



**NOTICE OF PUBLIC MEETING  
CITY OF ALBANY  
ALBANY ARTS COMMISSION**  
City Hall, Calapooia Room  
Tuesday, October 12, 2016  
4:00 pm

AGENDA

1. ROLL CALL
2. APPROVAL OF MINUTES for September 13, 2016
3. BUSINESS FROM THE PUBLIC
4. DISCUSSION ITEMS
  - a. Potential 1% Art Fund for the Police Department
  - b. Art Master Plan
5. ACTION ITEMS
6. EXHIBITS– approve submissions (if any)  
None
7. BUSINESS FROM THE COMMISSION
8. NEXT MEETING DATE  
*The next regularly scheduled meeting is November 08, 2016*

The location of the meeting/hearing is accessible to the disabled. If you have a disability that requires accommodation, advance notice is requested by calling 541-917-7506.



**CITY OF ALBANY  
ARTS COMMISSION  
Calapooia Room, Albany City Hall  
Tuesday, September 13, 2016  
3:30 p.m.**

**MINUTES**

Commission members present: Scott Lawley, Melissa Babcock Saylor, Jane Donovan, Julie Jackson, Linda Herd

Commission members absent: Rinee Merritt, Lynn Whitacre

Staff present: Ed Hodney, Parks & Recreation Director; Debbie Little, Administrative Services Coordinator

Guest present: Staci Belcastro, City Engineer; Charlie Mitchell, Consultant

**1. CALL TO ORDER**

The meeting was called to order at 3:30 p.m.

**2. APPROVAL OF MINUTES**

**MOTION:** Melissa Babcock Saylor moved to approve the August 9, 2016 minutes as presented. Scott Lawley seconded the motion, and it **passed** 5-0.

**3. BUSINESS FROM THE PUBLIC**

None

**4. DISCUSSION ITEMS**

a. Art for New Police and Fire Stations

Belcastro presented the current art concepts for the new Police and Fire stations. The Fire Station concept focuses the 1% for Art budget on restoration of Albany's original horse-drawn steam fire engine. The restored engine would be located in the new glass-walled public lobby. The engine could be used in various events such as the Veterans Day Parade. Approximately \$62,000 will be allocated for the 1% for Art. Brief discussion followed.

The Police Station concept focuses the 1% for Art budget on a structured outdoor entry plaza with seating and a water element to handle storm water runoff. Approximately \$104,000 will be allocated for the 1% for Art, with \$57,000 for the architectural elements and the remaining \$47,000 available for arts to be commissioned. The public art would not have been located at the police station. Brief discussion followed.

Belcastro noted project bids came in lower than originally projected. City Council made the final decision regarding specific project features that are now architectural and not necessarily art.

Linda Herd requested the architect to present the project details to the Commission as they have changed since the initial presentation in September 2015.

**ACTION ITEMS:**

- Ed will follow-up with Staci and request a presentation from the architect.

b. Arts Master Plan

Charlie Mitchell reviewed the notes of the subcommittee meeting on 8/29/16, noting the possibility to

leverage the unveiling of the restored fire engine highlighting the new public art. Julie questioned the idea, as the Commission currently does not fully support the concept. Linda suggested combining the art displayed in City Hall with the unveiling, and hold an “Art of Fire Fighting” show.

Charlie revisited the action plan previously developed, reaffirming the direction the Commission wants to pursue, and tentatively setting October 2017 as a completion goal. Next steps include holding public forums, creating a plan from the data, and finally a presentation to City Council as part of the Commission’s annual report. Scott has created a draft presentation, with bullet points to help give some direction as to why an Arts Master Plan is valuable. Brief discussion followed.

**Next Meeting:**

- Decide what the expectations of the public meetings are.
- What questions to ask at the public meetings?
- Determine end goals, (what is the master plan going to for the Commission)?
- Scott will bring draft of presentation.

**5. ACTION ITEMS**

a. None

**6. EXHIBITS**

The Riverwalk Artist Collective has submitted an application to display in City Hall. The Commission reviewed the application and art sample submission.

**MOTION:** Melissa Babcock Saylor moved to accept Riverwalk Artist Collective to display in City Hall. Linda Herd seconded the motion, and it **passed** 5-0.

**7. BUSINESS FROM THE COMMISSION**

None

**8. NEXT MEETING**

The next regularly-scheduled meeting is October 11, 2016 in the Calapooia Room in City Hall. The meeting was adjourned at approximately 5:45 p.m.

