

# Traverse City Arts Commission Regular Meeting September 15, 2021

# 3:30 pm

2nd Floor Committee Room, Governmental Center 400 Boardman Avenue Traverse City, Michigan 49684 Posted: September 13, 2021

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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: c/o Harry Burkholder , DDA COO (231) 922-2050 Email: harry@downtowntc.com Web: <u>www.traversecitymi.gov</u> 625 Woodmere Avenue Traverse City, MI 49686

# Welcome to the Traverse City Arts Commission meeting!

# Agenda

			Page	
1.	CAL	L TO ORDER, ATTENDANCE, ANNOUCEMENTS		
2.	CONSENT CALENDAR			
	A.	Consideration of approving the minutes from the August 18, 2021 Regular Meeting (approval recommended) (Burkholder and McCain)	5 - 7	
		Arts Commission - 18 Aug 2021 - Minutes - Pdf		
	В.	Consideration of approving of August 2021 Financials (approval recommended) (Burkholder, McCain)	9	
		TC Arts Commission Financials August 2021 - PDF		
3.	OLD	BUSINESS		
	A.	Art on the TART Tenth Street Trailhead <u>ART on the TART Project Update Memo (Burkholder, McCain) -</u> <u>PDF</u> Sous la Ciel Installation Schematics	11 - 13	
	В.	Mural Pilot Project Mural Project Update Memo (Burkholder, McCain) - PDF	15 - 16	
	C.	Rotating Exhibit Update Rotating Exhibit Project Update Memo (Burkholder, McCain) - PDF	17 - 18	
	D.	Strategic Plan Update Strategic Plan Project Update Memo (Burkholder, McCain) - PDF Revised Strategic Plan RFP - PDF	19 - 29	
	E.	Downtown Banner Program Banner Memo (Burkholder, McCain) - PDF City Banner Policy 2020 TC Light Pole Banner Program Summary	31 - 40	
4.	NEW	BUSINESS		
	Α.	Second Mural Project Mural Proposal Memo (Burkholder, McCain) - PDF	41	

# 5. PUBLIC COMMENT

- A. General
- B. Commissioners

# 6. ADJOURNMENT



# Minutes of the Arts Commission for the City of Traverse City Regular Meeting Wednesday, August 18, 2021

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 Chelsie Niemi, Commissioner Roger Amundsen, Board Member Mi Stanley, and Board Member Caitlin Early

The following Commissioners were absent: Board Member Steve Nance and Board Member Joshua Hoisington

Chairperson Amundsen presided at the meeting.

(a) <u>CALL TO ORDER</u> Meeting called to order at 3:35

## (b) CONSENT CALENDAR

(1) Consideration of approving the minutes from the July 21, 2021 Regular Meeting (approval recommended) Burkholder. McCain)

Approved with change that Niemi was not present in July.

- (2) Consideration of approving of July 2021 Financials (approval recommended) (Burkholder, McCain)
- (3) Motion to approve the consent calendar with the revision that Niemi was not present for the July meeting.

Moved by Chelsie Niemi, Seconded by Ashlea Walter

- Yes: Ashlea Walter, Chelsie Niemi, Roger Amundsen, Mi Stanley, and Caitlin Early
- Absent: Steve Nance and Joshua Hoisington

CARRIED. 5-0-2 on a recorded vote

## (c) OLD BUSINESS

Page 1 of 3

- (1) Art on the TART 10th Street Trailhead
  - Commissioner Walter asks about the QR code
    - Chairperson Amundsen says we should lean on a local entity with info on nature to link to
    - Commissioner Early mentions that there is a QR code requirement by the DNR Trust Fund for TART projects, so TART would be happy to collaborate on this portion
    - Staffer McCain suggests linking to the pdf that the artists used for considering the flora and fauna
  - Upon suggestion by Commissioner Walter, group determines that a local environmental entity should also double check the list of species represented in the project to make sure they are native
    - McCain to contact Conservation District and the GTB
- (2) Mural Pilot Project
  - Signage is discussed
    - Staff to check with Image 360 to see if an adhesive sign could be used vs drilling
    - o It is also mentioned that grant funders need to be included on signs
    - Staff person Burkholder states that the language will also be approved by the artists
  - Commissioner Walter asks how the commission would like to move forward
     on adding more murals
    - Commissioner Niemi states that if we know the funding is there, she would be happy to propose moving forward vs starting brand new projects
- (3) Strategic Plan
  - Commissioner Walter asks why non of the local organizations that were approached applied
    - Staff person Burkholder mentions that most of them did not have capacity at that time but its possible they will if its reopened
  - Staff person McCain mentions we have gotten other interest post-closure so there should not be a problem when its reopened
  - Group determines that it will be reopened with some revisions (esp in the art inventory piece) and with a budget added
  - The three who submitted the first time will be notified and encouraged to revise and resubmit

## (d) NEW BUSINESS

- (1) City of Traverse City Banner Program
  - West Front banners are now illegible
  - Staff will do more digging on funding available and if West Front is an option to replace

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## (e) **PUBLIC COMMENT**

- (1) General
- (2) Commissioners
  - Recent vandalism on tunnel murals mentioned
    - Staff person McCain mentions that the police and city were notified and are looking into getting them fixed
  - Sestok set to be removed in October
    - Group agrees to reach out to Petrakovitz about temporarily placing his pieces
      - Pads need to be measured and dimensions sent to Petrakovitz
      - Mid September meeting will be had with temporary exhibit committee
  - Commissioner Walter asks when 16th Street Trailhead project will be discussed
    - Commission staff will meet with TART and Commissioner Early prior to the September meeting

## (f) ADJOURNMENT

(1) Motion to adjourn at 4:38

Moved by Caitlin Early, Seconded by Chelsie Niemi

- Yes: Ashlea Walter, Chelsie Niemi, Roger Amundsen, Mi Stanley, and Caitlin Early
- Absent: Steve Nance and Joshua Hoisington

