

MOSCOW ARTS COMMISSION



Lauren McCleary
Commission Chair

Workshop
~Agenda~

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Thursday
January 18, 2018

4:00 PM

Mayor's Conference Room
206 E. Third St

Welcome and Introductions

1. Mission Statement Review – Jen Pfiffner

This work includes a review of the organization's current mission statement to determine if it encapsulates the direction the Commission has intended. This mission with accompanying values as needed provide the context for weighing issues as they are identified and prioritized. If adjustments are needed to better provide that framework, the mission statement and values are adjusted accordingly before development of the strategic plan.

The current mission statement for the Moscow Arts Commission is:

The purpose of the Moscow Arts Commission is to enrich the life of the community by celebrating and cultivating the arts. As advocates for the arts, our goals are:

- *Provide innovative, cooperative, and accessible programs that are responsive to the needs and emerging opportunities in our community.*
- *Support artists by creating opportunities for their work to be experienced and their value recognized.*
- *Promote an understanding of the economic value of the arts to the community.*

ACTION: Discussion of current mission statement intent and language changes as the Commission sees fit.

2. Issue & Goal Statement Brainstorming – Jen Pfiffner

The planning process consists of a review of where the organization is today operationally and in a broader sense through any previously gathered data and reports. If there's information that has yet to be gathered, additional work to collect data through surveys, focus groups, trend analysis, etc. may be required. A review of these resources, the challenges it faces, and where these intersect with potential opportunities or obstacles is conducted. Through this comprehensive review, a sense of direction for, and specifically a sense of the challenges faced by, the organization will come to light. The planning process consists of a review of where the organization is today operationally and in a broader sense through any previously gathered data and reports. If there's information that has yet to be gathered, additional work to collect data through surveys, focus groups, trend analysis, etc. may be required. A review of these resources, the challenges it faces, and where these intersect with potential opportunities or obstacles is conducted. Through this comprehensive review, a sense of direction for, and specifically a sense of the challenges faced by, the organization will come to light.

ACTION: Discussion and brainstorming of challenges and opportunities facing the MAC.

NOTICE: Moscow City Council and committee meetings are televised, videotaped and/or recorded. Individuals attending the meeting who require special assistance to accommodate physical, hearing, or other impairments, please contact the City Clerk, at (208) 883-7015 or TDD 883-7019, as soon as possible so that arrangements may be made.

MOSCOW ARTS COMMISSION AGENDA**Meeting Date:** 01/18/2018**Title:** Mission Statement Review**Responsible Staff:** Jen Pfiffner

Information

DESCRIPTION: This work includes a review of the organization's current mission statement to determine if it encapsulates the direction the Commission has intended. This mission with accompanying values as needed provide the context for weighing issues as they are identified and prioritized. If adjustments are needed to better provide that framework, the mission statement and values are adjusted accordingly before development of the strategic plan.

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PROPOSED ACTIONS: Discussion of current mission statement intent and language changes as the Commission sees fit.

Necessary Resources/Impacts

<Type your fiscal/personnel/miscellaneous impacts here or N/A>

Attachments

MOSCOW ARTS COMMISSION AGENDA**Meeting Date:** 01/18/2018**Title:** Issue & Goal Statement Brainstorming**Responsible Staff:** Jen Pfiffner

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PROPOSED ACTIONS: Discussion and brainstorming of challenges and opportunities facing the MAC.

Necessary Resources/Impacts

<Type your fiscal/personnel/miscellaneous impacts here or N/A>

Attachments

MAC Operational Overview DRAFT

Moscow Arts Commission

Operational Overview

MOSCOW ARTS
COMMISSION



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1-18-2018

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Table of Contents

Administration.....	1
Arts Events.....	3
Artwalk.....	3
Broadsides on the Bus	5
Entertainment in the Park	6
Palouse Plein Air.....	7
Mayor's Arts Award	8
Outreach.....	9
Community.....	9
City Council	9
Regional	9
Public Art Coordination.....	10
Call for Artists	10
Inventory & Maintenance.....	10
Project Administration & Management.....	10
Transit Center Sculpture Garden	11
Vinyl Wraps.....	13
Third Street Gallery.....	14
Moscow Arts Commission.....	15
Commission Members	15
Staff Liaison.....	16

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Administration

Need description...

