



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

February 17, 2021

**3:30 pm**

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: February 12, 2021

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.

Traverse City Arts Commission:  
Harry Burkholder, COO Downtown Development Authority

(231) 922-2050  
Email: [harry@downtowntc.com](mailto:harry@downtowntc.com)  
Web: [dda.downtowntc.com](http://dda.downtowntc.com)  
303 E. State St., Ste. C  
Traverse City, MI 49686

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Draft

## Welcome to the Traverse City Arts Commission meeting!

### Agenda

	Page
<b>1. CALL TO ORDER, ATTENDANCE, ANNOUNCEMENTS</b>	
<b>2. PUBLIC COMMENT</b>	
<b>3. APPROVAL OF MINUTES</b>	
A. Approval of Minutes from the January 20, 2021 Regular Meeting. <a href="#">Arts Commission Minutes - 20 Jan 2021 - PDF</a>	5 - 7
<b>4. APPROVAL OF FINANCIALS</b>	
A. <a href="#">Arts Commission Budget.</a>	9
<b>5. OLD BUSINESS</b>	
A. <a href="#">Tenth Street Trailhead Project Updates</a>	11 - 15
B. <a href="#">Additional Project Updates</a>	17 - 19
<b>6. NEW BUSINESS</b>	
A. <a href="#">Board Matrix</a>	21 - 22
B. <a href="#">Memo Selection Panel Appointments</a>	23 - 40
C. <a href="#">DDA and Arts Contract Memo</a>	41
<b>7. PUBLIC COMMENT</b>	
A. General	
B. Commissioners	
<b>8. ADJOURNMENT</b>	





**Minutes of the  
Arts Commission for the City of Traverse City  
Regular Meeting  
Wednesday, January 20, 2021**

A regular meeting of the Arts Commission of the City of Traverse City was called to order remotely via ZOOM, 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 Board Chair Leah Bagdon-McCallum

The following Commissioners were absent: Commissioner Matt Ross

Chairperson Smith presided at the meeting.

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

(1)

Meeting called to order at 3:32 pm by Chairperson Smith

(b) **PUBLIC COMMENT**

(1)

No public comment.

(c) **APPROVAL OF MINUTES**

(1)

Consideration of minutes for the Arts Commission meeting of December 18, 2020 (approval recommended)

(d) **FINANCIALS**

(1)

Consideration of approving Financial Reports and Disbursements for Arts Commission (approval recommended)

(e) **PROJECT UPDATE**

(1)

Project Updates

See below for each individual project update...

(2)

Art on the TART

1. Extended deadline to 1/31
2. Walter reminded to reach out to Art Rapids and Legacy Art Park for more artists
3. Burkholder asks what is the game plan if we do not get enough responses by 1/31
4. Arts Commission will create a list and hold on to it in MailChimp of artists and those interested in projects

**(3) Perry Hannah Statue**

1. Perry Hannah Statue funded through Rotary Get it Done grant
2. Commissioner McCallum working on new text
3. Conversation will happen with Peg Jonkhoff on the changes

**(4) Donation Button**

1. On City's radar. Looking into how to proceed with processing fees etc. Will have answers by March

**(5) Arts Commission Administration**

1. See memo from Jean
  - a. Need to discuss with the commission on how to move forward.
  - b. Walter reminds bylaws call for revised master plan.
    - i. Burkholder states that we need to determine leadership path before revising the masterplan
  - c. Reminder of multiple terms being up. Conversation of if the new commission should be the one to determine this?
    - i. McCain reached out to E3 and others about openings on the Commission
    - ii. Ross' seat needs to be filled by City Manager
    - iii. Be on the lookout for an email on bios etc and matrix for board makeup

**(f) OLD BUSINESS**

**(1)**

none

**(g) NEW BUSINESS**

**(1) Mural Project**

1. Pilot project grant submitted to MCACA for \$4,000
  - a. Expense and revenue breakdown within the packet on page 18
    - i. Costs are best fit to stay competitive and get the best artists possible
  - b. McCallum asks how project will avoid the public backlash of other mural projects like the open space
    - i. How do we handle this push back if it happens?
  - c. Walter asks if selection panel will be involved.

- i. Smith states that selection panel will be used but was not important to include in timeline
- d. Walter questions how the timeline was structured
  - i. Pilot grant funds just need to be used by September 30
- 2. Need to formulate the plan for how the pairings will work between the artists

(h) **PUBLIC COMMENT**

**(1)** General

No public comment

**(2)** Commissioners

(i) **ADJOURNMENT**

**(1)** Motion to adjourn at 4:32pm

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Charlotte Smith, Chairperson



02/02/2021 11:20 PM  
 User: KMARTIN  
 DB: Traverse Citv

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY  
 PERIOD ENDING 01/31/2021  
 % Fiscal Year Completed: 58.90

Page: 1/1

\*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2020-21	YTD BALANCE	ACTIVITY FOR	AVAILABLE%	BDGT
		MENDED BUDGET	01/31/2021	MONTH 01/31/2021	BALANCE	USED
Fund 282 - PUBLIC ARTS COMMISSION FUND						
Expenditures						
Dept 282 - PUBLIC ARTS COMMISSION						
282-282-727.000	OFFICE SUPPLIES	2,200.00	0.00	0.00	2,200.00	0.00
282-282-801.000	PROFESSIONAL AND CONTRACTU	19,000.00	1,578.83	0.00	17,421.17	8.31
282-282-930.000	REPAIRS AND MAINTENANCE	20,000.00	0.00	0.00	20,000.00	0.00
282-282-970.000	CAPITAL OUTLAY	72,000.00	0.00	0.00	72,000.00	0.00
Total Dept 282 - PUBLIC ARTS COMMISSION		113,200.00	1,578.83	0.00	111,621.17	1.39
TOTAL EXPENDITURES		113,200.00	1,578.83	0.00	111,621.17	1.39
Fund 282 - PUBLIC ARTS COMMISSION FUND:						
TOTAL REVENUES		0.00	0.00	0.00	0.00	0.00
TOTAL EXPENDITURES		113,200.00	1,578.83	0.00	111,621.17	1.39
NET OF REVENUES & EXPENDITURES		(113,200.00)	(1,578.83)	0.00	(111,621.17)	1.39
TOTAL REVENUES - ALL FUNDS		0.00	0.00	0.00	0.00	100.00
TOTAL EXPENDITURES - ALL FUNDS		113,200.00	1,578.83	0.00	111,621.17	1.39
NET OF REVENUES & EXPENDITURES		(113,200.00)	(1,578.83)	0.00	(111,621.17)	1.39





## Memorandum

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To: Arts Commission  
From: Katy McCain & Harry Burkholder  
Re: Project Updates  
Date: February 11, 2021

### **TART Trails Tenth Street Trailhead**

- There were seven applications for the Art on the TART Project. The Selection Panel reviewed each applicant prior to their February 10th meeting and then held a discussion to narrow it down to three artists. Applicants were graded on a scale of 1-7 with the following three selected:
  - Ferriby, Brian | Score: 6.0
  - Petrakovitz, David | Score: 5.5
  - Pierce, Nathan | Score: 5.5
- Artist finalist notification will occur on Friday, February 12. They will be asked to submit a final concept by February 22nd and will be reviewed at the March 1st Selection Panel meeting
  - It is important to note that Petrakovitz submitted a final piece of art, opposed to a concept. He will be informed that his chances are greater if he submits a similar piece that is not already completed
- Attached: [Selection Panel Meeting Minutes](#)
- Attached: [Finalist Information Memo with project timeline](#)