#### CARRIED. 5-0-2 on a recorded vote

Roger Amundsen, Chairperson

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09/08/2021 12:42	PM REVEN	NUE AND EXPENDITURE REP	ORT FOR TRAVE	RSE CITY		Page: 1/1	
User: nvanness DB: TRAVERSE CIT	Υ	PERIOD ENDING (	8/31/2021				
GL NUMBER	DESCRIPTION	2021-22 Amended Budget	ACTIVITY FOR MONTH 08/31/21	YTD BALANCE 08/31/2021	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDG USE
Fund 282 - PUBLIC	ARTS COMMISSION FUND						
Revenues							
Dept 000 - NON-DEP		0.00	0.00	0.00	0.00	0.00	0.00
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	15,000.00			0.00	15,000.00	0.00
282-000-675.000	CONTRIBUTIONS-PRIVATE SOURCES	0.00	0.00	0.00	0.00	0.00	0.00
282-000-677.000	REIMBURSEMENTS	0.00	0.00	0.00	0.00	0.00	0.00
282-000-695.000	TRANSFERS IN	30,000.00	0.00	0.00	0.00	30,000.00	0.00
282-000-699.000	PRIOR YEARS' SURPLUS	5,000.00	0.00	0.00	0.00	5,000.00	0.00
Total Dept 000 - N	ION-DEPARTMENTAL	50,000.00	0.00	0.00	0.00	50,000.00	0.00
TOTAL REVENUES		50,000.00	0.00	0.00	0.00	50,000.00	0.00
Expenditures							
Dept 282 - PUBLIC							
282-282-727.000	OFFICE SUPPLIES	500.00	0.00	0.00	0.00	500.00	0.00
282-282-801.000	PROFESSIONAL AND CONTRACTUAL	15,000.00	(16.19)	(16.19)	22,914.50	(7,898.31)	152.60
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	4,500.00	0.00	0.00	0.00	4,500.00	0.00
282-282-970.000	CAPITAL OUTLAY	30,000.00	0.00	0.00	0.00	30,000.00	0.00
282-282-988.000	UNALLOCATED FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 282 - P	UBLIC ARTS COMMISSION	50,000.00	(16.19)	(16.19)	22,914.50	27,101.69	45.80
TOTAL EXPENDITURES		50,000.00	(16.19)	(16.19)	22,914.50	27,101.69	45.80
Fund 282 - PUBLIC	ARTS COMMISSION FUND:						
FOTAL REVENUES	India contribution fond.	50,000.00	0.00	0.00	0.00	50,000.00	0.0
TOTAL EXPENDITURES		50,000.00	(16.19)	(16.19)	22,914.50	27,101.69	45.80
		0.00	16.19	16.19			100.00
NET OF REVENUES &	EXPENDITURES	0.00	тю.та	10.19	(22,914.50)	22,898.31	T00.0