- Capitol Project fund allocation management for 1% Public Art.
- Dept. Budget oversight
- Update / print department Thank You cards as needed
- Contract facilitation
- Idaho Commission on the Arts grant facilitation.
- Assist staff as needed (answer computer questions, help with word/excel issues, etc.)
- Attend staff meeting
- Check and sort mail
- Communicate with artists, businesses, members of the public regarding department events, calls for art, gallery, etc.
- Communicate with staff (emails, phone calls, in person)
- Contributes to the efficiency and effectiveness of the City of Moscow Art Dept. and Managerial team. Contribute suggestions and directing or participating as an active member of a managerial team.
- Creative Problem Solving: Diagnostician, Strategic Thinker.
- Customer service (answer questions over the phone, by email, in person)
- Develop and administer dept. Budgets and contracts: monitor program expenditures: and evaluate and recommend staffing needs, equipment, materials and supplies.
- Develop policies, rules, and procedures for the effective operation of the department, including establishing goals and objectives and priorities.
- File paperwork
- Hires, trains, supervises, reviews and evaluates the work of professional and support staff.
- Maintain art supply inventory
- Maintain basement storage organization
- Negotiate, prepare, administer and monitor contracts and agreements with artists, performers and others involved in the delivery of cultural arts programs and activities.
- Office coverage
- Organize Arts office
- Process Credit Card bill
- Process files for shredding (create list of files, submit files to City Clerk, sort files removing metal, store files in shredding location)
- Process payments and paperwork for Arts events
- Process payments for services, orders, etc.
- Responsible for the daily Art Dept. operations, long term planning and success planning.
- Staff arts events
- Stock / order supplies and equipment

- Update online Artist Directory (contact artists on current list to obtain updated information, update PDF file, upload new file to City website)
- Update online Artist Directory with new additions

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Arts Events

Artwalk

Since its beginning in 2004, the Moscow Artwalk has become one of the many arts and cultural activities that make Moscow a vibrant community. Participants are provided with a colorful brochure that directs them on a self-guided tour of participating Moscow businesses displaying the works of local and regional artists.

- Assign Artwalk busker spaces and communicate schedule with buskers
- Assist with placement of Artwalk Food Vendors and Art Demonstrators as needed
- Assist with Selection of Artwalk Cover Art
- Collect / process Artwalk Art Demonstrator applications
- Collect / process Artwalk busker applications
- Collect / process Artwalk Food Vendor applications
- Collect / process Artwalk Sponsorship applications
- Compile / Submit rejection letters for Artwalk cover art
- Compile Artwalk host location and artist email distribution list from application
- Compile submissions for Artwalk Cover Art
- Contact selected Artwalk Cover artist
- Contract Artwalk musicians for Main Street opening night
- Coordinate distribution of Artwalk poster / door sign to host locations
- Coordinate photography of Artwalk Cover Art
- Create / order Artists Labels for Artwalk
- Create / send invoices for Artwalk host locations as needed
- Create / submit / deliver Artwalk application packet for Host Location / Artist
- Create Artwalk graphics (host location outdoor sign, door sign, map, flyers, etc.)
- Deposit Artwalk Food Vendor Fees
- Deposit Artwalk Sponsorship fees collected
- Deposit Fees Artwalk Art Demonstrator Fees
- Distribute Artwalk applications (Food Vendor, Art Demonstrator, Busker)
- Email Artwalk brochure draft to host locations / artists requesting final review
- Forward Artwalk brochure changes from host locations / artists to designer
- Notarize art purchase agreement for Artwalk Cover Art
- Notarize release and hold harmless for Artwalk Art Demonstrators
- Notarize release and hold harmless for Artwalk Food Vendors
- Process / compile Artwalk brochure information (record information from applications, collect / deposit fees, email contact to confirm information, make changes as needed)
- Process payment for Artwalk cover artist
- Process payments for Artwalk musicians for Main Street opening night
- Proof read Artwalk brochure once more before giving designer go ahead to print

