

The Strategic Plan of the Public Art Commission for 2013-June 2016

Goal: to successfully implement the public art program, allocating all funds available to create works throughout the city that create a sense of place and personality and engages the community in the process.

Background: The Strategic Plan is based on funds currently available and accruing through the Percent (1%) for art program of the City of Ann Arbor and donations by individuals and foundations.

Projects originate through the following means:

- Proposals by the general public and City staff
- Donations of Work
- Purchase of Work
- Programs developed by the commission—the mural program is the current programs that is a commission-driving program. Under consideration is an Art on Loan Program.

Selected Projects will be guided by the following criteria.

Sector and Location

Assure that there is a relatively equal distribution of art projects in each of the quadrants of the city as define by the Quadrant Map of Planning Commission.

Land Use and Variety

In addition to the quadrant distribution, assure that projects are in a range of areas that are used differently, such as, in parks & recreation areas, in the downtown, in neighborhoods

Size and Scope

Each project will maximize the impact of public art by the variety of media, style and scale of projects.

Accessibility of Work

All works will be placed where populations are high (living, working, roadway traffic) and accessibility (physical and/or visual) is significant

Typology

Over the course of this Strategic Plan, the types of work (murals, sculptures, landscaping, painting, etc) and media will be a priority so that diversity in appeal is achieved.

Collaborations:

Partnerships with City departments and private sector contributors will have priority so public art funds are leveraged.

Commission Operating Procedures

Staff Assignments

It is possible for the Public Art Administrator to have as many bosses as there are commissioners. Therefore, requests that require staff work should be directed through the commission by the Chair of the Commission. This will primarily be done through the monthly meetings. However, it is important to maintain flexibility and respond between meetings, so anyone can contact the chair to get work accomplished.

Proposed Agenda item: Community Communications

Through the daily lives of commissioners we come in contact with ideas and discussions that expand ideas of public art. We may initiate them or sit at a table where the perception is that we represent the commission, or not. This item on the agenda will allow us to update each other in a very brief way on the community conversations that may become items on the commission agenda. As part of this it is important for commissioners to separate their official position from their personal views and not make commitments for the commission except through encouraging the established processes. Note: if the “conversation” is extensive and/or ongoing, it is preferable that commissioners submit a written synopsis.

Proposed: Project Reports

We have a project report timeline that is included in the commission packet each month. Moving forward, the Art Administrator is asked to provide a narrative update that addresses any changes in the project timeline, costs etc, anything relevant to the commission as stewards of that project.

Proposed: Project Review and Development

Any projects, no matter how they are developed, will be reviewed once per quarter with the goal of adding imaginative projects to the Strategic Plan with the following process:

- The Public Art Administrator will receive all project forms and make sure the project representative has completed them thoroughly.
- Complete review forms will be sent to commissioners a minimum of one week prior to the quarterly meeting on which project reviews are scheduled. The commissioners will have ample time to review the written project proposals.
- At the commission meeting, each project representative will have a maximum of 5 minutes to present their proposal and to answer any questions.
- During the presentations commissioners can rate the project and provide notes for discussion following the conclusion of all the project presentations.
- Ratings will be summarized and form the basis for discussions to accept the project and allocate funds.

Proposed: Local Sourcing

Promote local-sourcing as one factor in considering artist submissions. Far from excluding national or international artists, this will encourage all artists who submit proposals to local-source design, material, fabrication, installation, and conservation services of local origin. This is consistent with a national movement of LEED certification which promotes sustainable architecture. Additionally, by supporting a sustainable local art community we will be aligning Ann Arbor with Michigan's strategic efforts to develop economies of place within Michigan's cities – artists are place-makers. The Dreiseitl piece is an excellent example of this in practice.

Proposed: Public Presentation by Finalists

Use the selection process as a tool to educate residents. Provide finalists with a stipend on a sliding scale from \$500-\$2,500 and require all finalists to make public presentations at which they would take questions from residents. For more expensive budgets the artist would be required to make multiple presentations.

Proposed: Conservation

Require all art proposals to include a methodology and cost of conservation (maintenance). For more expensive budgets, it should be from an independent conservator.

Project Evaluation Form

To be used as presentations are being made to create a first pass at determining commission enthusiasm for the project.

Project Title:

Review Date:

Your name

	1	2	3	4	5
Location/quadrant					
An innovative/creative approach or idea					
Community supported.					
Type/medium that creates variety in our public art					
Time/feasibility					
Funding					
Econ Impact					
Visible and accessible to the broader public.					
Made of materials appropriate to the setting and project goal.					
Of a scale/mass/style/theme in keeping with the project's goal.					
Consider safety and maintenance					
Artist qualified for the specific type of project envisioned					
Identified in the Annual Plan.					
Collaboration					
Engages community as participants in creation					
Potentially a "placemaker" or destination					
Significant educational effort/focus					
Consistent with AAPAC funding priorities					
Complexity of project within bounds of the possible					
Underserved					
Located on City of Ann Arbor property (including road R.O.W)					
Identified in the site Strategic Plan or appropriate in parks, gateways, and street or greenway corridors, downtown or in neighborhoods					
Has a minimum life cycle (2 yrs +)					