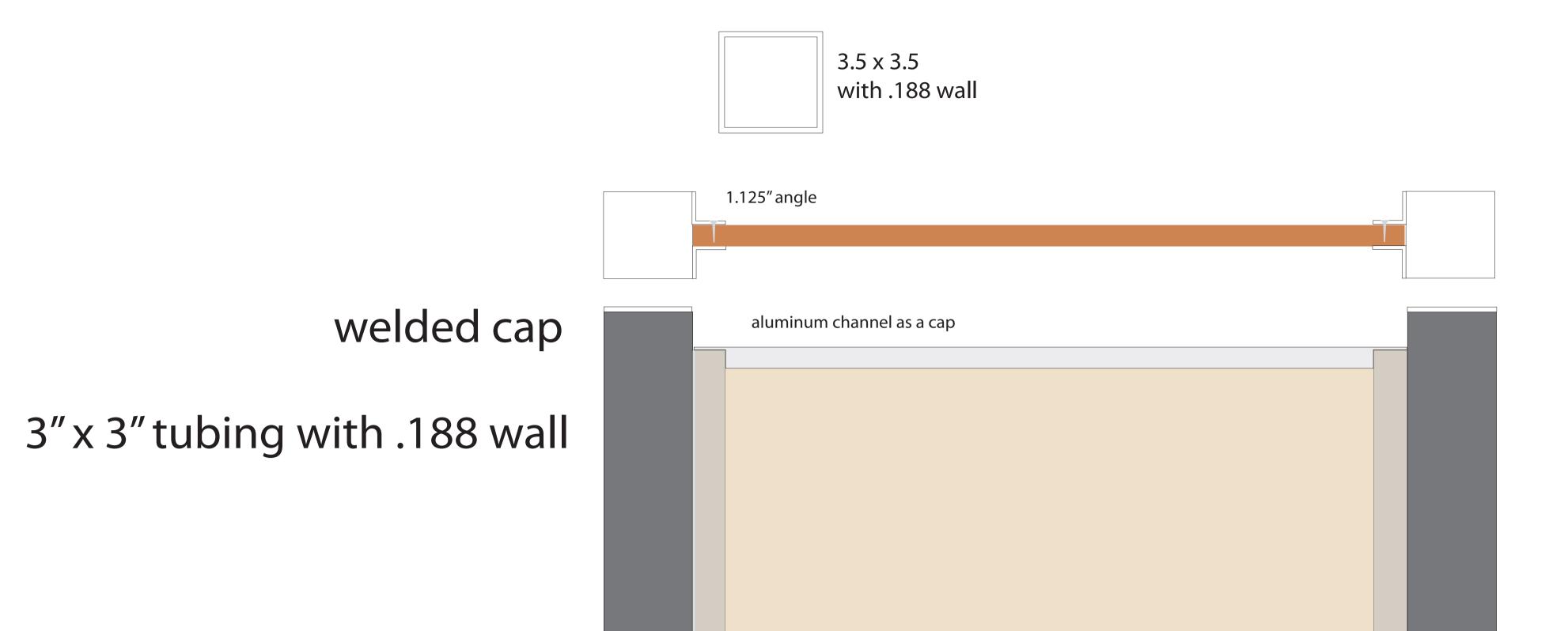


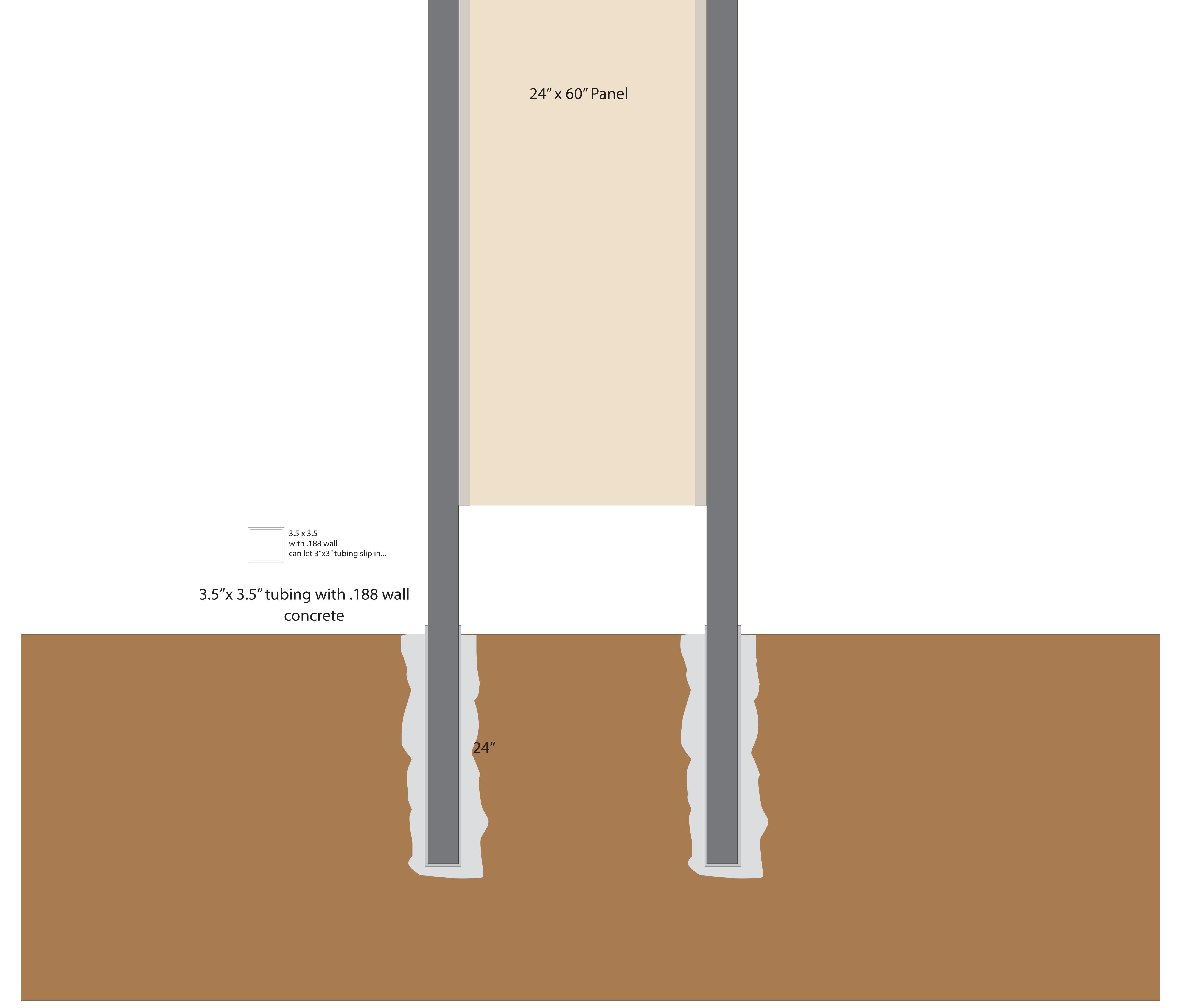
To:	Traverse City Arts Commission
From:	Harry Burkholder, DDA COO Katy McCain, DDA Community Development Director
For Meeting Date:	September 15, 2021
Memo Date:	September 13, 2021
SUBJECT:	ART on the Tart Update

Sous la Ciel started the fabrication process for the Tenth Street Trailhead. They have been coordinating with Andrew Kohlman of Image 360 on assisting with fabrication and install of the base and that will hold their murals in place. Image 360 (along with all other potential contractors they spoke with) are slightly delayed due to labor shortages, which will put the project behind slightly. They feel as though it can be completed in October, which will be a few weeks to a month behind our initial timeline. The contract is being amended to read that completion will occur before the end of November just to be safe. The installation schematic is included in the packet for reference.

We consulted with the Grand Traverse Band for review of the flora and fauna list. The feedback was provided to Sou la Ciel and they removed all invasive species from the project.

The majority of their painting will be done remotely and transported to Traverse City for install. The picnic table and benches will be painted on site, as well as all other finishing touches, post installation.







To: Traverse City Arts Commission

From:Harry Burkholder, DDA COOKaty McCain, DDA Community Development Director

For Meeting Date: September 15, 2021

Memo Date: September 13, 2021

**SUBJECT**: 'Union' Mural Pilot Update

Both the Castillo/Platt and Howe/O'Hanlon Mural pairings have been completed. We are in the process of planning a ribbon cutting but the date is dependant on the completion and installation of the plaques. We reached out to image 360 on the best way to install the plaque without drill damage to the façade of each building. They determined that they can drill into the mortar to secure the plaques, versus putting it directly into the brick. This will allow them to just reseal the mortar after removal of the plaque, without the need for brick replacement.

Castillo and Platt have gotten back to us with the information for their signage and have named their piece, "The Unlimited Flight." We are still waiting on information from Howe and O'Hanlon.

Please stay tuned for a date and time on the mural dedication and ribbon cutting ceramony.











То:	Traverse City Arts Commission
From:	Harry Burkholder, DDA COO Katy McCain, DDA Community Development Director
For Meeting Date:	September 15, 2021
Memo Date:	September 9, 2021
SUBJECT:	Rotating Exhibit Update

We have reached out to David Petrakovitz in regards to temporarily placing some of his existing pieces along the TART per the Arts Commission's request from the August meeting. Mr. Petrakovitz is highly interested but we need to determine the payment and duration of the exhibit. Robert Sestok's pieces will likely be removed at the beginning of November. To avoid finding new pieces again in the late fall, we suggest considering an 18 month contract. That would give the Arts Commission until May/June of 2023 to decide on the next installation.