- Proof read Artwalk brochure, poster, newspaper sticker
- Request / Submit art purchase agreement for Artwalk Cover Art
- Schedule selection for Artwalk Cover Art
- Set up / run reception for Artwalk at Third Street Gallery
- Submit / proof / approve printing of Artwalk graphics (host location outdoor sign and door sign)
- Submit Artwalk host location contacts to Daily News / Lewiston Tribune for insert
- Submit Artwalk information for brochure to designer (host locations, artists, food vendors, art demonstrators, Main Street music, sponsorships)
- Submit list of Artwalk Food Vendors to Farmers Market Manager
- Submit photo of Artwalk Cover Art to designer
- Track paperwork needed for Artwalk Food Vendors
- Update Artwalk applications (Host Location / Artist, Food Vendor, Art Demonstrator, Cover Art, Sponsorship, Busker)
- Update documents included in Artwalk packet (letter / form from North Central Health District, letter / form from City Clerk, cover letter, mailing labels)
- Artwalk planning
- Create / submit street closure permit for Artwalk / Market
- Attend Artwalk committee meetings when applicable
- Create agenda for Artwalk committee meetings when applicable

Broadsides on the Bus

Visual artists are asked to respond to (or to submit existing original work that would be well-paired with) any of the two poems included in the call for visual art. The winning visual art, selected by a Committee of the Moscow Arts Commission, will be turned into tabloid-sized broadsides (the poem excerpt paired with the art), which will be displayed on city buses and in the Transit Center.

- Assist with selection of Broadsides on the Bus
- Collect applications for Broadsides on the Bus
- Create / distribute call for Broadsides on the Bus
- Create PowerPoint for Broadsides on the Bus
- Schedule day for selection for Broadsides on the Bus

Entertainment in the Park

The Entertainment in the Park program is sponsored by the City of Moscow, the Moscow Arts Commission, the Friends of Moscow Public Library, and Avista. The summer event features a Children's Entertainment Series starting at 6:00 p.m. followed by the Moscow Arts Commission Band at 7:00 p.m. at East City Park.

- Contact Avista regarding Entertainment in the Park sponsorship and printing of bookmark
- Contract Entertainment in the Park performers
- Coordinate the distribution of the Entertainment in the Park bookmark (contact schools to have an accurate count of bookmarks needed for distribution, obtain permission for bookmark distribution in schools as needed, coordinate delivery of bookmark to schools, etc.)
- Create / send invoice for Moscow Public Library's portion of Entertainment in the Park
- Create Entertainment in the Park bookmark and outdoor sign
- Entertainment in the Park staffing

Palouse Plein Air

Competition held annually, French for "in the open air" used to describe the act of painting outdoors. Plein Air competitions are all about painting outdoors in a specific area or region and then having those paintings exhibited in an art gallery. Palouse Plein Air is a multi-day painting competition for artists 18 years-of-age or older.