Respectfully submitted,

Debbie Little, Administrative Services Coordinator, Albany Parks & Recreation



# Albany Arts Commission

## Public Arts Master Plan – Public Outreach Proposal (\*DRAFT\*)

September 15, 2016

### **Scope of Work Summary**

#### **Outcomes:**

- Completion of Item 1 on the Public Art Master Plan Action Plan matrix, “Develop vision statement.”
- Completion of public outreach to enable development of vision statement.

#### **Timeline of scope of work:**

- September 19, 2016 – May 26, 2017

#### **Key deliverables:**

- Development of public outreach plan
- Implementation of public outreach plan, to include:
  - Four public outreach events in 2017
  - Public relations, social media and earned media
  - Web-based survey/ intake instrument
- Compilation and analysis of data from public outreach
- Development of vision statement, based on public outreach and input from Commission
- Development of “suggested next steps” memo to Commission

#### **Cost summary:**

- Fixed cost of \$5,000 (estimated 60-70 hours)

#### **Consultant engagement events:**

- AAC October 2016 meeting
- AAC November 2016 meeting
- AAC December 2016 meeting
- Public Outreach event January 2017
- Public Outreach event February 2017
- Public Outreach event March 2017
- Public Outreach event April 2017
- AAC April 2017 meeting
- AAC May 2017 meeting

## Detailed Scope of Work

### **September 2016 – December 2016**

Consultant will work with the AAC and staff to develop a Public Outreach Plan, which will include the following elements:

- Attend October, November and December 2016 AAC meetings to engage the AAC in the development of all that follows (*October date will need to change from 10/11 to allow attendance*)
- Determination of goals and outcomes of Public Outreach efforts
- Development of distilled question or set of questions used to engage public
- Develop key message themes
- Determination of targeted audiences for Public Outreach events
- Determination of dates for Public Outreach events
- Determination of locations for Public Outreach events
- Determination of roles, responsibilities and key planning milestone dates for Public Outreach events; identify other volunteers and responsibilities for engaging them
- Develop key themes for PR messaging and explore outlets
- Work with staff and Commission to develop online survey
- Develop and deliver public outreach plan by December AAC meeting
- Book venues, with staff support
- Issue initial press releases, PSAs and social media, with staff support
  - Introduction of effort and “save the date” messaging
  - Introduce key themes
- Develop and launch online survey with staff support
- Assist in the prep and delivery of annual report to Council, related to Public Outreach, as needed

### **December 2016 – January 2017**

- Attend December AAC meeting
- Issue initial press releases, PSAs and social media, with staff support
- Develop and launch online survey with staff support
- Assist in the prep and delivery of annual report to Council, related to Public Outreach, as needed
- Issue mid-term press releases, PSAs and social media, with staff support
  - Drive traffic to online survey
  - Encourage participation in Public Outreach events, especially January
  - Message reinforcement of key themes
- Confirm assignments related to January event
- Determine food & beverage needs and responsibilities for January event
- Determine supplies, logistics and responsibilities for January event
- Hold January event (#1)

## **February 2017**

- Assist in the prep and delivery of annual report to Council, related to Public Outreach, as needed
- Distill and analyze to-date data from January event and online feedback
- Reminder PR for February event
  - Message reinforcement of key themes
- Confirm assignments related to February event
- Determine food & beverage needs and responsibilities for February event
- Determine supplies, logistics and responsibilities for February event
- Hold February event (#2)

## **March 2017**

- Distill and analyze to-date data from February event and online feedback
- Reminder PR for March event
  - Message reinforcement of key themes
  - 2<sup>nd</sup> mid-term PR – half-way through campaign; online survey
- Confirm assignments related to March event
- Determine food & beverage needs and responsibilities for March event
- Determine supplies, logistics and responsibilities for March event
- Hold March event (#3)

## **April 2017**

- Distill and analyze to-date data from March event and online feedback
- Reminder PR for April event
  - Message reinforcement of key themes
  - Final opportunities; online close down April 14, 2017
- Confirm assignments related to April event
- Determine food & beverage needs and responsibilities for April event
- Determine supplies, logistics and responsibilities for April event
- Hold April event (#4)
- Attend April AAC meeting
- Begin work on final vision report

## **May 2017**

- Complete work on final vision report
- Complete “next steps” memo
- Attend May AAC meeting
- Deliver vision report and memo to AAC