



DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

m e m o r a n d u m

TO: Urbana Public Arts Commission

FROM: Christina McClelland, Public Arts Coordinator

DATE: December 8, 2011

SUBJECT: Urbana Public Arts Program Long Range Planning Exercise Continued

Background

The Urbana Public Arts Commission has identified long-range planning activities and the creation of a five year plan as priorities to aid in establishing future fundraising goals, as well as to provide guidance for the yearly process of drafting the Annual Program Plan. During the October 11, 2011 Commission meeting, the Commission began this process by brainstorming a list of ideas and key values for the Urbana Public Arts Program. The process continued during the November 8, 2011 meeting, when the Commission studied long range plans from other cities.

Discussion

During the November 8 meeting, the Commission reviewed other cities' plans and discussed the List of Ideas and Key Values (Exhibit A) and the following questions, originally generated during the October meeting:

- Who else works toward these goals?
- What current projects do we have that address these goals?
- How on target are these goals in terms of the duties outlined in the Ordinance Establishing A Public Arts Commission (Exhibit B)?
- What are reasonable short term, mid-term, and long term goals?
- Are proposed and current programs sustainable? Consider resources (i. e. human, financial) necessary to maintain programs.
- What best fits the Urbana Public Arts program and Urbana community.
- Explore what information and experiences have been gleaned from the program to date.
- Awareness and communication with other local arts groups. Strive to not duplicate efforts of other arts groups, but expand efforts to fill in gaps and support other organizations.

To move forward in the long-range planning process, Commissioner Mary-Ann Winkelmes suggested that each subcommittee meet and prioritize a list of short, mid, and long term goals, in consultation with the List of Ideas and Key Values (Exhibit A) and Ordinance Establishing A Public Arts Commission and Permanent Public Arts Program (Exhibit B). City staff created a

Long Range Planning Worksheet (Exhibit C), to guide in this process and arranged meetings with each of the subcommittees (Exhibit D). New Commissioner Greg Chew had not yet joined any subcommittees, but provided staff with some overall feedback and impressions of the program.

The following subcommittees completed the worksheet on the dates listed below. Their completed worksheets are attached (Exhibit E):

- ArtNow!, 11/22/2011
- Downtown Arts Planning, 11/22/2011
- Marketing and Promotions, 12/1/2011
- Martin Luther King, Jr. Project ,11/29/2011
- Urbana Arts Grants, 11/22/2011

Due to scheduling conflicts and time constraints, the following subcommittees have not yet filled out the worksheet:

- Joseph W. Royer Arts and Architecture Subcommittee
- Boneyard Creek Beautification Subcommittee

The Art at the Market subcommittee briefly discussed ideas for long-range planning, but did not complete the worksheet. The Fundraising subcommittee opted to postpone their meeting until after the December meeting, so as to use priorities set by the other subcommittees to guide drafting future fundraising goals.

Staff has compiled the subcommittees' short, mid, and long-term goals from these worksheet into a timeline in the attached document (Exhibit F), as well as charts of how these goals fit the key ideas and values, and duties outlined in the Ordinance.

Recommendation

Staff recommends Commissioners review the priorities generated by each subcommittee, and that Exhibits E and F be used to draft a Long Range Plan for the January 10, 2012 meeting. Commissioners should consider what other items that should be included in this document, such as the mission statement, key values and ideas, and/or duties outlined in the Ordinance. Staff also recommends that subcommittees who have not yet met should complete the worksheet.

Attachments:

- Exhibit A: List of Ideas and Key Values from October 11, 2011 Meeting
- Exhibit B: An Ordinance Establishing A Public Arts Commission and Permanent Public Arts Program
- Exhibit C: Long Range Planning Worksheet
- Exhibit D: List of Subcommittees
- Exhibit E: Filled Out Long Range Planning Worksheets
- Exhibit F: Compilation of Public Arts Commission Subcommittee Priorities from Long-Range Worksheets

List of Ideas and Key Values revised November 8, 2011 Meeting

- Integrate art (all kinds, not just visual) into City and Urban Environment
- Promote lifelong participation and learning in the arts
- Fundraising and financial support for Arts in the community
- Make Downtown Urbana a destination for arts—a place to see new/emerging art
- Identifying, opening and supporting more venues for artists (all disciplines)
- Promote awareness—make Urbana-Champaign artists aware of arts opportunities in the community, promote Urbana Public Arts Program
- Expand support for grants program to support more artists, organizations, festivals, and schools
- Youth Art program to encourage and support aspiring artists
- Promote artistic engagement for the whole community
- Partner with existing venues and organizations, promote arts events and activities of other venues and organizations
 - Events organized around broad theme or focus? Yearly or quarterly? I.e. “Silk Road” theme in Chicago
- Promoting city of Urbana
- What is our artistic footprint? Balanced, weight.

