

**PUBLIC ARTS COMMISSION / HISTORIC COMMISSION
"MARKING ASHLAND PLACES" JOINT COMMITTEE
MEETING
June 11, 2019
AGENDA**

I. **CALL TO ORDER:** 9:00 AM, Lithia Room, 51 Winburn Way
II. **INTRODUCTIONS**

III. **APPROVAL OF MINUTES** - none

IV. **PUBLIC FORUM** - Business from the audience not included on the agenda.

V. **PROJECT UPDATES**

Discussion with Jennifer Andrews (CEO Masterwork Plaques)
Review Pompano Project Photos

VI. **DISCUSSION**

- 1) Vacancy on committee / formally adopt Peter Finkle as voting member
- 2) Review RFP, Installation quotes, and budget
- 3) Review documents needed for directly commissioning plaques including rationale
- 4) Finalize decision on URL plaque content
- 5) PAC/HC approval of Direct Commission to MWP prior to RFP release

VII. **ASSIGNMENTS**

VIII. **ADJOURNMENT**

Calendar

Schedule Next Meeting

**CITY OF
ASHLAND**



In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Community Development office at 541-488-5305 (TTY phone is 1-800-735-2900). Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title 1).

**PUBLIC ARTS COMMISSION / HISTORIC COMMISSION
MARKING ASHLAND PLACES COMMITTEE MEETING
May 7, 2019
MINUTES**

PAC Commissioners Present:

Jeff Phillips
Stanley Smith
Andy Stallman

Staff:

Fotini Kaufman, Associate Planner

HC Commissioners Present:

Dale Shostrom
Beverly Hovenkamp

Contributing guest author:

Peter Finkle

I. CALL TO ORDER: 9:00 AM, Lithia Room, 51 Winburn Way

II. INTRODUCTIONS

Stacy Shelly, business owner of **REVIVE** (264 4th St. / Haskin's Garage) presented the MAP team with a list of questions and concerns on how the plaque project might impact her business, particularly in the summer months. Discussion ensued and her concerns were satisfactorily addressed. The MAP team will keep her informed as the project progresses.

Lea Richards (GIS Specialist for the city) presented examples and information on story map options available for consideration on the project. She would like to know more about the project and the content involved so she could help the team decide what format would be best. MAP team was impressed, and felt this was a great start to solving the online part of the project.

III. DISCUSSION

Dale presented his conversation with Suenn Ho from Resolve Architecture, regarding the cost of the Chinatown plaques in Portland Oregon, and her possible interest in a proposal for the MAP project. He acknowledged that we already agreed to directly commission MWP, but felt it important to check on this "more local" option. Dale summarized that MWP is a turn-key operation, handling all phases from start to finish, and that there were still many unknowns in how Resolve might be competitive for the plaque phase of the project, but that we could consider them as a possibility for the Hub sculpture.

Fotini asked for the market research done to back-up our rationale for direct commission to MWP: what other vendors did we look at and what was MWP able to offer that the others were not. The team agreed that a one-page statement of rationale should be written. Fotini said she would be responsible for the rationale, but needed to know who else we looked at. Beverly agreed to do that research.

Fotini said she wanted to prepare folders online, for each separate plaque, where all the content could be collected. HC would review material and finalize content.

Dale said concrete estimate is \$4,350 to include adding color where needed. Fotini said they need 3 bids. Dale said both Scott Fleury and Adam Hanks told him that the city contracts with companies regularly when the jobs are small and not over \$10,000. Sites will need to be reviewed again once we know the final size and shapes of the plaques. Dale noted that \$4,350 did not include demolition and that the city would assume that responsibility. Fotini asked if the city was OK with not being reimbursed for that phase, and said they needed to check with Public Works Director on that.



Beverly brought up that we still need to decide on the URL/ QR Code issue, but time was up and this discussion would have to take place at the next meeting, scheduled in two weeks.

IV. ASSIGNMENTS

- Research other plaque vendors (Beverly)
- Research Bit,ly technology's possible longevity (Stanley)
- Create Drop-Box or Google-docs folders for each Plaque location (Fotini)
- Create architectural drawing of each site for concrete bids and Public Works (Dale)
- Finalize content for each folder (HC)

V. ADJOURNMENT

Meeting adjourned at 10:30

Next Meeting: Tuesday, May 21st at 9:00am

Requests for Proposal (RFP) for Plaques/Medallions to serve as Historic Markers

Project Background

The City of Ashland has a rich and diverse history which is not easily discernable on the current city landscape. The Public Arts Commission and the Historic Commission, in partnership (the MAP Project team), have developed an historic site marker project, *Marking Ashland Places* (MAP), to provide a connection to the history of Ashland on today's landscape.

