



DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

m e m o r a n d u m

TO: Laurel Lunt Prussing, Mayor,

FROM: Elizabeth H. Tyler, FAICP, Director, Community Development Services

DATE: May 1, 2014

SUBJECT: **Annual Public Arts Program Review and Program Plan for Fiscal Year 2014-2015**

Introduction

The City of Urbana recognizes that the arts are essential to the vitality of the City, and can help bolster quality of life, serve as an economic development engine, and raise cultural awareness. The Urbana Public Arts Program, established by ordinance on April 21, 2008, has completed its sixth full year of program implementation and has prepared a plan for fiscal year 2014-2015. As stated in the ordinance establishing the Public Arts Commission and Public Arts Program, the Public Arts Commission is to prepare and present an Annual Public Arts Program Plan to the Mayor and City Council for consideration as part of the City budgeting process. The attached Public Arts Program Plan for fiscal year 2014-2015 (Exhibit A) was approved by the Urbana Public Arts Commission during its April 8, 2014 meeting (Exhibit B.) The program plan describes the program goals, means of achievement, proposed expenditures, sources of supplemental revenue, schedule of execution, necessary resources, and responsibilities planned for the upcoming fiscal year.

Background

The mission of the Urbana Public Arts Program is to provide programming and services that support a city where artists thrive and are valued, and where all residents may engage with the arts in its many forms. The arts, as used in this program, include but are not limited to music, theatre, visual arts, dance, creative writing, film/video, crafts, performing arts, spoken word, environmental arts, multimedia arts, architectural arts, landscape architecture, and emerging media. On April 21, 2008, the Urbana City Council adopted an ordinance which established a Public Arts Commission and Public Arts Program for the City of Urbana. The Public Arts Commission held its first monthly meeting on September 24, 2008 as the arts advisory body for the City. In April 2009, the first Program of Work for the Urbana Public Arts Program was approved and program implementation began.

The Public Arts Commission FY 2013-2014:

- Patricia Sammann, Chair, retired editor, arts patron
- Virginia Waaler, Vice Chair, Member of Champaign-Urbana Symphony Orchestra Guild, member of National Society for Arts and Letters, local arts patron and advocate
- Gregory Chew, Emeritus Urbana High School English, speech, and drama faculty and Director of Theatre
- Barbara Hedlund, Musician, Teacher, Publisher
- Ilona Matkovszki, archeologist, Ph.D. student in Landscape Architecture, University of Illinois
- Robin Douglas, University of Illinois School of Art & Design Art Education chair and a professor for over 30 years, Chancellor's Honors faculty, Spurlock Museum Board and Krannert Art Museum Council member.
- Eric Jakobsson, Professor Emeritus of Biochemistry, Molecular and Integrative Physiology, Biophysics, Bioengineering and Neuroscience at the Beckman Institute for Advanced Science and Technology, University of Illinois, City Council Alderman.
- John Morrison, Retired Illini Union Art Director, University of Illinois; arts patron
- Kevin Hamilton, Artist, Interaction Designer, Scholar; Associate Professor of New Media at the University of Illinois, Urbana-Champaign.

Program Overview

FY13-14 was a productive year for the Urbana Public Arts Program. One highlight of this fiscal year was the installation and dedication of the public sculpture *Byways to Equality* by Illinois artist Preston Jackson in King Park. Additionally, the Urbana Public Arts Program awarded 32 Urbana Arts Grants, installed and dedicated two Royer plaques at Urbana Free Library and the Landmark Hotel, featured five art exhibits through the Artist of the Corridor program, spotlighted the work of nine local artists through the *Art Now!* UPTV program, and received a fourth Illinois Arts Council Program Grant for general operating expenses.

Program Review of FY 2013-2014

On April 22, 2013, the Mayor and City Council approved the Public Arts Program Plan for FY 13-14. During FY 13-14, City staff and the Public Arts Commission have worked to implement the Program Plan and have seen success in a number of areas. The Commission subcommittees, listed below, have been integral to this process:

- Fundraising Subcommittee
 1. Patricia Sammann
- Urbana Arts Grants Subcommittee
 1. Patricia Sammann
 2. Kevin Hamilton
- Downtown Arts Planning Subcommittee
 1. Patricia Sammann
 2. Robin Douglas
- Marketing and Promotions Subcommittee

- 1. Barbara Hedlund
- 2. Patricia Sammann
- Martin Luther King Jr. Project Subcommittee
 - 1. John Morrison
 - 2. Virginia Waaler
- Joseph Royer Arts and Architecture Planning Subcommittee
 - 1. Gregory Chew
 - 2. Ilona Matkovski
- UPTV *ArtNow!* Subcommittee
 - 1. Pat Sammann
 - 2. Gregory Chew
 - 3. Virginia Waaler
- Arts in the Schools Subcommittee
 - 1. Barbara Hedlund
 - 2. Gregory Chew

Resource and Program Development

The Public Arts Commission and staff recognize the importance of cultivating a broad revenue base to increase the capacity of the Public Arts Program. An ongoing partnership with the Urbana Business Association (UBA) called Business Backs the Arts has provided additional funding for Urbana Arts Grants. The UBA again donated \$5,000 in FY13-14 to recognize the positive impact the arts have on Urbana businesses. In April 2013, City staff applied for a general operating support Program Grant in the visual arts category from the Illinois Arts Council for activities taking place between September 1, 2013 and August 31, 2014. In August, staff was notified that the Urbana Public Arts Program was awarded a grant of \$4,100, its fourth subsequent grant from the Illinois Arts Council.