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ORDINANCE NO. 2008-03-013

**AN ORDINANCE ESTABLISHING A PUBLIC ARTS COMMISSION
AND PERMANENT PUBLIC ARTS PROGRAM**

WHEREAS, art, in all its many forms, is essential to the vitality of our city, bolstering quality of life, economic development, public safety, academic performance, and social tolerance; and

WHEREAS, many cities throughout the United States have adopted public arts programs recognizing the need for public support and contribution to the arts; and

WHEREAS, the Urbana City Council adopted Common Goals on September 19, 2005 which included:

- the establishment of a dedicated revenue stream for public art;
- the preservation and commemoration of local and multicultural traditions and histories;
- the integration of art into every feasible public works project--to promote functional and streetscape art;
- to create a program that represents our community in all its diversity--in terms of race, geography, gender, class, sexual orientation, belief-system, etc.;
- to develop a strong public collection of artworks representing diverse communities, artistic styles, and disciplines;
- to provide opportunities for local and national, established and emerging artists in Champaign County; and
- the establishment of a public arts commission; and

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WHEREAS, the Urbana Mayor appointed and the City Council approved the Urbana Public Arts Task Force to study and make recommendations on the creation of a public arts commission and program; and

WHEREAS, the Urbana Public Arts Task Force has recommended the creation of a public arts commission and program which would create a dedicated revenue stream for the arts, foster an environment for established and emerging artists to thrive in Urbana, promote life-long participation and learning in the arts, and integrate art into the urban environment; and

WHEREAS, the Urbana City Council wishes to establish a Public Arts Commission and a Public Arts Program.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF URBANA, ILLINOIS, as follows:

Urbana Public Arts Program; establishment.

The City Council hereby establishes the Urbana Public Arts Program as set forth herein.

Definitions.

As used in this ordinance:

The "Arts" and "Art" as used in this program description includes but is not limited to creative writing, dance, film/video, music, theatre, visual arts, crafts, performing arts, spoken word, environmental arts, multimedia arts, architectural arts, landscape architecture, and emerging media.

"Construction Cost" means original budgeted cost of construction or alteration of the structure or the project itself, excluding land, engineering and administrative costs, cost for fees and permits, fixtures, furnishings, streets, sewers, similar accessory construction, and indirect costs, such as interest during construction, advertising and legal fees.

"Construction or alteration" means construction, rehabilitation, renovation, remodeling or improvement.

"Municipal building" means all municipal buildings except service facilities not normally visited by the public.

"Municipal building project" means a construction project which involves the construction or alteration of a municipal building with an original budgeted construction cost of \$750,000 or more.

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Commission.

The Urbana Public Arts Commission is hereby established.

Mission.

The Urbana Public Arts Commission recognizes the arts as essential to the vitality of our city. The Commission fosters a dynamic, innovative Urbana, where all residents—emerging artists, established artists, and “non-artists” alike—may engage with the arts in its many forms and where artists thrive and are valued.

Composition, appointment.

The Urbana Public Arts Commission shall consist of nine (9) members appointed by the Mayor, and approved by the Council, from constituencies representing various segments of the community which have experience, expertise, or interest in the areas of the arts, arts education, planning, neighborhood organizing, event planning, business, or another related field. Members shall be chosen from a diverse range of backgrounds, occupations, and artistic venues, with the intention of reflecting the full diversity of the Urbana arts community. In the making of appointments hereunder, the Mayor may receive recommendations from civic groups.

All members shall be voting members.

Quorum.

Five (5) members shall constitute a quorum.

Terms of members; absence of member.

(a) The initial terms shall be as follows. There shall be four (4) members whose terms expire June 30, 2009, and five (5) members whose terms expire June 30, 2010. Subsequent appointments shall be made for terms of three (3) years, or until their successors are appointed and approved by the City Council. Within sixty (60) days following the expiration of the term of each of those commissioners, a successor shall be appointed by the Mayor with the approval of the Council, and the successor shall serve for a term of three (3) years.

(b) If a commissioner resigns or is removed from the commission, a successor shall be appointed by the Mayor with approval of the City Council and shall serve for the unexpired period of the vacated term.

(c) These members of the commission may be removed by the Mayor for good cause with the approval of a majority of Council present and voting. Absence from all meetings in three (3) consecutive months may be considered to be prima facie good cause.

Meetings.

(a) The Public Arts Commission shall meet at least quarterly, on call of the chairperson or of any five (5) members.

