



Traverse City Arts Commission Regular Meeting

January 20, 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: January 15, 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:
c/o Katy McCain, DDA Community Development Director

(231) 922-2050
Email: katy@downtowntc.com
Web: www.traversecitymi.gov
303 E. State Street, Ste. C
Traverse City, MI 49686

Welcome to the Traverse City Arts Commission meeting!

Agenda

	Page
1. CALL TO ORDER, ATTENDANCE, ANNOUCEMENTS	
2. PUBLIC COMMENT	
3. APPROVAL OF MINUTES	
A. Consideration of minutes for the Arts Commission meeting of December 18, 2020 (approval recommended) December 16, 2020 Meeting Minutes - PDF	5 - 7
4. FINANCIALS	
A. Consideration of approving Financial Reports and Disbursements for Arts Commission (approval recommended) December 2020 Arts Commission Financials - PDF	9
5. PROJECT UPDATE	
A. Project Updates Project Updates Report - PDF	11 - 12
6. OLD BUSINESS	
7. NEW BUSINESS	
A. Mural Project Staff Memo - PDF MCACA Grant Application - PDF	13 - 22
8. PUBLIC COMMENT	
A. General	
B. Commissioners	
9. ADJOURNMENT	



**Minutes of the
Arts Commission for the City of Traverse City
Regular Meeting
Wednesday, December 16, 2020**

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

The following Commissioners were in attendance: Commissioner Ashlea Walter, Commissioner Charlotte Smith, Commissioner Chelsie Niemi, Commissioner Roger Amundsen, and Board Chair Leah Bagdon-McCallum

The following Commissioners were absent: Commissioner Megan Kelto and Commissioner Matt Ross

Chairperson Smith presided at the meeting.

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

(1)

Meeting called to order by Chairperson Smith at 3:35pm

(b) **PUBLIC COMMENT**

(1)

Susan Odgers- Human Rights Commission Chair. HRC has three priorities: 1) Homelessness 2) Criminal Justice Reform 3) Antiracism

Looking for HRC to collaborate more with the Arts Commission. Looking to work diversity into art. HRC is concerned about racist statues in TC. Encouraging continued collaboration and exchange of ideas.

(c) **APPROVAL OF MINUTES**

(1)

(d) **PROJECT UPDATE**

(1) Art on the TART Update (McCain)

- Smith looking to set up an e-blast list
- McCain states we have not seen RFQ's yet but they should be coming in

- Discussion of another blast to go out closer to the holidays
- List of artists...contact them directly

(e) **FINANCIALS**

(1)

(f) **OLD BUSINESS**

(1)

None

(g) **NEW BUSINESS**

(1) Mural Subcommittee Presentation/Findings (Smith)

- Mural project plan "livens up" Union Street
- A few different ideas tossed around
- Play off of word "Union" for mural series
 - Call for mural series of 10-20 spots
 - Small squares paired with artists
 - Emphasis on diversity
- Rough budget being put together
- Commissioner Niemi states stipend should be fair to cover travel, time, art and focus on Michigan artists with mural experience
- Use of free standing panels explained by Commissioner Walter
- Burkholder speaks on behalf of the DDA saying we would like one of the murals to be on a larger scale than 5x5
 - Chairperson Smith said it was based more of of a pedestrian POV vs car as of now
- Burkholder said we can start reaching out to the business owners asking if we can put the murals on their buildings

(2) Other Business

- Selection Committee Verification
- Subcommittee Update (will send list out)
- Donate Button on Website
- Add masterplan discussion to January meeting

(h) **PUBLIC COMMENT**

(1) General

Susan Odgers: Human Rights Commission would like someone from Arts Commission to speak at their next meeting on January 11th.

(2) Commissioners

- Commissioner Walter: Update from Rec Authority. Botanical Gardens getting new Children's Garden complete with a Colantha the cow sculpture.

No ETA on the completion.