Partnerships

In FY13-14, the Urbana Public Arts Program partnered with a variety of local organizations to promote arts in the area, including 40 North | 88 West: The Champaign County Arts Council, the Urbana Park District, the University of Illinois College of Fine and Applied Arts, Parkland College, the Urbana Free Library, the Champaign County Economic Development Corporation, the C-U MTD, the Public Art League of Champaign-Urbana, Arts Alliance Illinois, the Illinois Arts Council, Urbana School District #116, and the Champaign-Urbana Schools Foundation.

Marketing

In FY13-14, the Public Arts Program has utilized printed marketing materials, advertising in print and online publications, social media, and the City website to promote its programs and initiatives. These include frequent press releases to the media, a monthly e-mail newsletter, feature stories on the City website, online ads and postings on SmilePolitely.com and Chambanamoms.com, and maintaining a Facebook page and Twitter account. The program currently has 549 e-mail subscribers (an increase of 31 subscribers since FY12-13), 706 Facebook fans (increase of 118 fans), and 1027 Twitter followers (an increase of 433 followers.) For specialized projects, such as calls for artists, announcements have been publicized via regional and national listservs. Various projects have been promoted and featured in local

media during this fiscal year, with articles appearing in SmilePolitely and the News-Gazette. Print materials, including the Urbana Public Arts Program postcard, brochure, and a seasonal guide to area arts classes. Staff has worked with the City of Urbana Marketing Coordinator, Urbana's Market at the Square, and the Urbana Business Association to share costs related to marketing the program in online, print, and radio ads. This has allowed for a significantly increased presence in advertising, with ads appearing in such publications as the Buzz, The News-Gazette E3 section, and various campus guides.

Status of Public Arts Program of Work for FY 13-14

The following is a status report for the programs described in the FY 13-14 Program Plan.

1. Urbana Arts Grants Program

2013 grant projects are completed, with recipients presenting Final Reports to the Public Arts Commission. Guidelines and applications for the 2014 Urbana Arts Grants Program were made available in October 2013 following evaluation of the previous year and revision by the Urbana Arts Grants subcommittee and staff. 2014 Urbana Arts Grant applications were due on January 17, 2014. Two jury panels reviewed the 40 applications that were received and selected 32 projects for funding. These projects were approved by the Public Arts Commission at its March 11, 2014 meeting. Fifty people attended an announcement reception to celebrate the funded projects, held at Pizza M in Urbana, on April 3, 2014. All 2014 projects are now underway.

2. Boneyard Creek Public Art

In FY12-13, the City broke ground on the Boneyard Creek Beautification project and began the construction phase. Seattle artist Jack Mackie, who was selected by the Public Arts Commission using a Request for Qualifications process in FY11-12 to design public art elements, has worked with City staff, O'Neill Brothers, Foth Engineers, and Wenk Landscape Architects as this phase of the project has progressed. In conjunction with the scheduled completion of the Boneyard Creek Project in late summer August/September 2014, the Commission's Downtown Arts Planning subcommittee is planning a roster of various arts activities such as temporary public art installations, a possible mural adjacent to the park, musical events and art workshops for families and children to celebrate the opening of the park and public art project, both at the time of opening in late summer 2014 and leading through early 2015.

3. Downtown Arts Planning: Murals on Glass

In FY12-13, the Downtown Arts subcommittee developed a new initiative called "Murals on Glass" that featured art by Champaign County artists on the northeast and south towers of the downtown parking deck and the Urbana Business Association's office windows. Reproduced as vinyl decals that adhere directly to the windows, the project has brought positive attention to Downtown Urbana and created opportunities for local artists. The project has been popular enough that other community groups have expressed interest in implementing their own versions of "Murals on Glass." The 14-15 fiscal year is an off year for the funding of this project. This initiative is due to be evaluated for funding in FY15-16.

4. Urbana Sculpture Project

In FY12-13 the Commission renewed the leases of two sculptures located in downtown Urbana and removed the two sculptures located on Philo Road when their leases expired. Partnering with the Public Art League of Champaign-Urbana, the Commission also installed two new tree-themed

sculptures and one new sculpture on Philo Road on two-year temporary leases. These five sculptures are leased through FY13-14.

- *Fanfare*, by Shawn Morin, located in the Iron Post Courtyard on Elm Street and Race Street.
- *Bench 9*, by Barry Hehemann, located near the Urbana Free Library on Green Street.
- *Splintering Continuity*, by Beth Nybeck, located on Colorado Avenue and Philo Road in front of CVS, leased through partnership with the Public Art League.
- *Fortitude IV*, by Mark Krucke, located in front of Crane Alley on Main Street, leased through partnership with the Public Art League.
- *The Wind in the Trees*, by Catherin Hoskinson, located in front of Cinema Gallery on Main Street, leased through partnership with the Public Art League.

5. Arts Programming at Urbana's Market at the Square

In FY13-14, the Urbana Public Arts Program offered free, all-ages arts programming during the 2013 Market at the Square. Once a month, Art at the Market workshops were offered from 8:00 AM to 12:00 PM along with a new initiative, Performances at the Market, from 9:30 AM to 11:30 AM. Over 600 people of all ages participated in these events. The following workshops and performances were presented:

- May 11, 2013: Low Tech Printmaking with artist Lisa Kesler. Music performance by Desafinado.
- June 22, 2013: T-shirt to Tote Bag with Makerspace Urbana. Music performance by Ryan Groff of Elsinore.
- July 20, 2013: CD Weaving with Kathryn Fitzgerald. Music performance by The Turinos.
- August 17, 2013: Letterpress with Soybean Press. Music performance by Los Guapos.
- September 28, 2013: Re-Use, Re-Purpose, Re-Create with the IDEA Store. Music performance by the Michael Fenoglio Trio.

Staff is currently publicizing the 2014 Art at the Market series of workshops and performances.