Chairperson.

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The Mayor shall designate the chairperson of the commission.

Functions and duties generally.

The functions and duties of the Urbana Public Arts Commission are limited to those set forth in this ordinance, and as specifically set forth in any other duly enacted ordinance. Nothing in this ordinance shall be construed as vesting legislative or budgetary discretion or power in the Commission.

Duties.

The Urbana Public Arts Commission shall adopt its rules of procedure for whatever regular and special meetings are deemed by the Commission to be advisable and necessary to the fulfillment of the duties of the commission.

The roles and responsibilities of the Commission may include, but not be limited to, the following:

(1) To explore and recommend to the Mayor, City Council, City staff, and other groups, ways to further the development of, and interest in, the arts and the local cultural heritage, as well as to offer advice on relevant city projects;

(2) To propose to the Mayor and City Council an Annual Public Arts Program Plan that identifies specific program goals for the year, means of achievement, proposed expenditures, sources of supplemental revenue, schedule of execution, necessary resources and responsibilities, and an implementation plan to address the goals;

(3) To propose to the Mayor and City Council policies regarding the selection of proposed public arts projects such as the involvement of artists in selected building projects, criteria for artist and site selection, evaluation criteria for all programs, and other policies relevant to the Public Arts Program. Such policies should reflect the following three priorities:

- a) Community accessibility to the arts;
- b) Artist accessibility to resources; and
- c) Opportunities for collaboration and partnerships

(4) To review relevant proposals and assist in the process by which artists, arts organizations, neighborhood organizations, businesses, developers, merchant associations, charitable foundations, or any other member of the general public proposes and creates projects in the arts which are located in public places owned and maintained by the City of Urbana;

(5) To convene temporary selection committees to review and recommend proposals to Urbana's Public Arts Program for approval by the commission.

(6) To approve proposals that are not permanently placed on municipal property.

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- (7) To submit, for confirmation, proposals to the Mayor and City Council confirming the receipt, purchase, maintenance, dispossession, and de-accession of works of art to be permanently placed on municipal property.
- (8) To oversee subject to provisions under the section on Administration, the receipt, purchase, maintenance, dispossession, and de-accession of works of art to be placed on municipal property;
- (9) To research and seek additional funding including donations, grants and other support to further expand public arts programs;
- (10) To encourage public participation in local artistic and cultural events and programs;
- (11) To cooperate with other entities on matters regarding the arts;
- (12) To offer educational programming to the public regarding the arts;
- (13) To coordinate events and outreach related to the arts;
- (14) To recommend updates to the public arts ordinance;
- (15) To take such other actions as the Mayor and City Council may direct from time to time.

Sub-committees, Selection Committees.

The Public Arts Commission shall appoint sub-committees as deemed necessary. Sub-committees and selection committees shall serve in an advisory capacity to the Public Arts Commission.

Compensation.

No member of the Public Arts Commission, or any appointed sub-committee, shall receive compensation for his or her services. Members of the committees who are city employees shall receive only such compensation as is set forth as salary and benefits in the annual appropriation ordinance.

Dedication.

Every budget for the construction or alteration of a municipal building, which involves the construction or alteration of a municipal building with an original budgeted cost of construction of \$750,000, or more, to which there is or will be public access built for or by the City of Urbana, shall provide that at least one percent of the original budgeted cost of construction, shall be appropriated and deposited in the Public Arts Fund for the purchase, or commission, of art to be located in a public area in, upon, or adjacent to such building, provided; except that if it would be inappropriate to display art at that location, said one percent shall be used for the acquisition or commission of art to be located in a public area in, upon, or adjacent to or in close proximity to other municipal buildings. This provision, however, shall not apply to any building or project constructed with funds which exclude public art as an eligible cost. At the time of project approval, adequate additional funds for the maintenance, and

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preservation of the subject art shall be put aside into the Public Arts fund.

Public Arts Fund.

A Public Arts Fund is hereby created to serve as an account through which funds from the city, outside grant monies, private and corporate donations for the arts, and other revenue sources can be received, collected, and distributed.

Administration.

The Urbana Public Arts Commission shall have the authority to select works of art, remove works of art previously displayed based on a de-accession policy, promulgate criteria for selection of works of art and artists and maintenance, and take any other action necessary to carry out its purposes for projects as described in the section on Duties, in accordance with the annual budget and subject to all ordinances of the City of Urbana.

The Community Development Services Department, in coordination with the Public Arts Commission, shall administer 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 shall be the contracting officer for commission or purchase all works of art after consultation with the Public Arts Commission.

