



**Traverse City Arts Commission  
Regular Meeting**

**3:30 PM**

**Wednesday, October 16, 2019**

**Located in: 2<sup>nd</sup> Floor Committee Room**

**Governmental Center**

**Traverse City, MI 49684**

**Posted: Friday, October 11, 2019**

If you are planning to attend the meeting and you have a disability requiring any special assistance at the meeting, please notify the City Clerk, immediately.

The City of Traverse City does not discriminate on the basis of disability in the admission to, access to, treatment in, or employment in, its programs or activities. Penny Hill, Assistant City Manager, 400 Boardman Avenue, Traverse City, Michigan 49684, phone 231-922-4440, TDD/TTY 231-922-4412, VRS 231-421-7008, has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice regulations. Information concerning the provisions of the Americans with Disabilities Act, and the rights provided thereunder, are available from the ADA Coordinator.

Traverse City Arts Commission:  
c/o Colleen Paveglio, DDA Marketing &  
Communications Director  
(231) 922-2050  
Email: [colleen@downtowntc.com](mailto:colleen@downtowntc.com)  
Web: [www.traversecitymi.gov](http://www.traversecitymi.gov)  
400 Boardman Avenue  
Traverse City, MI 49684

**AGENDA**

*Any interested person or group may address the Arts Commission on any agenda item when recognized by the presiding officer or upon request of any Commissioner. Also, any interested person or group may address the Commission on any matter of concern not on the Agenda during the agenda item designated Public Comment. The comment of any member of the public or any special interest group may be limited in time. Such limitation shall not be less than five minutes unless otherwise explained by the presiding officer, subject to appeal by the Commission.*

1. Call to order, attendance, announcements
2. Opening Public Comment
3. Consideration of approving the minutes of the September 18, 2019 meeting.
4. Project Update
  - a. Signage
  - b. Clinch Park Tunnel Mural
  - c. Boathouse Project
  - d. Then & Now
  - e. Pitch Night
5. Financials
6. Old Business
  - a. Website Compliance
  - b. TART
  - c. Shop Your Community Day
7. New Business
  - a. Committee Update
  - b. Cardboard Parade
8. Public Comment
  - a. General
  - b. Commissioners
9. Adjournment



**City of Traverse City  
Traverse City Arts Commission  
DRAFT**

**Minutes  
Regular Meeting  
September 18, 2019  
Second Floor Committee Room  
Governmental Center, 400 Boardman Avenue, Traverse City, Michigan**

1. Chairperson Hershey called the meeting to order at 3:32 p.m., roll call and announcements.

Amendment of Agenda to add Dan Zielinski, Great Lakes Fisheries Commission as item 4, and discussion on Cardboard Parade under New Business.

**Present:** Roger Amundsen, Debbie Hershey, Megan Kelto, Matthew Ross, Amy Shamroe, Charlotte Smith, Ashlea Walter

**Absent:** N/A

**Staff:** Colleen Paveglio

2. Opening Public Comment
  - a. None at this time
3. Consideration of approving the minutes of the August 21, 2019 meeting.
  - a. **Moved by Shamroe, seconded by Kelto, that the minutes of the August 21, 2019 meeting as presented, be approved.**

**AIF/MC**

4. Great Lakes Fisheries Commission
  - a. Dan Zielinski, reviewed artistic elements that will be incorporated in the FishPass project and inquired about local artists for bronze casting of native fish species.
5. Project Update
  - a. Signage
    - i. Signage templates have been completed with the addition of logo
    - ii. Service order under way to move forward with Sestok and Boardman Lake Trail signage
  - b. Clinch Park Tunnel

- a. **Motion by Walter, seconded by Shamroe to rescind the August motion by Shamroe, seconded by Ross, to enter into an agreement with Image360 for a lighting and panel system for the Clinch Park Tunnel in an amount not-to-exceed \$39,000 as provided by the City Commission's action taken November 19, 2018. AIF/MC**
- b. **Motion by Walter, seconded by Shamroe enter into an agreement with Image360 for a panel system for the Clinch Park Tunnel in an amount not-to-exceed \$12,000 as provided by the City Commission's action taken November 19, 2018. AIF/MC**
- c. **Motion by Walter, seconded by Shamroe to enter into an agreement with Image360 for a lighting system for the Clinch Park Tunnel in an amount not-to-exceed \$20,000 as provided by the City Commission's action taken November 19, 2018. AIF/MC**
- d. Painting quotes are were sought as per the City's purchasing policy and is anticipated to take place in late September/early October
- e. Targeting a late October date for completion
- c. Boathouse Project
  - a. Artist Daniel Roache notified staff of a delay and a new timeline has been determined
  - b. Staff has notified the donor and mutually agreed on the following
  - c. Completion of Work: December 31, 2019, Installation: By May 31, 2020
- d. Then & Now
  - a. Camera Shop is working on photo restoration and files will then be send to Britten for manufacturing
  - b. Installation anticipated for mid October
- e. Pitch Night
  - a. MCACA grant notice has been delayed due to State budget negotiations
  - b. Targeting November 14, 2019 at Workshop Brewing Co.
  - c. **Motion by Shamroe, seconded by Ross, that the Traverse City Arts Commission approve an amount not to exceed \$2,500 for Pitch Night. AIF/MC**
  - d. Staff to schedule meeting with committee to discuss details further
- 6. Financials
  - a. A projected budget for FY 19'-20' was provided in the packet.
- 7. Old Business
  - a. Website Compliance
    - i. A service order has been requested for FlightPath and work will begin in October
  - b. Shop Your Community Day