- Collect / compile Palouse Plein Air loan agreement / submit inventory to City Clerk
- Collect / Deposit fees for Palouse Plein Air
- Collect / Deposit payments for sold Palouse Plein Air works
- Collect Palouse Plein Air works on turn in day
- Communicate with Palouse Plein Air artists whose works are part of the Palouse Plein Air Traveling Show about locations, schedule, pickup
- Create binder / packet for Palouse Plein Air Traveling Show locations (list of contacts for artists, awards, information on winners, wall putty, list of Traveling Show locations, etc.)
- Create graphics for Palouse Plein Air (artist labels, awards, gift certificate, electronic ballot, artist choice ballot, peoples' choice ballot, poster, postcard, sign, etc)
- Create signage for Palouse Plein Air Traveling Show
- Deliver Palouse Plein Air Traveling Show works to each location based on schedule (reserve City vehicle when needed)
- Deposit Palouse Plein Air sponsorship fees
- Distribute / collect loan agreements for Palouse Plein Air Traveling Show locations
- Distribute application / rules and regulations for Palouse Plein Air
- Distribute Palouse Plein Air sponsorship application / seek sponsors
- Notarize art purchase agreement for Palouse Plein Air work purchased by City
- Notarize release and hold harmless for Palouse Plein Air
- Oversee pickup of Palouse Plein Air works not included in Traveling Show
- Photograph Palouse Plein Air works
- Process payment for artist of sold Palouse Plein Air works
- Process payment for Palouse Plein Air work purchased by City
- Process payments for Palouse Plein Air winners
- Request art purchase agreement for Palouse Plein Air work purchased by City
- Request loan agreements for Palouse Plein Air Traveling Show locations
- Seek locations for Palouse Plein Air Traveling Show
- Submit / collect / process applications for Palouse Plein Air
- Update application / rules and regulations for Palouse Plein Air
- Update Palouse Plein Air sponsorship application
- Attend Palouse Plein Air planning meetings when applicable
- Create agenda for Palouse Plein Air planning meetings when applicable

Mayor's Arts Award

Annually, the Mayor's Arts Awards to recognize individuals and organizations who have shown substantial support of the arts.

- Assist with the awards ceremony for the Mayor's Arts Awards
- Collect nomination forms for Mayor's Arts Awards and distribute to MAC as needed
- Contract music for Mayor's Arts Awards
- Create / distribute nomination form for Mayor's Arts Awards
- Create graphics for Mayor's Arts Awards (program, save the date, table tents, promotions, awards, name tags, etc.)
- Process payment for performer at the Mayor's Arts Awards

Outreach

Community

Need description...

- As a dept. we collectively add Social & Civic Value, whether it is Public Art, MFM programming, Third Street Gallery, Special Events, Concerts, workshops, etc.
- Organize Training workshops for artists and community members. I.e.: Cultural Café's,
- Public Education and Outreach.
- Public Speaking.
- Raise visibility of Arts program through outreach, marketing and collaborations with Community members and partnerships.
- Respond to citizen complaints and requests for information.
- Coordinate mailings for arts events
- Create / distribute press releases for department events (gallery, Artwalk, call for art, Entertainment in the Park, Mayor's Arts Awards, Palouse Plein Air, etc.)
- Create / submit department listings in quarterly Parks and Rec brochure (distribute draft to staff, make edits as needed)
- Create slideshows for Arts Director as needed
- Post information to City of Moscow's Facebook page (Gallery, Artwalk, Entertainment in the Park, Call for Artists, etc.)
- Poster and postcard distribution in community for various events
- Prepare PowerPoint / present to Administration Committee or Public Works Finance Committee as needed
- Public Speaking (community groups, conferences, etc)
- Talk to press about events as needed
- Update City Website (Entertainment in the Park, new City Public Art, Artwalk, Moscow Mayor's Arts Awards, Palouse Plein Air, etc.)

City Council

Need description...

- CCSR/agenda quick/
- Prepares a variety of periodic and special reports to Administration & Council.

Regional

Need description...

- Idaho Commission on the Arts Change Leader Liaison for Northern Idaho
- NOWPAC member. Conference organizer
- University of Idaho Arts Committee Representative

Public Art Coordination

Call for Artists

Need description...

- Assist with selection of call for art as needed
- Collect / process applications for call for art as needed
- Communicate with artist of call for art as needed
- Create / distribute call for artists as needed (Moscow Public Library, Wisescape Sign, bike racks, tree grates, bus shelter, tree grates, manhole covers, etc.)
- Create PowerPoint for selection of call for art as needed
- Process payment for call for art as needed
- Request / distribute / collect art purchase agreements for call for art as needed
- Schedule day for selection of call for art as needed

Inventory & Maintenance

Need description...

