



## **Traverse City Arts Commission Regular Meeting**

December 16, 2020

**The Traverse City Arts Commission will not be held at the Governmental Center. The Traverse City Arts Commission will be conducted remotely via Zoom Webinar at:**

**<https://us02web.zoom.us/j/87218078408>**

**Anyone wishing to give public comment will need to call in and wait in a "virtual waiting room" where their microphones will be muted until they are called upon:**

**Dial: 312-626-6799**

**Meeting ID: 872 1807 8408**

**Participant ID: # (yes, just #)**

**Posted: December 12, 2020**

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.

If you are planning to attend and you have a disability requiring any special assistance at the meeting and/or if you have any concerns, please immediately notify the ADA Coordinator.

The City of Traverse City is committed to a dialog that is constructive, respectful and civil. We ask that all individuals interacting verbally or in writing with the Commission honor these values.

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625 Woodmere Avenue  
Traverse City, MI 49686

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## Welcome to the Traverse City Arts Commission meeting!

### Agenda

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<b>1. CALL TO ORDER, ATTENDANCE, ANNOUNCEMENTS</b>	
<b>2. PUBLIC COMMENT</b>	
<b>3. APPROVAL OF MINUTES</b>	
A. <a href="#">Arts Commission Minutes- 18 Nov 2020</a>	5 - 7
<b>4. PROJECT UPDATE</b>	
A. Art on the TART Update (McCain) <a href="#">2020_12_16_TART_Memo</a>	9
<b>5. FINANCIALS</b>	
A. <a href="#">TC Arts Commission Financials November 2020</a>	11
B. <a href="#">TCACbudget20-21detail</a>	13
<b>6. OLD BUSINESS</b>	
<b>7. NEW BUSINESS</b>	
A. Mural Subcommittee Presentation/Findings (Smith) <a href="#">2020_12_16_Murals_Memo</a> <a href="#">TC Arts Mural Project On Union</a>	15 - 20
B. Other Business	
<b>8. PUBLIC COMMENT</b>	
A. General	
B. Commissioners	
<b>9. ADJOURNMENT</b>	





**Minutes of the  
Arts Commission for the City of Traverse City  
Regular Meeting  
Wednesday, November 18, 2020**

A regular meeting of the Arts Commission of the City of Traverse City was called to order at the Commission Chambers, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 3:30 p.m.

The following Commissioners were in attendance: Commissioner Ashlea Walter, Commissioner Charlotte Smith, Commissioner Chelsie Niemi, Commissioner Roger Amundsen, Commissioner Megan Kelto, and Commissioner Matt Ross

The following Commissioners were absent: Board Chair Leah Bagdon-McCallum

Chairperson Hershey presided at the meeting.

(a) **CALL TO ORDER, ATTENDANCE, ANNOUNCEMENTS**

(b) **ROLL CALL**

(c) **PUBLIC COMMENT**

(d) **APPROVAL OF MINUTES**

- (1) Approval of October 21, 2020 Arts Commission Minutes  
Motion to approve the October 21, 2020 Art Commission Minutes.

Moved by Ashlea Walter, Seconded by Roger Amundsen

**Yes:** Ashlea Walter, Charlotte Smith, Chelsie Niemi, Roger Amundsen,  
Megan Kelto, and Matt Ross

**Absent:** Leah Bagdon-McCallum

**CARRIED. 6-0-1 on a recorded vote**

(e) **FINANCIALS**

- (1) Current 2020-21 Financial Report

No changes made and no discussion.

(f) **PROJECT UPDATE**

- (1) Art on the Tart Update
- (2) RFP Draft Approval  
(Dates and link to be filled in once CaFE account is set up).

Smith - Asked if the language in the RFP meets all of the needs of the Arts Commission. General feedback was that it does.

Walter - Inquired about the language of the Sixteenth Street trailhead project and asked that it should be removed from the project background & history as to not present this installation as part of a "series". Asked for clarification on the timeline and the second phase of the Art Selection Panel.

Kelto - Recommended keeping in information about the Sixteenth Street trailhead to give the artist a full scope of Art on the TART.

Motion to approve the presented RFP with the following amendments: removal of mention of the Sixteenth Street trailhead from the project background and history & removal of June 16th and June 1st dates from the project timeline.