- i. Arts Commission has been accepted as a participating non-profit for Shop Your Community its Day on Saturday, November 9, 2019.
- 8. New Business
  - a. Committee Update
    - i. Master Plan Committee: Executive Committee
      - i. Staff to send a doodle to schedule meeting after completion of fall projects
      - ii. Fund development to be discussed at the meeting
    - ii. Holiday Lights Committee
      - i. Previous committee regarding a light installation in collaboration with the Downtown Traverse City Association at Enspire.
      - ii. Staff to discuss further with DTCA and report back at the October meeting
  - b. Capital Improvement Plan
    - i. The six year outlook was provided in packet
  - c. Cardboard Parade
    - a. No discussion at this time
- 9. Public Comment
  - a. General
    - i. None at this time
  - b. Commissioners
    - i. None at this time
- 10. Adjournment. The meeting officially adjourned at 4:58 p.m.

---

Colleen Paveglio  
DDA Marketing & Communications Director  
Designated Secretary



To: Traverse City Arts Commission  
From: Colleen Paveglio  
Re: October 16, 2019 Arts Commission Meeting  
Date: October 11, 2019

**AGENDA ITEM 4A - Signage**

The signage template has been confirmed and a sample was recently printed for the Sestok sculptures. Signage will be aluminum with an etched logo. They look great and looking forward to installation.

Content for the signage for the Clinch Park Tunnel is being worked on and I will include the "public art" letting on the TART signs at Clinch Park with that particular service order.

**AGENDA ITEM 4B - Clinch Park Tunnel**

Several items have been addressed since our last meeting.

Painting was completed on October 8th. This work included scraping, priming, painting, and added to the scope, power washing of the ground. A brighter white was chosen to better highlight the artwork

A pre-production sample was done on October 4th.

A lighting plan was completed on October 10th that will include perimeter lighting around the murals on the top and bottom. The perimeter lighting emits enough light that two overhead fixtures will be eliminated. Three of the overhead fixtures will be replaced to be more modern and efficient. It is anticipated to have the perimeter lighting on 24/7 and overheads during the night hours. All lighting is LED.

We are still looking at install the weekend of October with an opening on October 28th. However, a lot of elements are dependent upon staying on this timeline. It is worth mentioning that Image360 has been great to work with and is moving the fabrication along with a shorter timeline than proposed. I appreciate their work on this project.

**AGENDA ITEM 4C - Boathouse Project**

As reviewed at the September meeting, artist Daniel Roache was unable to have the metal cut for the project until November. Therefore, his anticipated completion is by December 31, 2019. I spoke with the donor about completion and their preferred installation date. The timeline placed in the contract is as follows and we have negotiated terms for payment schedule.

Completion of Work: December 31, 2019  
Installation: No later than May 31, 2020

**Therefore I am recommending that the Traverse City Arts Commission amend the agreement with Daniel Roache for the Boathouse Sculpture Project to provide payment**

**of twenty percent (20%) upon execution of the contract, fifty-five percent (55%) upon completion of fabrication of the artwork, and twenty-five percent (25%) upon installation of the artwork on site no later than May 31, 2020 for a total amount of \$21,500 as provided by City Commission action taken June 17, 2019.**

**AGENDA ITEM 4D - Then & Now**

Artwork and layout were submitted to Britten on Thursday, October 10th. Thank you to Commissioners Hershey and Walter for proofreading. I am waiting to hear back from Britten, but should know by Monday if the sign fabrication can be completed by the end the week and schedule installation for October 21st. If we stay on the projected timeline, I will plan a small ribbon cutting for Tuesday, October 22nd.

