula.

### Public Art in Private Development

As discussed above, public art is a “qualified site amenity” in the City’s Unified Development Code. This is an option that should be discussed with developers, especially if public art opportunities have been identified for the development area in other City plans. If developers begin to choose this option, the City’s Planning Division and MAC will need to create a set of criteria and a process for determining if the developer has met the obligation.

In addition to leveraging the site amenity requirement, MAC can also encourage developers and private property owners to commission art voluntarily. One way to do this is by demystifying the process of selecting and working with artists. Written guidebooks, workshops, information sessions, and other resources can be developed to make the process more accessible.

### Collection Management

Conservation is the regularly scheduled examination, documentation, treatment, and preventative care of public art conducted by a professional art conservator.

Routine maintenance is the care of public art that does not require specialized expertise (e.g., dusting, washing, lubrication of moving parts).

To ensure the City’s public art collection continues to instill community pride, the City should conduct regular condition assessments to ensure that issues are addressed before they become a problem, and use conservators when needed.

When commissioning art, the City should conduct a technical review of artist drawings to ensure works will be well constructed and that maintenance and conservation needs are understood. They should also be sure to get maintenance instructions from the artist or their fabricator. For particularly complex projects, the City may want to have an independent conservator review construction documents or shop drawings prior to fabrication. Professional conservators should be used to repair artwork when needed.

Finally, the City should develop a deaccession policy to address removal of work from a site or from the City’s collection.

## Next Steps

The City and MAC should consider the following next steps in implementing the recommendations outlined above.

## Immediate Priorities

1. Prior to developing next year's annual work plan, the Public Art Subcommittee should recommend, and MAC should adopt, criteria for prioritizing public art opportunities. These criteria would be used to filter potential opportunities during the annual work plan development process. MAC should approve these criteria.
2. MAC should adopt guidelines for selecting artists and managing projects. The outlines provided in this document could provide a starting point. The guidelines should clearly outline who is responsible for each step, and who approves key decisions.
3. The Arts Coordinator should develop a template for project plans. The template should be developed with input from City staff that are involved in the project development process and from the Public Art Subcommittee.
4. MAC should recommend a name for the public art program to be used in all communications about the program.
5. The Arts Coordinator should meet with City staff that are involved in the project development process to walk through the guidelines for selecting artists and managing projects and to clarify the different roles that City staff and other boards and commissions have in the process.
6. The Arts Coordinator should track city planning projects and, should any area planning processes begin, be sure that consideration of public art and input from the MAC is part of the planning process.
7. The Arts Coordinator should talk with the planning division staff to learn more about the site amenity requirement and how it could be better promoted.
8. Working with planning division and other relevant City staff, the MAC should advise the City to adopt a process and criteria to use to ensure that developers receiving the site amenity meet the expectations of the City. Research best practices in other cities to inform this process.
9. The Arts Coordinator should get connected with regional and national colleagues and professional resources such as Americans for the Arts.

## Longer Term Priorities

1. With the naming of the public art program, MAC should consider working with a designer to develop a unique brand or logo that can also be used in all communications materials about the program.

2. As a next step to encouraging more developer and private property owners to commission public art, consideration should be given to having meetings or brainstorming sessions with developers to both introduce them to the public art program vision and process, and to learn what information and resources would be helpful for them to have to be able to successfully implement projects.
3. As a next step to supporting local and regional artists in developing a public art practice, consider working with regional public art programs and/or colleges and universities to convene local and regional artists. The purpose could be twofold: to inform artists about the public art program, and to learn what professional support they would benefit from.

# Appendix A: Meridian Public Art Questionnaire – Final Report

## Purpose and Methodology

The Meridian Arts Commission (MAC) was established by the City in 2006 to develop, advance and nurture all facets of the arts in order to enhance the quality of life for Meridian residents and visitors. Core to this mission is the belief that opportunities to experience public art can strengthen cities, increase livability, and contribute to a sense of community.

In 2019 MAC adopted a Strategic Plan, with one of the central goals being to create opportunities for all Meridian residents and visitors to experience public art. As part of an effort to thoughtfully and deliberately build the City's public art collection, the MAC conducted an online questionnaire. The questions were designed to help the MAC better understand the public's view on public art where public art would have an impact in the city, and how public art can contribute to a sense of community, pride and engagement. The questionnaire was launched on March 27 and was up through April 27, 2020. The questionnaire received 292 responses, of which 101 were partial.

The questionnaire asked five questions related to people's preferences for public art:

- Which examples are you familiar with? Please click on each image you recognize. (Respondents were shown 16 examples of artwork in Meridian). Which is your favorite and why?
- (Respondents were shown 22 examples of public art from other cities). Of these projects, pick up to five that you think are visually interesting and represent the type of art that you think would be successful in Meridian.
- What is the IMPACT that public art should have in Meridian? (Respondents were asked to indicate four preferences from a list of 11 options)
- What AREAS of Meridian are the best opportunities for public artworks? (Respondents were asked to indicate four preferences from a list of 14 options)
- What TYPES of artwork would you like to see in Meridian? (Respondents were asked to indicate four preferences from a list of 12 options)

We also asked:

- What is the first thing that comes to mind when you think about Meridian?
- What places in Meridian do you take people to show them what Meridian is all about?
- Tell us about something unique about Meridian that a visitor or newcomer might not know about.

## Findings

Several themes emerge from the questionnaire results that cut across multiple questions and help us understand people's preferences related to public art, as well as their perceptions of Meridian.

### Community Identity

Respondents prefer and would like to see more artwork that reflects their community identity and feels unique to Meridian. When asked about the impact of public art, art that *supports and enhances the distinct identity of Meridian* was listed as a top priority (43%). Many shared their appreciation for *Native Grasses* and *Far and Away* because the work represented the heritage or history of the area.