6. Joseph Royer Arts and Architecture District Planning

In FY13-14 two Royer plaques (one for Urbana Free Library and one for the Urbana Landmark Hotel) were fabricated. Both plaques were unveiled and installed as part of the 2014 Boneyard Arts Festival and Illinois Sister Cities Association Annual Meeting on April 12, 2014.

7. Art in the Schools

In FY13-14, the \$3,000 budgeted for this program went to support arts educational programming in Urbana School District #116 at King School as related to the King Park Public Art Project. The program involved both a music and art component in class and then a dedication assembly. The program reached over half of the student population of King School (roughly 170 students) and taught students about the importance of Martin Luther King Jr., his work, and the civil rights movement. The program was created and administered by Cara Maurizi and Sarah Tavis of King Elementary School. The dedication assembly and program took place in January 2014.

8. Artist of the Corridor

In FY13-14, three-month exhibitions featured photographs of Urbana's Market on the Square, artists Steve Kostell, Meredith Foster, Jason Patterson and Legacy Tree Grade School Artwork by Prairie School and University Primary School students.

9. Art Now! UPTV Program

Art Now! is a 30-minute UPTV program that features monthly interviews with local artists. In FY13-14, Public Arts Commissioners Pat Sammann and Greg Chew have produced nine new episodes in collaboration with UPTV. A new episode premieres every month and airs Monday at 6:30 PM and Tuesday at 11:00 PM on UPTV Channel 6. All episodes are available for viewing online <http://www.urbanaininois.us/artnow>.

10. King Park Public Art Project

In FY13-14 the King Park Public Art Project was completed with the installation of Preston Jackson's *Byways to Equality* sculpture in King Park on December 17, 2013 and a subsequent dedication ceremony and reception on April 19 2014.

Proposed Public Arts Program Plan for FY 2014-15

Significant components of the Program Plan for the seventh full year of the Public Arts Program include the addition of various art events and programming associated with the completion of the Boneyard Creek Beautification Project, the completion of the construction phase of the Boneyard Creek Beautification Project, the 2015 Urbana Arts Grant cycle, the second iteration of the Urbana Sculpture Project, and monthly art workshops and performances at Urbana's Market at the Square. Additionally, the Artist of the Corridor exhibition space in the City building and the *Art Now!* UPTV program will continue. As always, the Program will prioritize community accessibility to the arts, artist accessibility to resources, and opportunities for collaboration and partnerships. In-depth information about each program and a plan of execution is provided in the attached Public Arts Program Plan for FY14-15 (Exhibit A.)

Fiscal Impact

The Annual Public Arts Program Plan for FY 14-15 describes programmatic goals, timelines, and expenditures. A list of the programs being pursued for FY 14-15 and corresponding expenditures, totaling **\$75,100**, appears on page 14 of the Annual Public Arts Program Plan for FY 14-15 (Exhibit A.) Sources of revenue for the Public Arts Fund in FY14-15 appear as well on page 14 and total to **\$75,100**. These sources are:

- \$44,000 from TIF districts
- \$2,000 in T3 license fees
- \$5,000 donation from the Urbana Business Association for the Business Backs the Arts category of Urbana Arts Grants.
- \$5,000 of encumbered funds remains for Urbana Public Arts Program fundraising matching funds and marketing support
- \$4,100 grant from the Illinois Arts Council
- \$15,000 from CIP funds

- Additional revenue for FY 14-15 has been sought from the Illinois Arts Council and further revenue will also be solicited through various grant initiatives.

Suggested Urbana Public Arts program expenditures totaling **\$75,100** for FY14-15 include:

- \$47,500 for Urbana Arts Grants
- \$10,000 for Urbana Sculpture
- \$4,100 for Boneyard Creek projects
- \$3,000 for Art & Performance at the Market
- \$3,000 for Art in the Schools
- \$3,900 for Marketing expenses
- \$3,600 for a summer and spring intern

Recommendations

Staff requests that the Mayor and Council review the attached Annual Public Arts Program Plan for fiscal year 2014-15 (Exhibit A) and pass a motion for approval of the programs, along with any suggested changes.

Prepared by:

Lisa Hatchadoorian, Public Arts Coordinator

Attachments:

Exhibit A: Annual Public Arts Program Plan for FY 14-15

Exhibit B: Draft Minutes from April 8, 2014 Urbana Public Arts Commission Meeting

City of Urbana Annual Public Arts Program Plan for Fiscal Year 2014-2015

Introduction

One of the duties assigned to the Public Arts Commission is to prepare and present an Annual Public Arts Program Plan to the Mayor and Urbana City Council for consideration in the City budgeting process. Per the Ordinance Establishing the Public Art Commission, the Annual Public Arts Program Plan should identify specific program goals for the year, a means of achievement, proposed expenditures, sources of supplemental revenue, a schedule of execution, necessary resources and responsibilities, and an implementation plan to address the goals.

Significant components of the Program Plan for the seventh full year of the Public Arts Program include the 2015 Urbana Arts Grant cycle, the second iteration of the Urbana Sculpture Program, monthly art workshops and performances at Urbana's Market at the Square, the completion of the construction phase of the Boneyard Creek Beautification Project including public art and art events, and the completion of the King Park Public Art Project. As always, the Program will prioritize community accessibility to the arts, artist accessibility to resources, and opportunities for collaboration and partnerships.

Program Mission

The Urbana Public Arts Program provides programming and services that create a city where artists thrive and are valued, and where all residents engage with art in its many forms.

Goals

The goals for the Public Arts Program are based upon goals and objectives listed in the Ordinance Establishing the Public Arts Commission and Program, the Public Arts Program 2008 Community Input Report, the Public Arts Commission's 2012-2017 Five Year Plan, and the 2012 Urbana City Council and Mayor Goals.