The pads all measured 5x5 and are around 5-7 inches deep, depending on the location. Mr. Petrakovitz has provided photos of the following pieces that he feels would fit well into those spaces.





Recommended Motion: That the Arts Commission enter into an ----- month contract with David Petrakovitz not to exceed ----- for four sculptures along the Boardman Loop of the TART Trail.



To:	Traverse City Arts Commission
From:	Harry Burkholder, DDA COO Katy McCain, DDA Community Development Director
For Meeting Date:	September 15, 2021
Memo Date:	September 12, 2021
SUBJECT:	Master/Strategic Plan Update

Based on the discussion from our last Arts Commission meeting, we have amended the Request for Proposal (RFP) for a consultant for the Strategic Plan (see attached). The biggest changes are highlighted in yellow. We tried to keep the response timeline fairly short as well – October 1<sup>st</sup>.

In addition, we have made contact with one of the consultants that submitted a response to the original RFP and noted that it will be reissued. We have also talked with Elise Crafts, who expressed that her schedule might now allow for her to consider submitting a proposal.

# City of Traverse City

GOVERNMENTAL CENTER 400 Boardman Avenue Traverse City, MI 49684 (231) 922-4440 (231) 922-4476 fax tcmanage@traversecitymi.gov



September 16, 2021

Bidder:

The City of Traverse City will receive <u>sealed bids</u> in the office of the Downtown Development Authority at 303 E. State Street, Traverse City, Michigan 49684, until **October 1, 2021 at 4:00 PM** for the following:

## **Traverse City Arts Commission Strategic Plan**

The specifications can be obtained from the City's website link at: <u>http://www.traversecitymi.gov/bids\_and\_rfps.asp</u>, it is the sole responsibility of the Bidder to check the website for updates and addenda prior to the bid being submitted. Bidder may also sign up to receive notifications when bids and RFPs are posted by sending an e-mail requesting same to <u>ksheridan@traversecitymi.gov</u>

The City of Traverse City reserves the right to accept or reject any or all bids, waive irregularities and to accept the bids either on an entire or individual basis that is in the best interest of the DDA.

The City of Traverse City accepts no responsibility for any expense incurred by the Bidder in the preparation and presentation of a bid. Such expenses shall be borne exclusively by the Bidder. Only the successful Bidder will be notified.

You must indicate on the outside of the sealed envelope that the bid is for **"Traverse City Arts Commission Strategic Plan"** 

You must submit two (2) sealed copies of the bid and one electronic copy to the DDA office prior to the above -indicated time and date or the bid will not be accepted. E-Mail bids will not be accepted. All bids will be opened at **4:30** on **October 1, 2021** at the DDA office.

If you have any questions, please contact Harry Burkholder, Traverse City Chief Operations Officer at 231-922-2050 before the bid is submitted.

PLEASE SUBMIT BID TO:

Harry Burkholder, Chief Operations Officer Traverse City Downtown Development Authority 303 E. State Street Traverse City, Mi 49684

### **OVERVIEW**

In 2014, the City of Traverse City created a Public Art Program to advocate for and install public art to promote the interests of Traverse City and enrich the cultural and aesthetic quality of life in the community.

To advance this effort, the City developed a Master Plan for the Public Arts Program. The Master Plan includes policies intended to provide the City of Traverse City and the community with a clear and consistent framework for selecting, funding, approving, installing, maintaining and decommissioning public art in municipally owned public spaces. The goal of the master plan was to ensure a lasting arts legacy for future generations through a sustainable Public Art Program.

Over the last several years, the Public Arts Program has led efforts to install several art pieces throughout the city. During that same time, the administration of the Public Arts Program has shifted several times. At the onset, the Public Arts Commission was administered by a third-party consultant. After two years, administration of the Public Arts Program fell back into the hands of City staff. In 2018, the City of Traverse City contracted with the Downtown Development Authority (DDA) to administer the Public Arts Program, which it still does today.

Two years ago, the Arts Commission facilitated an informal discussion to identify priorities for public art (type, application, etc.) for the next several years. These public art priorities were subsequently discussed several times by the Commission, but no formal decisions or action was taken. This past year, due to the COVID-19 pandemic, the Arts Commission suspended all activities (including meetings) for seven months. This pause in activity (as well as the recent appointment of several new arts commission about the direction of, and priorities for, public art. In addition, the Arts Commission would like to use this planning opportunity to re-evaluate the organizational, operational, funding and decision-making framework for the Arts Commission.

#### PURPOSE OF RFP

The Traverse City Arts Commission is seeking proposals from qualified firms or individuals to update and develop a Strategic Plan that will guide the evolution and priorities of the Arts Commission for the next five years. The Strategic Plan will establish short and long-range goals and objectives that are well-defined and establish measurable outcomes.

The Strategic Plan should include an update of the Arts Commission existing collection as well as the priorities for public art for the next several years. In addition, the Strategic Plan should reassess the organizational structure of the Arts Commission (including funding mechanisms and decision making) capable of implementing and delivering the expectations set forth in the Plan. The Strategic Plan should be informed by input from the public as well as community stakeholders and current Arts Commission members. The purpose of this document is to facilitate the selection of a qualified firm or individual for this task.

#### SCOPE OF WORK

In order to develop the Strategic Plan, the following scope of work is described under each of the following tasks.

#### Task One. Update the Public Art Inventory Review

The consultant will work with DDA staff and the Art Commission to update the collection of public art under the direction of the Arts Commission. A description of the now outdated collection is listed in *Appendix A* of the current Master Plan. Only a few public art pieces have been installed since the existing Master Plan was completed, so this task should require minimal time and effort. Furthermore, the Arts Commission and City are currently working with a local student to identify, inventory and geo-reference each art piece. The few additional art pieces (and its associated sign) within the collection should be photographed. In addition, the consultant should help the Arts Commission determine the best method/process to evaluate the condition of each art piece and help determine maintenance needs.

#### Task Two. Update Guiding Principles Goals and Priorities for Public Art

The consultant will work with the Arts Commission to assess and evaluate the current guiding principles and goals of the Arts Commission, noting if priorities/goals should be revised, eliminated or added.