The City's unique history featured prominently in the things that make Meridian unique and that people would like to see reflected in new public artwork. History was listed as the top response for *something*



*unique about Meridian that a visitor or newcomer might not know about.* The top reason people stated their preference for certain public art in Meridian was that it reflected local history or heritage.

Though not as prevalent as history, the area's natural environment was also mentioned as something that makes Meridian unique. Additionally, four of the top five most selected public art projects from other cities have a strong nature-based theme, which was specifically mentioned as the reason for liking the work by a significant number of respondents.

In answering the question about what comes to mind when they think about Meridian, the strong sense of community and small town feel featured strongly for respondents, there were also many responses about the family friendliness, flourishing potential and Meridian being an overall great place to live. However, there were some responses to this question and in the follow-up question *what is something unique about Meridian* that referenced the fast development and growth of the area in a negative light, expressing the need to maintain the area's agricultural heritage and natural areas, and to keep the city from becoming indistinguishable from other places. A majority of respondents spoke of their appreciation for uniquely local events, like Dairy Days, special locally owned businesses, and the city's interesting history.

### Memorable and Iconic

Respondents not only wanted to see public art that reflects the community, but could somehow help define it or set it apart from its neighbors. Just over 50% of respondents (the highest percentage) would like to see artwork in Meridian that is *a memorable and highly recognizable landmark*. A top reason respondents gave for favoring artwork in Meridian and in other communities was its uniqueness, as well as its ability to be a good candidate for a 'selfie.'

### Functional Art

Respondents are interested in artwork that enhances existing infrastructure or artistic items that can also be functional, serving a dual purpose. This is revealed through appreciation for the robust transformer box mural arts program. Respondents expressed appreciation that these turn a boring but necessary fixture into something meaningful and joyful, something that shows that Meridian is cared for and exceptional. In the same appreciation for functionality, respondents shared that they would like to see more artworks that serve dual purposes. Three of the top selected public art projects from other cities are artist designed functional elements – a gazebo, benches, and a play space. *Artist designed functional elements* were the most selected example of the type of artwork that respondents would like to see in Meridian (60.7%) and functionality was the top reason listed for selecting a favorite artwork from another city.

### Interactive Art

Another type of artwork that ranked favorably was interactive art. This could include the types of projects mentioned above that are functional. Or it could include work that comes to life with the interaction of people. Interactive was one of the top reasons that people listed as reasons why they preferred certain artwork in other communities. *Interactive and playful artworks* was the third ranked type of art (51.3%) that people would like to see in Meridian.

### Art in Parks

The people of Meridian love their parks! A strong majority of respondents felt that the city's parks were the best opportunity for public art (75.6 %). In response to existing art in Meridian, projects in parks were among the top favorites. When asked where they take people to show them what Meridian is all about, most said that they bring visitors to their favorite parks. Parks were also listed Meridian's top special places in the City.

### Art in Downtown

When asked about priority areas for public art, downtown ranked second (67.4%) behind parks. However, when asked about what the impact of art should be in Meridian, the lowest ranking response was *enhances the identity of important nodes or areas of the community such as downtown*. Downtown was also listed as a *place people take visitors to understand what Meridian is all about*. Further conversations about public art in downtown should focus on the main goals for art in that area.

### Keeping it Local

The projects completed through the transformer box mural program were frequently listed as favorite examples of public art because of their showcasing of local talent. A high percentage said that it was important that public art *supports the development of local artists to develop a public art practice* (42%) and more than half of respondents (56%) want to see *work by local and regional artists* in Meridian.

1. Below is a small sampling of public artwork already existing in Meridian. Which examples are you familiar with? Please click on each image you recognize.

"Under the Sun and Dreaming," CJ Rensch, Meridian and Main Streets	76.1%
"Far and Wide," Sector Seventeen, Zamzows Feed Mill	74.1%
"Julius Kleiner, " Thomas Jay Warren, Kleiner Park	72.1%
"Obelisk 1,2,3," J. Amber Conger, Kleiner Park	66.5%
"Native Grasses," CJ Rensch, Fairview & Main	57.4%
"Sunset Walk," Kory Ramsay, Main & Pine	46.7%
"In Good Company," Laura Yager, Franklin & Linder	44.2%
"Journey of Heroes," Ken McCall, Heroes Park	41.6%
"Origin," J. Amber Conger, City Hall	38.6%
"Zentangle Butterflies," Megan Elliott, Meridian & Broadway	37.6%
"Girl and the Balloons," Jessica Irvine, Main & Idaho	37.1%
"Girl with Calf: Showtime," Bernie Jestrabek-Hart, Patty Young, Lori Hoagland, Vada Manhire, Centennial Park	35.5%
"Outrageous Mavis," Clarissa Grkovic, Pine & Ten Mile	34.5%
"Norah's Wish," Anna Button, Locust Grove & Central	31.0%
"Tulips," Barbara Williams, Meridian and Overland	29.9%
"Passing Passerines," Karyn deKramer, Linder & West Stone Valley	22.3%

