

Loon Liquors and Underpass Mural:

- Project Process:
 - Information document, and application form created.
 - Application and Information is shared with stakeholders to share to their social media/network. Application is added to the NAG social media and website, promotion happens organically through the sharing and spreading of information on the website.
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- Project Outcomes:
 - Selection of muralists was finalized at the PARC meeting on July 28th, the selected artists were sent contracts to sign, and they began their initial designs for approval. Unselected muralists were notified that we had chosen the finalists when contracts were signed for each of the respective artists. The underpass mural artist Natasha, came to Northfield in August to paint her mural; she had finished the project by the time Jesse James days were occurring in September.
 - Dan, the artist chosen for the Loon Liquors Assignment was asked to redesign his initial concept to better fit the vision the stakeholders had in mind, his mural on Loon Liquors was finished by the middle of September.
- Lessons Learned:
 - PARC board members were asked to come to the meeting with their top three artist choices, because the number of applicants was so large, narrowing down finalists took some time. Voting through google forms expedited the process. We also found that stakeholders who had never been involved in a selection process such as this struggled to efficiently and thoroughly review all of the things that the artists were asked to provide. So for future projects notes were made to try and winnow the number of applicants that the PARC Board was reviewing as well as creating a guided rubric to assist PARC members in reviewing materials.

Ice Arena Mural:

- Project Process:
 - Information and application documents were created, some delays impacted this as project dates and sizes were unclear in the beginning.
 - Websites and social media were updated to reflect this new call for art.
 - Promotion for this project was done in multiple ways, social media, our newsletter, and having the QR code with the application up at table tents during the Hispanic Heritage Celebration in Central Park, and The Riverfront Arts Festival during Jesse James Days.

- Guild staff filtered applicants based on the guidelines of artist location, their ability to complete a project of this scale - based on their previous work, and their willingness to work with stakeholders.
- PARC members were given a rubric to review a list of ten applicants. They were asked to come to the meeting with their top ten choices
- A presentation was drafted, as a way to remind board members of applicants, but unused as most board members brought their own notes and their top three applicants.
- Board members voted on their top three choices to narrow down the pool of final applicants, they were then asked to vote for a top choice. The board members voted unanimously to choose the finalist for the mural, and the meeting was over in like 20 minutes.
- Project Outcomes:
 - The finalist was chosen and a contract has been signed. We are in the process of drafting a design that will fit comfortably in the space for the scale of the project. The artist, Michael Swere, is looking for community feedback and help with the design.
- Lessons Learned:
 - Having more interaction with the PARC Board members and stakeholders helped expedite the selection process a lot. Having a rubric for material review made reviewing applicants more accessible to those who either didn't have a visual arts background or who had never been involved with a project of this scale before.