Means of Achievement

The following program of work, as well as partnerships and marketing, will serve as the means to achieve the Public Arts Program goals. The program elements described below have been identified based on the ability to achieve success in the given time frame, the ability for the program to grow, cost and budget considerations, and the potential to leverage private dollars. Further program development will be undertaken by Public Arts Commission subcommittees in coordination with City Staff. The following subcommittees, and the members thereof, will assist in providing research and guidance to staff as each area is further developed.

Public Arts Commission Subcommittees- FY 14-15

- Fundraising Subcommittee
 1. Patricia Sammann
- Urbana Arts Grants Subcommittee

1. Pat Sammann
 2. Kevin Hamilton
- Downtown Arts Planning Subcommittee
 1. Patricia Sammann
 2. Robin Douglas
 - Marketing and Promotions Subcommittee
 1. Barbara Hedlund
 2. Patricia Sammann
 - Corridor Beautification Subcommittee (Focus Areas: Philo Road, the Boneyard Creek Master Plan, Cunningham Avenue, Lincoln Avenue and University Avenue)
 1. Pending
 - Martin Luther King Jr. Project Subcommittee (after April 2014, committee is finished)
 1. John Morrison
 2. Virginia Waaler
 - Joseph Royer Arts and Architecture Planning Subcommittee
 1. Ilona Matkovszki
 2. Gregory Chew
 - UPTV *ArtNow!* Subcommittee
 1. Pat Sammann
 2. Gregory Chew
 - Arts in the Schools Subcommittee
 1. Barbara Hedlund
 2. Gregory Chew

Partnerships

In FY13-14, the Urbana Public Arts Program partnered with a variety of local organizations to promote arts in the area, including 40 North | 88 West: The Champaign County Arts Council, the Urbana Park District, the University of Illinois College of Fine and Applied Arts, Parkland College, the Urbana Free Library, the Champaign County Economic Development Corporation, the C-U MTD, the Public Art League of Champaign-Urbana, Arts Alliance Illinois, the Illinois Arts Council, Urbana School District #116, and the Champaign-Urbana Schools Foundation. The Public Arts Commission will continue to work with these groups in FY14-15, as well as to expand its partnerships with organizations and businesses in the community.

Marketing

In FY13-14, the Public Arts Program has utilized distribution of marketing materials, advertising in print and online publications, social media, and the City website to promote its programs and initiatives. These include frequent press releases to the media, sending an e-mail newsletter twice a month, feature stories on the City website, online ads on SmilePolitely.com and Chambanamoms.com, and maintaining a Facebook page and Twitter account. The program currently has 549 e-mail subscribers (an increase of 30 subscribers since FY12-13), 700 Facebook fans (increase of 118 fans), and 993 Twitter followers (an increase of 425 followers.)

For specialized projects, such as calls for artists, announcements have been publicized via regional and national listservs and listed on websites such as the Chicago Artist Resource and the Public Arts Network. Various projects have been promoted and featured in local media during this fiscal year, with articles appearing in SmilePolitely and the News-Gazette. Print materials, including the Urbana Public Arts Program postcard, brochure, and a seasonal guide to area arts classes have been distributed in FY13-14.

Staff has worked with the City of Urbana Marketing Coordinator, Urbana's Market at the Square, and the Urbana Business association to share costs related to marketing the program in online, print, and radio ads. This has allowed for a significantly increased presence in advertising for the program, with ads appearing in such publications as the Buzz, The News-Gazette E3 section, and various campus guides. In addition, staff has partnered with City of Urbana Marketing Coordinator to produce and share new advertising at the Art Theater Co-op for 6 months. In FY14-15, Staff will continue to work in partnership with these entities to allow for an expanded marketing presence for the Urbana Public Arts Program. The goal will be to raise public awareness of the program overall, as well as to market specific special events and programs such as Urbana Arts Grants and the resulting programs, Urbana sculpture, Art and Performance at the Market, and the Boneyard Project.

Estimated Expenditure in FY 14-15: \$3,900. The increased budget for marketing will be used for ongoing promotion of the Urbana Public Arts Program, including production of more printed promotional materials to advertise the program, event costs, and advertising via print, radio, and online sources.

Fundraising

On February 12, 2013 Public Arts Commission approved a fundraising initiative called "Keep It or Change It" that would allow citizens to donate money toward the lease renewal and/or purchase price of the temporary sculptures on display sculptures. City legal staff are concerned about the approach to the program with regard to fundraising by City officials. As a result, Community Development staff are reviewing options for other fundraising avenues, such as foundations, non-profits and crowdsourcing platforms, specific to governmental entities. The goal for FY 14-15 is to develop a fundraising program that addresses the legal concerns and also helps to maintain the program.

Estimated Expenditure in FY 14-15: \$0.

Public Arts Interns

Paid Summer and Spring Public Arts Intern positions, both at 10 hours a week, allow for additional support for the many initiatives of the Urbana Public Arts Program, especially during particularly busy times. Program components requiring significant research, such as the online application system for the 2014 Urbana Arts Grants cycle and grants management have greatly benefited by the additional capacity provided by this temporary position. The internship also provides the intern with education and experience in the field of arts administration.

Estimated Expenditure in FY 14-15: \$3,600. The budget will compensate two interns at \$1,800 per intern (\$12.00 per hour for 10 hours a week for 15 weeks), for a total of \$3,600.