## 2. Do you have a favorite public artwork in Meridian? Which one?

Transformer box artwork (32)  
*Native Grasses* by C.J. Rench (16)  
*Far and Wide* (the Mural at Zamzows) (14)  
All of them (11)  
*Under the Sun and Dreaming* by C.J. Rench (7)  
*Out on the Town* by Daniel Borup (6)  
*Origin* by Amber Conger (5)  
*Journey of Heroes* by Ken McCall (5)  
*Meridian Gateway Signage* by Bernie Jestrabek-Hart, Jim Mullenberg, Dane Michelsen (4)  
*Girl with Calf "Showtime"* by Bernie Jestrabek-Hart, Patty Young, Lori Hoagland, Vada Manhire (3)  
*Obelisk* by J. Amber Conger (2)  
Village at Meridian fountain sculptures (2)  
*Julius Kleiner Statue* by Jay Warren (2)  
Murals (2)  
Sculptures (2)  
*Girl Reading a Book* (1)  
*Ben Kleiner* by Jay Warren (1)  
Splash pad fountain (1)  
No Art (1)  
Renaissance Park Art (1)  
Boy and Girl on Bench in front of Library (1)  
Bunny at Copper Basin (1)  
Overpass art (1)  
Hillsdale Farm/Stack sign (1)  
Initial Point Gallery (1)

### Why?

Represents history/ Heritage/ Agricultural history (15)  
Reflects local community/ Reflects priorities/ Sense of meaning (13)  
Improving environment/ Improving something functional/ Add interest (13)  
Brings joy/ Fun/ Engaging/ Happy (9)  
Colorful/ Vibrant (9)  
Well sited/ Well-made/ Shows care (9)  
Makes Meridian stand out/ Iconic/ Unique/ Memorable (7)  
Beautiful (7)  
Nature theme (6)  
Striking/ Dynamic/ Eye catching (6)  
Showcase local talent (5)  
Personal connection (5)  
Encounter regularly (4)  
Imaginative/ Whimsical (4)  
Family friendly/ Good for kids (3)  
Surprising to encounter/ Hidden gems (3)  
Modern/ Abstract (3)

Timeless/ Not trendy (2)  
Size (2)  
Representational (2)  
Hopeful (1)  
Diverse (1)  
Creates distinction among parks (1)  
Good photo opportunity (1)  
Waste of tax dollars (1)

**3. Of these projects, pick up to five that you think are visually interesting and represent the type of art you think would be successful in Meridian.**

"Community Bookshelf," Kansas City, MO	39.8%
"Gazebo," Whitesavage + Lyle, Seattle, WA	39.3%
"Beacon Bloom," Arlon Bayless, Carmel, IN	38.8%
"Main Street Seating," Cliff Garten, Salt Lake City, UT	36.3%
"Westmoreland Park," Adam Kuby, Portland, OR	34.3%
Freak Alley, Boise, ID	30.8%
"Dawn's Silver Lining," Barbara Grygutis, Salina, KS	26.9%
"Butterfly Gate," Mike Pennypacker, Clayton, MO	25.9%
"Pine Cones," Floyd Elzinga, Ottawa, ON	24.4%
"Sky Play," Don Rambadt, Jackson Hole, WY	23.4%
"I See What You Mean," Lawrence Argent, Denver, CO	22.9%
"Rustician," Carl Unnasch, Montevideo, MN	19.9%
"Love," Robert Indiana, Philadelphia, PA	17.4%
"Chrysalis Amphitheater," TheVeryMany, Columbia, MD	14.9%
"Muskrat Ramble," Patrick Dougherty, Olympia, WA	14.4%
"Kinloch Courts," William LaChance, Kinloch, MO	13.9%
"Expression of the Soil," Erik Burke, Reno, NV	13.4%
"BLDG Bike Stands," Scott Eunson & Marianne Lovink, Toronto, ON	13.4%
"Double Play," Robin Brailsford, Frisco, TX	11.4%
"Haymarket Rabbits," Deborah Masuoka, Council Bluffs, IA	10.9%
"Fremont Troll," Steve Badanes, Will Martin, Donna Walter, and Ross Whitehead, Seattle, WA	10.9%
"Cloudscape," Christopher Lavery, Denver, CO	1.5%

## Top Five



1 - "Community Bookshelf," Kansas City, MO



2 - "Gazebo," Whitesavage + Lyle, Seattle, WA



3 - "Beacon Bloom," Arlon Bayless, Carmel, IN



4 - "Main Street Seating," Cliff Garten, Salt Lake City, UT



5 - "Westmoreland Park," Adam Kuby, Portland, OR

#### **4. Of the projects you chose, what do you like about them?**

Functional/ Useful/ Dual purpose/ Transform utilitarian (36)  
Interactive/ Good for selfies (27)  
Reflects the community/ Culture/ Local history (26)  
Nature themed (24)  
Different/ Unique/ Interesting/ Expressive (23)  
Beautiful/ Visual/ Aesthetically pleasing (21)  
Fun/ Joyful/ Playful/ Whimsical (20)  
Well sited/ Enhances the environment/ Nice to come across (16)  
Landmark/ Iconic/ Memorable/ Recognizable (15)  
Large (15)  
Accessible/ Engaging/ Inviting/ Enjoyed by many/ Creates a gathering place (15)  
Colorful (13)  
Bold/ Noticeable/ Eye catching/ Striking (12)  
All ages/ Family friendly (8)  
For kids to play (8)  
Contemplative/ Inspiring/ Endures multiple visits (7)  
Subtle/ Not garish (6)  
Outdoors/ Recreation/ Sports Themed (5)  
Creative (5)  
Modern (5)  
Brings activity for business (3)  
Day and Night Interest/ Multiple season interest (3)  
Motion/ Sound/ Light (3)  
Style/ Diversity of style (3)  
Wall Murals (3)  
Calm/ Tranquil/ Peaceful (3)  
Honest/ Timeless (3)  
Made by local artists (3)  
Made by professional artists (2)  
Figurative (2)  
Sense of humor (2)  
Sculpture (2)  
Indoor artworks (1)  
Lawful (1)  
No art (1)



**5. What is the IMPACT that public art should have in Meridian? (pick your top four)**  
**I would like to see public art in Meridian that ...**

