

Report of the ACC Projects Review Subcommittee

Submitted by: Alyssa Herzog Melby, Cynthia Gilbertson, Paula Granquist, and Heather Lawrenz
Revised DRAFT 9.4.2018

Background

This subcommittee was formed to address the fact that the ACC is involved in a large number of projects, to varying degrees, with responsibility for these projects divided among a number of people. The current situation has grown organically as individual ideas and opportunities have arisen, but ultimately the ACC would like to be more intentional about where it focuses its time and resources. Getting a better handle on the status of the current projects seemed like a good place to start.

The subcommittee met for the first time on March 8, 2018. We compiled a spreadsheet of all of the projects the ACC is involved with in any capacity, and over the course of three more meetings, discussed various aspects of each project in turn (such as the ACC's level of involvement, the impact of the project, and the time the project requires). Based on our analysis, we have reached conclusions about the importance of continuing each project.

Snapshot of Current Projects

We identified 16 different projects in which the ACC is currently involved. They break down in terms of the ACC's level of commitment as follows:

The ACC Owns (10):

- Passage of a 1% for the Arts Policy
- Creation of City's Cultural Plan
- Gateway Corridor
- Public Art Review Committee (PARC)
- Arts Advocacy in City Decisions
- Sidewalk Poetry
- Poem in Your Pocket Day
- Art in City Hall
- Living Treasure Award
- Young Sculptors Project

The ACC Partners with Another Organization or Entity (5):

- Poet Laureate
- First Fridays
- Garden Flowers/Animals (city park art)--completed
- The Northfield Experience--completed

- Comprehensive Calendar

The ACC supports and advocates for other programs as they arise and are brought to our attention.

Defining Terms

When evaluating some aspects of the projects we needed to create scales so that the projects could be compared to each other. In each case we defined three levels, as defined below. This degree of specificity allowed for meaningful evaluation while still preserving some efficiency.

Owner	ACC takes full responsibility for the project and program, including coordination, implementation, funding, and promotion.
Partner	ACC collaborates with another organization on designing and implementing a project, but is not ultimately responsible for the end product nor for securing funding or city support. City may provide resources to support the project (monetary, people, in-kind, etc.). Partnerships must be approved by the full ACC. ACC and City logo must be used.
Advocate	ACC lends its support in minimal ways (such as promotion, networking, connecting, etc.) to a project. No approval needed as ACC and City logo may not be used.
High Impact	Program or project reaches many people and/or provides a unique value add to our community and/or generates quantifiable economic impact.
Medium Impact	Program or project reaches some people and/or provides a somewhat unique value add to our community and/or potentially generates quantifiable economic impact.
Low Impact	Program or project reaches few people and/or provides little unique value add to our community and/or does not appear to generate a quantifiable economic impact.
High City Involvement	City has paid staff dedicated to the program or project AND dedicated funding or other in-kind resources to the project.
Medium City Involvement	City has paid staff dedicated to the program or project OR dedicated funding or other in-kind resources to the project.
Low City Involvement	City does NOT have paid staff dedicated to the program or project NOR dedicated funding or other in-kind resources to the project.

Recommendations

Overall Recommendations

- Create Memorandum of Understandings (MOUs) for current and future programs for which the ACC serves as a partner or supporter
- Document the process for each owned program and submit to city staff to have officially on file
- Identify and encourage hiring an additional city staff person(s) to field and coordinate arts and culture requests and questions

Program-Specific Recommendations

Based on all contributing factors, the subcommittee makes the following recommendations regarding each project. We see a shift in our Commission's role away from producing programs to instead making policy recommendations and implementing programming that stems from our policies and as informed by the Cultural Plan.

First Priority (in order of importance)

- We recommend that the Arts and Culture Commission work towards passage of a 1% for the Arts ordinance.
 - Process is already underway.
 - Goal is for passage to be complete by 2018.
 - This work will also entail an annual budget and program creation by the ACC per the ordinance.
- We recommend that the Arts and Culture Commission adopt and advocate for the passage of a city-wide Cultural Plan to be formally adopted by the City of Northfield, to be reviewed annually for progress and updated every three years.
- We recommend that the Arts and Culture Commission implement the Public Art Review Committee. This work will include:
 - Creation and documentation of process for soliciting PARC members, drafting and soliciting artist RFPs, and reviewing and choosing RFPs for implementation.
- We recommend that the Arts and Culture Commission help implement the Gateway Nodes in the Gateway Corridor Plan
 - Linked to 1%, PARC, and the Cultural Plan
 - Intentional outreach to other community groups with vested interests in this area
- We recommend that the Arts and Culture Commission actively advocate for arts and culture in City decision making processes and venues.
 - Liaisons to other Commissions and Boards
 - At least a yearly presentation to the City Council
- We recommend that the Arts and Culture Commission focus on its own sustainability through the following best practices:

- Create and implement an annual work plan that annually reviews each owned and partnered program for continuance in the following year with a formal motion to continue or alter its programming
- Once documented, annually review documentation of each program's processes
- Create and/or update MOUs with partners
- Determine and develop appropriate annual community awareness campaign about the role of the ACC

Second Priority

- We recommend that the Arts and Culture Commission continue to support public poetry in the City of Northfield. This could include:
 - Continuing Sidewalk Poetry and Poem in Your Pocket Day with
 - Increased marketing efforts and visibility
 - Collaborating and formalized partnering with other organizations and individuals (e.g, Rita Merken's project in 6th grade)
 - Supporting the Poet Laureate program
 - Investigating the breadth of activities that a Public Poetry program could entail (e.g, temporary poetry building tattoos, poetry parking lot, sidewalk chalk poetry, poetry festival, etc.), including funding sources, implementation needs, and city support
 - Exploring the possibility of formalizing a partnership with the Library to create an intentional and comprehensive Public Poetry program. With the likely future focus of the ACC being on spending 1% for the Arts funding on physical public art, this would help ensure sustainability of the public poetry activities that are not directly tied to physical assets which would be funded from 1%. For example, the ACC would continue to spearhead Sidewalk Poetry (as it would be funded through 1%), whereas the Poet Laureate and Library could be charged with implementing Poem in Your Pocket Day.
- We recommend that the Arts and Culture Commission continue to implement the Art in City Hall program with the following possible adaptations:
 - Formalize partnerships and/or subcontract with the Northfield Arts Guild (downstairs), the Public Schools (upstairs), and/or individual curator to facilitate and implement bi-annual exhibitions, including marketing, calls for artists, and installations
 - Increase online presence of the exhibition to showcase the work and increase possible sales
 - Provide dedicated financial resources to sustaining the program, including maintenance of walls, installation supplies, paint, and reception hospitality (estimated \$300/year)
 - Consider expanding submission boundaries when necessary to showcase additional artists
- We recommend that the Arts and Culture Commission continue to support the Living Treasure Award program with the following possible adaptations:

- Build a committee comprised of ACC and other community members to support this program.
- Increase involvement with the past Living Treasure awardees and, moving forward, make clear that Living Treasure awardees will be expected to remain involved in the program during and after their award year in whatever ways are most convenient and relevant to them. For example, assisting with the nomination and selection process, marketing and event planning, etc.
- Enter into a partnership with FiftyNorth to facilitate this program. Could include serving on committee, helping to provide a showcase celebration event of Living Treasures, etc.
- If additional support is not acquired to facilitate the program or nominations are few, continue to explore the possibility of moving the program to every other year.
- We recommend that the Arts and Culture Commission move to a partner, instead of owner, on the Young Sculpture Project, especially since the sculptures ultimately reside on school property.
 - Our current involvement would remain the same: the sculpture would be housed on public property at the corner of 3rd and Division and supported with in-kind contribution of space and staff support. Since the project would continue to be exhibited on city property, the ACC recommends that the project be facilitated through the PARC committee to the greatest extent possible in its creative process.
 - The project would then be owned and funded by Northfield High School and/or art teacher(s)
 - Encourage continued development of wayfinding to the sculpture and recognition of supporters
 - Investigate option of some type of recognition from the City of Northfield for youth participation

Future Priorities and Action Steps

- If 1% passes, time and energy will be shifted towards implementing public art program. At that point, continued close monitoring of owned program sustainability will be tantamount to ensure focus and adequate resources.
- Continue to explore a structured public sculpture program (e.g., Mankato, Edina, Rochester, etc.)
- City staff person should be hired that would be dedicated to arts and culture programming and scheduling, including helping to institute a comprehensive community-wide calendar with both resident and visitor events and coordinating city-wide arts programs.
- Create a subcommittee(s) to review owned program sustainability, implement recommendations and create deadlines for completion.