Program of Work

- 1. Urbana Arts Grants Program:** Urbana recognizes the arts as essential to the vitality of the city. Funding is often the greatest barrier which prevents local artists, organizations, and businesses from pursuing their goals in the arts. In response, the Urbana Arts Grants Program makes funding available to artists, artist teams, organizations, businesses, and festival presenters for eligible projects to take place in Urbana that enrich the lives of Urbana residents and visitors. In FY 13-14, 40 grant applications were received, with 32 projects selected for funding. In FY14-15, the Commission subcommittee and staff will evaluate the success of the sixth cycle of the program, reviewing responses to a survey distributed to 2013 and 2014 applicants, which has already been distributed. This will aid in determining appropriate changes to further the program's success in FY14-15. Priorities for the seventh cycle of the Urbana Arts Grants program include further improvements to the online application system, continuing to partner with area arts organizations to offer grants workshops to make the application process more accessible, and to promote the individual projects and overall program.

The four grant categories to be offered in FY 14-15 are:

- **Here and Now:** 12-month grants with awards up to \$2,500 for artists residing in Urbana.
- **Envision 365:** 12-month grants with awards up to \$2,500 open to all emerging and professional artists.
- **Creative Mix:** 12-month grants with awards up to \$5,000 open to groups, ensembles and organizations.
- **Festivals Grant:** 12-month grant with awards up to \$10,000 open to arts-related festival presenters.

Selection Process: The Commission's Arts Grants Subcommittee will create two temporary selection committees representing areas in the arts and the community to review and select projects for funding. The selection committees' recommendations will be submitted to the Urbana Business Association Board of Directors for approval of the Business Backs the Arts recipients. The final recommendations are approved by the Public Arts Commission.

Timeline: In June - July 2014, the 2014 cycle of the Urbana Arts Grants Program will be evaluated. Guidelines and applications will be finalized and prepared for the 2015 cycle. Applications will be released in October 2014 and due in January 2015. Award announcements will be made in March 2015.

Goals Addressed:

- Promote community events and activities that bring the community together and promote Urbana’s special character.
- Expand the City’s creative community.
- Increase the vitality of downtown.
- Promote visible, outdoor activity in downtown.
- Encourage and accommodate community events.
- Preserve and commemorate local and multicultural traditions and histories.
- Create a program that represents our community in all its diversity.
- Provide opportunities for local and national, established and emerging artists in Champaign County.
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse.
- Address Public Arts Program suggestions from the public including providing available funding, art in public places, and increased events.

Estimated Expenditures in FY 14-15: \$47,500. The budget for this program combines funds allocated to Public Arts Projects in the City Public Arts Fund and the Urbana Business Association “Business Backs the Arts” donation of \$5,000. The proposed amount of \$47,500 for FY 14-15 is consistent with FY 13-14 funding.

2. Boneyard Creek Public Art:

Construction Phase Public Art: The Boneyard Beautification Project will create a pedestrian-friendly urban park in the downtown section of the Boneyard Creek and was identified as an opportunity for public art. Seattle artist Jack Mackie was selected by the Public Arts Commission using a Request for Qualifications process in FY11-12. In FY12-13, ground was broken on the project and Jack Mackie has worked with City staff, O’Neill Brothers, Foth Engineers, and Wenk Landscape Architects as the construction phase has progressed. This phase will continue in FY14-15, with scheduled project completion in August/September 2014.

Timeline: On-going coordination with the artist, Jack Mackie, will take place throughout the construction phase of the project in FY14-15, with scheduled completion in August/September 2014.

Goals Addressed:

- Promote the beautification of Urbana.
- Promote community events and activities that bring the community together and promote Urbana’s special character.
- Promote visible, outdoor activity in downtown.
- Expand the City’s creative community.
- Preserve and commemorate local and multicultural traditions and histories.
- Provide opportunities for local and national, established and emerging artists in Champaign County.

- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse.
- Promote inquiry and confluence amongst Urbana residents.

Estimated Expenditures in FY 14-15: N.A. The \$78,000 budget for this project, \$46,000 from the City and \$32,000 from the Champaign County Design and Conservation Foundation, comes from outside the Public Arts Fund.

Boneyard Creek Public Arts Activities: In conjunction with the scheduled completion of the Boneyard Creek Project in late summer 2014, the Commission’s Downtown Arts Planning subcommittee is planning a roster of various arts activities such as temporary public art installations, a possible mural adjacent to the park, musical events and art workshops for families and children to celebrate the opening of the park and public art project, both at the time of opening in late summer 2014 and leading through early 2015.

Timeline: On-going coordination with staff, other City employees, Commission subcommittee and artists will take place throughout FY14-15.

Goals Addressed:

- Promote the beautification of Urbana.
- Promote community events and activities that bring the community together and promote Urbana’s special character.
- Promote visible, outdoor activity in downtown.
- Expand the City’s creative community.
- Preserve and commemorate local and multicultural traditions and histories.
- Provide opportunities for local and national, established and emerging artists in Champaign County.
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse.
- Promote inquiry and confluence amongst Urbana residents.

Estimated Expenditures in FY 14-15: \$4,100. While the funding for the construction phase public art was funded outside the Public Arts Fund, the proposed \$4,100 will come from the Public Arts Fund.

3. **Murals on Glass:** A project to bring positive attention to Downtown Urbana and create opportunities for local artists by featuring art by Champaign County artists on the northeast and south towers of the downtown parking deck and the windows of the Urbana Business Association. In FY12-13 this initiative was presented for the first time and was well received by the public. The project has been popular enough that other community groups have expressed interest in implementing their own versions of “Murals on Glass.” In FY13-14, as in the previous year, a Request for Proposals process will be used to identify work by local artists for Murals on Glass. The Murals were installed in August 2013 and will remain on display for two years.

Selection Process: The Commission's Downtown Arts Planning subcommittee will create selection panels of community members and city staff to review submissions for Murals on Glass. The final recommendations are approved by the Public Arts Commission.

Timeline: The 2013-2014 Murals on Glass images were solicited in May and June of 2013, with selection in July and installation in August of 2013. They will remain on display until the installation of the 2015-16 Murals.

