CITY OF
ASHLAND

PUBLIC ART COMMISSION - REGULAR MEETING
October 16, 2020
AGENDA

I. CALL TO ORDER
8:30 a.m. via zoom

II. APPROVAL OF MINUTES
Public Arts Commission regular meeting of September 18, 2020

III. ADDITIONS TO THE AGENDA

IV. PUBLIC FORUM

V. LIAISON REPORTS
- Council Liaison
- Parks & Recreation Liaison
- Community Development Liaison

VI. PROJECT UPDATES
- Power of Art
  o Voice-Over - Fuhrmark / Jensen
- MAP Phase 1 update– Stallman
  o Medallion designs
- MAP Phase 2
  o Plan for release of RFQ – Friend/ Fuhrmark

VII. PAC WORKPLAN
A. Goal 3: expand the awareness of public art
  o Collaboration with Peter Finkle
B. Selection Panel Criteria
C. Strategic Planning Review

VIII. OTHER BUSINESS
Brochure Reprinting
Commissioner Vacancy

IX. ADJOURNMENT
Next Meeting: November 20, 2020

X. ATTACHMENTS
2020-2021 Strategic Planning Goals
Public Art Walking Tour Brochure
Selection Panel Criteria

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).

CITY OF
ASHLAND

ASHLAND PUBLIC ARTS COMMISSION
REGULAR MEETING
MINUTES - *Draft*
September 18, 2020

I. CALL TO ORDER

Chair Sandra Friend called the meeting to order at 8:30 a.m. via Zoom.

Commissioners Present:	Staff Present:
Sandra Friend	Aaron Anderson, Assistant Planner
Thomas Fuhrmark	
Jennifer Longshore	APRC Liaison:
Jeff Phillips	Joel Heller (absent)
Stanley Smith	
Andy Stallman	Council Liaison:
	Stephen Jensen
Absent Members:	

Chair Friend explained Commissioner Allison Renwick had resigned and was no longer on the Commission. Chair Friend's term had been extended to April 30, 2021 as a commissioner only.

II. APPROVAL OF MINUTES

Public Arts Commission regular meeting of February 21, 2020

Commissioner Fuhrmark/Smith m/s to accept the minutes as written. Voice Vote: all AYES. Motion passed.

III. PUBLIC FORUM

Peter Finkle/Ashland/Explained his plan to write individual articles on every piece of public art in Ashland. It fit the Commission's goal of promoting public art. He suggested a brainstorming session. He discussed ideas for his articles that could tie into the Commission's strategy.

The Commission agreed to have Mr. Finkle attend a future Commission meeting for a brainstorming session.

IV. LIAISON REPORTS

- Council Liaison

Councilor Jenson provided an update on discussions regarding the Black Lives Matter art installation at the Railroad Park and the Public Arts Commission's possible involvement.

- Parks & Recreation Liaison - None

- Community Development Liaison

Staff Liaison Aaron Anderson clarified the electronic meeting document included in the packet. He welcomed Jennifer Longshore to the Commission. There were vacancies on the Public Arts Commission and Tree Commission.

V. PROJECT UPDATES

- Power of Art

Councilor Jenson provided a presentation called "The Power of Public Art."

- Voice-Over RFQ – Fuhrmark

The Commission discussed hourly rates for the voice-over. Councilor Jenson was in contact with a local actor who may do the voice-over for the presentation.

- MAP Phase 1 update– Stallman
  - Medallion designs

Commissioner Stallman discussed the design process and revisions. The Subcommittee had not met yet but were reviewing the revisions. The Commission liked the designs.

- MAP Phase 2
  - RFQ for Hub artwork: calendar dates/sign off by PAC – Friend

Chair Friend reported that the RFQ was approved for release. It was scheduled to go out November 9, 2020 with a four-week response time. The Commission discussed the four-week turnaround.