Creates memorable, highly recognizable landmarks.	50.3%
Supports and enhances the distinct identity of Meridian.	43.0%
Creates opportunities for all Meridian residents and visitors to experience art that enriches their lives.	42.5%
Supports the development of local artists to develop a public art practice.	42.0%
Anchors focal points or community gathering places throughout the community.	39.9%
Creates an outlet for community creativity and expression through hands on involvement.	34.2%
Supports and generates social interaction throughout the community.	32.6%
Supports and encourage pedestrian activity.	31.1%
Gives voice to the unique history and spirit of Meridian.	28.5%
Supports Meridian's growth as a cultural destination.	19.7%
Enhances the identity of important nodes or areas of the community such as downtown.	19.7%

**Other:**

- Creates positive feelings in viewers.
- Encourages youth to explore art
- I would hate to see us spend large sums of money for out of state artists works like boise did keep any money spent for Idaho artists.
- Isn't too bright.
- Memorable--for the "right" reasons. Bring joy!
- Simply makes you smile to look at it.
- Supports/promotes local artists (4)
- The standard must be high for murals and sculptures, otherwise we just end up with low quality, visual garbage on utility boxes.
- *refund this 'surplus' cash to the taxpayer.*
- *none of he above. put this money to better use.*
- *Need to add more hammer and sickles to all government buildings*
- *Re-band the police department as a proper stazi building*

**6. What AREAS of Meridian are the best opportunities for public art?  
Check the top four areas.**

Parks	75.6%
Downtown	67.4%
Bicycle and pedestrian pathways	38.3%
Libraries	35.2%
Gateways to the city	34.2%
Major intersections	28.5%
Large development areas	22.8%
Roundabouts	21.8%
City Hall	17.1%
Schools	12.4%
Visible from the freeways / major roadways	11.4%
Alleys	8.3%
South Meridian	6.7%
Police and fire stations	3.6%

**Other:**

- Avoid schools. We want them to foster creativity not imply endorsement of a particular style. Student artwork with a limited term of commission is good if principle isn't biased to one style.
- Distributed throughout all neighborhoods
- Peace Park
- Revitalization areas
- *none of the above. refund taxpayer dollars*

**7. What TYPES of artwork would you like to see in Meridian? (pick your top 4)**  
**I would like to see more...**

Artist-designed functional elements in the streetscape (benches, bike racks, crosswalks, manhole covers).	60.7%
Artwork by local and regional artists.	56.0%
Interactive and playful artworks.	51.3%
Artwork that is large-scale and iconic.	41.9%
Artwork that creates pedestrian-scale visual surprises.	41.9%
Murals.	36.6%
Illuminated/Light-based projects.	26.2%
Public art festivals.	25.1%
Street art (independent, sometimes unsanctioned, art in public spaces).	17.8%
Temporary installations that come and go.	11.0%
Artwork by nationally or internationally recognized artists.	8.9%
Video projection and media-based artworks.	2.1%

Other:

- All of the above are possibilities except unsanctioned art. Large scale iconic works are very high risk. For each St Louis Arch there are hundreds of eye sores.
- Art that would be photo backdrop worthy for families
- Artwork from highschool students
- *none of the above, refund dollars to tax payers.*

**8. What is the first thing that comes to mind when you think about Meridian?**

Family friendly/ Great place to raise family (38)  
Small town feel/ Quaint/ Wholesome/ Comfortable (20)  
Suburban (17)  
Growth/ Flourishing/ Potential (16)  
Supportive/ Strong community (15)  
Dairy/ Agriculture/ Farms/ Rural (14)  
Friendly/ welcoming (13)  
Home (12)  
Great parks/ Recreation (11)  
Downtown/ City Hall (10)  
Too crowded/ Losing landscape/ Poor planning (10)  
Lacks identity / Sprawl (9)  
Agricultural history (7)  
Nature/ Sky/ Trees/ Outdoors (7)  
Clean (5)  
Water tower (5)  
Calm/ charming/ Pleasant/ Peaceful (4)  
Traffic (4)  
Walkable/ Be more bicycle-friendly & walkable (3)  
Schools (3)  
Restaurants/ Cafes (2)  
Art/ Music (2)  
Great place to live (2)  
The Speedway (2)  
The old creamery (2)  
Citizen involvement/ Well run (2)  
Safe (2)  
Lacks diversity (1)  
The Village (1)  
Center of the valley (1)  
Better than Boise (1)  
Freedom (1)

**9. What places in Meridian do you take visitors to show them what Meridian is all about?**

Parks, especially Kleiner Park (90)  
The Village (74)  
Downtown (58)  
Cafés/ Restaurants, especially Epi's Restaurant (22)  
City Hall (11)  
Outdoor Recreation/ Trails/ Bike Paths (11)  
Independent shops/ Businesses (10)  
Main Street/ Generations Plaza (8)  
The Meridian Speedway (6)  
Boise (6)  
Art & music events/ festivals (5)  
Library (5)  
Galleries/ Art venues (4)  
Farms/ Agricultural lands (4)  
Scentsy (4)  
Eagle/ Eagle Island (3)  
Open air shopping/ Farmers market (2)  
Museums/ Aquarium (2)  
Subdivisions (2)  
Eagle Rd. (2)  
Wahooz Family Fun Zone/ Roaring Springs Water Park (2)  
The Water Tower (1)  
Old Flour Mill (1)  
Meridian Temple (1)  
High school sporting events (1)  
South Meridian (1)  
Meridian Crossroads (1)

**10. What is something unique about Meridian that a visitor or newcomer might not know about? It could be a person -- someone who's famous, or someone who's just interesting. It could be a place that is special, but perhaps only known to locals. It could be an event that isn't something you'd find just anywhere. It could be a tradition that is important to the city or a group of people in the city.**