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(231) 922-2050  
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## ARTS SELECTION PANEL DRAFT MINUTES

Monday, February 10, 2021, 3:30 pm  
Zoom: <https://us02web.zoom.us/j/85899121241>  
Webinar ID: 858 9912 1241  
[www.downtowntc.com](http://www.downtowntc.com)

1. Roll Call (3:33 pm)
  - a. Present: Roger Amundsen, Gary Howe, James Levy, Joseph Beyer, Shea O'Brien, Gretchen Carr
    - i. Absent: Meg Weichman
  - b. Staff: Katy McCain , Harry Burkholder , & Nick Viox
  - c. TART Trails Rep: Caitlin Early
2. Public Comment
3. Appointments
  - a. [Current Board Terms](#)
  - b. [Memo for Arts Commission](#)
4. Art on the TART Artist Review
  - a. [RFQ](#)
  - b. [Bid Tabulation](#)
  - c. [CAFE Scores](#)
    - i. Steve Kline
    - ii. Tom Moran
    - iii. Nathan Pierce
    - iv. John Enright
    - v. Brian Ferriby
    - vi. Dave Kirby
    - vii. David Petrakovitz
    - viii. Discussion
      1. Beyer | Recused himself from the discussion because of his personal relationship with the artists.
      2. Early | Informed the panel Kline and Ferriby are the top two for the other TART Trailhead project.
      3. Levy | Believes all applicants were qualified
      4. O'Brien | Questioned Petrakovitz installing a completed piece and would like to inquire about an original piece.



Traverse City Arts Commission

C.

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5. Amundsen | Acknowledged the want from Arts Commissioners for more interactive pieces, but believes the applicants would provide suitable alternatives.
  6. Carr | Expressed interest in more interactive pieces, but understood the limitations of the application pool.
  - ix. **Motion to recommend to the Arts Commission the Top 3 Finalists of Ferriby, Petrakovitz, and Pierce and to move forward with the timeline as presented in the RFQ.**
    1. Moved by Levy, Seconded by Carr.
    2. Yes: Beyer, Howe, O'Brien, Levy, Carr, Amundsen
    3. Absent: Weichman
- 
5. New Business
    - a. ARTS Commission and Selection Panel Structural Discussion (*Burkholder*)
    - b. Mural Project
      - i. Brief Overview
        1. [Narrative](#)
      - ii. MCACA Grant Received for \$2,000
- 
6. Public Comment
  7. Adjournment

The Traverse City Downtown Development Authority does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its programs or activities. The DDA Director 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 DDA office.



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**Traverse City Arts Commission**

C.

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tcppublicart.org

**To:** Traverse City Arts Commission  
**From:** Harry Burkholder, DDA COO  
 Katy McCain, DDA Community Development Director  
**For Meeting Date:** February 17, 2021  
**Memo Date:** February 11, 2021  
**SUBJECT:** ART on the TART Finalists

Seven bids were received in the CaFE system for the Art on the TART Tenth Street Trailhead Project. Selection Panel members juried the seven proposals from within CaFE, utilizing their easy review and scoring system. Below are the top three finalists to move on to submit their final concept to the Arts Selection Panel:



**Ferriby, Brian | 6.0000**

Amundsen: 7  
 Beyer: 6 - "(Please note that I know Brian Ferriby personally through my work at Michigan Legacy Art Park, where he is a contract vendor and an artist with two works in our collection. I've tried to judge his application as objectively as possible.) There is a welcoming, lively energy and whimsy in the first series of sculptures that seems very in line with the focus, curiosity and experiences that good public art can provoke for the community. I believe this portfolio demonstrates experiences and skills, and a strong creative point of view."  
 Carr: 7 - "Brian Ferriby's work is a good fit for the trailhead location. "  
 Howe: 5 - "Could easily grade higher. THe larger, topographic work is impressive. "  
 Levy: 7  
 O'Brien: 6 - "Has worked in NoMI before. Great topographical sculptures. Enjoyed the organic shapes making organic sculptures, very fish or bug like. Possible Boardman lake topographical piece? I prefer the pieces like Ronin and could see something like them at the trailhead, colorful and striking against the changing landscape."  
 Weichman: 4



**Petrakovitz, David | 5.5000**

Amundsen: 7  
 Carr: 6  
 Howe: 5 - "Whimsical portfolio. "  
 Levy: 7  
 O'Brien: 4 - "Great whimsical colors, kid friendly. Provided finished piece to be installed but could be a good artist for funky bike sculptures. Has ridden TART, knows the area and includes durability in selection of piece. "  
 Weichman: 4

## MEMORANDUM



**Pierce, Nathan | 5.5000**

Amundsen: 4

Carr: 6

Howe: 5 - "We can always use more unity. "

Levy: 7

O'Brien: 7 - "Imaginative pieces with interactive parts. Pops of colored glass will play with movement of sun and intrigue those who pass by. Good artist statement, seeks to create conversation with art."

Weichman: 4

**Project Timeline:**

December 1, 2020: Application Published **COMPLETED**

January 31, 2021: Application Deadline **COMPLETED**

February 10, 2021: Art Panel review artists' qualifications and select up to (3) finalists **COMPLETED AND ARTISTS ARE BEING NOTIFIED 2/12/21**

February 22, 2021: Finalists submit concept art and maquette

March 1, 2021: Art Selection Panel selects an artist

March 17, 2021: Artist and artwork considered by Arts Commission

March-June 2021: Art Fabrication

July 2021: Preparation and installation

August 2021: Exhibit opening



## Memorandum

To: Arts Commission  
From: Katy McCain & Harry Burkholder  
Re: Project Updates  
Date: February 11, 2021

### UNION Mural Project

- The Traverse City Arts Commission received \$2,000 in funding from MCACA for the 'Union' Mural Pilot Project
- Mural Timeline and Update with Discussion Points:
  - **February 2021:** Locations secured with property owners along Union Street. *First location has been identified and we are in the process of speaking with the building tenants and owners. Presenting Options for second location below*
  - **March 2021:** Art Commission decides on four (number TBD) Michigan artists that represent the 'Union' Mural project vision and send them invitations to fill out an RFQ on our website
    - Commission identified that this will be an invite-only call after RFQ completion
    - Options for artist selection for discussion:
      - Commission chooses two local artists and choose an out-of-town Michigan artist to pair with
        - Both artists apply together in a joint application, the Commission invites only the local artist
      - Commission invites artists from all over the state and determines the pairing
  - **April 2021:** Arts Commission approves artists and final project
  - Project comes to full City Commission for approval, permitting
  - Will select four Michigan artists that represent the iconic nature of Union for this pilot project.
  - **May/June 2021:** Surfaces prepped, permits secured
  - **July/August 2021:** Artists paint, ribbon cutting, media outreach, signage installed
  - **September 2021:** Communications, engagement, documentation, tours/community conversation
- Union Street Site Options:

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**Site One: The entrance to the “alley” between Pavlova and The Dish**

- This will once again be used for an outdoor dining space in warmer temps
- Mural will help in creating a nice aesthetic for outdoor dining
- One to go on each wall
  - In talks for approval with tenants and business owners



**Site Two Option 1: McMillen’s/MSUFCU**

One on each wall that intersect into the 90 degree angle

Will reach out to owners ASAP if chosen



**Site Two Option 2: Michigan Planners Building in front of Blue Tractor outdoor space**

Both to go on same wall side-by-side or top/bottom

Will reach out to owners ASAP if chosen



**Site Two Option 3: 8th Street side of AT&T building**

Both to go on the same wall

Will reach out to owners ASAP if chosen

**Perry Hannah Statue Update**

Over the last month, DDA staff met with the donor of the Perry Hannah Statue and had positive discussions on the plaque. Staff is currently working on new language and should have it ready for review at the March meeting.