- Asset Management of Public Art inventory.
- Conservation management of Public Art inventory.
- Maintenance fund facilitation.
- Update inventory for the City Art Collection / City Public Art Collection including Artwalk cover art; new Vinyl Wraps; new bus shelters; other purchased works (add new pieces to inventor list, submit work to be photographed by Information Systems for cataloging, complete and submit City Acquisition Form, label back of work, find a city office or building to display the work)
- Evaluates and schedules routine maintenance and care of public artworks.

Project Administration & Management

Need description...

- Prepare status reports and periodic project updates and create and update Web site information regarding active projects;
- Manages, organizes and administers public art projects and contracts; continuously tracks projects to ensure artwork is completed and installed on-time and within budget; researches and recommends public art sites and potential future projects; coordinates project meetings with artists, contractors and District staff; directs and coordinates projects with District engineering and construction support services throughout the bid and construction process; confers and works with artists throughout the design, development, construction, fabrication and installation phases of a project to resolve construction and installation issues as they arise.

- Prepares, disseminates and solicits Requests for Qualifications and Requests for Proposals to announce art project availability; negotiates contractual obligations with artists.
- Artist Selection and Design Development.
- Ensure complete and accurate project close-out and facilitate project dedication events.
- Experience working with schematics and designs.
- Facilitate incorporation of project information in construction and scoping documents.
- Facilitation of Public art artist selection process.
- Internal resource for URA and urban development projects as it relates to Public Art and place making. Ex; New Pad at 6th and Jackson for future PA with Hello walk. UI development of Vinyl Wrap placement on campus, Sculpture installations planning with Transit Center and UI Sculpture Lab, A & A.
- Monitor and resolve any issues that arise during fabrication, installation and construction by others of public art project elements;
- Planning and coordinating public art events and dedications.
- Plans, develops and implementation of the Moscow Public Art Master Plan.
- Prepare and track the status of artist contracts, including processing invoices and payments, schedules, and milestone payments;
- Project management and coordination with key stakeholders including elected officials, client department personnel, community members, design professionals, contractors and commissioned artists
- Serves as liaison between City of Moscow departments, staff and the public for current and future public art projects; interfaces with member cities, community and civic leaders, industry professionals and artists.
- Substantial interaction with public agencies, fabricators and consultants.
- Temporary Public art project selection, artwalk cover art selection process,
- Working knowledge of Construction drawings as it relates to Public Art.
- Working knowledge of State Agencies of Impact as it relates to Public Art projects. I.e. Idaho Transportation Dept.

Transit Center Sculpture Garden

Need description...

- Collect / process applications for Transit Center Sculpture Garden
- Communicate with artists on drop off / pickup day for Transit Center Sculpture Garden
- Communicate with artists selected for Transit Center Sculpture Garden works
- Create / order stickers for labels at Transit Center Sculpture Garden
- Create / send rejection letters for works not selected for Transit Center Sculpture Garden
- Create inventory of Transit Center Sculpture Garden and submit to City Clerk
- Create PowerPoint for selection of Transit Center Sculpture Garden works
- Request / distribute / collect / file loan agreements for Transit Center Sculpture Garden

- Schedule day for selection of Transit Center Sculpture Garden works
- Update / submit call for art for Transit Center Sculpture Garden

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Vinyl Wraps

Need description...

