



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

**November 16, 2022**

**3:30 pm**

2nd Floor Committee Room, Governmental Center  
400 Boardman Avenue  
Traverse City, Michigan 49684

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

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# Welcome to the Traverse City Arts Commission meeting!

## Agenda

	Page
<b>1. CALL TO ORDER, ATTENDANCE, ANNOUNCEMENTS</b>	
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<b>2. CONSENT CALENDAR</b>	
A. Consideration of Approving the October 19, 2022 Arts Commission Meeting Minutes (approval recommended) - Burkholder <a href="#">October 19 2022 Arts Commission Draft Minutes - PDF</a>	5 - 7
B. Consideration of Approving the October 2022 Arts Commission Financials (approval recommended) - Burkholder <a href="#">Arts Commission October 2022 Financial Report PDF</a>	9
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<b>3. OLD BUSINESS</b>	
A. Art on the TART Project Update <a href="#">ART on the TART Project Update Memo (Burkholder) - PDF</a>	11
B. Banner Initiative Project Update <a href="#">Banner Initiative Project Update Memo (Burkholder) - PDF</a>	13 - 14
C. Petrakovitz Rotating Exhibit Project Update <a href="#">Petrakovitz Rotating Exhibit Update Memo (Burkholder) - PDF</a>	15 - 16
D. Mural Project Update <a href="#">Mural Project Update Memo (Burkholder) - PDF</a>	17
E. Strategic Planning Discussion <a href="#">Strategic Planning Memo (Burkholder &amp; Motil) - PDF</a> <a href="#">Draft Goal and Action Statements - PDF</a>	19 - 22
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<b>4. NEW BUSINESS</b>	
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<b>5. PUBLIC COMMENT</b>	
A. General	
B. Commissioners	
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<b>6. ADJOURNMENT</b>	



# CITY COMMISSION

## GOALS & OBJECTIVES

### 2022-2023

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#### **HOUSING & HOMELESSNESS**

Increase opportunities for more diverse housing through public and private options.



#### **ACCESS & MOBILITY**

Invest in multi-modal mobility strategies and existing and future infrastructure so that individuals of all ages, abilities and income have a network of complete, barrier free, safe, year round access to our community's amenities and basic needs.



#### **CONNECTING PEOPLE WITH EACH OTHER AND NATURE**

Invest in facilities and amenities in order to create vibrant City spaces that connect all people to nature and to each other.



#### **ECONOMIC DEVELOPMENT**

The City will foster economic development by adopting a growth mentality and by conserving and maintaining natural resources. It will work with partners to invest in and maintain amenities that support a wide variety of industries, build the workforce, and attract well-paying jobs with the region's future in mind.



#### **WATER SYSTEMS**

Proactively and consistently maintain, conserve, and manage water and water systems to reduce harm to the systems themselves as well as public health and safety.



#### **CLIMATE CHANGE**

Address climate within all of our City priorities, goals, policies, and actions.





**Minutes of the  
Arts Commission for the City of Traverse City  
Regular Meeting  
October 19, 2022**

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 Niemi, Commissioner Nance, Commissioner Hoisington, Commissioner Walter, Commissioner Amundson,

The following Commissioners were absent: Commissioner Stanley and Commissioner Early

Chairperson Amundson presided at the meeting.

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

(b) **CONSENT CALENDAR**

- (1) Consideration of Approving the July 20, 2022 Arts Commission Meeting Minutes (approval recommended) - Burkholder
- (2) Consideration of Approving the September 21, 2022 Arts Commission Meeting Minutes
- (3) Considerations of Approving the September Arts Commission Financials (approval recommended) - Burkholder  
Motion to approve the consent calendar

Moved by Chelsie Niemi, Seconded by Steve Nance

**Yes:** Chelsie Niemi, Roger Amundsen, Joshua Hoisington, and Steve Nance

**Absent:** Ashlea Walter, Mi Stanley, and Caitlin Early

**CARRIED. 4-0-3 on a recorded vote**

(c) **OLD BUSINESS**

- (1) Art on the TART Project Update

Mr. Burkholder noted the progress and schedule of the art installment at 16th Street.

(2) Banner Initiative Project Update

- Mr. Burkholder noted he received interest in the banner initiative from the Children's House Middle School.
- Commissioner Hoisington noted he was expected to hear from Interlochen today.
- Commissioner Early will provide an update at the November meeting.

(3) Paint it Forward Grant Program Update

- Mr. Burkholder updated the application page and noted he would have the one-page summary for the November meeting.
- The Commission decided that the program should have a rolling application.

