

EUGENE CITY COUNCIL

AGENDA ITEM SUMMARY



Work Session: Public Art Master Plan Update

Meeting Date: September 12, 2012
Department: Library, Recreation & Cultural Services
www.eugene-or.gov

Agenda Item Number: B
Staff Contact: Isaac Marquez
Contact Telephone Number: 541-682-2057

ISSUE STATEMENT

This work session is an opportunity to provide an update on the progress of the Public Art Master Plan. Finalized in January 2010, the plan articulates the vision for the future of public art in Eugene, provides policies, priorities and criteria for establishing strategic decision-making and a framework for facilitating the plan.

BACKGROUND

The City has a strong history of providing high quality public art to its citizens and enhancing the creative image of the city. Prior to adoption of the original Percent for Arts Ordinance in 1981 and continuing through the present, City staff, community leaders and local and national artists have worked to create, collect and display public art. The result is a public art collection that is as eclectic and compelling as the character of Eugene itself.

To demonstrate a commitment to the value of arts and culture, the council unanimously adopted the Cultural Policy Review Report (http://issuu.com/cityofeugenerecreation/docs/cultural_policy_review), a 10-year cultural plan, in July 2007. Goal five of the plan is, "To integrate arts and culture into the fabric of downtown Eugene and other neighborhoods as part of a comprehensive strategy of revitalization." One of the priority strategies for achieving this goal called for the development of a Public Art Master Plan, "to successfully and strategically plan for the City's public art collection and related processes."

In 2009, assisted by a grant from the National Endowment for the Arts, Eugene began work on a plan to review, reshape and redirect the public art program. The project was directed by the Eugene Public Art Committee and a 14-member steering committee.

The purpose of the City of Eugene Public Art Program is to foster arts and the development of artists, and provide experiences that enrich and better the social and physical environment. The mission of the Public Art Committee is to insure that the City's Public Art Collection is of the highest quality and, when possible, of historical significance and that the Visual Arts Programs of the City of Eugene be managed with integrity, consistency and in a professional manner.

In 2005, the Public Art Program gained significant momentum in its mission with the reinstatement of the Public Art Committee after a long hiatus. The advisory committee reviews proposals for the purchase and location of public art. The Public Art Committee has worked diligently to develop and

implement policies and procedures, and to consult and advise on numerous projects so that decisions regarding public art purchase and location are made in a strategic manner.

This work session will provide an update and an opportunity for discussion on the progress of the Public Art Master Plan by exploring projects implemented between 2010 and now.

RELATED CITY POLICIES

This item relates to the *Accessible and Thriving Culture and Recreation* Council Goal: A community where arts and outdoors are integral to our social and economic well-being and are available to all.

COUNCIL OPTIONS

No options are provided; this item is for information only.

CITY MANAGER’S RECOMMENDATION

No recommendation is suggested; this item is for information only.

SUGGESTED MOTION

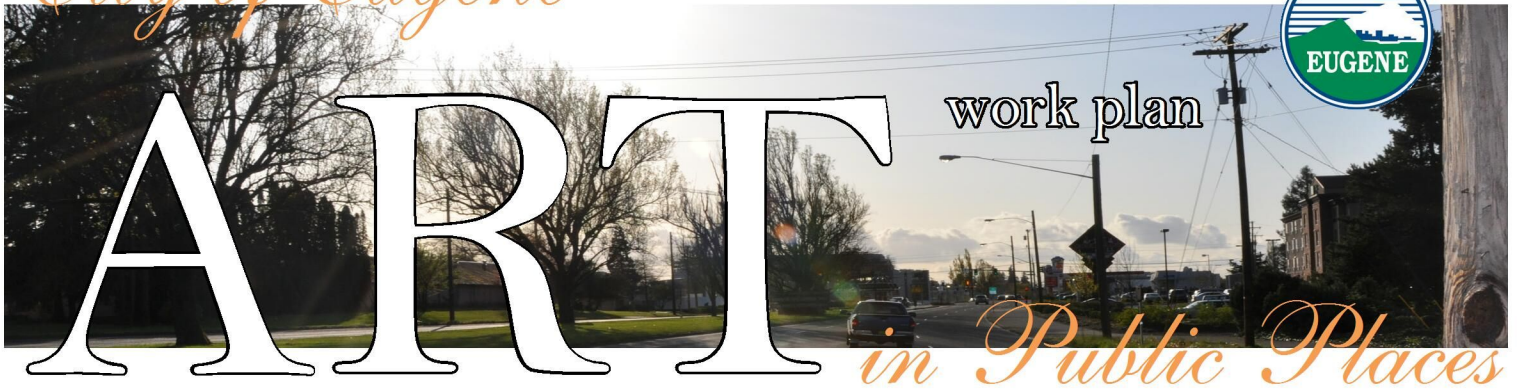
No suggested motion; this item is for information only.

ATTACHMENTS

A. Public Art Work Plan

FOR MORE INFORMATION

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1 Manage the existing collection

Develop interpretive material for the existing collection

- Catalog and map public art in Eugene
- Create a library of photo images
- Develop maps, brochures and walking/biking tours to highlight public art
- Collect and catalog information on artists in the public art collection
- Inventory interpretive signage and install missing signs
- Develop podcasts and smart phone applications
- Create a shared website to host the public art collection

Establish educational material to inform the community and tell the story

- Work with the Library to identify published material on artist's in Eugene's collection
- Work with UO and LCC to expand their roles in community education about public art
- Create educational material and methods for Eugene's public art

Develop a comprehensive maintenance program

- Establish routine and preventative maintenance schedules
- Calculate deferred and ongoing maintenance costs
- Draw upon the Jordan Schnitzer Museum of Art's curatorial expertise

Continue refining administration of the program

- Review staffing levels for Eugene's Public Art Program
- Develop criteria to vet the public art inventory
- Develop a process for proposals that have not been created

2 Build the public art collection

Create guidelines for future public art initiatives

- Establish priority locations for future public art
- Strategically choose prominent locations for future large works
- Develop a strategy to host temporary art installations; rotating sculpture exhibits; kiosks to accommodate temporary exhibits
- Develop a strategy for public art to lead from one special place to another, enhance the river-front, highlights the cultural corridor and connect downtown arts and performance venues

and the “Great Streets” initiative.

Develop a linkage between the public art program and other city programs to integrate art into urban design; shaping and contributing to the design of buildings (public and private), public spaces, landscape and everyday functional objects.

Explore the possibility of expanding the collection to diverse types of art

Use neighborhood matching grants to inspire residents to help commission and install their own distinctive art

3 Develop partnerships

Identify strategies to forge partnerships

Jointly curate art exhibits and coproduce and publicize arts and culture events

Explore public/private partnerships as funding mechanisms

Partner with LCC, UO, and other public agencies to build and manage

Eugene’s public art

Develop relationships with the City’s Community Planning, Parks Planning,

Community Development, Design and Build section and

Transportation Planning Divisions to proactively integrate art and connect artists.

4 Develop community involvement

Create interactive art happenings that engage the community in the creative process

Enlist students as volunteers to assist with curatorial, interpretive and other functions for Eugene’s public art collection

Work with existing and future community events to spotlight public art.

Host a major art focused special event

5 Establish sustainable funding

Sustainable funding = adequate resources to expand, manage and maintain Eugene’s public art collection

Perform a SWOT analysis on the following options:

% of entire capital budget

Increase in 1% program to 1.5% or 2%

\$.5 to \$1 per capita for administration & % of construction for purchase and maintenance

Other public finds

Private funds