**Sestok Exhibition**

The Robert Sestok Temporary Exhibition contract is set to expire in June 2021. In looking through the Arts Commission files and photos we have on Sestok, there are hundreds of photos that were found. This has spurred a faster need for a proper cataloging system. Staff is working on this and hope to present at the April Arts Commission meeting. At the March regular meeting, we would like to discuss next steps with the Sestok exhibit.





## Memorandum

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To: Arts Commission  
From: Nick Viox  
Re: Board Matrix  
Date: February 11, 2021

At the January Arts Commission meeting it was requested that staff develop a board matrix that identifies the skillsets of our current commission. The goal of this matrix is to help inform the City Commission on the needs of the Arts Commission when they appoint new members. DDA Staff began working on a matrix, pulling from previous matrix examples, including the NW Michigan Arts & Culture Network, and ordinance requirements. This matrix was distributed to current Arts Commissioners in January to complete for the February meeting.

[Attached](#) are the findings of this survey that have been shared with Chairperson Smith. The survey work offered a section for suggestions of other skills we should be looking for that can be added to future matrix work. These fields include the following:

- fundraising experience
- tribal/Indigenous member
- familiar with artists needs and operations
- familiar with many types of mediums for art
- familiar with the contemporary art world nationally and globally
- have time to participate and dedicate time for meetings and share their knowledge willingly
- experience with archival, documentation of fine art
- innovative problem solving
- great hair
- makes good cereal
- legal
- public speaking
- advocacy

We are hoping the Commission could provide input on this matrix, help us modify it further and adopt that modified matrix for annual distribution and assistance in new Commissioner selection.

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# BOARD MATRIX *as of jan 2021*

Ashlea Walter • Charlotte Smith • Chelsie Reikola Niemi • Leah McCallum •  
Matthew Kelly Ross • Megan Jean Kelto • Roger Amundsen

● = fully identify

◐ = somewhat identify

○ = fully identify  
w/ term ending

◑ = somewhat identify  
w/ term ending

self identified skills

**finance and accounting** [ 5 ]

**administrative/management** [ 3 ]

**community engagement** [ 4 ]

**education/teaching instructing** [ 1.5 ]

**graphic design/media** [ 3 ]

**marketing** [ 1.5 ]

**strategic planning** [ 3 ]

**public outreach/media relations** [ 2 ]

**writing** [ 4 ]

**nonprofit experience** [ 2.5 ]

**grant writing** [ 2.5 ]

**professional artist** [ 2.5 ]

**professional designer** [ 2.5 ]

**city resident** [ 4 ]

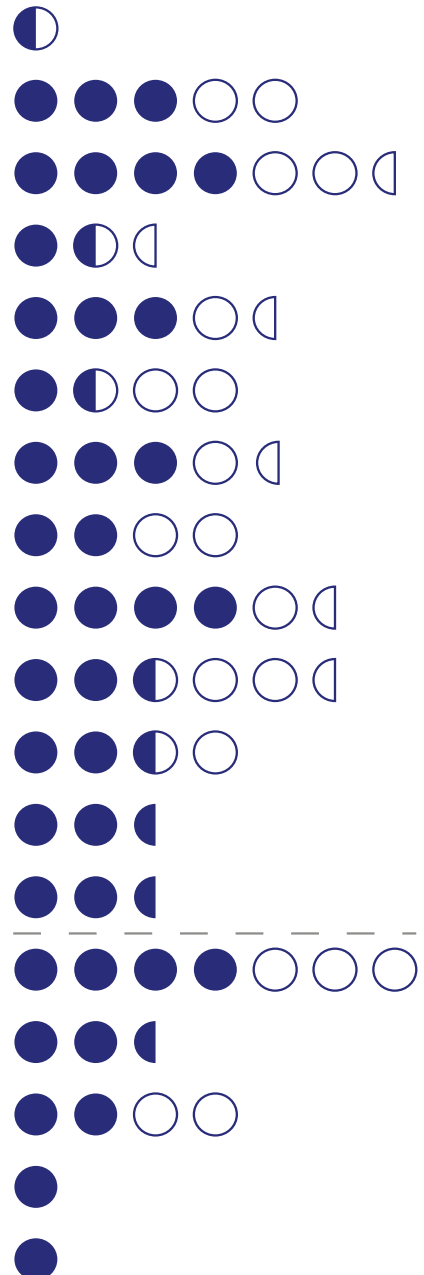
**business owner within city limits** [ 2.5 ]

**employee within city limits** [ 2 ]

**dda board member** [ 1 ]

**city commissioner** [ 1 ]

AGGREGATE SCORE





## Memorandum

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**To:** Traverse City Arts Commission

**From:** Katy McCain, DDA Community Development Director

**For Meeting Date:** February 17, 2021

**Memo Date:** February 11, 2021

**SUBJECT:** Selection Panel Appointments

As you are aware, the Selection Panel has not been able to meet since February 2020 due to the COVID pandemic. Over that time period, two member's terms expired in September of 2020 and two more will be expiring this month. The selection panel is appointed by the Arts Commission and all expired or expiring terms are eligible for renewal. All four members with expired or expiring terms wish to be reappointed. Please refer to the attachment for each Panelist's letter of interest and resume.

Terms that are expired or expiring:

Gretchen Carr: Expired 09/19/20, seeking reappointment

Shea O'Brien: Expired 09/19/20, seeking reappointment

Joe Beyer: Expiring 02/17/21, seeking reappointment

Gary Howe: Expiring 02/17/21, seeking reappointment

***Motion recommended: Motion to renew the existing selection panel members whose terms are expired to serve another three year term on the Arts Selection Panel. With these terms renewing upon their expiration date.***

## **Gretchen E. Carr**

512 S. Maple St. PO Box 332 Traverse City MI 49685 || 231.871.0215  
gretchen7881@gmail.com

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### **EXPERIENCE**

#### **Operations Manager/Host/Producer, Interlochen Public Radio,**

Interlochen, MI June 2019- present

Performs all aspects of daily operations including listener engagement, fundraising, marketing, and technical operations, hosting, board operation, and production.

#### **Department Assistant, Motion Picture Arts Division, Interlochen Center for the Arts**

Interlochen, MI 2017-2019

Manages daily operations within the Department and planned, managed annual Future of Cinema Film Festival and co-developed Interlochen Cinema Collective.

#### **Business Development Director, M-22 Internet Project, Traverse City, MI, 2014 – 2017**

Responsibilities included general office management, public relations, human resources operations, marketing and strategized network expansion for fixed and wireless network.

#### **Communications Specialist, Michigan Legacy Art Park, Thompsonville, MI, 2013**

Coordinated and conducted market research, wrote press releases, planned programming, analyzed donor segmentation, managed website content, coordinated volunteers and managed events.

#### **Music Teacher and K-5 Classroom Teacher, Onekama Consolidated Schools**

Onekama, MI, 2001-2013 Provided instruction for English language and literature, Michigan and U.S. History, ancient civilizations, mathematics, biology and physical science for grades K-5, and music, K-8.