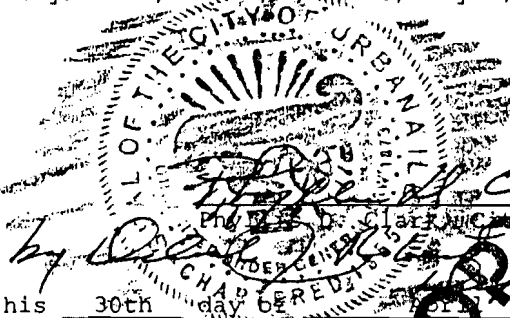
This Ordinance shall be in full force and effect from and after its passage and approval according to law.

PASSED by the City Council this 21st day of April, 2008.

AYES: Barnes, Bowersox, Chynoweth, Lewis, Roberts, Smyth, Stevenson

NAYS:

ABSTAINS:



The seal of the City of Urbana is circular with a sunburst in the center. The text around the perimeter reads "SEAL OF THE CITY OF URBANA ILLINOIS". Overlaid on the seal are several signatures and titles. One signature is "Chad Beredjick" with the title "Clerk" below it. Another signature is "Phyllis D. Clark" with the title "Clerk" below it. A third signature is "Chad Beredjick" with the title "City Clerk" below it. There is also a large handwritten "C" over the seal.

APPROVED by the Mayor this 30th day of April, 2008.

Laurel Lunt Prussing
Laurel Lunt Prussing, Mayor

Public Arts Commission Subcommittee Worksheet – Long Range Planning

Subcommittee: _____

Members: _____

Short term goals (1-2 yrs): _____

Midterm goals (3-4 yrs): _____

Long term goals (5 yrs & beyond):

What ideas and key values (generated from the Oct 11 Meeting) do these goals address?

- Integrate art (all kinds, not just visual) into City and Urban Environment.
- Promote lifelong participation and learning in the arts, as well as artistic engagement for the whole community.
- Fundraising and financial support for Arts in the community.
- Make Downtown Urbana a destination for arts—a place to see new/emerging art.
- Promote City of Urbana.
- Identify, open and support more venues for artists (all disciplines).
- Promote awareness—make Urbana-Champaign artists aware of arts opportunities in the community, promote Urbana Public Arts Program.

- Expand support for grants program to support more artists, organizations, festivals, and schools.
- Support youth art programs to encourage and support aspiring artists.
- Partner with existing venues and organizations; promote arts events and activities of other venues and organizations.
- Create a strong “artistic footprint.”

What resources (human, financial, etc) are necessary to meet these proposed goals?

What duties from the Ordinance Establishing A Public Arts Commission do these goals address?

How do these goals fit the Urbana community?

What experiences and information have been gleaned from efforts and programs in this area to date?

Who else in the community works toward similar goals? Are there opportunities for partnership, filling in gaps, and/or supporting the work of other organizations in this area?

How do these goals expand the “artistic footprint” of the Urbana Public Arts Commission?

Other ideas/goals not being currently addressed by a subcommittee:

Public Arts Commission Subcommittees

- Fundraising Subcommittee
 1. Patricia Sammann
 2. Geoff Bant
- Urbana Arts Grants Subcommittee
 1. Patricia Sammann
- Downtown Arts Planning Subcommittee
 1. Patricia Sammann
 2. Mary-Ann Winkelmes
- 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. Geoff Bant
 2. Mary-Ann Winkelmes
- Martin Luther King Jr. Project Subcommittee
 1. Robert Lewis
 2. Virginia Waaler
- Art at the Market Subcommittee
 1. Geoff Bant
- Joseph Royer Arts and Architecture Subcommittee
 1. Ilona Matkovszki
 2. Greg Chew
- UPTV *Art Now!* Subcommittee
 1. Pat Sammann
 2. Greg Chew
- Arts in the Schools Subcommittee
 1. Geoff Bant
 2. Barbara Hedlund

Public Arts Commission Subcommittee Worksheet – Long Range Planning

Subcommittee: UPTV ArtNow!

Members: Pat Sammann

Short term goals (1-2 yrs): 1) Interview more artists outside the visual arts.

2) Show art being created.

3) Get another member on the subcommittee.

4) Better publicize the show

Midterm goals (3-4 yrs): 1) Interview more artists a month

2) Better publicity

Long term goals (5 yrs & beyond):

1) Expanded ArtNow! projects--possible ideas include DVD, Artist Home tours, calendar of local artists

2) Integrate with other subcommittees--ArtNow! shows as education for Art in the Schools, Fundraising.

What ideas and key values (generated from the Oct 11 Meeting) do these goals address?