The consultant will also work with the Arts Commission to identify the types (and priorities) of artwork that should be commissioned for Traverse City for the next five years. These priorities or "areas of focus" should address different mediums (e.g., murals, digital media, statues, sculptures, integrated landscaping, etc.), location, size and other strategies that will bring the maximum impact for the city. This component of the strategic plan will include discussions with community stakeholders, arts organizations, community groups, local businesses, designers and residents. Specific efforts should be made to involve the general public, including citizens who do not normally participate in traditional municipal planning activities.

#### Task Three. Organizational Assessment

As previously noted, the policies and framework for selecting, funding, approving, installing, maintaining and decommissioning public art were drafted in 2014. Over the last seven years, the City and Arts Commission has noted a desire to re-evaluate, tweak, revise and/or eliminate some of the current policies. The consultant will conduct an internal organizational assessment to evaluate the Arts Commission ability to effectively plan for, fund and implement public art throughout the city. This assessment should include a compressive review of the project assessment and selection process, call for artists and solicitation, artist selection process, installation, maintenance and long-term funding. The assessment should also include a review of how the Arts Commission is staffed and its relationship with the City. This assessment will likely include several discussions with the City Clerks Office as well as the Arts Commission and DDA staff.

#### Task Four. Develop the Strategic Plan

Following the completion of Tasks One, Two and Three, the consultant will prepare a "Draft Plan" that articulates the findings from each task. The draft plan will then be analyzed, discussed and re-calibrated through at least one planning workshop with the Arts Commission. The results of the workshop will be used to develop the Final Strategic Plan.

#### **Community Engagement and Communication**

Community engagement will be a key element of a successful strategic plan. The consultant should be prepared to facilitate a community engagement process designed to allow the general public and a variety of stakeholders to contribute to the understanding of the current challenges and opportunities of the Arts Commission. The Consultant should be prepared to creatively engage with the community through a variety of both in-person activities as well as virtual activities.

As this project directly impacts the entire community, a robust communication plan is needed to assure project information will be available in a timely and relevant manner. The community engagement and communications component of this process should be designed to continue throughout the duration of the project. It should enable the Arts Commission to provide information to the community regarding public meetings and opportunities to provide public input throughout the planning process. Coordination with the DDA and their communication team will be critical.

The consultant will develop a Community Engagement Plan (CEP) at the onset of the planning effort. The CEP will define the goals and objectives of the community engagement effort, identify key stakeholders, and discuss the community engagement techniques, meetings and materials that will be used such as social media, newsletters, fact-sheets, and graphical displays. The consultant must demonstrate how it intends to facilitate community engagement through both in-person and virtual tools. The Plan will also address methods proposed for distribution of information.

The Consultant shall establish a schedule for regular progress meetings with the Arts Commission. Written progress reports shall be prepared for such meetings.

#### SUBMISSION GUIDELINES

The following describes the elements that should be included in each of the proposal sections and the weighted point system that will be used for evaluation of the proposals. The evaluation will be completed by an evaluation committee made up of DDA staff and members of the Arts Commission, which will provide a recommendation to the full Arts Commission and City Commission for contract award.

Resumes furnished per A. below, together with evidence of past involvement with similar projects per B. below should demonstrate that the proposed Consulting includes individual(s) competent in:

- Public Art
- Placemaking

- Organizational Structure
- Community Engagement
- City Processes

#### A. Professional Qualifications - 20 points

- State the full name(s) and address of your firm and, if applicable, or other subordinate elements that will perform, or assist in performing, the work hereunder. Indicate whether your firm operates as an individual, partnership, or corporation.
- Include the name of executive and professional personnel by skill and qualifications that will be employed to complete the work. Indicate which of these individuals you consider key to the successful completion of the project and how many hours each person will need to complete the project. Identify only individuals who will work on this project by name and title. Resumes and qualifications are required for all proposed project personnel, including all subconsultants.
- State history of the firm, in terms of length of existence, types of services provided, etc. Identify the technical details which make the firm uniquely qualified for this work.

#### B. Past Involvement with Similar Projects – 35 points

• The written proposal must include a list of specific experience in the project type and indicate proven ability in developing detailed plans and implementing similar projects for the firm and the individuals to be involved in the project. A complete list of client references must be provided for similar projects recently completed. It shall include the firm/agency name, address, telephone number, project title and contact person.

#### C. Proposed Work Plan - 35 points

- A detailed work plan is to be presented which lists all tasks determined to be necessary to accomplish the work of this project. The work plan shall define resources needed for each task (title and individual person-hours) and the firm's staff person completing the project task. In addition, the work plan shall include a timeline schedule depicting the sequence and duration of tasks showing how the work will be organized and executed.
- The work plan shall be sufficiently detailed and clear to identify the progress milestones (i.e., when the project elements and deliverables are to be completed) and the extent and timing of the staff involvement. Any additional project elements suggest by the Proposer are to be included in the work plan and identified as Proposer suggested elements.
- The work plan must identify information the proposer will need from DDA staff and the Arts Commission in order to complete the project.

- The work plan shall include any other information that the Proposer believes to be pertinent but not specifically asked for elsewhere.
- Also include in the work plan all proposed steps, if any, to expedite completion of the project. This will be given due consideration during evaluation of proposals.
- In the scoring for this first section, consultants shall be evaluated on the clarity, thoroughness, and content of their responses to the above items.

#### D. Fee Proposal - 10 points

- Fee quotations shall also be submitted. Fee quotations are to include the name(s), title, hourly rates, overhead factors and any other details, including hours of effort for each team member by task and sub-task, by which the overall and project element costs have been derived. The fee quotation is to relate in detail to each item of the proposed work plan. Consultants must be capable of justifying the details of the fee proposal relative to personnel costs, overhead, how the overhead rate is derived, material and time. The cost proposal should be realistic in showing the hours necessary to provide a quality product.
- The fee proposed must include the total estimated cost for each task and the complete Plan when it is 100% complete.

As a note, funding for this strategic planning effort should not exceed \$12,000. If your firm(s) plan to submit a proposal that exceed these costs, please state the value and need for the additional funding.