Dairy Days/ Dairy Day Parade (21)

Dairy history/ Farming History (13)

Parks, especially Kleiner Park (12)

Cultural events: Art Week/ Concerts/ Library events/ Outdoor movies/ Dance troupes/ Kite Festival (12)

Local restaurants, especially Epi's Restaurant (10)

Interesting history/ Historic Walking Tour (8)

The Village (8)

City Hall Art Gallery (7)

Friendly people/ Strong community (7)

Family friendly/ Accessible (6)

Nature/ Outdoor recreation/ Paths/ Trails (6)

Meridian Speedway (4)

Library (4)

Fast development/ Growth/ Losing agriculture (4)

Mix of rural and suburban (3)

Downtown (3)

Large school system/ School events (3)

Art galleries, especially Initial Point Gallery (3)

Food festivals: FD BBQ/ Wing Off (3)

Seasonal events: Halloween party/ Christmas Nativity/ Lights (3)

Small businesses (2)

Local city amenities (2)

Diversity (2)

Main Street (1)

Wahooz and Roaring Springs (1)

South Meridian YMCA (1)

Water tower (1)

Farmers market (1)

**11. Have you attended Meridian Art Week in the past 3 years?**

Yes	32.1%
No	35.8%
I do not know about Meridian Art Week	32.1%

**12. Approximately how many art activities or events (museum or gallery visits; concerts, plays, musicals or other live performances, etc.) have you attended in the past 12 months?**

More than 12	8.6%
8-11	9.7%
4-7	31.7%
1-3	43.5%
None	6.5%

13.

**14. What is your zip code?**

83646	83
83642	50
83704	5
83713	5
83714	5
83616	3
83703	3
83705	3
83709	3
83712	3
83634	2
83651	2
83669	2
83706	2
83716	2
83263	1
83617	1
83619	1
83622	1
83636	1
83638	1
83643	1
83686	1
83687	1
83702	1



**15. Do you live in Meridian? If so, how long have you lived here?**

Less than 1 year	6.5%
1 to 3 years	12.4%
4 to 6 years	9.1%
7 to 9 years	8.6%
10 to 20 years	24.2%
More than 20 years	13.4%
I do not live in Meridian	25.8%

**16. Do you work in Meridian? If so, how long have you worked here?**

Less than 1 year	2.7%
1 to 3 years	12.6%
4 to 6 years	9.9%
7 to 9 years	4.4%
10 to 20 years	12.6%
More than 20 years	4.4%
I do not work in Meridian	53.3%

**17. If you are not from Meridian, where did you move here from?**

California	25
Boise	15
Other Idaho (not Boise)	15
Washington	9
Nevada	6
Utah	6
Colorado	4
Alaska	3
Texas	3
Oregon	3
Montana	3
Massachusetts	2
Hawaii	2
Arizona	2
Virginia	2
North Dakota	2
Illinois	1
Wyoming	1
Florida	1
Wisconsin	1
Missouri	1
District of Columbia	1
Pennsylvania	1
Ohio	1
Nebraska	1
New Jersey	1
New York	1

**18. What is your age range?**

Younger than 18.	1.6%
18-24	4.9%
25-34	9.8%
35-44	23.5%
45-54	23.0%
55-64	22.4%
65 or older	11.5%
Prefer not to answer	3.3%

**19. Please tell us your gender identity.**

Female	77.7%
Male	15.6%
Non conforming	1.7%
Prefer not to answer	5.0%

**20. How would you describe yourself?**

American Indian or Alaska Native	0.6%
Asian	2.2%
Native Hawaiian or Other Pacific Islander	1.1%
White	92.2%
Two or More Races	3.9%

**21. Are you of Hispanic, Latino, or of Spanish origin?**

Yes	4.3%
No	87.5%
Prefer not to answer	8.2%

## Appendix B: Meridian Arts Commission Public Art Workshop Presentation – August 13, 2020

# MERIDIAN PUBLIC ART WORKSHOP

August 13, 2020



# AGENDA

- 1 – Introductions
- 2 – Recap of Survey and Interviews
- 3 – Vision, Goals and Strategies
- 4 – Implementation Recommendations

# Survey Takeaways

Community Identity

Memorable and Iconic

Functional Art

Interactive Art

Art in Parks

Art in Downtown

Keeping it Local



# Interviews

Dave Miles, Mayor's Chief of Staff

Kimberly Warren, Pathways Project Manager

Steve Siddoway, Parks and Recreation Director

Mike Barton, Parks Superintendent

Crystal Campbell, Community Development Coordinator

Caleb Hood, Planning Division Manager

Ashley Squyres, Meridian Development Corporation



# VISION, GOALS AND STRATEGIES



**VISION:** Public art in Meridian builds and strengthens the city's unique identity in the region, develops Meridian as a creative city and makes its public spaces more active and attractive.