**AGENDA ITEM 4E - Pitch Night**

The Pitch Night committee met and agreed to move the event to March 5, 2019 due to the many projects currently in the works and tight timeline we were facing. The location and budget will need to be approved by City Commission. However, the item will need to go before the Parks and Recreation Commission due to the intended location being parkland. I hope to be placed on their November agenda with City Commission following. Tentative details have been outlined below.

Pitch Night:  
March 5, 2020  
Workshop Brewing  
6 - 8 pm

Artist Application and Process:  
January 21 - February 18

Art Selection Panel to meet on/or near February 20th to narrow the field to five finalists.

Finalists will give a five minute "pitch" with five slides.

Public will vote.

Art Location:  
Lot B near "birdhouse"  
Proposing the use of a concrete pad in the area and the use of the west side of the birdhouse.  
Dimensions will be provided  
Art to remain for a minimum of one month, but can remain longer based on approval by the Commission.

Lastly, MCACA sent an email last week updating those that applied for minigrants that the announcements will be made on October 18, 2019.

**AGENDA ITEM 5 - Financials**

I have enclosed the budget that we are working off of as we move through projects. The fiscal year has not been closed for the City, so financial statements are on hold until then.

**AGENDA ITEM 6A - Website**

A Service Order has been issued to FlightPath Creative to work on the [tcpublicart.org](http://tcpublicart.org) for ADA compliance. They are hoping to finish the work this week.

**AGENDA ITEM 6B - TART**

As previously discussed, we will begin to work with TART this winter on a project near the Boardman Lake Trail. I have been meeting with Brian Beauchamp from TART to discuss what area of focus should be the priority. As they continue to plan for the Loop, we would like to begin discussions regarding the Tenth Street Trailhead in the near future and look toward the other areas when they are able to confirm a timeline on the Loop. I am hoping to schedule a meeting in November with the committee.

**AGENDA ITEM 6C - Shop Your Community Day**

We have been accepted into Shop Your Community Day. This a great opportunity to receive funds. I will highlight the opportunity on the website and will begin a social media push. If you are able, please check out our page and post begin and consider sharing. Also, please consider shopping on Shop Your Community Day on November 9th and supporting the Arts Commission.

**AGENDA ITEM 7A - Committee Update**

Per our discussion at the September meeting, I will begin to schedule committee meetings once the Clinch Park Tunnel project is complete.

The Pride Committee met on October 4th and discussed ideas fro the 2020 collaborative project and ways we can incorporate more art and artists.