  - Plan for release of RFQ – Fuhrmark/Phillips

Commissioner Fuhrmark explained what Eblast was and how it worked. It would have a link to the online RFQ. Commissioner Friend discussed the artist distribution list. Mr. Anderson explained the webpage would be created once there was material to post.

The Commission discussed the timeline. Finalists would be selected January 15, 2021. The contract would be issued January 22, 2021. The Commission decided to give the finalists six weeks to create their design concepts and submit them. The selection panel would be determined early 2021. The panel would review the three finalists' concepts. The Commission would set an installation date later.

VI. PAC WORKPLAN

VII. OTHER BUSINESS

- Update on Ashland sign re-location

The Ashland sign at Exit 14 was damaged by a car accident the year before. A replacement sign was made and would be installed in another area on Ashland Street. The Commission decided to relocate it to the third island on Ashland Street just after the railroad overpass.

VII. ELECTION OF OFFICERS -

Pursuant to AMC 2.10.050 "At its first meeting following the appointment or reappointment of members each year, the advisory commission or board shall elect a chair and a vice-chair who shall hold office at the pleasure of the advisory body."

The Commission supported Commissioner Stallman as the new Chair. Commissioner Fuhrmark nominated Commissioner Longshore to serve as Vice Chair. Both votes were finalized with a show of hands and passed unanimously.

VIII. ADJOURNMENT

The meeting adjourned at 10:43 a.m.

I just published my third article about public artworks in Ashland. Here is a link to my article about the Pacific Fisher sculpture on Bandersnatch Trail. I hope it will stimulate more people to take the trail "art walk" and see the three public art sculptures there.
https://walkashland.com/2020/09/25/pacific-fisher-art-on-ashlands-bandersnatch-trail/

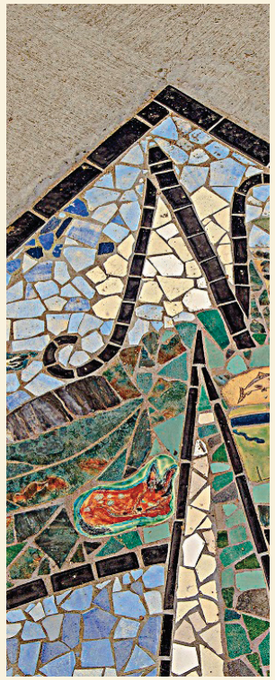
The article includes 31 photos, many showing step by step how he created the mosaic sculpture.
Enjoy,
Peter

Peter Finkle
Phone: 541-778-1299
Email: walkashland@ashlandhome.net
Read about Ashland (and subscribe to posts) at
https://walkashland.com

	A	B	C	D	E	F	G
1	**2019-2021 PUBLIC ARTS COMMISSION GOALS AND STRATEGIES**						
2		2019	2020				2021
3	**Goal 1 Complete Current Projects**	cptd	qtr1	qtr2	qtr3	qtr4	
4	**Objective 1** Complete Phase 1, *Marking Ashland Places* in Historic Railroad District						
5	**Strategy 1** Provide assistance to PAC/HC MAP Project team during the process to						
6	acquire plaques for Railroad District sites						
7	▪ Review and comment on RFQ for plaque artist						
8	▪ Provide additional assistance as requested including forwarding						
9	the recommendation of the Selection Panel to the City Council						
10	**Objective 2** Begin Phase 2, *Marking Ashland Places* in the Historic District						
11	**Strategy 1** Assist the MAP Project team in acquiring the Hub artwork						
12	▪ Based on the project intent developed for the hub artwork,						
13	create an RFQ						
14	▪ Utilize the process described in the RFQ to identify an artist,						
15	commission three concepts, activate a Selection Panel to provide						
16	a recommendation, seek approval by the Council, work with						
17	the artist to construct, fabricate and install the artwork						
18	**Objective 3** Connect with the Oregon Historical Society regarding MAP project						
19	**Strategy 1** Seek PR opportunities with Oregon Historical Society for MAP project						
20	**Objective 4** Complete all remaining phases of *Marking Ashland Places*						
21							
22	**Goal 2 Review, update and expand PAC processes**						
23	**Objective 1** Create model RFQ/RFP templates						
24	**Strategy 1** Review and update templates after each project	ongoing					
25	**Objective 2** Create new design standards for identification plaques related to						
26	all future public artwork						
27	Strategy 1 Identify/fund designer to create design and materials standards						
28	**Objective 3** Complete strategies in 2019-2021 Strategic Plan						
29	**Strategy 1** Perform annual update of the Work Plan						
30							
31							
32							
33		2019	2020				2021