Site markers, in the form of bronze plaques or medallions will focus on the important places, events or people connected with the development of the four historic districts within the city. These *site markers* will contain short narratives, with artistic representation of the historical significance of the site.

Attached to this RFP are the following:

- Site Map of the Historic Railroad District identifying the locations of each medallion/plaque site.
- Short narratives on the historical significance of each site to be incorporated within the design of each site-specific medallion/plaque
- Additional historic background of each site – supplied for additional understanding on the significance of each site, not plaque content
- Historical photos of the original buildings, people, or events to be artistically represented as images within the medallion/plaque design
- Note: a 1" blank square should be incorporated within each medallion/plaque design as a placeholder for a QR Code or a URL linking the location to the city's historical story map website
- Schematic drawings illustrating the basic concepts for each medallion/plaque

Note: Is it limiting or helpful to a designer with this much experience? Refer to Pompano project

The deadline for receipt of Proposal is (30 days from issue). Project will be awarded (50 days from issue).

Scope of Work

The MAP Project team is seeking a proposal from an artist to design and fabricate/have fabricated five (5) original, artistic *site markers* in the form of cast bronze medallions or plaques to be installed (wet-set into new concrete sidewalks) at five (5) locations within Ashland's Historic Railroad District.

The City of Ashland Public Works Department will be responsible for installation of each medallion.

Description of Product

Each medallion or plaque should provide, by use of visual imagery and narrative in sculptural relief, a visual depiction of the history of each site. Additionally, the medallions or plaques should:

- be 24" diameter or 24" square depending on graphic composition
- utilize common design features
- be visually engaging to visitors,
- be fabricated of chemically-patinaed bronze,
- be considerate of visitor safety, and
- ADA compliant.

Eligibility of Artist/Fabricator

The competition is open to established professional artists with:

- experience in designing and fabricating or working with fabricators to create *site markers* for installation in an outdoor environment,
- proven artistic merit and excellence of relevant prior work,
- experience and willingness to work with public entities in a collaborative process, and
- good communication skills and project management experience.

How to Apply

Artists must prepare a complete **Project Proposal** [outlined below] and submit as a single PDF in the following order:

- **Letter of Interest [Required]:** A letter, not to exceed one (1) page in length, outlining your interest in this project, a description of your experience in comparable projects and a statement of approach. Letter must include address, email and cell phone number.
- **Professional Resume [Required]:** A resume not to exceed two (2) pages.
- **Images [Required].** A maximum of ten (10) images of prior relevant projects. Each image must be numbered and include title, date and location of installation, dimensions, materials used, final cost, name of fabricator and the project intent of each piece.
- **Professional References [Required]:** a list of three (3) references familiar with your work and working methods. The list must include email addresses and telephone numbers.
- **Statement of Proposed Scope of Work to include:**
 - expectations for MAP Team involvement,
 - additional information required from MAP team,
 - number of design concepts provided to MAP team,
 - number of design revisions available to MAP team,
 - product specifications including size, thickness, material and finish of medallions/plaques,
 - approximate timeline from date of contract to delivery of product in Ashland, and
 - Total budget, **not to exceed \$ 17,000**, for all phases of design, fabrication, shipping and insurance to the Public Works Department, City of Ashland.
(Add other provisions the MAP group requires)

As noted above, the entire Proposal must be submitted electronically as a single PDF attachment to the following email address: Fotini.Kaufman@ashland.or.us. The Proposal deadline is 5 pm (30 days from date of issue).

The City of Ashland is under no obligation to award a contract for the project described above.

For questions, please call Fotini Kaufman, Assistant Planner, City of Ashland at 541.552.2044 or email her at Fotini.Kaufman@ashland.or.us.

Direct Commission to Masterwork Plaques

The Historic Marker project (now named “Marking Ashland Places” MAP) was first presented to the Public Arts Commission at their regular meeting on July 20, 2018. The project was initiated by the Historic Commission in 2013, and examples of Bronze Plaques designed and fabricated by Masterwork Plaques (MWP) from a 2012 proposal were shown. MWP’s portfolio was nothing short of impressive in both the artistic merits and the technical considerations, such as 3 different styles of relief and a real chemical patina finish (best able to withstand the UV and weather exposure the plaques would need to endure in the many years ahead).