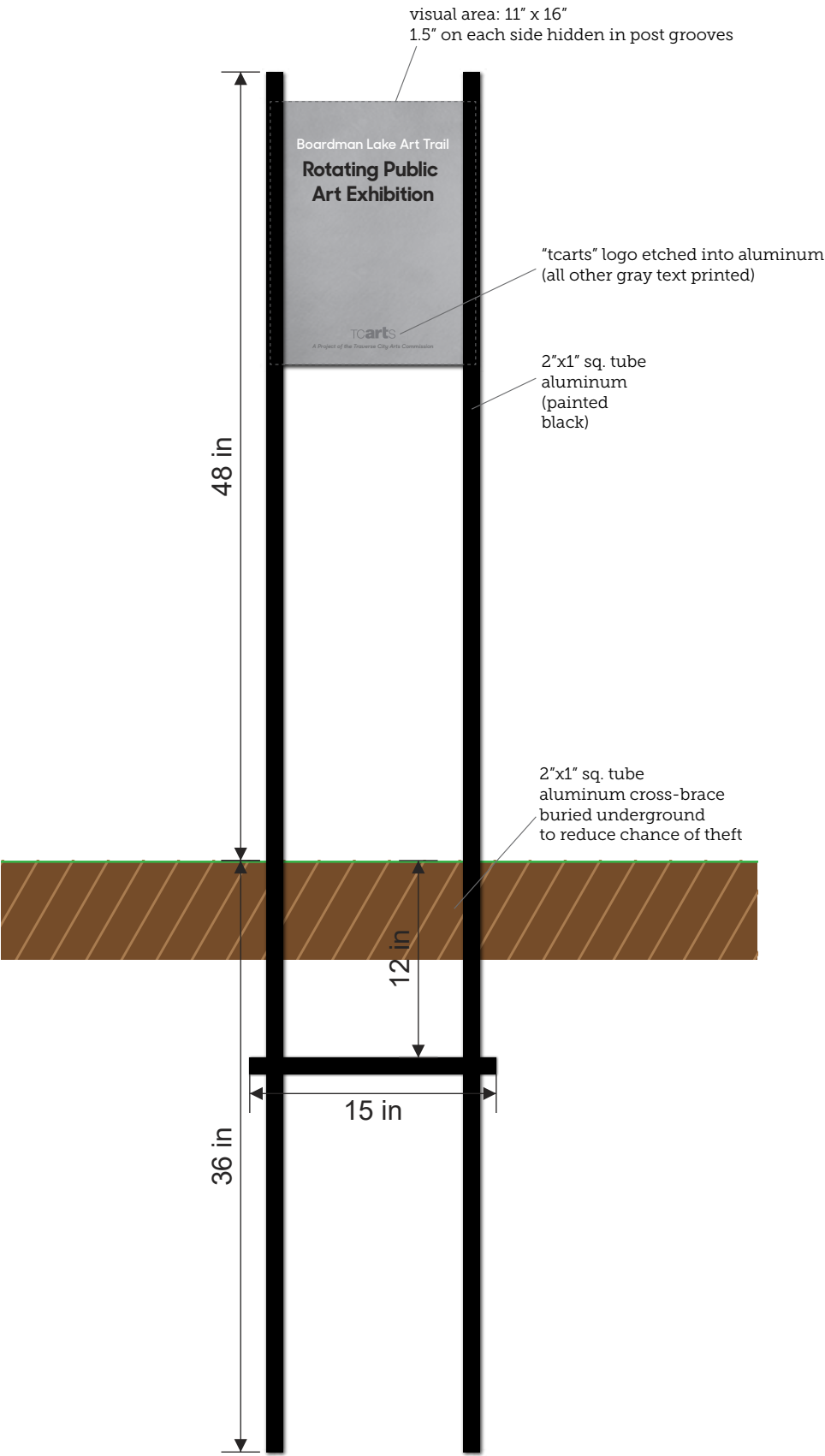
**AGENDA ITEM 7B - Cardboard Parade**

At our September meeting, this item was added to the agenda. However, we ran out of time to discuss further. I have included an image in the packet that provides a visual of what this entails and will have Chairperson Hershey at her request, lead the conversation.

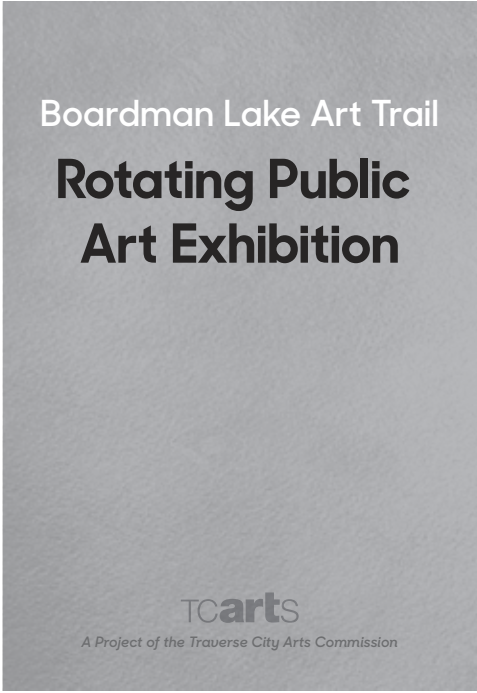


# Large Freestanding ID Sign

(Graphic Panel: FB printed bare .1875" aluminum with satin clearcoat; "tcarts" logo etched into aluminum  
Structure: 2" x 1" square tube aluminum posts, painted black; grooves in posts for graphic panel; cross-brace at bottom)  
(QTY: 1)



close-up of graphic panel:



P: 231.933.7446 1702 Barlow St.  
F: 231.933.3299 Traverse City, MI  
info@image360tc.com 49686

Order #:

72822

Project:

Art Installation ID Signs

Client:

TC Arts Commission

Sales Person:

Andrew K.

Designer:

SJ

Date:

9/13/19

Revision # and Revision Date (if needed):

(1) 9/23/19

## APPROVAL PROCESS:

Please respond via email or phone or fax with:

• **APPROVED** if everything looks good and you have reviewed all details carefully

• **NOT APPROVED** if you have any revisions/edits OR if you have any questions

© 2016 IMAGE360 TRAVERSE CITY  
ALL RIGHTS RESERVED.

It is the client's responsibility to ensure that the proof is correct in all areas. Please be sure to double-check spelling, grammar, layout, color, sizes, quantities and design before APPROVING the proof. We are happy to fix any errors before APPROVAL or answer any questions. The final product will be produced as shown on this proof with the exception of some logos/art may appear blurry because the proof is low resolution. We can email a screen shot of any areas you are concerned about at 100% size to show how it will print. If a proof containing errors is approved by the client, it is the client's responsibility for payment of all original costs of printing, including corrections and reprints.