- Integrate art (all kinds, not just visual) into City and Urban Environment.
- Promote lifelong participation and learning in the arts, as well as artistic engagement for the whole community.
- Fundraising and financial support for Arts in the community.
- Make Downtown Urbana a destination for arts—a place to see new/emerging art.
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- Expand support for grants program to support more artists, organizations, festivals, and schools.
- Support youth art programs to encourage and support aspiring artists.
- Partner with existing venues and organizations; promote arts events and activities of other venues and organizations.
- Create a strong “artistic footprint.”

What resources (human, financial, etc) are necessary to meet these proposed goals?

Another person willing to do interviews. Help in contacting artists.

What duties from the Ordinance Establishing A Public Arts Commission do these goals address?
1, 2, 10, 12.

How do these goals fit the Urbana community?

This program helps promote C-U as an arts rich community. It also makes the community aware of where art can be viewed in the community.

What experiences and information have been gleaned from efforts and programs in this area to date?

The artists have all appreciated being interviewed, but the program is not widely known.

Who else in the community works toward similar goals? Are there opportunities for partnership, filling in gaps, and/or supporting the work of other organizations in this area?

ArtNow! is unique. Promoting it in partnership with other arts organizations (ie. 40 North's updated website, CU Living) may be something to pursue.

How do these goals expand the “artistic footprint” of the Urbana Public Arts Commission?

Increasing awareness of artists in the community, great resource documenting U-C's artists that is easily accessible.

Other ideas/goals not being currently addressed by a subcommittee:

Public Arts Commission Subcommittee Worksheet – Long Range Planning

Subcommittee: Art in the Schools

Members: Geoff Bant, Barbara Hedlund

Short term goals (1-2 yrs): -Consult with local high school art teachers
- Prioritize goal of program -- is it providing funding for longterm visiting artists, equipment costs,
field trip costs, professional development for teachers, or serving as
clearinghouse: connecting artists and schools

Midterm goals (3-4 yrs): -Establish program

Long term goals (5 yrs & beyond):
-Evaluate, refine, and continue program

What ideas and key values (generated from the Oct 11 Meeting) do these goals address?

- Integrate art (all kinds, not just visual) into City and Urban Environment.
- Promote lifelong participation and learning in the arts, as well as artistic engagement for the whole community.
- Fundraising and financial support for Arts in the community.
- Make Downtown Urbana a destination for arts—a place to see new/emerging art.
- Promote City of Urbana.
- Identify, open and support more venues for artists (all disciplines).
- Promote awareness—make Urbana-Champaign artists aware of arts opportunities in the community, promote Urbana Public Arts Program.

- Expand support for grants program to support more artists, organizations, festivals, and schools.
- Support youth art programs to encourage and support aspiring artists.
- Partner with existing venues and organizations; promote arts events and activities of other venues and organizations.
- Create a strong “artistic footprint.”

What resources (human, financial, etc) are necessary to meet these proposed goals?

Starting another grant program would require additional administrative resources.

Adding a schools category to current grant program could be an option.

Potential fundraising goal for Art in the Schools support.

What duties from the Ordinance Establishing A Public Arts Commission do these goals address?

1,2, 9, 10, 11, 12, 13

How do these goals fit the Urbana community?

Encouraging arts education, participation, and access.

Connecting artists with schools.

What experiences and information have been gleaned from efforts and programs in this area to date?

Current grant program is difficult for teachers as it is difficult to estimate future costs of buses, subs, etc. Schedule of grants also is difficult--fall is better than spring for arts programs. Also, many needs to potentially meet--subcommittee will have to prioritize.

Who else in the community works toward similar goals? Are there opportunities for partnership, filling in gaps, and/or supporting the work of other organizations in this area?

Partnership USD116 and 40 North | 88 West, to identify artists

CUSF Splash grants, Parkland, UI, other interested arts groups

How do these goals expand the “artistic footprint” of the Urbana Public Arts Commission?

Supporting arts education and participation in the community

Helping artists connect with schools

Other ideas/goals not being currently addressed by a subcommittee:

See attached mind map of ideas, arts areas, program needs, schools, and partners
created by Commissioner Geoff Bant

Public Arts Commission Subcommittee Worksheet – Long Range Planning

Subcommittee: Downtown Arts subcommittee

Members: Pat Sammann, Mary-Ann Winkelmes

Short term goals (1-2 yrs): 1) Have a permanent projection on display in DT Urbana
2) Have rotating art display in the parking garage windows--vinyl designed by schools, local artists.
3) Urbana Sculpture Program--future of existing sculptures, new sculptures
4) Investigate use of space for art display --Lincoln Square, Library

Midterm goals (3-4 yrs): 1) Video/projection event as part of Boneyard Arts Festival
2) Bring sculptures or other visual art to Boneyard Beautification Project

Long term goals (5 yrs & beyond):

- 1) Permanent visual art in downtown
- 2) Look for potential art venues

What ideas and key values (generated from the Oct 11 Meeting) do these goals address?