- Assist with selection of Vinyl Wraps
- Collect / process applications for Vinyl Wraps
- Communicate with artists selected for Vinyl Wraps
- Create / submit call for art for new Vinyl Wrap locations (update map / images, have Cutting Edge measure boxes, create line graphic if needed, etc.)
- Create PowerPoint for selection of Vinyl Wraps
- Process payment for Vinyl Wrap artists
- Request / distribute / collect art purchase agreements for Vinyl Wraps
- Schedule day for selection of Vinyl Wraps
- Send Cutting Edge graphics for selected Vinyl Wraps

Third Street Gallery

The Third Street Gallery is located on the second and third floors of Moscow's beautiful and historic City Hall. The gallery exhibits the works of local and regional artists for the enjoyment of residents and visitors to the community. Moscow City Hall is located at 206 East Third Street. Gallery hours are 8:00 a.m. to 5:00 p.m., Monday through Friday.

- Contract musicians for Third Street Gallery receptions
- Coverage for Gallery events on weekends
- Create / print Third Street Gallery exhibit postcards (Artwalk, Palouse Plein Air, Jazz Fest Poster, etc.)
- Create / send / compile Third Street Gallery loan agreements for exhibits
- Create / submit Third Street Gallery wall lettering to Cutting Edge
- Create Third Street Gallery exhibit promotional signs as needed
- Create Third Street Gallery schedule with exhibit dates, load-in / load-out dates, receptions, etc.
- Distribute / collect Third Street Gallery video / audio release as needed
- Install works in Third Street Gallery (pickup works when needed, move works to gallery space, layout works, hang / install works, create / install artist labels)
- Mail Third Street Gallery exhibit postcards as needed (create mailing labels, label, sort, etc.)
- Maintain Gallery equipment
- Photograph Third Street Gallery exhibits as needed
- Process payments for musicians for Third Street Gallery receptions
- Purchase supplies / setup / attend / cleanup Third Street Gallery receptions as needed
- Put out / bring in Gallery today sign
- Remove works from Third Street Gallery at end of exhibit and facilitate pickup
- Send Third Street Gallery exhibit inventories to City Clerk
- Third Street Gallery installations
- Third Street Gallery planning.
- Third Street Gallery take down
- Turn on Gallery lights on 2nd floor
- Update City website (Gallery exhibits, Home page to promote events, call for art)

Moscow Arts Commission

Commission Members

The purpose of the Moscow Arts Commission is to enrich the life of the community by celebrating and cultivating the arts. As advocates for the arts, our goals are:

- Provide innovative, cooperative, and accessible programs that are responsive to the needs and emerging opportunities in our community.
- Support artists by creating opportunities for their work to be experienced and their value recognized.
- Promote an understanding of the economic value of the arts to the community.
- Represent the City's interest in art matters
- Act as a spokesperson for art matters in the City and keep the Mayor and Council informed on all such matters
- Coordinate arts organizations and arts activities in the City
- Provide information and assistance for arts organizations, artists and anyone interested in cultural advancement of the community
- Develop cooperation between existing organizations in the City with schools and regional, State and national art organizations
- Search for sources of private, local, State and Federal funds and grants available to promote the arts in the City and surrounding communities
- Offer advice and assistance in aesthetic matters of the City regarding community planning or in any other artistic activities as may be referred to it by the City
- Encourage and aid programs for the cultural enrichment of the Moscow and surrounding communities

Staff Liaison

Staff assists the Moscow Arts Commission in a liaison role to assist the body in accomplishing their mission. Acting as a sounding board and providing ministerial functions, the staff liaison in particular works with other City staff to accomplish the necessary work for the Commission.

- Email Moscow Arts Commission members requesting agenda items
- Ex-officio Moscow Farmers Market Commission
- Prepare / Post Moscow Arts Commission agenda
- Prepare printed packet for Moscow Arts Commission
- Send digital packet to Moscow Arts Commission
- Serve as a staff liaison to cultural arts related Commissions, support organizations, preparing and presenting information.
- Staff Liaison to Moscow Art Commission.
- Staff Liaison to Public Art subcommittee.
- Stamp / upload / submit approved Moscow Arts Commission minutes
- Take minutes for Commission / edit minutes / enter into MinuteTraq software
- Update Moscow Arts Commission yearly report (City Council)

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