	A	B	C	D	E	F	G
34		cmptd	qtr1	qtr2	qtr3	qtr4	
35	**Goal 3 Expand the awareness of public art**						
36	**Objective 1** Develop a visual presentation to communicate the *value of public art*						
37	**Strategy 1** Complete the power point and narrative for 'The Power of Public Art'						
38	**Strategy 2** Develop a plan to provide speaker-driven power point presentations						
39	**Strategy 3** Explore opportunities to provide non-speaker driven presentations						
40	**Strategy 4** Develop an abreviated version of the power point and place on city						
41	website.						
42	**Objective 2** Create a framework for disseminating public art information						
43	**Strategy 1** Identify various categories of information to be disseminated						
44	**Strategy 2** Identify appropriate platforms/individuals for each category of outgoing						
45	information						
46	**Objective 3** Expand the awareness of public arts projects						
47	**Strategy 1** Consider developing a bi-annual Art Party						
48	**Strategy 2** Define TOT funding for public art on the city website						
49	**Objective 4** Develop awareness of public art trends and practices						
50	**Strategy 1** Schedule trend-research/innovative technology update annually						
51							
52	**Goal 4 Strengthen relationships with other Commissions/organizations**						
53	**Objective 1** Identify opportunities to expand communication and work with other						
54	Commissions/organizations						
55	**Strategy 1** Work with Ashland Parks Commission to locate Hub artwork in the						
56	Historic Railroad District						
57	**Strategy 2** Identify opportunities within Ashland Park system [Lithia Park,						
58	neighborhood parks] for public art						
59	**Strategy 3** Identify opportunities for public art related to Daniel Meyer pool re-design						
60	**Strategy 4** Explore opportunities to work with Transportation Commission						
61	on bus stop enclosures and benches						
62	**Strategy 5** Explore opportunities to work with the Schneider Museum of Art on						
63	public art projects						
64							
65							
66							

	A	B	C	D	E	F	G
67		**cmptd**	2020				2021
68			qtr 1	qtr2	qtr3	qtr4	
69	**Goal 5 Secure additional funding for future public art projects**						
70	**Objective 1** Investigate public/private partnerships						
71							
72	**Goal 6 Identify locations and opportunities for future public art projects**						
73	**Objective 1** Identify sites for public art out of the downtown						
74	**Strategy 1** Research and map prospective public art sites considering opportunities						
75	for murals around town and at the skate park, wrapping electrical boxes,						
76	and other diverse projects						
77	**Objective 2** Identify sites for public art in the downtown area						
78	**Strategy 1** Explore opportunities for City-sponsored art exhibit						
79	**Objective 3** Research renting public artwork						
80	**Objective 4** Offer assistance to Public Works Department to identify artistically-						
81	interesting functional pieces such as benches and bike racks as a consideration						
82	for city purchasing standards.						
83							
84	**Goal 7 Support public art opportunities for regional artists**						
85	**Objective 1** Support pop-up public art opportunities						
86	**Strategy 1** Partnering with the Schneider Museum of Art, develop a plan to create						
87	pop-up public art exhibitions in various locations						
88	**Strategy 2** Plan events in conjunction with pop-up event						
89	**Objective 2** Develop 'Bench Project' to include plein air event in partnership with						
90	businesses, the Transportation Commission, other organizations						



Many features of the public art collection include local artists, depictions of the local geography, tributes, and gifts to the city.