Moved by Roger Amundsen, Seconded by Matt Ross

**Yes:** Ashlea Walter, Charlotte Smith, Chelsie Niemi, Roger Amundsen, Megan Kelto, and Matt Ross

**Absent:** Leah Bagdon-McCallum

**CARRIED. 6-0-1 on a recorded vote**

(g) **OLD BUSINESS**

- (1) Mazinaadin Frames- Sammie Dyal from the GT Band will be picking up the frames. We have archived info on them all for an easy checkout process for rotational exhibition.

Smith - Asked for photography of the prints once they are on display.

- (2) Project Prioritization

Walter - Asked for clarification on the number associated with the document. McCain and Smith will follow up with the Commission on this.

Niemi - Reiterated the process and stated that the rubric used wasn't as effective.

(h) **NEW BUSINESS**

- (1) Mural Project Sub Committee: Commissioners Niemi, Smith, and Walter. Possible December Meeting?

Smith - Stated she will set up the subcommittee meeting.

(i) **PUBLIC COMMENT**

**(1)** General

No public comment.

**(2)** Commissioners

Walter - Urged the Commission to be mindful of the December meeting. Inquired about the donation/paypal option for Giving Tuesday.

(j) **ADJOURNMENT**

**(1)** Motion to adjourn the meeting at 4:08pm.

Moved by Megan Kelto, Seconded by Matt Ross

**Yes:** Ashlea Walter, Charlotte Smith, Chelsie Niemi, Roger Amundsen,  
Megan Kelto, and Matt Ross

**Absent:** Leah Bagdon-McCallum

**CARRIED. 6-0-1 on a recorded vote**

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Charlotte Smith, Chairperson







The City of Traverse City

## MEMORANDUM

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**To:** Arts Commission

**From:** Harry Burkholder, DDA COO  
Katy McCain, Community Development Director

**For Meeting Date:** December 16, 2020

**Memo Date:** December 11, 2020

**SUBJECT:** Art on the TART Update

The RFQ for the 10<sup>th</sup> Street Trailhead is public. It has been shared on the Arts Commission social media, the DDA site, the City website and CaFE. It has also been shared with key people within the arts community and Northwest Michigan Arts & Culture Network. Reminder that the RFQ will close on January 10. Selection Panel will be contacted and meeting scheduled for RFQ review.



12/10/2020 08:01 AM  
 User: nvanness  
 DB: TRAVERSE CITY

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY

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PERIOD ENDING 11/30/2020

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	ACTIVITY FOR MONTH 11/30/20	YTD BALANCE 11/30/2020	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 282 - PUBLIC ARTS COMMISSION FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
282-000-664.000	INTEREST & DIVIDEND EARNINGS	0.00	0.00	0.00	0.00	0.00	0.00
282-000-674.000	CONTRIBUTIONS-PUBLIC SOURCES	30,000.00	0.00	0.00	0.00	30,000.00	0.00
282-000-675.000	CONTRIBUTIONS-PRIVATE SOURCES	10,500.00	0.00	0.00	0.00	10,500.00	0.00
282-000-677.000	REIMBURSEMENTS	0.00	0.00	14,895.00	0.00	(14,895.00)	100.00
282-000-695.000	TRANSFERS IN	35,000.00	0.00	0.00	0.00	35,000.00	0.00
282-000-699.000	PRIOR YEARS' SURPLUS	37,700.00	0.00	0.00	0.00	37,700.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		113,200.00	0.00	14,895.00	0.00	98,305.00	13.16
TOTAL REVENUES		113,200.00	0.00	14,895.00	0.00	98,305.00	13.16
Expenditures							
Dept 282 - PUBLIC ARTS COMMISSION							
282-282-727.000	OFFICE SUPPLIES	2,200.00	0.00	0.00	0.00	2,200.00	0.00
282-282-801.000	PROFESSIONAL AND CONTRACTUAL	19,000.00	0.00	1,578.83	20,209.50	(2,788.33)	114.68
282-282-900.000	PRINTING AND PUBLISHING	0.00	0.00	0.00	0.00	0.00	0.00
282-282-930.000	REPAIRS AND MAINTENANCE	20,000.00	0.00	0.00	0.00	20,000.00	0.00
282-282-970.000	CAPITAL OUTLAY	72,000.00	0.00	0.00	0.00	72,000.00	0.00
282-282-988.000	UNALLOCATED FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 282 - PUBLIC ARTS COMMISSION		113,200.00	0.00	1,578.83	20,209.50	91,411.67	19.25
TOTAL EXPENDITURES		113,200.00	0.00	1,578.83	20,209.50	91,411.67	19.25
Fund 282 - PUBLIC ARTS COMMISSION FUND:							
TOTAL REVENUES		113,200.00	0.00	14,895.00	0.00	98,305.00	13.16
TOTAL EXPENDITURES		113,200.00	0.00	1,578.83	20,209.50	91,411.67	19.25
NET OF REVENUES & EXPENDITURES		0.00	0.00	13,316.17	(20,209.50)	6,893.33	100.00