Goals Addressed:

- Promote community events and activities that bring the community together and promote Urbana's special character.
- Promote visible, outdoor activity in downtown.
- Expand the City's creative community.
- Promote the beautification of Urbana.
- Provide opportunities for local and national, established and emerging artists in Champaign County.
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse.
- Promote inquiry and confluence amongst Urbana residents
- Address Public Arts Program suggestions from the public including increasing art venues.

Estimated Expenditures in FY 14-15: N/A. No expenditure necessary. It is expected that the program will be funded again in FY 15-16.

4. **Urbana Sculpture Project:** A project to increase the presence of public art on public property in Urbana through temporary lease and purchase of sculpture. In FY12-13 the Commission renewed the leases of *Bench 9* by Barry Hehemann and *Fanfare* by Shawn Morin, both located in downtown Urbana. Partnering with the Public Art League of Champaign-Urbana (PAL), the Commission also installed two new tree-themed sculptures in downtown to celebrate Urbana as a Tree City U.S.A., *Fortitude IV* by Mark Krucke and *The Wind in the Trees* by Catherin Hoskinson. *Splintering Continuity* by Beth Nybeck, another new sculpture, was installed on Philo Road in partnership with PAL. All of these sculptures are on two-year temporary leases. Staff and the subcommittee will propose renewal, removal, or purchase of currently displayed sculptures for FY 14-15.

Timeline: Sculptures currently on display are on temporary lease through FY13-14. All leases on the five sculptures end in mid-2014.

Goals Addressed:

- Promote visible, outdoor activity in downtown.
- Expand the City's creative community.
- Promote the beautification of Urbana.

- Provide opportunities for local and national, established and emerging artists in Champaign County.
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse.
- Promote inquiry and confluence amongst Urbana residents
- Address Public Arts Program suggestions from the public including increasing art venues.

Estimated Expenditures in FY 14-15: \$10,000. The five sculptures are leased through FY13-14. The funds are for \$2,000 each for five sculptures to either renew or retain a sculpture.

- 5. Art and Performance at the Market:** The Public Arts Commission supports free arts programming at Urbana’s Market at the Square during the market season, including monthly Art at the Market workshops and Performances at the Market of music, theatre, and dance. During FY14-15, Art at the Market workshops will be offered from 8:00 AM to 12:00 PM and Performance at the Market will take place from 9:30 AM to 11:30 AM on the following dates: May 10, June 14, July 12, August 9, and September 13. Programming creates opportunities for residents to explore a variety of art media and experience a wide range of musical styles and performance forms. City staff will provide oversight of the events. Artists, arts groups, and performers will be contracted to provide workshops and performances.

Selection Process: City staff will invite artists and facilitators to provide workshops based on experiences and available services.

Timeline: Arts programming at the Market will take place in May, June, July, August, and September during the 2014 Market season (within FY13-14 and FY14-15), with one art workshop and one performance per month.

Goals Addressed:

- Promote community events and activities that bring the community together and promote Urbana’s special character.
- Promote visible, outdoor activity in downtown.
- Expand the City’s creative community.
- Preserve and commemorate local and multicultural traditions and histories.
- Create a program that represents our community in all its diversity.
- Provide opportunities for local and national, established and emerging artists in Champaign County.
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse.
- Promote inquiry and confluence amongst Urbana residents.
- Address Public Arts Program suggestions from the public including increasing events in the arts.

Estimated Expenditures in FY 14-15: \$3,000. Total suggested expenditure for FY14-15 is \$3,000, with five art workshops and five music performances. Each artist or performer will be compensated with an honorarium of \$400. Urbana's Market at the Square will split the cost of honoraria for performers with the Urbana Public Arts Program.

- 6. Joseph Royer Arts and Architecture District Planning:** An effort to recognize this district as an asset for further enhancement and promotion. In FY13-14 two Royer plaques, for the Urbana Landmark Hotel and the Samuel T. Busey Memorial Library/Urbana Free Library, were installed and dedicated during the Boneyard Arts Festival, April 12, 2014. The subcommittee has generated many additional ideas for special displays, performance events, and plaques celebrating important dates for existing Royer buildings and has suggested needs for better promotion and marketing for the Royer district in the form of banners downtown, permanent signage downtown and a larger presence on the web and in social media.

Timeline: On-going research and development will occur throughout FY14-15.

Goals Addressed:

- Promote community events and activities that bring the community together and promote Urbana's special character.
- Promote visible, outdoor activity in downtown.
- Expand the City's creative community.
- Preserve and commemorate local and multicultural traditions and histories.
- Create a program that represents our community in all its diversity.
- Provide opportunities for local and national, established and emerging artists in Champaign County.
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse.
- Promote inquiry and confluence amongst Urbana residents.
- Address Public Arts Program suggestions from the public including increasing events in the arts.

Estimated Expenditures in FY 14-15: \$0. The two plaques were funded by line items outside the Public Arts Fund in coordination with the Mayor's Office. No additional public art fund expenditures are planned, and it is anticipated that in FY 14-15, events and plaques will use non-Public Art Fund funding sources.

- 7. Art in the Schools:** A program to support the arts in Urbana public schools. In FY13-14, staff and the Commission subcommittee used the \$3,000 budgeted for this program with Urbana School District 116, King School, and artist Preston Jackson to develop arts programming related to Martin Luther King Jr.

Timeline: The program was launched with the installation of the King Park sculpture midway through FY13-14.

Goals Addressed:

- Support life-long learning in the arts.
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse.
- Promote community events and activities that bring the community together and promote Urbana's special character.
- Expand the City's creative community.
- Promote inquiry and confluence amongst Urbana residents.
- Encourage relationships among artists and the public to further Urbana's cultural development.