#### **Music Teacher, Georgetown Day School, Washington, D.C. 1998-2001**

Provided instruction in choral and general music for grades K-6. Created and directed original student programs to audiences of 500+.

### **SPECIAL PROJECTS and CONTRACTUAL WORK**

#### **Company Manager, Parallel 45 Theater, Traverse City, MI March 2019 - August 2019**

Coordinator of all accommodations, transportation, and miscellaneous needs for Company Members.

**Project Facilitator/Creator, Stories of Town and Harbor, City of Frankfort**

Frankfort, MI Summer 2014 – present

Authored and executed wayfinding signage for historic walking route, funded by private donations and Grand Traverse Regional Community Foundation.

**History Consultant, Northern Michigan Historical Inquiry Project**

Michigan State University, East Lansing, MI May 2015 – Oct. 2016

Co-created and led seminars on the integration of oral histories within social studies curriculum and to educational professionals in Michigan. Funded by the Michigan Department of Education.

**Multimedia Production**

Radio Stories produced for Interlochen Public Radio

*December Lights*, December 23, 2020

A Tribute to Rick Jones, June 7, 2020

*Salon Des Refuses*, premiered March 21, 2019

*A Coach, Remembered*, premiered August 9, 2019

*Elberta Baby becomes Legend*, premiered December 19, 2019

**Chunnel Channel**, a dance film based on the poetry of Jennifer Sperry Steinorth, 2017

**Stories of Town and Harbor**, City of Frankfort, Michigan, 2014 - present

Initiated and wrote a comprehensive interpretive plan for the City of Frankfort's historic walking route. Wrote and published wayfinding signage within the City and created web content for the accompanying webpage. Funding by Networks Northwest, Grand Traverse Regional Community Foundation, and private donors.

**Northern Michigan Historical Inquiry Project, 2016-2017**

Michigan State University, East Lansing, MI

Co-created and led seminars on the integration of oral histories within social studies curriculum. Funded by Michigan Dept of Education.

**EDUCATION**

Eastern Michigan University Graduate Certificate, Historic Preservation, 2009

Western Michigan University, Bachelor of Arts, Music, 1998

**ARTISTIC DEVELOPMENT**

2018, Gaga Classes, Batsheva Dance Company/Dellal Center, Tel Aviv, Israel

2017, Erasure Poetry Workshop, Jen Sperry Steinorth, Traverse City, MI

2016, Introduction to Digital Media, Peter Payette, Interlochen College for Creative Studies, Interlochen, MI  
2012, Jose Limon Workshop, Peridance Capezio Center, New York  
2010, Merce Cunningham Workshop taught by Robert Swinston, Cunningham Studios, New York  
2010, Winter Intensive taught by Ellen Graf, Martha Graham School of Dance, New York  
2009, Interlochen Writers Symposium, facilitated by Anne Marie Oomen, Interlochen Arts Academy, Interlochen, MI  
1998, Role of Cis, *Albert Herring*, Western Michigan University School of Music  
1997, Stage Manager, *La Boheme*, Western Michigan University School of Music

#### **AWARDS AND HONORS**

Artist in Residence, Jean Noble Parsons Center for Arts and Science, 2011  
Lake Ann, Michigan  
Best Lullaby Album, National Assoc. of Parenting Publications Awards (NAPPA)  
2008, *Half Moon, Songs for Sleepybeings*, Self-Produced Collaborative Lullaby Album featuring Don Julin, Tim Joseph, Byron Joseph, and Jamey Barnard

#### **SKILLS**

collaborative pianist, solo pianist, soprano, choral conductor,  
choreographer, dancer actor, photographer, writer

#### **COMMUNITY SERVICE**

Art Selection Committee, Traverse City Arts Commision, Traverse City MI, 2019 - present  
President, Central Neighborhood Association, Traverse City, MI, 2019 - present

#### **AWARDS/RESIDENCIES**

- Alternate, U.S. Fulbright Japan Teacher Exchange, 2013
- Artist in Residence, Eastern Michigan University's Parsons Center, 2011
- Best Lullaby Album, National Assoc. of Parenting Publications, *Half Moon Songs for Sleepybeings*, 2009

#### **INTERNATIONAL TRAVEL**

Austria, Canada, Czech Republic, France, Germany, Israel, Jamaica, Switzerland, Russia,

**Gretchen E. Carr || 231.871.0215 || gretchen7881@gmail.com**



**Shea M. O'Brien**

209 Fair Street Unit 2  
Traverse City, MI 49686  
shea.m.obrien@gmail.com

2nd January 2021

Dear Arts Commission,

As an active and engaged citizen with prior art experience and a deep respect and appreciation for the arts, I am seeking to be reappointed to the Art Selection Panel. I wish to continue my service on this panel to give back to a community that has provided me so much inspiration in my work as an artist. I look forward to selecting more beautiful works for Traverse City's growing collection.

Thank you for your consideration,

Shea M. O'Brien

# Shea M. O'Brien

I am an intelligent and hardworking professional. Timely at every opportunity and a quick learner of any skill required of me. I am fast to help when asked and a long term thinker. I believe these and my many other skills would be an asset to Norte.

209 Fair Street Unit 2  
Traverse City MI 49686  
(231).633.1664  
shea.m.obrien@gmail.com

## EXPERIENCE

### **Superior Physical Therapy, Traverse City, MI — Marketing and Outreach Coordinator**

Nov. 20th 2017 - Jun. 4th 2019

My main responsibilities as the Marketing & Outreach Coordinator were to track productivity stats following all events that we hosted. To reach out to other health-based businesses to create a referral program between our companies. I was responsible for enhancing the patient experience by replying to emails and social media comments and writing thank you letters in a timely fashion. Helping the healthcare providers succeed was a major part of my position.

### **James C. Smith Fine Jewelry, Traverse City, MI — Sales/Diamond Buyer**

Mar. 2011 - July 2017

As a salesperson for James C. Smith Fine Jewelry my job was to help clients with the design of custom pieces of jewelry that met their desires and budget. This meant helping the client find the diamond or colored gemstone that met their criteria. Sharing my knowledge of the industry and teaching them everything I could was a major part of the position. Also, following a client's piece through the entire process from design to fabrication and completion was a major portion of the job, often getting my hands dirty was required to bring the vision to fruition. I was also responsible for creating the images and marketing material for our print and digital advertising through the use of Adobe Photoshop and Wordpress.

### **Shea O'Brien Photography, Traverse City, MI — Owner/Photographer**

June 2005 - July 2011

As an independent professional photographer I worked one on one with clients in creating the photographic artwork they desired. I specialized in high fashion portraits and often used well known Northern Michigan landmarks as backdrops. Areas including Old Mission Lighthouse, Leelanau County Trailheads, the State Hospital Grounds and Grand Traverse Bay. Sometimes carrying 30 pounds of equipment and walking

## SKILLS

Independent worker  
Understand grammar  
Strong interpersonal skills  
Communication skills  
Proper phone etiquette  
Detail oriented  
Critical thinker  
Customer- & Service-Oriented  
Reading comprehension skills  
Graphic and photographic design

## RESPONSIBILITIES

Operations management  
Staff & personal development  
Inventory control  
Team leadership  
Planning of parties/events

## AWARDS

During my time at James C. Smith Fine Jewelry I helped in the process of applying for and winning the award of 4th "Cool Store" in a 2013 nationwide contest by

several miles to a location. Editing the images was also my responsibility through the use of Adobe Photoshop, Lightroom and occasionally Illustrator.