- Integrate art (all kinds, not just visual) into City and Urban Environment.
- Promote lifelong participation and learning in the arts, as well as artistic engagement for the whole community.
- Fundraising and financial support for Arts in the community.
- Make Downtown Urbana a destination for arts—a place to see new/emerging art.
- Promote City of Urbana.
- Identify, open and support more venues for artists (all disciplines).
- Promote awareness—make Urbana-Champaign artists aware of arts opportunities in the community, promote Urbana Public Arts Program.

- Expand support for grants program to support more artists, organizations, festivals, and schools.
- Support youth art programs to encourage and support aspiring artists.
- Partner with existing venues and organizations; promote arts events and activities of other venues and organizations.
- Create a strong “artistic footprint.”

What resources (human, financial, etc) are necessary to meet these proposed goals?

Money for projects (projector, display, vinyl)

Admin support for research and outreach

Time to identify needs & locate people, organizations to help with Boneyard event.

What duties from the Ordinance Establishing A Public Arts Commission do these goals address?

1, 2, 3, 4, 7, 10, 11, 13

How do these goals fit the Urbana community?

Making downtown Urbana visibly arts-oriented, a place known for its art.

Support emerging artists/provide venues & opportunities to show work, break in to public art.

What experiences and information have been gleaned from efforts and programs in this area to date?

Storefront Art series attempts.

Who else in the community works toward similar goals? Are there opportunities for partnership, filling in gaps, and/or supporting the work of other organizations in this area?

PAL is putting sculpture in public areas, but seeks financial support from donors.

UBA is committed to promoting downtown Urbana.

How do these goals expand the “artistic footprint” of the Urbana Public Arts Commission?

Visual projects are enrich the community and promote awareness of UPAC.

Other ideas/goals not being currently addressed by a subcommittee:

Would banners or some other visual item showing support for the arts be helpful in gaining support from downtown community? Advertising in downtown projector along with art?

Public Arts Commission Subcommittee Worksheet – Long Range Planning

Subcommittee: Marketing

Members: Pat Sammamn, Barbara Hedlund

Short term goals (1-2 yrs): 1) More publicity for grants events 2) More publicity for arts classes list
3) Coordination of marketing with other subcommittees
4) Develop a yearly marketing plan for every year 5) Distribution
6) Increase presence on all media (radio, tv, newspaper) 7) Keeping materials current

Midterm goals (3-4 yrs): 1) Publicity for fundraising 2) Publicity for school efforts
3) Publicity for joint efforts with other arts organizations
4) Cross-promotion--ongoing (radio, tv, media)

Long term goals (5 yrs & beyond):

Same, continued

Bigger projects--adapt as needed

What ideas and key values (generated from the Oct 11 Meeting) do these goals address?

- Integrate art (all kinds, not just visual) into City and Urban Environment.
- Promote lifelong participation and learning in the arts, as well as artistic engagement for the whole community.
- Fundraising and financial support for Arts in the community.
- Make Downtown Urbana a destination for arts—a place to see new/emerging art.
- Promote City of Urbana.
- Identify, open and support more venues for artists (all disciplines).
- Promote awareness—make Urbana-Champaign artists aware of arts opportunities in the community, promote Urbana Public Arts Program.

- Expand support for grants program to support more artists, organizations, festivals, and schools.
- Support youth art programs to encourage and support aspiring artists.
- Partner with existing venues and organizations; promote arts events and activities of other venues and organizations.
- Create a strong “artistic footprint.”

What resources (human, financial, etc) are necessary to meet these proposed goals?

More hours of contact with community communication sources, money for flyers, posters

Human - updating, keeping things current

What duties from the Ordinance Establishing A Public Arts Commission do these goals address?

1, 2, 10, 12, 13

How do these goals fit the Urbana community?

What experiences and information have been gleaned from efforts and programs in this area to date?

Audience for Twitter, Facebook, and e-newsletter has been growing.

Who else in the community works toward similar goals? Are there opportunities for partnership, filling in gaps, and/or supporting the work of other organizations in this area?

Partnership with UBA, UPD, USD116, and 40 North | 88 West for cross promotion

How do these goals expand the “artistic footprint” of the Urbana Public Arts Commission?