(4) Petrakovitz Rotating Exhibit

- Mr. Burkholder noted he was able to connect with Mr. Petrakovitz.
- Commissioners decided to offer a one-year extension (until April 2024), for a total of \$2,000 to Mr. Petrakovitz.
- Mr. Burkholder noted he would discuss the term with the artist and then work with city administration to extend the contract.

(5) Mural Project Discussion

- The Commission decided it wanted to pursue an effort to create a mural festival for the fall of 2023.
- Mr. Burkholder noted he would work to pull together a meeting with art/community stakeholders to gauge their interest in participating in the festival.

(6) Strategic Planning Discussion

Ms. Motil facilitated a discussion and activity with the Commission.

(d) **PUBLIC COMMENT**

(1) General

(2) Commissioners  
Motion to adjourn

Moved by Chelsie Niemi, Seconded by Roger Amundsen

**Yes:** Ashlea Walter, Chelsie Niemi, Roger Amundsen, Joshua Hoisington, and Steve Nance

**Absent:** Mi Stanley and Caitlin Early

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

(e) **ADJOURNMENT**

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Roger Amundson, Chairperson

Draft





GL NUMBER	DESCRIPTION	ACTIVITY FOR					
		2022-23YTD BALANCE	MONTH ENCUMBERED	ENCUMBERED	%	BDGT	
		ENDED BUDGET	10/31/2022	10/31/22	YEAR-TO-DATE	BALANCE	USED
Fund 282 - PUBLIC ARTS COMMISSION FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
282-000-674.000	CONTRIBUTIONS-PUBLIC SOUR	5,000.00	0.00	0.00	0.00	5,000.00	0.00
282-000-695.000	TRANSFERS IN	30,000.00	0.00	0.00	0.00	30,000.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		35,000.00	0.00	0.00	0.00	35,000.00	0.00
TOTAL REVENUES		35,000.00	0.00	0.00	0.00	35,000.00	0.00
Expenditures							
Dept 282 - PUBLIC ARTS COMMISSION							
282-282-801.000	PROFESSIONAL AND CONTRAC'	35,000.00	8,200.00	8,200.00	17,281.28	9,518.72	72.80
282-282-930.000	REPAIRS AND MAINTENANCE	0.00	1,098.73	0.00	0.00	(1,098.73)	100.00
Total Dept 282 - PUBLIC ARTS COMMISSION		35,000.00	9,298.73	8,200.00	17,281.28	8,419.99	75.94
TOTAL EXPENDITURES		35,000.00	9,298.73	8,200.00	17,281.28	8,419.99	75.94
Fund 282 - PUBLIC ARTS COMMISSION FUND:							
TOTAL REVENUES		35,000.00	0.00	0.00	0.00	35,000.00	0.00
TOTAL EXPENDITURES		35,000.00	9,298.73	8,200.00	17,281.28	8,419.99	75.94
NET OF REVENUES & EXPENDITURES		0.00	(9,298.73)	(8,200.00)	(17,281.28)	26,580.01	100.00



**To:** Traverse City Arts Commission  
**From:** Harry Burkholder, DDA COO  
**Memo Date:** November 11, 2022  
**Subject:** 16<sup>th</sup> Street ART on the Tart

Thank you to everyone to helped with installation and the ribbon-cutting ceremony! I have ordered the sign from Image 360, and it should be installed within the next 30 days.

On a similar note, I discussed the increased prices for signage with Image 360, especially as it relates to similar signage that was produced for TART on the Boardman Lake Loop. He noted that the cost difference was related to economy of scale (TART ordered more than one sign), there was not install fee on the order, and the post/mounting was substantially different.

I also reached out to get a quote from Signplicity and it was substantially more than the Image 360 quote.





## MEMORANDUM

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**To:** Traverse City Arts Commission  
**From:** Harry Burkholder, DDA COO  
**Memo Date:** November 14, 2022  
**Subject:** Banners RFP – West Front Street

As you recall, the RFP for the West Front Street Banner Initiative was extended to August 15<sup>th</sup>. We received two submissions from Micheal Sinsic and Justin Shull.

At our September meeting, the Arts Commission agreed that we would work with Mr. Shull on a hand-full of banners and discussed recruiting/securing additional artists (outside the RFP process). I have reached out to the Children's House Middle School, and they are very interested in working with the Arts Commission on this project.

Commissioner Early was planning to reach out to two local artists and Mr. Hoisington was planning to reach out to Interlochen following our last meeting.