- Commissioner McCullum: Looking forward to serve on the Arts Commission
- Chairperson Smith thanks Susan Odgers for commenting

(i) **ADJOURNMENT**

(1) Adjourned at 4:16 pm

Moved by Chelsie Niemi, Seconded by Leah Bagdon-McCallum

Yes: Ashlea Walter, Charlotte Smith, Chelsie Niemi, and Leah Bagdon-McCallum

Absent: Megan Kelto and Matt Ross

CARRIED. 4-0-2 on a recorded vote

Charlotte Smith, Chairperson

01/04/2021 03:40 PM
 User: KMARTIN
 DB: Traverse City

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
 PERIOD ENDING 12/31/2020
 % Fiscal Year Completed: 50.41

Page: 1/1

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

GL NUMBER	DESCRIPTION	2020-21 MENDED BUDGET	YTD BALANCE 12/31/2020	ACTIVITY FOR	AVAILABLE BALANCE	% BDGT USED
				MONTH 12/31/2020		
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



The City of Traverse City

MEMORANDUM

To: Arts Commission

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

For Meeting Date: January 20, 2021

Memo Date: January 15, 2021

SUBJECT: Project Updates

Art on the TART

The RFQ for the *Art on the TART* installation has been extended to January 31, 2021. The City has been notified, and an additional public notice was placed in the Record-Eagle. The extension has been updated on the Arts Commission website, as well as all social media. An extensive list of local artists was also notified and encouraged to spread the word. An additional press release is scheduled to go out to media within the week. 9&10 News featured the project in their January 4th newscast.

The revised timeline is as follows:

January 31, 2021: Application Deadline

February 8, 2021: Art Panel review artists' qualifications and select up to (3) finalists

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

Perry Hannah Statue

Staff has recently had discussions with city staff and is currently working through the due diligence needed to make updates to the Perry Hannah art installation. This entails looking at the budget, associated enhancement costs and speaking with partners who

were involved in the original creation of this piece. We plan to have a full report and recommendation for consideration at the February Arts Commission meeting.

On-line Donation Tools

Staff has had discussions with the City Treasurer, City Clerk and City Attorney regarding the addition of an on-line donation tab on the Arts Commission (and/or city's) website. The city is in conversation with two companies about such a service and we anticipate we'll have more clarity in March. Service needs, fees and processing are just some of the components that the city is working through with the two companies.

Arts Commission Administration

The contract with the DDA to provide administrative services to the Traverse City Arts Commission is set to expire in June. The Arts Commission will need to discuss and determine what type of arrangement it seeks to pursue. Options include continuing to contract with the DDA or consider another third-party administrator. This discussion would likely provide direction for the development of a new Master Plan for the Arts Commission.



The City of Traverse City

MEMORANDUM

To: Arts Commission

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

For Meeting Date: January 20, 2021

Memo Date: January 14, 2021

SUBJECT: Mural Project Update

We are in the process of applying for a MCACA mini-grant for the mural project. It was determined that the best way to receive future funding for this project would be to label this first phase of the project a "Pilot." To that end, we are working on doing two sets of 5x5 murals for this first phase. The grant application is attached for review. We are asking for \$4,000 to go towards artist payment. In order to have the funding carry over past 2021 (\$30,000 was allocated in the budget to "mural project and other"), a mural project fund could be established to hold the remaining balance and keep the budget balanced.



FY21 MCACA Grant Application

Grant Number: 21MG3344

Type of Application: FY21 Region 02 Minigrants Arts Project Round 2

Organization Details

Organization Name: TRAVERSE CITY DOWNTOWN DEVELOPMENT AUTHORITY

Other Common Name:

IRS Tax ID: 38-2289035

DUNS Number: 96-357-9938

Organization Status: 08 Government - Municipal

Institution: 16 Arts Council/Agency

Discipline: 05 Visual Arts

Physical Address: 303 EAST STATE STREET

City: TRAVERSE CITY

State: MI

Zip Code: 49684

Phone: (231) 313-3993

Website: tcpublicart.org



FY21 MCACA Grant Application

ADA Information

Americans with Disabilities Act (ADA) Information

Facilities and PROGRAMS accessible to persons with disabilities: Yes

ADA evaluation of your organization's facilities and programs been conducted: No

Date Completed: //

Staff and volunteers are trained in the organization's accessibility policies: Yes

Name of 504/ADA Coordinator: Penny Hill

Contact Details

Project Director: Katy McCain
Title: Director of Community Development

Address: 303 East State Street Suite 303

Address 2:

City Traverse City

State MI

Zip: 49684

Phone (231) 313-3993

Email katy@downtowntc.com



FY21 MCACA Grant Application

Project Details

Department: Traverse Arts Commission

Request Amount

Enter the grant amount requested for your project. Maximum \$4,000.

\$4,000

Project Description

Enter a description about the project. This description should describe what the organization plans to DO with the grant.

The 'Union' Mural Project Pilot is the beginning of a series of murals to be painted on buildings on Union Street in Traverse, City Michigan. The murals are in pairs of two, working together in the theme of UNITY. The grant will be used to pay four artist (two pairs of two murals).