## EDUCATION

### **Gemological Institute of America, Carlsbad, California — *Diamonds & Diamond Grading***

January 2016 - March 2016

While enrolled in the online courses offered by the Gemological Institute of America I furthered my understanding of the formation and chemical composition of diamonds and other precious gemstones. I gained knowledge in communicating this to customers in a way that was direct and understandable.

### **Northwestern Michigan College, Traverse City, MI — *Art & Business***

September 2006 - May 2009

During my time at Northwestern Michigan College I attended courses for both Art and Business. I curated a variety of skills including photographic processing for both film and digital mediums, design through the use of Illustrator and Photoshop, the ability to give and receive critical reviews of work, how business and art work together, and a better understanding of management of other people and projects. I later used these and other skills to create striking advertising materials for James C. Smith Jewelry which can still be seen in his store.

## REFERENCES

### **Gary Howe**

231-883-5121

garylhowe@gmail.com

### **Tim Werner**

231-313-6903

werner\_tm@yahoo.com

### **Tyler Bevier**

248-877-1738

tylerbevier@gmail.com

**Jewelry Store publication,  
*Instore Magazine*.**

During my time at Superior Physical Therapy I helped in the process of winning the Hagerty Small Business of the year as put together by the Traverse City Chamber of Commerce.

During the November 2019 local election I ran a campaign for Mayor of Traverse City and received 35% of the overall vote. A successful outcome for a first time candidate.

# J O S E P H   B E Y E R

February 3, 2021

I'm applying for a seat on the Traverse City Arts Commission and/or the Art Selection Panel because I care deeply about the role the Arts can play in our communities and culture, and also that the resources dedicated to supporting them are open to the widest spectrum of ideas and voices.

The Arts can't, and won't, change the world on their own – but I firmly believe they are an important part of the larger mix in our communities that creates such a unique and positive quality of life here in Traverse City.

It's a big part of my motivation for moving here almost one year ago. Since my arrival in Northern Michigan I have tried to contribute to this community – voluntarily meeting almost every cultural leader in town, collaborating on free events and programming screenings about [Agriculture](#) and [Clean Energy](#), participating in [Creative Chambers](#) ideation meetings and supporting as many different organizations as I can. I'm in touch and aware of how much dynamic culture is here, right around us.

I believe my participation with the Arts Commission would be another extension of these commitments, and I would bring professional experiences and a personal dedication to the teamwork that drives them. I'm always enthusiastic about new ideas and opportunities and I believe I'm a positive force for strategic commitments, able to anticipate challenges and imagine solutions for tackling them.

This is what I see as the work of the Commission – support in motion for the great richness of opportunities in Traverse City to celebrate the great cultural heritage that exists here.

Joseph Beyer  
3823 Old Mission Road  
Traverse City, MI 49686

(323) 496-2002 cell

# J O S E P H   B E Y E R

[EMAIL](#)

[MEDIUM](#)

[INSTAGRAM](#)

[TWITTER](#)

[FACEBOOK](#)

## E X P E R I E N C E S

### Michigan Legacy Art Park, Executive Director

2018 - 2020

Reporting to the Board of Directors, manages day to day operations and creative strategy to a 30 acre outdoor sculpture park featuring 50 monumental works in the permanent collection, rotating works on loan, [Summer Sounds concert series](#), art workshops and special tours, and educational programs serving thousands of students annually. Responsible for all fundraising, budget management, staffing, volunteers, marketing and [content](#), program development and implementation, Board of Directors governance, [regional collaborations](#) and artist relations.

Annual Budget \$300k+, 3 Full Time Employees, 75+ Volunteers, 2 Artist Residencies

### Traverse City Film Festival, Executive Director

2018

Recruited by founder and filmmaker Michael Moore to lead staffing, production and creative direction for the 9 day event, which screens over 100 films across 10 local venues. Classic films are shown free of charge on an outdoor screen overlooking Grand Traverse Bay, with daily panel discussions showcasing directors, writers, actors, and other educational programs. Further managed [two year-round community based theatres](#): the historic arthouse State Theatre, and the renovated Bijou by the Bay.

Annual Budget \$2.5m+, 11 Full Time Employees, 100+ Volunteers

### MyNorthMedia, Director of Audience Engagement and Brand Strategy

2018

Chief analyst of existing technology stack to creative agency [MyNorthMedia](#), publishers of the award-winning *Traverse Magazine* and 11 other special-editions and branded-content in print, digital and video formats. Tasked with recommending upgrades, identifying collaborators, vendors and partners and creating a long-term content strategy to move the brands from print to digital engagement.

### Independent Media Consultant and Content Strategist

2017 - 2020

As directed, writes content and consults on advocacy and political content for artist [Robert Redford](#).

Project Consultant to [Mozilla Foundation's](#) launch of A-Frame, an open-source web-based VR and AR authoring platform.

Product Consultant to [Gowatchit.com](#), an online film and television queue. Produced focus groups and business development plans for new features designed to empower independent distribution.

**The Redford Center, Director of Marketing and Distribution**

2016 - 2017

Reported to the Executive Director and Board of Directors, responsible for developing and implementing all marketing and communications strategy for the organization and its programs, as well as managing [The Redford Center](#) brand. Developed all content distribution strategies, partnerships and release-plans for Redford Center films and projects. Led technology-stack upgrades in website, email and marketing platforms.

Oversaw all press and media strategy for the organization, including profiles in Indiewire, MovieMaker Magazine, a cover-story in Horizon Travel & Leisure Magazine, digital content in New York City's TimesSquare ABC Sign, and a partnership with the 2017 Sundance Film Festival called [The New Climate](#).

Produced all social-media platforms, email communications, printed-materials, live-event presentations, website and theatrical marketing. Added 40k+ organic Facebook followers, 5k+ organic Twitter followers and 2,500+ email subscribers.

**Sundance Institute / Sundance Film Festival, Director of Digital Initiatives**

2003 - 2016

Managed day-to-day creative direction, development and operations of all social media platforms including [@sundancefest](#) and [@sundancelabs](#) on Twitter, [Sundance on Facebook](#), [Sundance on Pinterest](#), [Sundance on Instagram](#) and [Sundance on YouTube](#) and [Sundance on Tumblr](#) and emerging video content on Periscope and Snapchat. Conceived, wrote, produced and published tens of thousands of social media messages for the organization since creating the Institute's footprints in 2007 - leading to the largest network of independent film friends, fans and followers in the world.

Managed development team, partnerships and launch of [Sundance Institute #ArtistServices](#) Initiative under the direction of Executive Director Keri Putnam, Institute Program Directors, the Technology Committee and the Board of Trustees. Worked closely with O'Melveny Myers, the Bertha Foundation, BritDoc and PMK/BNC PR on project strategy and support.

[#ArtistServices](#) provides exclusive creative funding, distribution, marketing and theatrical support to 6,000+ Sundance Institute alumni artists. Filmmakers are eligible for innovative universal and pre-negotiated deals to self-distribute their work to iTunes, Hulu, Netflix, AmazonVOD, SundanceNow, Xbox, Sony Entertainment, VHX, Reelhouse, Vimeo, Vudu and YouTube platforms - all while retaining and controlling their rights.