Estimated Expenditure in FY 14-15: \$3,000. The \$3,000 budgeted for this program will allow for other programs to be developed in the school district.

8. **Artist of the Corridor:** A program providing exhibition space for Urbana artists in the City Building lobby. The Artist of the Corridor program began in spring of 2010 and allows Urbana artists to exhibit their visual artwork free of charge in the lobby of the City Building at 400 S. Vine Street for three months. Four exhibitions by Urbana artists will have been presented in FY13-14. Four exhibitions will be presented in FY14-15.

Timeline: The program will run continuously throughout FY14-15, with quarterly three month exhibitions.

Goals Addressed:

- Expand the City's creative community.
- Create a program that represents our community in all its diversity.
- Promote community events and activities that bring the community together and promote Urbana's special character.
- Provide opportunities for local and national, established and emerging artists in Champaign County.
- Support life-long learning in the arts.
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse.
- Promote inquiry and confluence amongst Urbana residents.
- Encourage relationships among artists and the public to further Urbana's cultural development.
- Address Public Arts Program suggestions from the public including increasing art venues and promotion.

Estimated Expenditures in FY 14-15: N.A. No costs are associated with continuing this program, so no expenditure is suggested for FY14-15.

9. **Art Now! UPTV Program:** The *Art Now!* UPTV program began in July 2010 and is a 30-minute UPTV program in which Public Arts Commissioners interview local artists about their work. A new episode is available each month, airing weekly on

UPTV Channel 6. All episodes are also available online. *Art Now!* increases awareness and education about the arts and arts activities in the community.

Timeline: The program will run continuously throughout FY14-15, with a new or re-broadcast episode every month.

Goals Addressed:

- Expand the City’s creative community.
- Preserve and commemorate local and multicultural traditions and histories.
- Create a program that represents our community in all its diversity.
- Provide opportunities for local and national, established and emerging artists in Champaign County.
- Support life-long learning in the arts.
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse.
- Promote inquiry and confluence amongst Urbana residents.
- Encourage relationships among artists and the public to further Urbana’s cultural development.
- Address Public Arts Program suggestions from the public including increasing art venues and promotion.

Estimated Expenditures in FY 14-15: N.A. In-kind support from UPTV staff will provide the necessary resources for the program.

10. King Park Public Art Project: A public art project in King Park in Urbana honoring the life and legacy of Dr. Martin Luther King, Jr. through commissioning an artist to create a unique sculpture. The completed artwork will help promote the park as an amenity for the local neighborhood and school, as well as provide an attraction for residents of Urbana and Champaign County. In FY12-13 the Public Arts Commission identified an artist and began the design development process in collaboration with the local neighborhood and Urbana Park District. The Public Arts Commission approved Preston Jackson for the project and the sculpture was dedicated on April 19, 2014.

Timeline: Preston Jackson, the selected artist, worked on the project throughout the first half of FY13-14, meeting the project completion deadline of December 31, 2013, with a subsequent dedication of the sculpture on April 19, 2014.

Goals Addressed:

- Promote the beautification of Urbana.
- Promote community events and activities that bring the community together and promote Urbana’s special character.
- Promote visible, outdoor activity in downtown.
- Expand the City’s creative community.
- Preserve and commemorate local and multicultural traditions and histories.
- Support life-long learning in the arts.

- Provide opportunities for local and national, established and emerging artists in Champaign County.
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse.
- Promote inquiry and confluence amongst Urbana residents.

Estimated Expenditures in FY 14-15: N.A. This project has been completed and the funding allocated and spent according to the timeline and budget.

Sources of Supplemental Revenue

An Illinois Arts Council grant of \$4,100 for Public Art Program operating support was received in FY 13-14 to be spent by August 31, 2014 during FY 13-14. Staff will continue to pursue additional grant opportunities from organizations such as the National Endowment for the Arts, ArtPlace, the Illinois Arts Council, Illinois Humanities Council, and others. Below is a listing of supplemental revenue anticipated for FY 14-15.

Urbana Business Association Business Backs the Arts

The Urbana Business Association has dedicated a donation of \$5,000 to the Public Arts Fund through its Business Backs the Arts Initiative for FY 14-15.

T3 License Fees

Ordinance No. 2008-05-040 entitled, An Ordinance Amending Chapter 3, “Alcoholic Beverages”, of the City of Urbana Code of Ordinances (Public Arts Funding from Class T3 License Fees), allows for private promoters of festivals to receive a T-3 license and requires that the fee for such a license will be 5% of the gross revenue generated by the event. The ordinance also states that the fees for a T-3 license shall be paid into the Urbana Public Arts Fund.

Schedule of Execution

The schedule of execution for the FY 14-15 Program Plan will reflect the timelines described in each program description above.

1. Urbana Arts Grants Program

In June - July 2014, the 2015 cycle of the Urbana Arts Grants Program will be evaluated. Guidelines and applications will be finalized and prepared for the 2015 cycle. Applications will be released in October 2014 and due in January 2015. Award announcements will be made in March 2015.

2. Boneyard Creek Public Art

On-going coordination with the artist, Jack Mackie, will take place throughout the construction phase of the project in FY13-14, with scheduled completion in August/September of 2014. Planning for the opening celebration events will commence in the late spring and summer 2014.

3. Murals on Glass

N.A. The Murals on Glass projects will remain through mid-2015. New images will be solicited in May and June of 2015, with selection in July and installation in August of 2015. They will remain on display through 2017.

4. Urbana Sculpture Project

Sculptures currently on display are on temporary lease through FY13-14. Five sculptures are up for renewal and the Public Art League has already put out a call for sculpture with a deadline of June 6, 2014. The five resulting sculptures will be on display in Urbana through mid-2016.