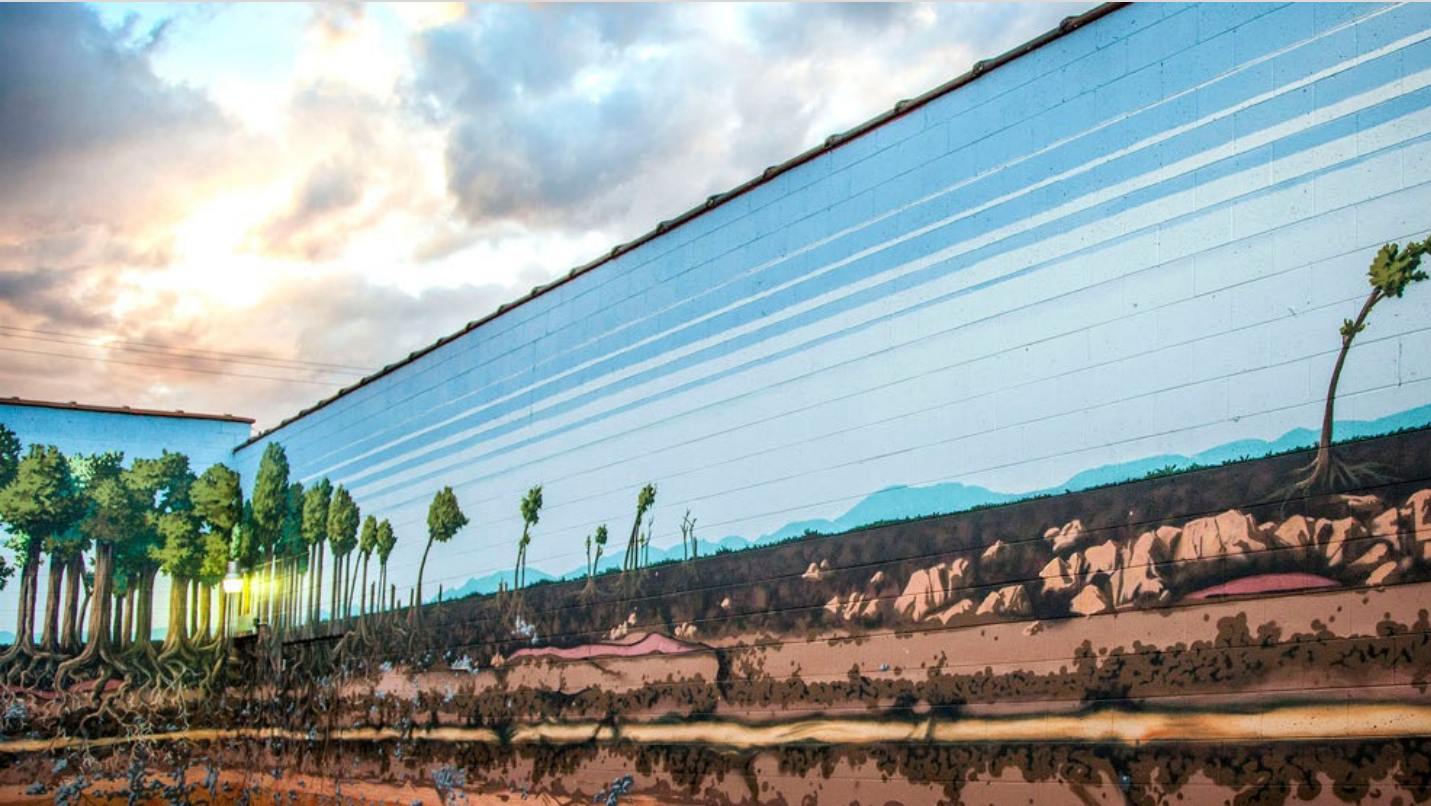


# Vision

This vision builds upon three important ideas:

- *Identity*. Public art will strengthen Meridian's unique identity, making Meridian a more memorable place, distinct from neighbors. Art will make different parts of the City more distinct from each other.
- *Creative City*. Public art will signal that Meridian is a place where art and culture is appreciated and enjoyed and art-making is supported.
- *Active and Attractive*. As the City is developing and envisioning Meridian's public spaces, public art can be a tool to make these distinctive, attractive environments that people want to use and inhabit.

# Unique Identity



Strategy:

Focus on ideas and stories that are part of what makes Meridian unique.



# Unique Identity



Strategy:  
Focus on places that people strongly identify with Meridian.

# Unique Identity



Strategy: Develop projects that create or convey a distinct character for Meridian's neighborhoods, parks and commercial districts.



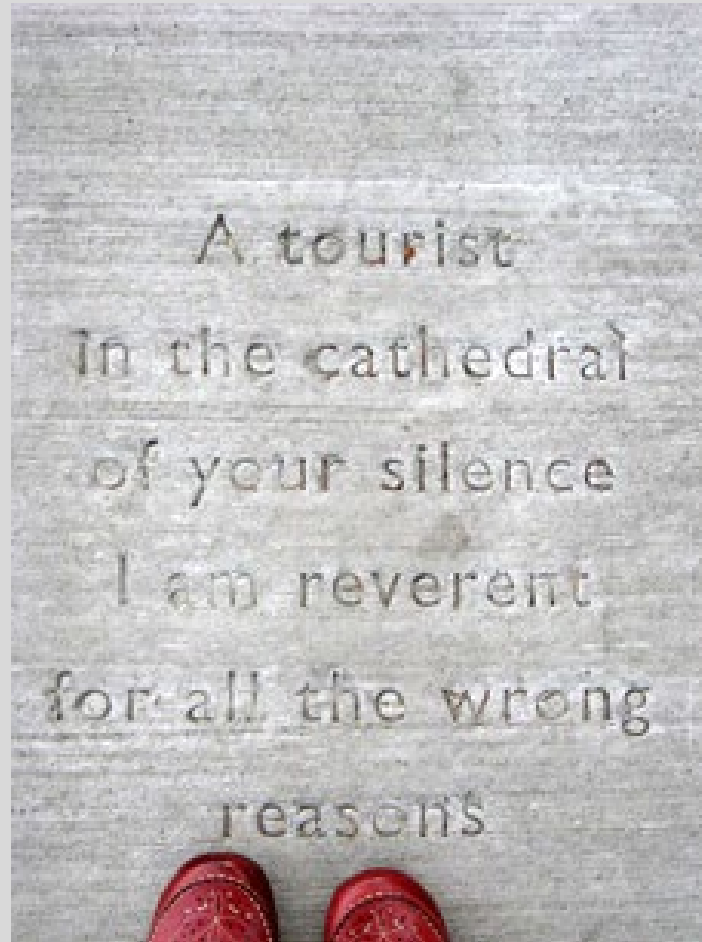
# Unique Identity / Creative City



Strategy: Develop projects that welcome people to Meridian and let them know they are in a place that values art and culture.