Conceived and negotiated the first-ever collaboration with crowd funding leader [Kickstarter.com](#) to provide Institute alumni exclusive training and promotional support in creative funding. 250+ projects totaling over \$15m+ have been successful through the partnership since launching in January 2011. [#ArtistServices](#) also provides Direct-to-Fan marketing support to alumni through partnerships with [Facebook](#), [Twitter](#), [Gowatchit](#), [Hootsuite](#), [Bittorrent](#) and [Tugg](#).

Oversaw the development and production of an exclusive online hub to support [#ArtistServices](#) with educational and inspirational content tracking trends in the field from thought leaders and alumni creatives. Beta contributors included Amazon.com's Ted Hope, Joseph Gordon-Levitt, Webby Awards Founder Tiffany Shlain, Kickstarter Founder Yancey Strickler, Facebook's Marc Ruxin, and Gowalla's Josh Williams, among others. Managed vendors and contributed key content as a writer.

Ongoing direction of [#ArtistServices](#) live-events, educational strategy for producers and live

workshop partnerships with events in New York City, Austin, Miami, Philadelphia, Los Angeles, San Francisco, Seattle, Sundance London and Morelia and Oaxaca, Mexico.

Advises corporate development on partner and [sponsorship](#) collaborations, analyzes and develops emerging partnerships for Institute artists. Worked with Adobe Systems and Goodby Silverstein & Partners on a curated space for Sundance Institute within the [Adobe Museum of Digital Media](#). Pending project celebrating the centennial of the National Park Service with the W.K. Kellogg Foundation.

Creative director to the Bill & Melinda Gates Foundation [Sundance Institute Short Film Challenge](#), a global call-for-entries contest with [Tongal](#) to stimulate conversation and awareness of global hunger and poverty solutions. Managed \$1.3MM budget, staffing, press and impact strategy that resulted in 1,287 entries from 69 countries and syndication partnerships with New York Times OpDocs, Upworthy, Fast Company, National Geographic, The Guardian, El Pais, VICE News, Huffington Post, iTunes, Vimeo, Reelhouse, Salon, Hulu and SundanceTV among other partners generating 361,813,139 media impressions.

Oversaw and directed growth of digital and content department, managing 5 full-time employees, 9 seasonal employees and dozens of vendors. Managed \$400k budget, all digital and social-media content production and advised senior leadership on digital and media strategies. Advised and managed content collaborations with companies such as Google, Facebook, iTunes, Netflix, Xbox, YouTube, Hewlett-Packard, Honda, Sundance Channel, Kenneth Cole, Adobe Systems, Ustream, Brightcove, Gowalla, Quickmobile, Intel, Slated, Instagram, StumbleUpon, New York Times and many more.

Directed creative development and production of the relaunch and redesign of [Sundance.org](#) with digital agency [Blue State Digital](#), architects of President Obama's groundbreaking online campaigns.

Oversaw the Institute's original content department and vendors, eventually producing over 1,000 episodes of exclusive interviews, behind-the-scenes, educational and event content including Live-Stream collaborations with YouTube's ["Life in a Day"](#) premiere, New York Times' [TimesTalks](#) with Ray Liotta, Greg Kinnear and Vera Farmiga, TimeWarner "Power of Story" Panels, concerts by Lyle Lovett and Lou Reed and all official [Awards-Shows](#) of the Sundance Film Festival.

Created content types and productions streams for the ["Meet the Artists"](#) filmmaker series, [Live@Sundance](#) event coverage, Live-Streams, [Podcasts](#), and Audio-Slideshows. Created and managed Sundance Film Festival Guest Tweeter Series with personalities such as Jenny Slate, Kenneth Cole, Common, Joan Rivers, Taika Waititi, Drake Doremus, Stacy Peralta and America Ferrera.

Developed Sundance Institute's [iPhone and Android apps](#) over 4 film festival editions. iTunes Staff Pick.

Oversaw and directed daily management and growth of Sundance Online Film Festival as well as digital initiatives with Starbucks Wi-Fi Network, Yahoo! Movies, Moviefone, AOL Movies, Macromedia, Sprint, iKlipz, Wired.com, NYT.com and Flavorpill among others.

Led creative development and first relaunch of [Sundance.org](#) in 10 years with agency 65 Media. Assisted in exclusive short film project with 2007 GSM Mobile Conference in Barcelona, Spain.

Directed and conceived digital distribution collaboration of Sundance Film Festival short films on iTunes, Netflix and Xbox generating \$200k sales in 12 months.

2007 Webby Award Winner, Event and Broadcast Video Category  
2006 Webby Award Winner, Jury Prize Movie & Film Category/ People's Voice Movie & Film

Led new digital initiative Sundance Online Film Festival directing developer Deep Blu Studios and collaborations with AtomFilms and TriggerStreet.com among others. Passed One Million Short Film Video Downloads Threshold.

2003 Webby Award Winner, People's Voice Movie & Film Category  
2003 Time Magazine 50 Coolest Web Sites of the Year

Associate Programmer to the Film Festival's storied Selection Committee

Writer, Fox Television "Night Visions"  
2000

Episode 2001 starring Brian Dennehy. ½ hour thriller directed by Joe Dante.

Development, Warner Bros. Online "Luv Rules"  
1999 - 2000

Co-Created and Co-Produced a long-form animated webisode series for Warner Bros. Television and Warner Bros. Online with writer/producer Jim Leonard, Jr. 20 segments of dot-comedy following the adventures of young couples as they struggle with mating and dating in the 21<sup>st</sup> Century. Worked directly with Warner Bros. Executive Kevin Tsujihara.

Development, Warner Bros. Television  
1998 - 1999

Story editor and script supervisor to Series Development for Writer & Producer Jim Leonard, Jr. Coordinated all research, revisions, studio & network notes for drama series development. Pilots including George Clooney's "Kilroy" HBO, "Ice" for Paramount Television, "Fortunate Son" NBC, "Pop" ABC, and "Love Rules" WB.

Jr. Account Executive to MPRM Public Relations  
1996 - 1999

Arranged interviews, press junkets, premieres, screenings and over-all release campaigns for films including "L.A. CONFIDENTIAL," "DANGEROUS BEAUTY," "SHINE," "BIG NIGHT," "SWINGERS," and Unit Publicity for "STARF\*CKER," "LIFE DURING WARTIME," and "THE HOUSE OF YES." Close client relations with Miramax, Fine Line, Gramercy, Paramount, and New Regency. Staff Support for the 1996 - 1999 Sundance Film Festivals, the Toronto Film Festival and Cannes.

Assisted in personal campaigns for Mike Werb & Michael Colleary ("FACE/OFF"), Scott Alexander and Larry Karaszewski ("THE PEOPLE VS. LARRY FLYNT") and Wes Craven ("SCREAM"). Campaigns for the Los Angeles Independent Film Festival and Outfest.

The New Harmony Project, Company Member  
1992 - 1994

A Development Center for New Works in the Theatre and Film  
Three-time company member in various roles for developmental readings, film shoots and staged workshops: including new work by writers Horton Foote, Angelo Pizzo, Matt Williams and Lee Blessing.

## A F F I L I A T I O N S

Writer's Guild of America Associate Member 2000 - 2002  
Creative Artists Agency Client 2000 - 2003

Appeared on panels and contributed for such organizations as the Bill & Linda Gates Foundation, Skoll Stories of Change Impact Labs, Badass Digest, Europa International Film Conference Athens Greece, Variety Future of Film Summit, Documentary Magazine, Moviemaker Magazine, Festival de Cine de Huesca (SPAIN), UCLA School of Film & Television, Knight Foundation Media Learning Summit, the Ottawa International Animation Festival (CAN), the Atlanta Film Festival, Good Pitch, Maryland Film Festival, IFP Minneapolis, Sundance Film Festival, and Festival Internacional de Cine de Morelia (MX), Reality Digital Social Media Conference, International Film Festival Summit, The John S. and James L. Knight

Foundation, The Center for Investigative Journalism and the Sundance Institute Creative Producing Summit in Utah.