Project's Primary Discipline

Visual Arts

Type of Activity

Creation of work of art/commission

Project Primary Counties. Select county or counties.

Grand Traverse



FY21 MCACA Grant Application

Expenses

Employee Expenses

Type	Cash	InKind	MCACA Share
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Non Employee Expenses

Expense	Cash	InKind	MCACA Share
Artist Stipend	\$8,000.00	\$0.00	\$4,000.00
	\$8,000.00	\$0.00	\$4,000.00

Additional Project Expenses

Expense	Cash	InKind	MCACA Share
Art Supplies	\$5,000.00	\$0.00	\$0.00
Mural Plaque/Signage	\$3,000.00	\$0.00	\$0.00
Artists Travel, Per Diem, etc.	\$4,000.00	\$0.00	\$0.00
	\$12,000.00	\$0.00	\$0.00

Other Expenses

Expense	Cash	InKind	MCACA Share
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Expenses Totals

	Cash	In-Kind	MCACA Share
Employee Expenses	\$0.00	\$0.00	\$0.00
Non Employee Costs	\$8,000.00	\$0.00	\$4,000.00
Additional Project Expenses	\$12,000.00	\$0.00	\$0.00
Other Expenses	\$0.00	\$0.00	\$0.00
Total Expenses	\$20,000.00	\$0.00	\$4,000.00



FY21 MCACA Grant Application

Revenue

Revenue - Earned

Revenue Earned	Amount
Ticket sales/Admissions	\$0.00
Tuition	\$0.00
Contracted Services	\$0.00
Total Revenue Earned	\$0.00

Revenue - Unearned (Corporate, Foundation, Private Support)

Corporation Name	Amount
Foundation Name	Amount
Private Support	Amount
Private Donations	\$0.00
Unearned Corporate, Foundation, Private Support	Amount
Total	\$0.00

Revenue - Unearned (Government Support - Federal, State, Local)

Federal - Government Support	Amount
State - Government Support	Amount
Local - Government Support	Amount
Government Support	Amount
Total	\$0.00

Revenue - Other Unearned Revenue (not listed above)

Other Unearned Revenue (not listed above)	Amount
Applicant Cash	\$16,000.00
	\$16,000.00
Other Unearned Revenue (not listed above)	Amount
Total	\$16,000.00

Revenue Totals

Amount



FY21 MCACA Grant Application

In-Kind Revenue (added from expenses)	\$0.00
MCACA Grant Request	\$4,000.00
Total Cash Match	\$16,000.00
Total Cash Revenue	\$20,000.00
Total Project Revenue	\$20,000.00



FY21 MCACA Grant Application

Attachments

Narrative

Submit up to four (4) narrative pages.

Do not use type size smaller than 12 point. Leave a minimum margin of 1" on all sides. Number pages and include the name of the organization on each page. (Information submitted beyond page four (4) will not be scored and will result in a lower score.) Refer to the appropriate grant program Guidelines' Review Criteria section (see link of guidelines above) and use as an outline/model. Address the Review Criteria in order. Panelists score an application based on the completeness of your answers to each Review Criteria, and some criteria are worth more points than others. MCACA encourages applicants to include hyperlinks and URLs of your website, links to videos, artist websites, marketing materials, Facebook pages, etc. that are pertinent to an organization's grant application.

.pdf files only

[Traverse_City_Arts_Commission_Narrative_.pdf](#)

153.8 KB - 01/14/2021 8:37PM

Total Files: 1

Key Staff/Personnel Bios

Provide appropriate staff and artist bios as it relates to your application/project, and how they are qualified to conduct the project. Appropriate bios may include: certified arts teacher involved in the planning of the project, teaching artist(s) being brought in, and/or classroom teacher where project is taking place.

.pdf files only

[Key_Staff_Bios.pdf](#)

116.4 KB - 01/14/2021 8:53PM

Total Files: 1

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FY21 MCACA Grant Application

Supplemental Material

Click the button below to upload documents (pdf files) that show evidence of public programming, samples of work, marketing, and promotional materials to support the application. Limited to four uploads.

[Union__Example_Murals.pdf](#)

18.7 MB - 01/14/2021 7:02PM

[Union__Possible_Site_Locations.pdf](#)

8 MB - 01/14/2021 7:00PM

Total Files: 2

Media Library

Click the button below to upload media related (video, audio or image files) files to support the application.

When a media file is uploaded then it can take a few minutes to be processed in the background. The processing is required so that files are copied to a media server and are converted into other formats to play on various devices. The preview thumbnail will appear as 3 dots until this is completed.