Other ideas/goals not being currently addressed by a subcommittee:

Other marketing ideas: -PowerPoint slideshow of photos playing at events, Lincoln Square

-Kiosk/brochure rack at the City building

-Inclusion in booklets, other groups' marketing efforts

Public Arts Commission Subcommittee Worksheet – Long Range Planning

Subcommittee: Dr. Martin Luther King, Jr. Project Planning

Members: Virginia Waaler, Robert Lewis

Short term goals (1-2 yrs): 1) Select artist to create sculpture

2) Artist works with community to develop project

3) Sculpture completed by 2013

Midterm goals (3-4 yrs): 1) Working with partners to promote and enhance the project, including UPD, USD116, potentially PAL for programming and education

2) Educational materials

3) Performances at the sculpture

Long term goals (5 yrs & beyond):

1) Continued promotion of project and goals of Dr. King

2) Ongoing maintenance

What ideas and key values (generated from the Oct 11 Meeting) do these goals address?

- Integrate art (all kinds, not just visual) into City and Urban Environment.
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- Fundraising and financial support for Arts in the community.
- Make Downtown Urbana a destination for arts—a place to see new/emerging art.
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- Support youth art programs to encourage and support aspiring artists.
- Partner with existing venues and organizations; promote arts events and activities of other venues and organizations.
- Create a strong “artistic footprint.”

What resources (human, financial, etc) are necessary to meet these proposed goals?

- Funds to create sculpture

- Communication and partnership with UPD

What duties from the Ordinance Establishing A Public Arts Commission do these goals address?
1,3, 5, 7, 10, 11, 12, 13

How do these goals fit the Urbana community?

Promoting appreciation of art, diversity & tolerance, creating an attraction in an underserved neighborhood

What experiences and information have been gleaned from efforts and programs in this area to date?

-Important to coordinate with neighborhood group & local community to foster feeling of ownership of project

- LA class proposals for King Park, previous efforts for public art

Who else in the community works toward similar goals? Are there opportunities for partnership, filling in gaps, and/or supporting the work of other organizations in this area?

-Partnering with Urbana Park District

-Working with USD116, neighborhood association

-PAL is also doing sculptures, but on a temporary basis. This project will be permanent.

How do these goals expand the “artistic footprint” of the Urbana Public Arts Commission?

A piece of permanent, visual art in an area where there have been no

Urbana Sculpture Program sculptures and few grant projects.

Other ideas/goals not being currently addressed by a subcommittee:

Public Arts Commission Subcommittee Worksheet – Long Range Planning

Subcommittee: Urbana Arts Grants

Members: Pat Sammann

Short term goals (1-2 yrs): 1) Increase number of grant applicants

2) Better publicize grant events

3) Expand pool of grant money to increase number of grants made

Midterm goals (3-4 yrs): 1) Institute separate grant category for schools

2) If grant money increases, provide continuing support for some festivals or projects

Long term goals (5 yrs & beyond):

1) On-going, strong grants program

2) Continual evaluation/improvement of program

What ideas and key values (generated from the Oct 11 Meeting) do these goals address?

- Integrate art (all kinds, not just visual) into City and Urban Environment.
- Promote lifelong participation and learning in the arts, as well as artistic engagement for the whole community.
- Fundraising and financial support for Arts in the community.
- Make Downtown Urbana a destination for arts—a place to see new/emerging art.
- Promote City of Urbana.
- Identify, open and support more venues for artists (all disciplines).
- Promote awareness—make Urbana-Champaign artists aware of arts opportunities in the community, promote Urbana Public Arts Program.

- Expand support for grants program to support more artists, organizations, festivals, and schools.
- Support youth art programs to encourage and support aspiring artists.
- Partner with existing venues and organizations; promote arts events and activities of other venues and organizations.
- Create a strong “artistic footprint.”

What resources (human, financial, etc) are necessary to meet these proposed goals?

More money for grants, more time spent on publicity.

What duties from the Ordinance Establishing A Public Arts Commission do these goals address?

1, 2, 3, 4, 5, 6, 10, 13

How do these goals fit the Urbana community?

Grants make sense in Urbana, where there is a communal, DIY ethos. Diversity is celebrated here.

What experiences and information have been gleaned from efforts and programs in this area to date?

The program has been a stunning success, allowing hundreds of artists to create work and thousands of people to participate in art. That said, the program has been flying under the radar as far as awareness of the community is concerned.

Who else in the community works toward similar goals? Are there opportunities for partnership, filling in gaps, and/or supporting the work of other organizations in this area?

The program does fill a gap in the arts community here by providing resources for artists.

How do these goals expand the “artistic footprint” of the Urbana Public Arts Commission?
Increasing accessibility & resources to produce and encourage participation in the arts.