We'll plan to discuss the results of those efforts to reach out and next steps at our meeting.





## MEMORANDUM

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**To:** Traverse City Arts Commission  
**From:** Harry Burkholder, DDA COO  
**Memo Date:** November 11, 2022  
**Subject:** TART Trail Rotating Exhibit

At our October meeting, we agreed to offer Mr. Petrakovitz a one-year extension (for a fee of \$2,000) for his four art pieces along the TART Trail. His current contract expires in April of 2023. I have reached out to Mr. Petrokovitz regarding the terms of the proposed extension and he is agreeable. I will work with the city attorney to develop a new contract and seek City Commission approval.







## MEMORANDUM

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**To:** Traverse City Arts Commission  
**From:** Harry Burkholder, DDA COO  
**Memo Date:** November 14, 2022  
**Subject:** Mural Project

At our September meeting I presented an idea and notes from a discussion with Jacqueline Austin, the co-director of "Bright Walls" (the successful mural festival in Jackson Michigan) about a possible mural festival in Traverse City. At our October meeting, the Arts Commission agreed to reach out to a handful of organizations to gauge their interest in such a festival.

I reached out to the Northwest Arts and Culture Network, Traverse City Tourism, Traverse Connect and Arts For All. I am happy to report that each organization expressed interest in the idea and are willing to meet to discuss the opportunity. Our next step is to schedule a meeting date for early December. In addition, we need to identify any other organizations we may want to invite





## MEMORANDUM

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**To:** Traverse City Arts Commission  
**From:** Megan Motil & Harry Burkholder, DDA COO  
**Memo Date:** November 14, 2022  
**Subject:** Strategic Plan Update

The purpose of this memo is to share a brief activity update regarding the strategy and governance effort being undertaken by the Arts Commission.

### **Development of Strategic Goals & Action Goals**

Attached are the draft strategic goals and action steps generated as a result of the Arts Commission's exploration and group discussion at the October 14<sup>th</sup> meeting. Please consider this a "working" document.

Megan will be on hand to facilitate the next strategy session with us on November 16.



## DRAFT STRATEGIC GOALS

### GOVERNANCE AND OPERATIONAL GOALS & DESIRED IMPACTS

- Focus on work guided our mission, vision, priorities, and procedures, and create and maintain clarity regarding roles and responsibilities so that we make decisions efficiently and effectively in alignment with the Arts Commission's purpose.
- Update our program and project management approach and tools so that we can operate efficiently and effectively.
- Conduct productive meetings and execute our work in a timely manner so that we can increase community members' experiences and engagement with public art.
- Fully integrate a value for diversity, equity, inclusion, and belonging into our work by adopting policies and procedures to guide our actions and investments.
- Work closely with other City Commissions and departments so that public art may be integrated into public infrastructure projects and considered during the site plan review process.
- Expand involvement in the Arts Commission.

### PROGRAMMATIC GOALS & DESIRED IMPACTS

- Celebrate the community's history and diversity through public art.
- Host high-impact events. Host a successful inaugural mural event and festival.
- Build and nurture deeper relationships with individual, corporate, and nonprofit partners to increase the amount of art in public spaces.
- Prioritize our projects so that we may work in a measured and focused way.
- Focus on installing high visibility art and creating high impact pop-up projects so that public art efforts engage and benefit a greater number of community members across the entire City.
- Diversify the types of art people are experiencing in public spaces.
- Work with and curate a collection of public art from diverse artists.
- Expand the amount of art in public spaces outside of the downtown core.
- Explore different revenue models, including more collaborative grants or fundraising campaigns for projects, programs, or specific locations through partnerships so that the Arts Commission can leverage limited public resources for a greater benefit and impact.

## DRAFT ACTION STEPS

- Explore the potential to use Asana or Monday, or some other project management software by December March 2022.
- Communicate about upcoming events and opportunities by December 2022.
- Brainstorm mural festival with partners by December 2022.
- Prioritize three-year projects and programs by March 2023.
- Develop a three-year timeline and schedule for all priority projects and programs by March 2023.
- Clarify roles and possibilities of the Arts Commission, committees, staff, and partners by March 2023.
- Refine the scope and membership composition of subcommittees, and host more working sessions for these committees outside of board meetings by March 2023.
- Develop a funding plan with estimated sources and uses that aligns with the priority projects and programs by May 2023.
- Spend more time at Commission meetings making decisions, rather than hearing updates or brainstorming, planning, or managing tasks associated with projects and programs.
- Delegate work tasks and some decisions to staff and committees in alignment with the Commission's goals and priorities.