[Inaugural Inductee Indiewire.com 2013 Influencers](#)

## E D U C A T I O N

Bachelor of Fine Arts Program, Theatre Studies, University of Evansville, IN  
John David Lutz, Chairman. Irene Ryan Nominee, A.C.T.F.  
1991 - 1995

Theatre Studies Program, The Chautauqua Institute, Chautauqua, NY  
Rebecca Guy, Artistic Director.  
1992 - 1993

Holland High School, Holland, MI  
President High School Council  
State Champion Forensic Arts, 1989 | 1990 | 1991  
State Champion Debate, 1990 | 1991

## R E F E R E N C E S

Julie Mack, Communications and Impact Strategist for Robert Redford  
Tiffany Shlain, Independent Filmmaker & Founder of The Moxie Institute  
Claudette Godfrey, Senior Programmer SXSW Film Festival  
Cara Mertes, Director of The Ford Foundation JustFilms  
Mark Pogachefsky, Founder mPRm Public Relations  
John Cooper, Director Emeritus of Sundance Film Festival  
Ken Brecher, President Library Association of Los Angeles

\* Contacts Upon Request \*

## V O L U N T E E R I S M

[Art Selection Panel, Traverse City Arts Commission](#)  
2019 - 2020

The Art Selection Panel, a seven-member panel appointed by the [Traverse City Arts Commission](#), reviews proposals and makes recommendations to the city. The panel is comprised of one representative from the Arts Commission and six arts professionals, who have knowledge of the visual arts and/or design (public art administrators, artists, architects, landscape architects, art historians, museum and exhibition curators, art critics, educators) and who understand the challenges of Public Art, actively participate in the selection process of artists and/or artists teams. Members are appointed to terms of three years.

[Collections Committee, Dennos Museum Center](#)  
2020

The Dennos Museum Center's permanent art collection contains nearly 3,000 objects, with strong holdings in 20th century American regionalism and modern/contemporary Inuit art. The collection serves the wider Traverse City community along with Northwestern Michigan College by providing access to original artwork in temporary and permanent exhibitions, along with artwork for object-based teaching and class assignments.

Collections Committee members, a seven member panel invited by Executive Director Craig Hadley, serve for a term of two years and approve works for inclusion in the permanent collection, approve deaccessions, manage changes to the collections management policies, and advise on exhibits.

[Cabin No. 56 Gallery Project](#)  
2017

Conceived and produced the Cabin No. 56 Gallery fundraiser -- a seasonal speakeasy slash art gallery that requires traveling on-foot to a wooded location within the San Gabriel Mountains. All senses are stimulated, creating a unique experience only this national forest and historic structure can provide.

Each of the only four shows includes craft food and drink, oratory and live-music, celebrating the [Spring Equinox](#), [Summer Solstice](#), [Fall Equinox](#) and [Winter Solstice](#). The project will only take place until the end of 2017 and benefits the Big Santa Anita Canyon Permittees Association, protecting and preserving the remaining 81 cabins and Magneto phone system in this historic tract of the Angeles National Forest.

**Volunteer Project Director, Save Rex Ranch**

2013 - 2014

Conceived, organized and directed a volunteer effort to protect and develop Rex Ranch in Southern Arizona and create a non-profit organization dedicated to providing lab studios, field studies and development support for Artists, Scientists, Designers and Thinkers.

Harnessed the power of community to attempt to buy and secure the historic 50-acre property and buildings to create future public events, workshops and galleries to share work that emerges from the Ranch.

Built broad support for grants and donations to prepare it for Historical Site Status; worked with Community Organizations to develop a strategic plan to generate revenue, education and prestige for the people of Santa Cruz County.

Managed plans to renovate the property responsibly and with the highest respect for environmental impact by building self-sustaining models to operate and manage the Ranch and guests.

**Public Spokesperson and Media Representative.**

**Volunteer Producer and Editor, Mount Washington Voices Project**

2004 - 2005

Awarded a grant from the California Council for the Humanities with support from the National Endowment for the Humanities to conduct an oral history project for the historic [Mount Washington](#) neighborhood of Los Angeles. The project had three major parts: a printed History Guide that summarizes our history before picking up the threads of our oral histories, the conduct of oral history video interviews, and a final community event featuring the premiere of a documentary film.

2005 California Governors Award for Excellence

**Volunteer Camp Counselor, ICAN California Abilities Network**

2014 - 2018

[ICAN](#) is a nonprofit organization that has been serving the Southern California community for over 35 years providing people with disabilities with employment, social, and respite opportunities. ICAN provides quality recreational, employment, empowerment, and socialization programs for physical and developmental disabilities meeting the needs of not just the individual, but his or her entire family.

**Digital Consultant and Treasurer, Big Santa Anita Canyon Permittees Association**

2015 - 2018

[Big Santa Anita Canyon](#) is a National Historic Trust within the Angeles National Forest and is entirely on Federal land. This is not a city or county park, nor a National park. It is a unique community of cabin owners and hikers enjoying one of the last places of its kind still in existence, a small piece of the 19th Century hidden within the San Gabriel mountains. The best way to explore this beautiful canyon is on foot with over 40 miles of trails where cabins are serviced by the last-operating pack mule station in California. Directs and manages all monthly email communications, digital archives, fundraising and fiduciary duties as Board Member and Treasurer.

**Waterfront Film Festival, Director of Programming**

2003 - 2004

Supervised selections, slotting, invitations, special guests and programming to the growing [Waterfront Film Festival](#) in Saugatuck, Michigan. Filmgoers, actors, producers and directors experience outstanding independent films from all over the United States are screened in casual, intimate settings. Developed panel series, marketing and press outreach and supervised production of Festival Trailers.

Entertainment professionals from Los Angeles, New York and Michigan created the Waterfront Film Festival in 1999 to provide a "middle coast" venue for independent filmmakers eager to show their work to sophisticated audiences. The festival has succeeded with growing support and recognition each year, and enthusiastic reviews from attendees. A 100% volunteer run non-profit organization.

Gary L. Howe  
926 Lincoln St.  
Traverse City, MI  
49686

February 2, 2021

To Traverse City Arts Commission,

I'm writing to apply for reappointment to the Arts Selection Panel. My current term expires on February 17. I've enjoyed the three years I've served and proud of my work in providing recommendations to the Arts Commission. In my role as chairperson, I've attempted to maintain productive and efficient discussions. I also guided the newly formed panel as it developed and learned its scope and function.

The Arts Selection Panel exists to provide deliberative and informed guidance to the full Arts Commission. In addition to my years working in government policy, I bring the perspective of 20 years as a professional photographer. I've not only submitted artwork for review, but I've sat as a judge for local and statewide competitions.

Thank you for considering me for a second term.

Sincerely,

A handwritten signature in black ink, appearing to be 'G. Howe', with a stylized, cursive script.