# Creative City



Strategy:  
Create outlets for community creativity and expression.



# Creative City



Strategy:  
Develop public art projects that play to the strengths of local artists.



# Creative City



Strategy: Develop programs to support artists new to the public art field (i.e. training programs, mentorships, etc.).



# Creative City



Strategy:  
Strive for a unique, diverse collection with a wide range of artists.



# Active and Attractive



Strategy: When the City builds a high-profile or public-facing facility or new public space – incorporate art.



# Active and Attractive



Strategy: Commission artists to develop functional elements for streets, parks and other public spaces.



# Active and Attractive



Strategy:  
Advocate for quality design of public places.



# Active and Attractive

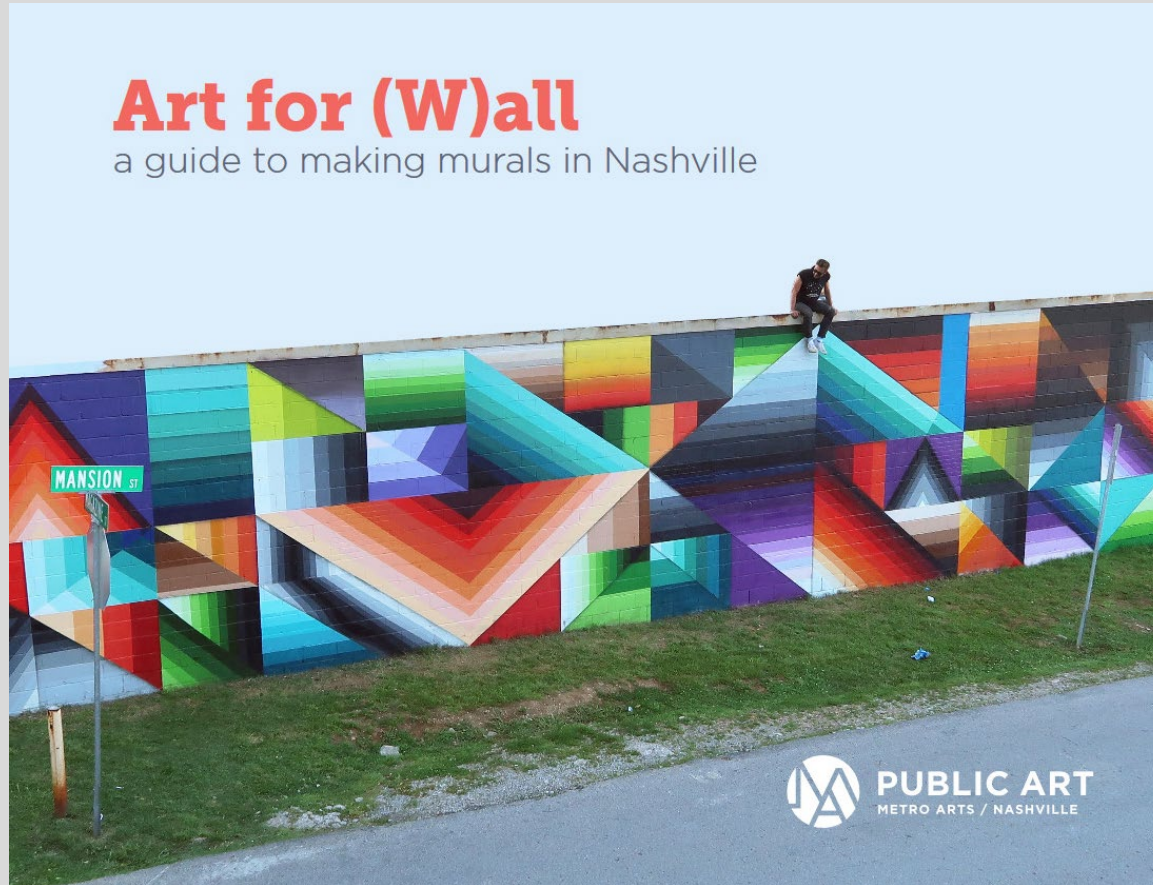


Strategy:

Encourage / require developers to incorporate public art into projects.



# Active and Attractive



Strategy: Provide guidance and resources for artists, arts organizations and private property owners to initiate their own projects.



# IMPLEMENTATION RECOMMENDATIONS

# IMPLEMENTATION STRENGTHS & CHALLENGES

## STRENGTHS

- Existing funding source established by City ordinance.
- Experienced staff.
- MAC and Public Art Subcommittee in place with broad expertise.
- Mayor and Council supportive.
- Good relationships with other City departments.
- Embedded in Parks Dept. allows for coordination and brings additional resources.
- Track record of successful projects.
- Established method for developing annual work plans.
- Public art already an option for developers as a public benefit.

## CHALLENGES

- Funding is limited.
- Staff has other responsibilities in addition to public art.
- No strong vision for public art.
- No criteria for identifying and prioritizing public art opportunities.
- No set guidelines for commissioning art. Selection process doesn't follow best practices and not attracting best artists.
- Local artists don't have much experience with public art.
- Small handful of artists getting larger commissions.
- MAC, Public Art Subcommittee and public art program not on radar of other City departments.
- Art program not always involved with defining scope (location, goals) for public art projects.
- Public art in private development option not utilized.
- No consistent name or identity for 'public art program.'