REVENUE	Budget FY 20-21
DDA Contribution	\$ 35,000
City of Traverse City Contribution	\$ 35,000
SYC DAY	\$ 500
Grants/Other	\$ 20,000
TOTAL	<u>\$ 90,500</u>
EXPENSE	
Office Supplies	\$ 2,200
DDA Admin	\$ 15,000
Professional Services	\$ 4,000
TART	\$ 30,000
Collaborations	\$ 8,000
Other	\$ 30,000
Engagement	\$ 4,000
TOTAL	<u>\$ 93,200</u>
PROFIT (LOSS)	<u>\$ (2,700)</u>
FUND BALANCE (approximate based on FY end 19/20 )	<u>\$ 98,000</u>
TOTAL	\$ 95,300
MAINTENANCE	<u>\$ 20,000</u>
END BALANCE	\$ 75,300

Recommendation for the Traverse City  
Arts Commission to set aside \$20,000  
for a maintnance program and dedicate  
5%-10% of project budget moving  
forward





The City of Traverse City

## MEMORANDUM

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**To:** Arts Commission

**From:** Harry Burkholder, DDA COO  
Katy McCain, Community Development Director

**For Meeting Date:** December 16, 2020

**Memo Date:** December 11, 2020

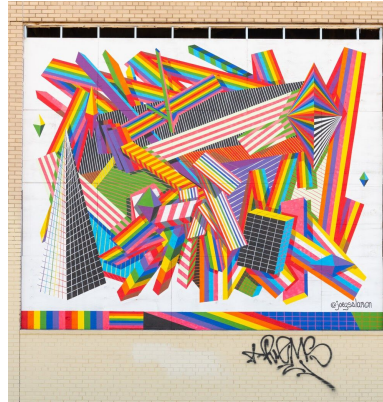
**SUBJECT:** Art on the TART Update

The mural subcommittee consisting of Chairperson Smith, and Commissioners Walter and Niemi met and will be presenting their findings. See attached presentation. According to the budget, it looks like we have 30k that can be allocated to the mural project at this time.





## On Union | Mural Project Proposal



### Case Studies

#### **Murals In the Market - Detroit**

<https://www.muralsinthemarket.com/murals>

Nice publication after to archive the collection, the range of artists, large scale, large impact.

Cons: Looks expensive! And we are not quite there yet to facilitate many operational things

#### **Bright Walls Murals - Jackson, Michigan**

<https://www.brightwallsjackson.com>

Bright Spots Murals

#### **Toronto Graffiti Alley**

<https://www.toronto.ca/services-payments/streets-parking-transportation/enhancing-our-streets-and-public-realm/streetartoronto/> An initiative started by the City of Toronto in 2012 as a way to reduce graffiti vandalism by replacing it with creative murals and street art that engage the community and make a positive impact on the city, much like Graffiti Alley has done.

#### **Flint Public Art Project**

<https://flintpublicartproject.com>

The Flint Public Art Projects Mural Project has turned Flint into a city-wide gallery, providing everyone with the opportunity to view world class art on bricked walls, alleyways, and school buildings.

Subject of series of 10-15 mural pairings: **On Union**

Reach out to Michigan artists possibly: Racially and culturally diverse, Younger, lesser known, under-represented voices, women, etc. Also be selective in how we make diverse and interesting 'pairings'. Examples: Age difference, Stylistic differences: Traditional paired with more contemporary

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## On Union

Location: Union Street, from the Grand Traverse Bay to 14th Street

10-15 Proposed mural locations TBD with property owners on Union Street

10-30 artists

5 foot X 5 foot squares paired together from differing artists, on the subject of **Union**

Proposed Budget: 33K

1k per square/artist for mural installation, materials and travel stipend

3K for interactive piece (free-standing square frame encouraging people to share their thoughts on Union), communications, outreach, maintenance

- 12K from DDA portion of TC Arts budget
- 11K from other City portion of budget
- 10K in grants and individual contributions, possibly from property owners and other benefactors

Installation: Fall 2021 or Spring 2022 ?



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