Gary Howe

**Gary L. Howe**  
926 Lincoln St. Traverse City MI 49686

231-883-5121  
garylhowe@gmail.com

#### **WORK EXPERIENCE**

##### **PHOTOJOURNALIST/PHOTOGRAPHER, 2004 – Present, Self-Employed, Traverse City MI**

- 15 years producing imagery dedicated to detail, storytelling, and accurate representation of subjects.
- National client base including commercial businesses, nonprofits, and editorial publications.
- Publication credits include The New York Times, Detroit Free Press, and multiple trade magazines.
- Billing, marketing, project management, and all other aspects of successful small business operation.
- Member of American Society of Media Photographers and National Press Photographers Association.

##### **ADVOCACY DIRECTOR, 2019 – Present, Norte Youth Cycling, Traverse City MI**

- Created Business Champions membership and advocacy program recognizing 100+ businesses in the first year.
- Created, managed, and taught two advocacy programs: Advocate Academy and the Explore Academy for teens.
- Managed strategic communications related to advocacy work including a monthly advocacy newsletter.
- Strengthened community partnerships with regional municipalities and citizen advocates in support of equitable transportation and infrastructure policies.

##### **ADJUNCT PROFESSOR, 2004 – 2017, Northwestern Michigan College, Traverse City MI**

- 13 years of experience teaching in the Social Science Department. Courses taught include World Regional Geography, U.S. and Canada Geography, and Survey of American Government.
- Incorporated professional development travels and outreach into coursework and campus presentations.
- Presented as a guest lecturer at affiliated community colleges around the State of Michigan.

#### **RELATED EXPERIENCE**

##### **GRAND TRAVERSE BROWNFIELD REDEVELOPMENT AUTHORITY, 2017 – Present**

- Appointed by the Grand Traverse County Commission in December 2017.
- Elected chairperson by Authority members in July 2019.
- Currently serving as the Brownfield Authority's representative on Grand Traverse County's Land Bank Authority.
- Appointed by City Commission to Economic Development Corporation in December 2019.

##### **CITY OF TRAVERSE CITY CITY COMMISSIONER 2013 – 2017 City of Traverse City, Traverse City MI**

- Coordinated successful election to earn a four-year term on Traverse City's governing board.
- Chaired ad hoc committee that produced Traverse City's Payment In Lieu of Taxes Policy, 2016.
- Collaborated with regional partners to produce the Joint Housing Task Force Report, 2015.
- Generated a hiring matrix to guide the Commission in the hiring of new City Manager, 2015.
- Guided community partners, advocates, and developers in navigating municipal zoning and planning processes for special land use permits, zoning variances, and site plan reviews.
- Served as Mayor Pro Tem, 2015 – 2017.

##### **CITY OF TRAVERSE CITY PLANNING COMMISSION 2012 – 2017**

- Advocated for and ensured the inclusion of data-driven goals in the Active Transportation, Parks and Recreation, and Natural Resource elements in the City of Traverse City's Master Plan.
- Created a Conditional Rezone evaluation matrix to improve decision-making processes.
- Grand Traverse County Planning Award recipient for creation of Wags West, the City's first dog park.

#### **PRESENTATIONS, PUBLICATIONS, AND MEDIA**

- Editorial Columnist, The Northern Express, Traverse City MI 2017 – Present
- “Complete Street Policies for the Next Generation,” Michigan Counties Annual Conference, Traverse City MI 2019
- “Making Strong Towns: The On-the-Ground Experience,” Michigan Municipal League Convention, Holland MI 2017
- “Traverse City’s Path to Prosperity,” Smart Growth America Local Leaders Council, Washington DC July 2016
- “Turning Food Trucks and Pedal Pubs into Economic Development,” Michigan Economic Developers Association Annual Conference, Lansing MI November 2015
- “Complete Streets Initiative for Grand Traverse County,” Report for TART Trails, May 2013
- Editorial Columnist, Traverse City Business News, Traverse City MI 2011 – 2013
- My Wheels are Turning, self-published blog advocating for community development, transportation, and progressive urban planning, Traverse City MI 2009 – 2013

#### **PROFESSIONAL DEVELOPMENT**

- National Associate of City Transportation Officials, Toronto CA 2019
- +Acumen Systems Practice: An Approach to Move from Impossible to Impact, Traverse City MI 2018
- National Brownfields Training Conference, Pittsburgh PA 2017
- NorthSky Nonprofit Network Executive Coaching Program, Traverse City MI 2016
- Center for New Urbanism Congress, Detroit MI 2016
- Small Developer Training Boot Camp, Kalamazoo MI 2015
- National Brownfields Training Conference, Chicago IL 2015
- Pro Walk/Pro Bike/Pro Place, Pittsburgh PA 2014
- America Walks Walking Summit, Washington DC 2013
- New Partners For Smart Growth, Streetsblog Network Delegate, Kansas City MO 2013
- Michigan State University Master Citizen Planner Course, East Lansing MI 2012

#### **BOARD SERVICE**

- International Affairs Forum, Board Member
- SEEDS, Board Member
- Neahatawanta Center, Board Member
- Chiapas Water Project, Board Member
- Great Lakes Bioneers, Board Member

#### **EDUCATION**

- Graduate Certificate Johns Hopkins Nanjing Center, Nanjing China 2001 – 2002
- Bachelor of Science Northern Michigan University, Marquette MI 1995 – 1997
- One-Year Study Abroad Sichuan Normal University, Chengdu China 1995 – 1996
- Associate of Arts & Science Northwestern Michigan College, Traverse City MI 1991 – 1994

#### **SKILLS**

- Excel in MAC and PC platforms, MS Office, Adobe Suite, Google Platform, Social Media, Salesforce, MailChimp
- Fluent in Mandarin



## MEMORANDUM

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**To:** Arts Commission

**From:** Jean Derenzy, DDA CEO

**For Meeting Date:** February 17, 2021

**Memo Date:** February 11, 2021

**SUBJECT:** Arts Commission Management

The contract with the DDA to provide management services to the Traverse City Arts Commission is set to expire in June. To ensure that the contract meets the needs of the Arts Commission (both now and into the future), a meeting has been scheduled for Tuesday, February 16<sup>th</sup> with the Chair and Vice-Chair of the Commission as well as the DDA representative, Leah McCallum. A report of our discussion will be provided to the Arts Commission at your meeting.

In addition, the Arts Commission has indicated a strong desire to re-evaluate the administrative structure of the Arts Commission (e.g., the Arts Selection Panel) and develop a new master plan. At their February 10<sup>th</sup> meeting, the Arts Selection Panel expressed a willingness to meet with the Arts Commission to discuss how the structure is working/not working for either entity.

We also recently received an inquiry from the Chair about staffing of the Arts Commission. As you are aware, the DDA was asked - and then ultimately approved by the DDA Board a contract to staff the Arts Commission for 2-years to: 1) finish and complete projects already identified; and (2) try to develop a strategic plan for the organization and develop a master plan. Staffing (from our office) for the Arts Commission will be commiserate with the work load and needs of the Arts Commission. To that end, the entire DDA team will be working on behalf of the Arts Commission. However, for the time being, one person – Harry Burkholder – will serve as the primary point-person for the Arts Commission (serving in the same capacity as our previous point-person Colleen Paveglio).

Depending on the needs of the Arts Commission moving forward, that point-person may change. However, it will depend on our conversations with the Chair and Vice-Chair, with the complete understanding that there are (and will be) other staff from our office that will be helping implement the vision of the Arts Commission.

I will be in attendance at Wednesday's Arts Commission meeting to provide feedback on the discussion with the Chair and Vice Chair and to hear the Commission's thoughts on approaches