

2019 Annual Report, Public Arts Commission

- Speaking on behalf of the Public Arts Commission, we appreciate this opportunity to report on the Commission's work and projects this past year, and to also describe our focus for the year ahead.
- May I first introduce the members of the Commission who are here this evening.....
- Each year the PAC creates a new Work Plan based on goals outlined in our 3-year Strategic Plan.

The major project from this past year's Work Plan has been to support a team of six commissioners from the Public Arts Commission and the Historic Commission working together to develop a Council-approved project that we call **Marking Ashland Places** [*the MAP project*].

When we offered our report last year, we were just initiating this historic site marker project, the purpose of which is to provide a connection to the history of Ashland on today's landscape.

The vision for this large multi-phased project is:

- to create hub sites in each of the four Nationally Registered Historic Districts in which to locate a piece of contemporary, historic-themed, site-specific sculpture.
- Included at each hub site will be information about why the site was important in the development of each historic district.
- Branching off from each hub site will be spoke sites.
- The spoke sites, designated by site markers, will highlight the important places, events and people connected with each specific district.
- These spoke sites have been the focus of the first phase of the project.

The *MAP project team* identified the Railroad district in which to launch this project, and has spent this past year researching specific sites and opportunities for site markers.

- The team determined that the markers in this district are to be approximately 36" diameter bronze medallions to be installed in the concrete at 5 sites within the district.
- These bronze medallions will be designed to contain short narratives with artistic representations of the historic significance of each site.
- A URL will be incorporated within each medallion to take a viewer to a Story Map site within the City website.

Based on the response to an RFP issued in July,

- the MAP project team has asked the city to accept a proposal and to contract with Masterworks Plaques, an industry leader in the design and fabrication of customized metal plaques and medallions.
 - Installation of the site marker medallions will happen in the spring of 2020.
- Another PAC goal is to ***review, update and expand Commission processes***.
 - This past year, the commission created standardized templates for Requests for Qualifications and Requests for Proposals for public art projects.
 - These templates, available for projects undertaken by current and future commissions, can be individually modified to address the variety of projects for which the commission seeks artists.
 - We are also on track to complete other strategies described in this goal including:
 - creating a framework for disseminating public art information,

- formalizing a timeline for a Final Project Review by the Commission prior to requesting the Council to accept public art into the city’s Public Art Collection, and
 - creating a design standard for plaques installed with public art projects.
- A third major Commission goal calls for *expanding the awareness of public art*.
- Two years ago we launched, and are now counting down to completion, the creation of a visual presentation to communicate *the Power of Public Art*.
 - Two of our talented commissioners have developed a dynamic and informative digital presentation with a huge WOW factor that illustrates how public art can:
 - ignite the imagination,
 - serve as a place-making tool,
 - become a stimulus for thought and discourse,
 - encourage public engagement,
 - express local identity, and
 - provide an iconic sense of place.

The Commission would offer to schedule our final dress rehearsal as a presentation to the Council after the first of the year. We then plan to offer presentations to various community groups and organizations in Ashland and around the valley.

- Our goal of **strengthening relationships with other commissions** was aided by the opportunity to work with the Parks and Recreation Commission on two issues: we reviewed an application and jointly consulted on a location for a sculpture to be sited within Lithia Park, and also secured approval from the commission to locate our first hub sculpture in Railroad Park.
- Looking forward, the commission will meet in November to develop the 2019-2020 work plan which will include:
- phase II of the MAP project in which we will seek an artist to create the hub sculpture for the Railroad district.
- Other Goals on which we expect to strategize this next year include:
- **identifying locations and opportunities for future public art projects,** and
 - **supporting public art opportunities for regional artists.**

In closing, we again thank you for your continued support and confidence in our work and the opportunity to be of service to our community.