#### Proposal Evaluation

The evaluation committee will evaluate each proposal by the above described criteria and point system (A through D, based on 100 points) to select a short list of firms or individuals for further consideration. A proposal with all the requested information does not guarantee the proposing firm will be a candidate for an interview. The Committee may contact references to verify material submitted by the Prospers.

#### Interview

The Arts Commission may schedule interviews with selected firms if necessary. If interviews are conducted, the selected firms will be given the opportunity to discuss in more detail their qualifications, past experience, proposed work plan and fee proposal.

#### Final Scoring

The firm(s) interviewed will then be re-evaluated by the above criteria (A through D), and adjustments to scoring will be made as appropriate. After evaluation of the proposals, further negotiation with the selected firm or individual may be pursued leading to the award of a contract by the City of Traverse City, if suitable proposals are received

<u>Deadline</u> Proposal must be submitted by **October 1, 2021** by 4:00 PM

#### **Bidder - Please complete and return**

#### **BID SUMMARY**

#### TITLE: Traverse City Arts Commission Strategic Plan

#### DUE DATE: Friday, October 1, 2021 at 4:00 PM

Having carefully examined the attached specifications and any other applicable information, the undersigned proposes to furnish all items necessary for and reasonably incidental to the proper completion of this bid. Bidder submits this bid and agrees to meet or exceed all requirements and specifications unless otherwise indicated in writing and attached hereto.

Bidder certifies that as of the date of this bid the Company or he/she is not in arrears to the City of Traverse City for debt or contract and is in no way a defaulter as provided in Section 152, Chapter XVI of the Charter of the City of Traverse City.

Bidder understands and agrees, if selected as the successful Bidder, to accept a Purchase Order / Service Order / Contract and to provide proof of the required insurance.

Bidder submits this bid and agrees to meet or exceed all the City of Traverse City's requirements and specifications unless otherwise indicated in writing and attached hereto. Bidder shall comply with all applicable federal, state, local and building codes, laws, rules and regulations and obtain any required permits for this work.

The Bidder certifies that it is in compliance with the City's Nondiscrimination Policy as set forth in Administrative Order No. 47 and Chapter 605 of the City's Codified Ordinances.

The Bidder certifies that none of the following circumstances have occurred with respect to the Bidder, an officer of the Bidder, or an owner of a 25% or more share in the Bidder's business, within 3 years prior to the bid:

- (a) conviction of a criminal offense incident to the application for or performance of a contract;
- (b) conviction of embezzlement, theft, forgery, bribery, falsification or destruction of records, receiving stolen property, or any other offense which currently, seriously and directly reflects on the Bidder's business integrity;
- (c) conviction under state or federal antitrust statutes;

- (d) attempting to influence a public employee to breach ethical conduct standards; or
- (e) conviction of a criminal offense or other violation of other state, local, or federal law, as determined by a court of competent jurisdiction or an administrative proceeding, which in the opinion of the city indicates that the bidder is unable to perform responsibility or which reflects a lack of integrity that could negatively impact or reflect upon the DDA, including but not limited to, any of the following offenses or violations of:
  - i. The Natural Resources and Environmental Protection Act.
  - ii. A persistent and knowing violation of the Michigan Consumer Protection Act.
  - iii. Willful or persistent violations of the Michigan Occupational Health and Safety Act.
  - iv. A violation of federal, local, or state civil rights, equal rights, or nondiscrimination laws, rules, or regulations.
  - v. Repeated or flagrant violations of laws related to the payment of wages and fringe benefits.
- (f) the loss of a license or the right to do business or practice a profession, the loss or suspension of which indicates dishonesty, a lack of integrity, or a failure or refusal to perform in accordance with the ethical standards of the business or profession in question.

Bidder understands that the city reserves the right to accept any or all bids in whole or part and to waive irregularities in any bid in the best interest of the city. The bid will be evaluated and awarded on the basis of the best value to the city. The criteria used by the city may include, but will not be limited to: ability, qualifications, timeframe, experience, price, type and amount of equipment, accessories, options, insurance, permits, licenses, other pertinent factors and overall capability to meet the needs of the city.

Bidder agrees that the bid may not be withdrawn for a period of sixty (60) days from the actual date of the opening of the bid.

Submitted by:				
Signature		Company Nan	ne	
Name and Title	(Print)	Company Add	ress	
Phone	Fax	City,	State,	Zip

### **EMAIL ADDRESS:**

#### Sole proprietorship/partnership/corporation

\_\_\_\_\_

If corporation, state of corporation

REFERENCES: (include name of organization, contact person, and daytime phone number).

2.\_\_\_\_\_\_
Contact Person: \_\_\_\_\_\_Telephone: \_\_\_\_\_\_

3.\_\_\_\_\_\_
Contact Person: \_\_\_\_\_\_Telephone: \_\_\_\_\_\_

SUBCONTRACTORS: (include name of organization, contact person, daytime phone number, and services to be performed).

1		
Contact Person:	Telephone:	
Services to be Performed:	-	
2		
Contact Person:	Telephone:	
Services to be Performed:		

3.\_\_\_\_\_\_Telephone:\_\_\_\_\_\_ Services to be Performed:



To:	Traverse City Arts Commission
From:	Harry Burkholder, DDA COO Katy McCain, DDA Community Development Director
For Meeting Date:	September 15, 2021
Memo Date:	September 13, 2021
SUBJECT:	City Banner Program

At our last meeting, we discussed an opportunity for the Arts Commission to place banners on the light poles through downtown. West Front Street was identified as a possible location, given that several of the banners are faded and/or in pour condition. We are still awaiting word from city staff on the replacement of banners along West Front. However, given that all of the banners are identical and serve as a "identifying" characteristic of that stretch of Front Street, the Arts Commission may want to consider other locations for such banners.

The process and cost to place banners on light poles is fairly simple and not expensive. I have attached the banner policy and banner program summary for context. As a citysponsored banner, our banners would receive top preference for location. The City of Traverse City

Office of the City Clerk

GOVERNMENTAL CENTER 400 Boardman Avenue Traverse City, MI 49684 (231) 922-4480 tcclerk@traversecitymi.gov



## CITY OF TRAVERSE CITY

### BANNER POLICY

A. <u>Purpose:</u> The purpose of the City of Traverse City's ("City") Street Banner Program is to make available specified City polices for the display of banners to Non-Profit Organizations and Governmental Units to assist in the advertising of Events sponsored by Non-Profit Organizations and Governmental Units in a manner that contributes to the Visual Interest of the City.