MWP has a solid track record indicating they can accomplish all phases of the project from conceptual design and revisions, fabrication, finish, all the way to the guidelines for installation. The owner of the company (Jennifer Andrews) is responsive to questions, understands the balance the MAP team is trying to achieve in historical accuracy and artistic representation, and is also willing to engage the MAP team in conference calls to address any expectations and concerns.

The MAP team is striving to provide a solid start to this multi-phased project, seeking the confidence in the product and finish that MWP can provide so that a standard of excellence can be established for future phases to follow.

The MAP team discussed the option of sending out RFQ’s to artists and vendors, awarding \$1,000 (each) to three finalists for a conceptual design before proceeding to contract. The MAP team considered MWP’s portfolio and product to be such a strong fit for this project’s goals that they confidently decided to offer MWP a direct invitation as a more stream-lined and economical option for acquiring public art under the City of Ashland municipal code 2.29.100.

While approximately ten other vendors across the country were explored, MWP’s product and service record continued to be what the MAP team considered an excellent choice.

	Per Unit	Shipping	Total	Installation	Grand Total
MasterWorkPlaques.com (718) 283-4109					
Style A: Flat relief 24" Diameter	\$2,075	\$775	\$11,150	\$4,350	\$15,500
Style A: Flat relief 24" Square	\$2,750	\$775	\$14,525	\$4,350	\$18,875
Style B: Layered Flat relief 24" Diameter	\$2,575	\$775	\$13,650	\$4,350	\$18,000
Style B: Layered Flat relief 24" Square	\$3,350	\$775	\$17,525	\$4,350	\$21,875
Style C: Hand Modeled/ Layered Relief 24" Diameter	\$3,225	\$775	\$16,900	\$4,350	\$21,250
Style C: Hand Modeled/ Layered Relief 24" Square	\$4,100	\$775	\$21,275	\$4,350	\$25,625

MetalDesignsLLC.com (888) 504-4002

Collage-style with Photos/ Chemical Patina 24"
 note: engraved photo - not cast bronze

<https://www.metaldesignsllc.com/plaques/photo-engraved-bronze-plaques/>

OurCornerMarket.com

send e-mail to info@ourcornermarket.com with phone # and time (+zone) requesting a call back
 No free proofs : place order, get 2 free drafts, refund if you don't like either one