Other ideas/goals not being currently addressed by a subcommittee:

Compilation of Public Arts Commission Subcommittee Priorities from Long-Range Worksheets

Short term goals (1-2 yrs):

Art Now!:

- Interview more artists outside the visual arts.
- Show art being created.
- Get another member on the subcommittee.
- Better publicize the show.

Art in the Schools:

- Consult with local high school art teachers.
- Prioritize goal of program -- is it providing funding for long term visiting artists, equipment costs, field trip costs, professional development for teachers, or serving as clearinghouse for connecting artists and schools?

Downtown Arts Planning:

- Have a permanent projection on display in DT Urbana
- Have rotating art display in the parking garage windows--vinyl designed by schools, local artists.
- Urbana Sculpture Program--future of existing sculptures, new sculptures.
- Investigate use of space for art display --Lincoln Square, Library.

Marketing & Promotions:

- More publicity for grants events.
- More publicity for arts classes list.
- Coordination of marketing with other subcommittees.
- Develop a yearly marketing plan for every year (distribution and updating materials).
- Increase presence on all media (radio, TV, newspaper).

Martin Luther King, Jr. Project Planning:

- Select artist to create sculpture.
- Artist works with community to develop project.
- Sculpture completed by 2013.

Urbana Arts Grants

- Increase number of grant applicants.
- Better publicize grant events.
- Expand pool of grant money to increase number of grants made.

Midterm goals (3-4 yrs):

Art Now!:

- Interview more artists a month.
- Better publicity.

Art in the Schools:

- Establish program.

Downtown Arts Planning:

- Video/projection event as part of Boneyard Arts Festival.
- Bring additional sculptures or other visual art to Boneyard Beautification Project.

Marketing & Promotions:

- Publicity for fundraising.
- Publicity for school efforts.
- Publicity for joint efforts with other arts organizations.
- Cross-promotion of programs and partnerships—ongoing via radio, TV, print media, internet, social media.

Martin Luther King, Jr. Project Planning:

- Working with partners to promote and enhance the project, including UPD, USD116, potentially PAL for programming and education.
- Educational materials.
- Performances at the sculpture

Urbana Arts Grants:

- Institute separate grant category for schools.
- If grant money increases, provide continuing support for some festivals or projects.

Long term goals (5 yrs & beyond):

Art Now!:

- Expanded ArtNow! projects--possible ideas include DVD, Artist Home tours, calendar of local artists
- Integrate with other subcommittees--ArtNow! shows as education for Art in the Schools,
- Fundraising.

Art in the Schools:

- Evaluate, refine, and continue program.

Downtown Arts Planning:

- Permanent visual art in downtown
- Look for potential art venues

Marketing & Promotions:

- Ongoing promotion of programs and partnerships via internet, radio, TV, print media, social media.
- Adapt as needed to upcoming projects.

Martin Luther King, Jr. Project Planning:

- Continued promotion of project and goals of Dr. King.
- Ongoing maintenance.

Urbana Arts Grants

- On-going, strong grants program.
- Continual evaluation/improvement of program.

What ideas and key values (generated from the Oct 11 Meeting) do these goals address?

	Subcommittee					
Ideas/Key Values	ArtNow!	Art in the Schools	Downtown Arts Planning	Marketing & Promotions	MLK Jr Project Planning	Urbana Arts Grants
Integrate art into City & Urban Environment.			X		X	X
Promote lifelong participation & learning in the arts...		X	X	X	X	X
Fundraising & financial support for Arts in the community.				X		
Make Downtown Urbana a destination for arts..			X	X		X
Promote City of Urbana.	X	X	X	X	X	
Identify, open & support more venues for artists			X		X	

Promote awareness— make Urbana- Champaign artists aware of arts opportunities in the community, promote Urbana Public Arts Program.	X			X		X
Expand support for grants program to support more artists, organizations, festivals, & schools.		X		X		X
Support youth art programs to encourage & support aspiring artists.		X				
Partner with existing venues & organizations; promote arts events & activities of other venues and organizations.		X		X	X	
Create a strong “artistic footprint.”	X	X	X		X	X

What duties from the Ordinance Establishing A Public Arts Commission do these goals address?

Ordinance Duties (see Exhibit B)	Subcommittees			Marketing & Promotions	MLK Jr Project Planning	Urbana Arts Grants
	ArtNow !	Art in the Schools	Downtown Arts Planning			
1	X	X	X	X	X	X
2	X	X	X	X		X
3			X		X	X
4			X			X
5					X	X
6						X
7			X		X	
8						
9		X				
10	X	X	X	X	X	X
11		X	X		X	
12	X	X		X	X	
13		X	X	X	X	X
14						
15						