5. Art and Performance at the Market

Arts programming at the Market will take place May 10, June 14, July 12, August 9, and September 13 during the 2014 Market season (within FY13-14 and FY14-15), with one art workshop and one performance per month.

6. Joseph Royer Arts and Architecture District Planning

On-going research and development will occur throughout FY14-15.

7. Art in the Schools

The program was launched with the installation of the King Park sculpture midway through FY13-14. New programming will be planned in the summer of 2014, with implementation in late 2014-2015.

8. Artist of the Corridor

The program will run continuously throughout FY14-15, with quarterly three month exhibitions.

9. Art Now! UPTV Program

The program will run continuously throughout FY14-15, with a new or re-broadcast episode every month.

10. King Park Public Art Project

Preston Jackson, the selected artist, met the project completion deadline of December 31, 2013 and there was a dedication of the sculpture on April 19, 2014.

Resources

Below is a list of the programs being pursued for FY 14-15 and corresponding estimated revenues and expenditures, totaling **\$75,100**. This figure is made up of \$66,000 from the FY14-15 budget, including a donation of \$5,000 from the Urbana Business Association to support art grants designated as "Business Backs the Arts." Additionally, this figure includes \$4,100 in funds from the Illinois Arts Council, which was an increase of \$850 from the previous FY 13. This amount also includes \$5,000 in encumbered funds from the fundraising line item from FY13-14

Program Revenue	Suggested Revenue for FY 14-15
TIF 1	\$44,000
T-3	\$2,000
UBA	\$5,000
Illinois Arts Council	\$4,100
CIP	\$15,000
Fundraising ENC (13-14)	\$5,000
TOTAL	\$75,100

Program Expenditures	Expenditures FY13-14	Suggested Expenditures FY14-15
Urbana Arts Grants Program	\$47,500 (includes \$5,000 UBA donation)	\$47,500 (including \$5,000 UBA donation)
Boneyard Creek Public Art Activities	\$0	\$4,100
Murals on Glass	\$5,000	\$0
Fundraising	\$5,000	\$0
Urbana Sculpture Project	\$0	\$10,000
Art at the Market	\$3,000	\$3,000
Joseph Royer Arts and Architecture District Planning	\$0	\$0
Art in the Schools	\$3,000	\$3,000
Artist of the Corridor	\$0	\$0
Art Now! UPTV Program	\$0	\$0
King Park Public Art Project	\$0	\$0
Marketing	\$2,500	\$3,900
Interns	\$3,600	\$3,600
TOTAL	\$69,600	\$75,100

*The \$5,500 increase in funding from FY13-14 to FY 14-15 comes from \$5,000 of unspent funds in the fundraising category for FY 13-14 to encumbered funds for FY 14-15 as well as a \$500 increase in our grant award from the Illinois Arts Council from FY 13-14 to FY 14-15.

Responsibilities

The Urbana Public Arts Commission has regularly monthly scheduled meetings. The Commission has the authority to select works of art, remove works of art previously

displayed based on a de-accession policy, set criteria for selection of works of art, artists, and maintenance; and take any other action necessary to carry out its purposes for projects as described in the section on Duties in the 2008 ordinance creating the public art program and commission.

The Community Development Services Department, in coordination with the Public Arts Commission, administers the Public Arts Program and all Public Arts Program projects, including artwork(s) received as gifts to the City of Urbana. The Community Development Services Department is the contracting officer for commission or purchase all works of art after consultation with the Public Arts Commission. The Mayor and City Council approve the Annual Public Arts Program Plan for the Public Arts Commission. The Mayor appoints Public Art Commissioners, who are approved by City Council.

MINUTES OF A REGULAR MEETING

URBANA PUBLIC ARTS COMMISSION

DRAFT

DATE: April 8, 2014

TIME: 4:30 p.m.

PLACE: City Council Chambers, Urbana City Building, 400 South Vine Street, Urbana, Illinois

MEMBERS PRESENT: Robin Douglas, Barbara Hedlund, Eric Jakobsson, John Morrison, Pat Sammann, Ginny Waaler

MEMBERS EXCUSED: Gregory Chew, Kevin Hamilton, Ilona Matkovskzi

STAFF PRESENT: Lisa Hatchdoorian, Public Arts Coordinator; Sukiya J. Reid, Recording Secretary

OTHERS PRESENT: Maya Bauer, Jean Breeze, Sheri Langendorf, Richard Miller, Joy Rust

1. CALL TO ORDER, ROLL CALL AND DECLARATION OF QUORUM

The Urbana Public Arts Commission was called to order at 4:34 p.m. by Ms. Sammann. Ms. Reid took roll, and there were initially not enough Commission members to make a quorum. However, as the meeting progressed, more Commission members arrived and a quorum was met.

2. CHANGES TO AGENDA

Ms. Hatchdoorian stated that the Read Across America presentation would be moved to the first spot.

3. APPROVAL OF MINUTES OF PREVIOUS MEETING

The minutes of the March 11, 2014 meeting were reviewed by the Commission. With no changes proposed, Ms. Hedlund made a motion to approve the minutes. Ms. Waaler seconded the motion. All Commission members present were in favor of approval and the minutes were unanimously approved as presented.

4. PUBLIC INPUT

There was none.

6. OLD BUSINESS

- **Presentation by Staff: FY2014-15 Program Planning Process**

Ms. Sammann introduced this agenda item. Ms. Hatchadoorian briefly summarized the Program Plan items and their estimated expenditures. A discussion of the matter by members of the Commission and staff ensued. Following discussion, Mr. Jakobsson moved to approve the FY14-15 Program Plan as presented. Ms. Douglas seconded the motion. With no further comments or questions from the Commission, Ms. Sammann called for a voice vote. All Commission members were in favor of approval and the motion carried unanimously.