# Ground Mounted ID Signs

(Graphic Panels: FB printed bare .1875" aluminum with satin clearcoat; "tcarts" logos etched into aluminum, all other gray text is printed)  
Structure: 2"x1" square tube aluminum post, welded to 1/8" aluminum plate, then all painted black; plate slides into french cleat tracking system on back of graphic panel)  
**(QTY: 4 total - one of each)**

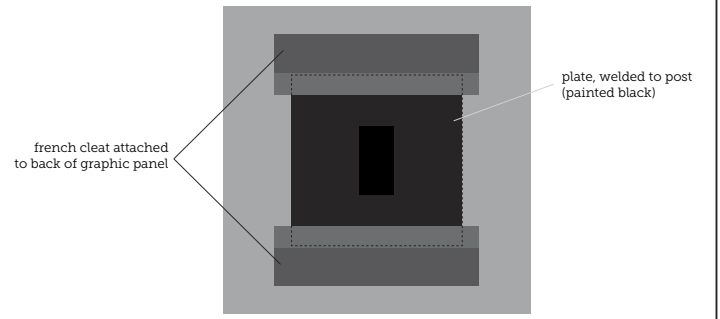


## close-up of graphic panels:



"tcarts" logo etched into aluminum  
(all other gray text printed)

## close-up of mounting:

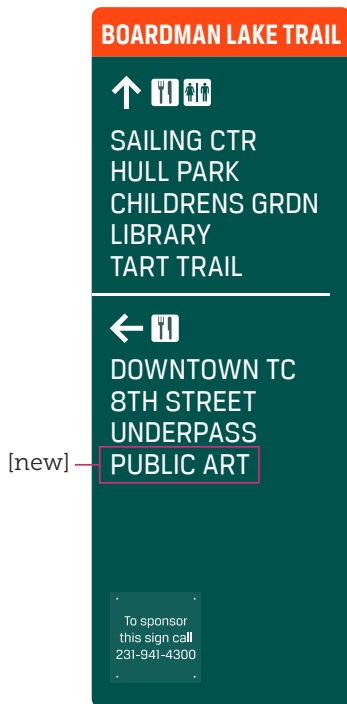


# TART Sign Text Additions

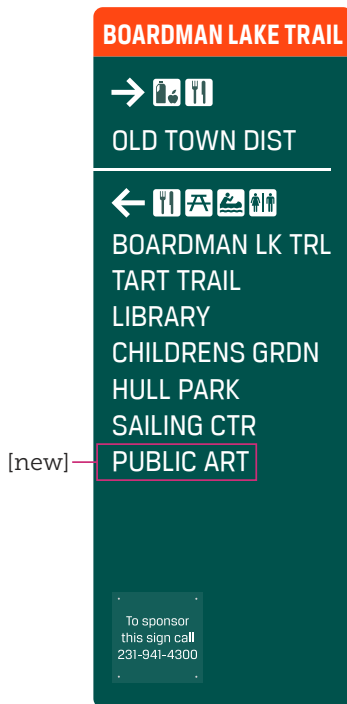
(premium white cut vinyl applied to existing TART directional signs)

**(QTY: 3 total - one of each)**

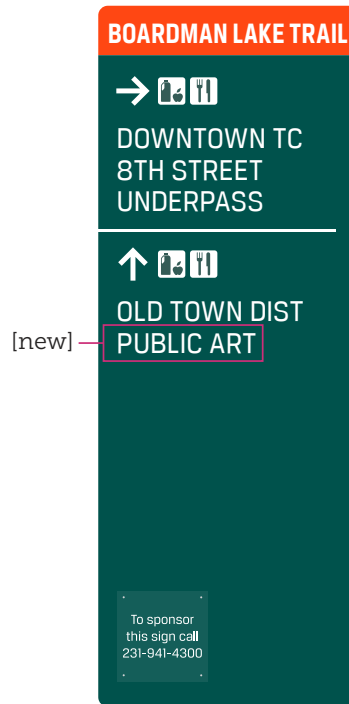
[TART sign #080]



[TART sign #090]



[TART sign #110]



Then & Now Image

Then  
&  
NOW



FIRE STATION

This early 1920s image shows the first brick fire station built in Traverse City. The other two buildings were retail businesses. Look across the street and you will see that all three buildings still stand and are easily identifiable. The fire station was constructed in 1890 and closed in 1975 since then the building has housed a series of businesses.

*Traverse City Arts Commission Public Art Fund  
Funds from the Downtown Traverse City Association*

In collaboration with



**Clinch Park Tunnel Mural Image**





# TCarts

COMMISSION

## Cardboard Parade