ArtisticBronze.net (800) 330-7525

InternationalBronze.com (800) 227-8752

ErieLandmark.com (717) 210-4866

FranklinBronzePlaques.com (866) 405-6623

ImpactSigns.com (708) 469-7178

KeystoneBronze.com (305) 239-2927

LargeArt.com (800) 785-4278

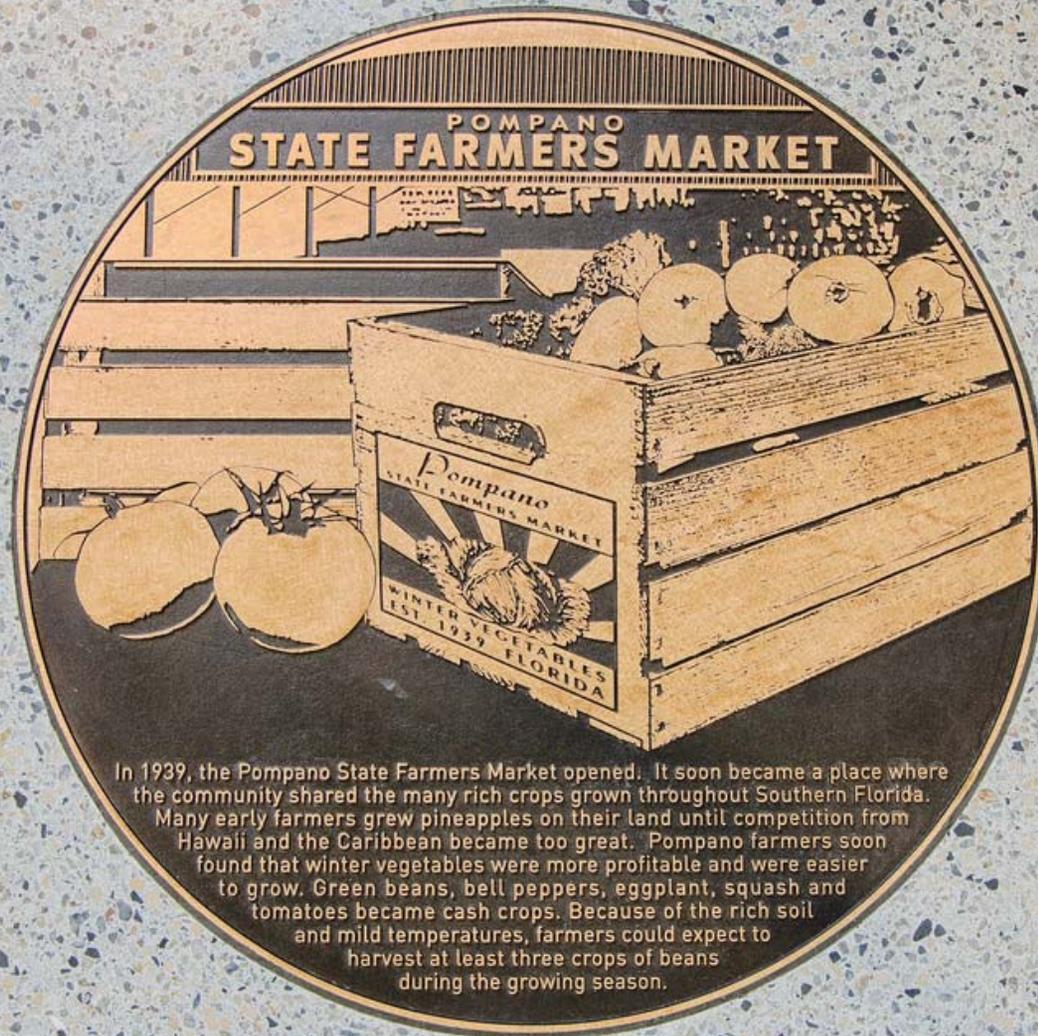
AtlassignsandPlaques.com (970) 399-3122

Note: These are not cast & look really cheap





Blanche General Ely came to Pompano in 1923 as a young teacher and was a tireless force for education in the black community. For over fifty years Ely served as an educator and role model. Her aim to create a high school in Pompano for black students was realized in 1952 with the opening of Blanche Ely High School.





* Pompano

During their work, surveyors for the Florida East Coast Canal Company and the Florida East Coast Railway encountered a few families living isolated in South Florida. One of these surveyors, Franklin Sheen, had an important role in the area's history. Whether inadvertently or on purpose, Sheen gave the Pompano community its name. ~ One version of the story is that Sheen had a dinner of pompano with one of the local families and, not wanting to forget the tasty fish's name and where he had it, wrote "pompano" on his map. Subsequently, this was taken to be the settlement's name. ~ Another version claimed that Sheen purposely named the settlement "Pompano" because only the fish that was "the best in the sea" was an appropriate name for "the beautiful tract of land he had found." ~ Yet another account has Sheen eating pompano at a restaurant with potential land investors when he decided to name the property they were discussing after the fish.

- Dan Hobby, Pompano Beach





IN THE FIRST DECADES OF THE 20TH CENTURY, BETWEEN TEN AND TWELVE THOUSAND BAHAMIANS, ABOUT TWENTY PERCENT OF THE ISLANDS' ENTIRE POPULATION, MIGRATED TO SOUTHERN FLORIDA.

Born in the Bahamas, Jonathan and Elizabeth Bell immigrated to Punguwa Beach in 1908. Mr. Bell worked laying tracks for the F-E-C Railroad and was a deacon and Sunday school superintendent for the Mount Calvary Baptist Church. Esther Bell, his daughter, became an Emmy award winning actress for her role as Florida on the television show Good Times. Several Bell children also became active leaders in the community.



FLORIDA EAST COAST RAILWAY

Henry M.
FLAGLER
 JACKSONVILLE - MIAMI

THE FLORIDA EAST COAST

Many towns in Florida came into being thanks to the Florida East Coast Railway of 1896 which extended south from West Palm Beach to Miami. The Railway provided a much needed connection to the rest of the nation. It opened up the ability to travel, transport agricultural goods North and allowed for settlers to reach new land in Southern Florida. The community of Pompano grew around the depot that Henry Flagler established.

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 WEST PALM BEACH
 POMPAÑO BEACH
 MIAMI

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JACKSONVILLE
 AND **MIAMI** FLA.
 SERVING THE ENTIRE
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POMPANO BEACH LIBRARY