### B. Definitions:

- 1. Banner Committee: The Banner Committee shall be the City Manager or his or her designees.
- 2. Event: An activity or gathering occurring at a specified time.
- 3. Governmental Unit: The United States, a state, county, city, village, or township, or a board, department, commission, council, or agency thereof, or any other body which is created by state or local authority or which is primarily funded by or through state or local authority.
- 4. Non-Profit Organization: An organization meeting the requirements for taxexempt status under the Internal Revenue Code.
- 5. Primary Events: Those events that occurred primarily within the City at least once each year for a period of more than 5 consecutive years immediately preceding the year of application.
- 6. Secondary Events: Those events that have occurred primarily within the City at least once each year for a period of more than 2 consecutive years, but less than 5 consecutive years, immediately preceding the year of application.
- 7. Visual Interest: Special appeal, visual excitement, or a sense of fun.

## C. Eligibility:

- 1. In order to be eligible to display banners an applicant must demonstrate the following:
  - a. The applicant is a Non-Profit Organization or Governmental Unit;
    - b.That the banner advertises an Event sponsored by the Non-Profit Organization or Governmental Unit or highlights activities and interests occurring in or around the City; and
    - c. The banner contributes to the Visual Interest of the City.
- 2. Each application shall be reviewed to determine whether the proposed banner meets the eligibility criteria.
- D. <u>Applications:</u> Each application shall be on a form approved by the City and shall meet the following standards:
  - 1. <u>Time for filing:</u> A Banner Application shall be submitted to the Vendor no later than 30 days prior to the intended display period.
  - 2. <u>Contents:</u>
    - a.Name of Organization

Banner Policy Page 1 of 3 b.Proof of eligibility as a Non-Profit Organization or Governmental Unit.

- c.Name of Event or activity of interest.
- d.Date of Event
- e.Date(s) of any prior occurrence of the Event.
- f. Requested display location and dates.
- g.Preliminary sketch of the proposed banner, including proposed banner language.
- 3. <u>Filing:</u> The City's Street Banner Program is administered by a Street Banner Program Vendor (the "Vendor"). Requests to place banners shall be submitted to and reviewed by the Vendor in accordance with this Policy. The Vendor shall date and time stamp an application upon receipt.
- E. <u>Review Process:</u> Once a completed application is reviewed:
  - 1. The Vendor shall make an initial determination as to whether the proposed banner meets the eligibility criteria. In the event that the Vendor is unable to make this determination, the Vendor shall forward the application to the Banner Committee who shall review the application within 21 days of receipt to determine whether the application meets the eligibility criteria.
  - 2. If the application meets the eligibility criteria, the Vendor will determine space availability on a first come, first served basis with preference as follows:
    - a. City sponsored banners, including those from departments or sub-units of the City.
    - b.Primary Events.
    - c.Secondary Events.
    - d.Non-Profit Organization or Governmental Unit sponsored Events within the City, which are free to the public.
    - e.Non-Profit Organizations or Governmental Units sponsored Events within the City, which charge a fee for admission.
    - f. Non-Profit Organization or Governmental Unit sponsored Events outside of the City, but within Grand Traverse, Leelanau, or Antrim Counties.
    - g.Banners highlighting activities or interests in and around the City which are not Events.
  - 3. If the application meets the eligibility criteria and space is available, the Vendor will work with the applicant on design and art work.
  - 4. Once the design and art work is finalized the Vendor shall forward the application to the Banner Committee, who shall review the banner for compliance with this policy within 10 days of receipt of the application and art work.
- F. <u>Period of Display:</u> Banners associated with an Event shall be displayed no longer than two weeks after the conclusion of the Event and in no case longer than four weeks. All other banners may be displayed until the space is needed.
- G. <u>Fees:</u> Cost of the banner: Variable, but not to exceed the "not-to-exceed" cost provided for in the Street Banner Program Vendor Agreement to be paid directly to the Vendor. The Vendor shall provide a quarterly statement to the City demonstrating how many banners have been installed for the quarter and the fees collected.
- H. <u>Prohibitions:</u> The purpose of the Street Banner Program is to assist Non-Profit Organizations and Governmental Units in promoting Events sponsored by such entities and highlight activities or interests in and around the city in a manner that contributes to the Visual Interest of the City. In order to ensure that this purpose is met, no banner displayed shall contain:

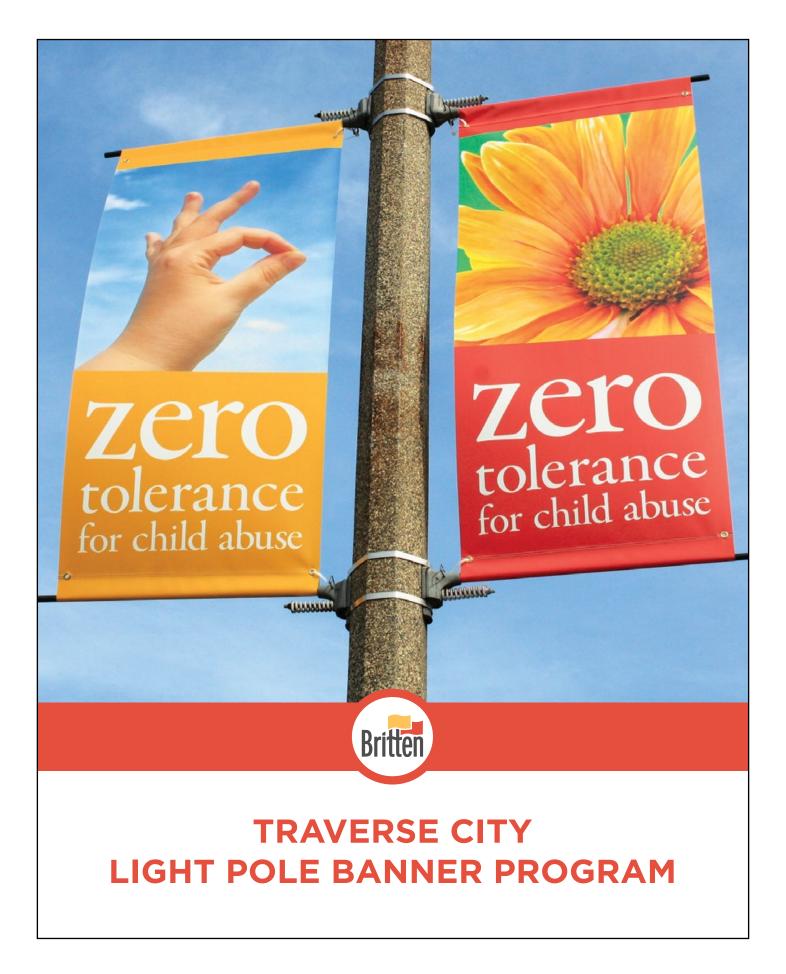
Banner Policy Page 2 of 3

- 1. Commercial advertising.
- 2. Political advertising.
- 3. Public issue advertising.
- 4. Other material incompatible with the purpose of this Policy.
- 5. Obscenity or fighting words.
- I. Appeal:
  - 1. A determination made by the Vendor may be appealed by the applicant to the Banner Committee within 7 days of the date of the Vendor's determination. Upon receipt of an appeal by an applicant, the Banner Committee shall review the application for compliance with this policy within 21 days from the date of appeal.
  - 2. Any determination made by the Banner Committee may be appealed to the City Commission within 7 days from the date of determination. Upon receipt of an appeal by an applicant, the City Commission shall consider the appeal at its next available, regular meeting. A decision of the City Commission on an appeal shall be final.

I hereby certify that the above policy was adopted by the City Commission of the City of Traverse City at its regular meeting of May 21, 2007, held in the Commission Chambers, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan.

Benjamin C. Marentette, CMC, City Clerk

Banner Policy Page **3** of **3** 





# **Traverse City Light Pole Banner Program**

# Introduction

The Traverse City Light Pole Program is a great way to show off the spirit and events of Traverse City utilizing light poles in the greater downtown Traverse City area. Britten, Inc. is the official vendor for this program and will provide your group with a complete turnkey service including the banners, installation, maintenance and removal.



Featuring Britten's Patented BannerSaver™ Bracket

# Eligibility

Any non-profit organization or governmental unit and/or event sponsored by a non-profit organization located in Grand Traverse, Leelanau or Antrim Counties may display banners on a first come, first serve basis. City sponsored banners and organizations within the City have preference should there be a conflict. "Banners may not include commercial advertising, political advertising, public issue advertising, obscenity or fighting words."



# What is the cost for the program?

\$150 per banner

#### Cost includes:

- Printing for 30"W x 72"H, double-sided banners on 15 oz. blockout vinyl and Fabrication
- Installation Services
- Patented BannerSaver brackets
- Replacement of individual banners
- Removal of banners
- Boxing of banners for pick-up at Britten, Inc.
- Maximum 30 days of event promotion. Britten has final determination regarding the date of banner removal.

Can I print banners this year and re-install them next year?

Yes, assuming you complete the appropriate paperwork. Re-installation costs are as follows:

- 1-10 banners \$70/banner
- 11-25 banners \$60/banner
- 26+ banners \$50/banner

# Questions? Call Scott Volz 231.995.8569 or visit BrittenStudios.com



# **Traverse City Light Pole Banner Program**

# How Do I Start?

 Fill out the attached application and submit it with artwork to your Britten sales representative. The application includes your preference for banner locations and dates.

2 Your artwork will be submitted for approval by the City of Traverse City Banner Committee. The Banner Committee has full and final say over acceptability of banner content. Final artwork needs to be provided in vector format or with high enough resolution for photographic images to meet the printing specifications of Britten, Inc.. Your Britten rep can provide you with our Art Requirements.

# **Additional Services**

**Design Services.** Do you need help designing your banners? Talk to your Britten Sales Rep regarding the art design services of the Britten Design Studio! Did you know the National Cherry Festival light pole banners were designed entirely in-house by Britten's Design Studio? We've built light pole banner programs for dozens of cities and municipalities around the country. The application and art must be submitted a minimum of 30 days prior to preferred installation date. A new application must be submitted each year and will be accepted up to 365 days prior to preferred installation date.

Repeat events must submit application on an annual basis.

**Event Solutions.** Britten specializes in event printing, products, and structural assembly; including sponsor banners, truss systems and tents. We also have our own installation crew—Britten Services—who handle events all over the country from start to finish. Ask for a complete Britten catalog and talk to your Britten advisor for ideas.



Artwork created entirely by Britten's Design Studio



# Questions? Call Scott Volz 231.995.8569 or visit BrittenStudios.com

Britten

# Traverse City Light Pole Banner Program

vent Name:	Event Date:
rior Event Dates:	
ontact Name:	Phone Number:
treet:	City: State: Zip:
rganization Tax I.D. #:	Are you requesting a re-installation of banners? 🔲 Yes 🔲 No
ow many banners will you be printing?	
escription of where you would like your banners in	nstalled:
rt files attached? 🔲 Yes 🗌 No	
he applicant agrees to hold the City of Traverse City he City of Traverse City for all expenses of litigation f negligence in the performance of the operation, s	by free and harmless from all liability that may be adjusted against it and to rein n in connection with the defense of claims as such liability and claims may arise service, or act for which the permit was issued.
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To:	Traverse City Arts Commission
From:	Harry Burkholder, DDA COO Katy McCain, DDA Community Development Director
For Meeting Date:	September 15, 2021
Memo Date:	September 12, 2021
SUBJECT:	Second Mural Project

Given the success and overwhelming interest in our pilot mural project, the Arts Commission has expressed interest in a second, larger mural project. In April, staff worked to develop an budget estimate for a large mural project (see below). In May, the Arts Commission had a fund balance of just over \$133,000.

\$7,500
\$500
\$250
\$250
\$1,000
\$500
\$5,000

The Arts Commission could utilize the same application process we just utilized for the pilot mural project. However, the Arts Commission might want to consider if there is a preference for a theme.