# PROPOSED IMPLEMENTATION RECOMMENDATIONS

Meridian Art in Public Spaces

City Planning

Annual Planning

Project Planning

Artist Selection

Funding

Private Development

Collection Management

# MERIDIAN ART IN PUBLIC SPACES

The public art program should have it's own identity. It doesn't necessarily need to be a logo/brand, but should be used consistently.

The name should be used in all communications, including print materials, press releases, website, social media and identification labels.



# MERIDIAN ART IN PUBLIC SPACES

The program should be the umbrella under which all of the City's public art activities take place. It should be understood that if a City department is interested in commissioning public art, they work with the program to manage the artist selection and follow the procedures adopted by the program.

# CITY PLANNING

When the City is developing future citywide or area plans, public art should be a layer of the plan.

Recommendations could focus on priority areas for public and/or private investment in public art.

The public art staff and PAC should be engaged in developing those recommendations.

# ANNUAL PLANNING

One year with a 5-year look ahead.

Staff collects information regarding potential public art opportunities, as well as program opportunities and conservation needs.

Opportunities evaluated by PAC based on set criteria.

# PROJECT PLANNING

Develop a project plan that outlines the basic framework for the project including location, goals, budget, timeline, artist selection method, partners and stakeholders, etc.

Led by the public art program, with input from other City departments and stakeholders.

Timing early enough to that art can be integrated into the site design.



# STANDARD PROJECT MANAGEMENT AND REVIEW PROCESS

## **KEY IDEAS**

Qualifications-based selection

Two-step process

Paid proposals

Clear roles for PAC, MAC, staff and Mayor/Council

Technical review

Options for Open Call or Invitational

# STANDARD PROJECT MANAGEMENT AND REVIEW PROCESS

Steps:

1. Define the Art Opportunity
2. Form an Art Selection Panel
3. Select the Artist
4. Execute the Artist Agreement
5. Review the Artist Concept
6. Monitor Final Design and Fabrication
7. Oversee Installation
8. Oversee Maintenance, Conservation

# 1. Define the Art Opportunity

## Actions:

- Draft a Project Plan that outlines the location, a budget, specific goals for the project, the timeframe, and artist selection method.
- Approve Project Plan.

## 2. Form an Art Selection Panel

### Actions:

- Convene an Art Selection Panel based on the approved Project Plan.

### 3. Select the Artist

#### Actions :

- Draft and issue Request for Qualifications (RFQ) (cover letter, resume, images and image list, names of references).
- Review artist qualifications and recommend finalists.
- Engage finalists
  - Option A: Interview finalists.
  - Option B: Pay finalists to develop and present a concept proposal.
- Approve artist selection.

## 4. Execute the Artist Agreement

Actions:

- Draft and negotiate agreement.
- Approve agreement.

## 5. Approve the Artist Concept (if artist selected by interview)

### Actions:

- Selected artist conducts site visit, develops concept proposal.
- Artist presents concept proposal to Art Selection Panel.
- Review Selection Panel recommendation and forward to appropriate board(s) / commission(s).
- Review and give final approval (if applicable).

## 6. Monitor Final Design and Fabrication

Actions :

- Perform technical review.
- Inspect at fabrication stage.



# 7. Oversee Installation

Actions:

- Coordinate with artist.

## 8. Oversee Maintenance, Conservation

### Actions:

- Ensure work is properly maintained.
- Conduct periodic conservation assessment.

# OPEN VS. INVITATIONAL COMPETITION

## **Open Competition**

Any artist may submit his or her qualifications, subject to any requirements established in the RFQ.

- allows for the broadest range of possibilities and can bring in new, otherwise unknown, and emerging artists
- can consume a large amount of staff resources
- sometimes discourages established artists who prefer to respond to limited competitions or to be directly selected for projects

## **Limited Competition**

Several pre-selected artists are invited to submit their artwork or qualifications.

- useful when looking for a small group of experienced artists, when there is a limited time frame, or if the project requirements are so specialized that only a limited number of already identified artists would be eligible
- less time consuming
- more likely to attract experienced artists
- more likely to attract artists who don't typically apply for public art projects

# LOCAL VS. NON-LOCAL

What are your goals?

What skills and experience does the project need?

How does the artist approach creating work that is site-specific?

# FUNDING

## NEEDS

- Permanent public art projects.
- Temporary public art projects.
- Programs to engage people in the collection.
- Programs to support local artist development.
- Conservation of the collection.

## IDEAS

- Departments voluntarily set aside funds for public art for new capital projects.
- Pursue grants from Arts Idaho, NEA, private foundations.
- Partnerships with Boise and other neighboring municipalities, universities, etc.
- Partnerships with private developers.
- Revisit cap of \$50,000 per year and/or \$.50/resident.
- Develop completely new funding formula (percent for art, annual allocation).

# Public Art in Private Development

## IDEAS

- Guides to help developers, organizations and individual artists
- Promote the Site Amenity Requirement

# COLLECTION MANAGEMENT

**Conservation** is the regularly scheduled examination, documentation, treatment and preventative care of public art conducted by a professional art conservator.

**Routine maintenance** is the care of public art that does not require specialized expertise (i.e.: dusting, washing, lubrication of moving parts).

# COLLECTION MANAGEMENT

Technical review of artist drawings to ensure works will be well constructed and that maintenance and conservation needs are understood.

Get maintenance worksheets from artists.

Conduct regular condition assessments to ensure that issues are addressed before they become a problem.

Use professional conservators when needed.

Develop a deaccession policy to address removal of work from a site or from the City's collection.