The art does more than beautify our surroundings, it unifies.

thank you for honoring the arts

ashland public art collection

Ashland, Oregon

Scan QR Code or visit:
http://gis.ashland.or.us/publicart/ for Public Art Tour

Also visit:
Southern Oregon University's "Walking Art Tour"
Ashland Gallery Guide: ashlandgalleries.com

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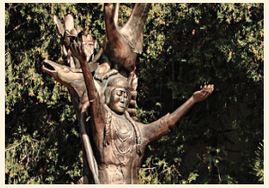
your Ashland Invitation to experience art

You are invited to visit **23 art installations** in our beautiful city of Ashland. We are fortunate to have a wide variety of art on display. It is a collection that began in 1910, and continues to today.

Public art is a gallery without walls, accessible and free to everyone.

While visiting our **map tour** for public art installations, you can read on-line about each piece, its artist, and its origins.

Beyond all the details of each piece, it's the collective group of art that truly makes our town unique. We are excited for you to experience another element that makes Ashland a special place, a city dedicated to the arts.



1. We Are Here

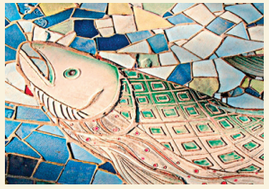
2. Pathway to Goodness and Light

3. Pioneer Mike

4. Ceramic Frieze

5. Inorganic Compound

6. Fall Splendor



7. Rio Amistad

8. Butler-Perozzi Fountain

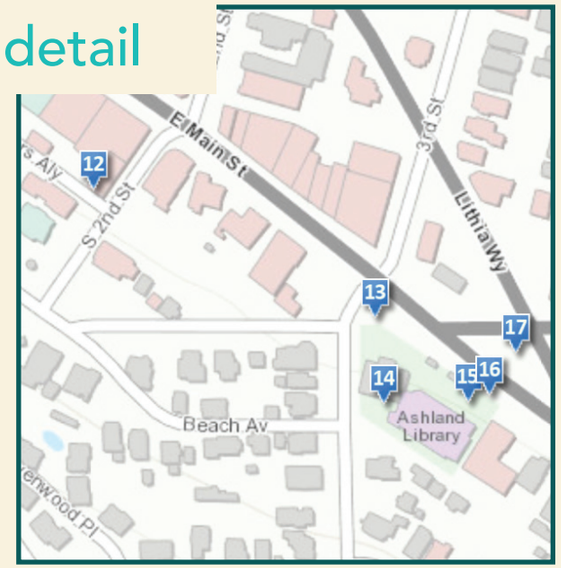
9. Pacific Fisher

10. Nourishing our Community

11. Street Scene

ashland public art walking tour

map detail

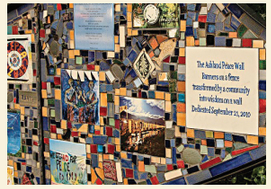


12. Ashland Streetscape and Hills

13. Mickelson-Chapman Memorial Fountain

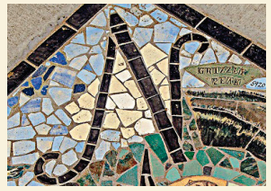
14. Gift

15.Ethel E. Reid



16. Peace Fence

17. To Be Determined



18. Compass Rose

19. Cubs at Play

20. Open Mind

21. Seasons of Gratitude

22. Las Calles de Guanajuato

B. *Selection Panel.* A selection panel, separate from the Public Art Commission, consisting of art professionals and enthusiasts, residents near the proposed site, community members, and city administrators will be chosen to evaluate the proposals received from artists. A different selection panel shall be chosen for each project by the Commission after the following notifications have been made:

1. An ad is placed in a newspaper of general circulation in the City,

2. Postcards are sent out to all property owners located within 300 feet of the proposed site, and

3. A notice is placed on the City's website.

The Commission shall pick the Selection Panel by examining applications received from interested parties.