



## **AGENDA**

### **Public Art Commission**

Tuesday, February 19, 2019, 4:00 PM

Pikes Peak Room, 2<sup>nd</sup> floor

107 N. Nevada Ave., Colorado Springs, CO, 80903

### **1. Call to Order**

### **2. Review Meeting Minutes**

- Review Public Art Commission Minutes from January 15, 2018

### **2. Public Comment**

### **3. Presentations and Discussions**

**3.A.** Review PAC presentation to City Council on February 11, 2019

**3.B.** Consultant Conversation regarding the Public Art Master Plan  
*Consulting Firm—Arts Management & Planning Associates Inc. (AMPA)*  
*Representatives—Kendall Peterson, Project Coordinator*  
*Rachel Cain*  
*Brian Corrigan*

### **4. Member announcements**

### **5. Adjournment**



## **PUBLIC ART COMMISSION**

January 15, 2019 at 4 p.m. in the Pikes Peak Room, City Hall.

Meeting called to order 4:04 p.m. by the Chair Bernard Byers

In Attendance: Voting members

Bernard Byers (C), Sandy Friedman (VC) Kim Polomka. (Sec), Thomas Walker (Alternate), Lisa Cross, Marta laCombe, Joanna Crosby (Alternative) and Sarah Stonestreet

Youth Ambassadors: Nicholas (Cee) Tuma, Maximus Wilhite, and Malia Pereira

Absent: Pam Sawyer, Hilary Hodge (PPLD)

**Stan VanderWerf** District 3, County Commissioner

City Staff Ted Skroback (Communication Specialist)

Matt Mayberry (Cultural Service Manager/Director)

Council representative: Tom Strand

**David Siegel, Parks Board Representative**

**Stan VanderWerf** District 3, County Commissioner

Approval of December minutes subject to name change

Moved Vice chair, Seconded Commissioner Walker

Voting on Officers, Chair, Vice Chair and Secretary

Communication Specialist shared that Commissioner Jerry Vigil has resigned citing family commitments. Communication Specialist informed the commission that the two alternatives would be considered as full voting members of the commission.

Their current status is only voting members when there is not a quorum.

Ted also stated that the change to the January elections would be in line with the other commissions. Mention was also made regarding Commission Member Pam Sawyer who had to resign pending a transportation move to another state.

Communication Specialist asked the commission about the alternatives moving up into the slots vacated by 3 active commissioners. He noted that there were 6 voting members not including the alternates.

Next was the question, do we elect officers at today's meeting or postpone until February 2019?

A motion was put forward to re-elect the current serving Chair, vice Chair and secretary. The vote was unanimous to continue with the existing officers.

Commissioner Cross gave a presentation via video and stills pertaining to a proposed sculpture race to be held in Colorado Springs using mobile sculpture, and used examples from other cities. The concept was enthusiastically received, and members asked questions regarding location, security and cost.

This was not a specific proposal just an idea to gauge the Commission suggestions and advice. The commissioner made note that the board of the Pikes Peak Arts Council will also be presented with the idea and that realistically this event is earmarked for 2021.

Matt Mayberry (Cultural Service Manager/Director) shared an image from a laptop showing the Historic flower carnival, which eventually turned into the Pikes Peak or Bust Rodeo.

The Chair mentioned that the workshop regarding the timeframe of presentation will be 10 minutes and will be presented between 1-1:30 p.m.

Councilor Strand would like as many commission members as possible in attendance.

Commissioner Cross made mention of the Economic Impact Study put out from the cultural office and that maybe this would be a good topic to touch on. A topic of interest is PAMP (Public Art Master Plan)

Meeting ended at 5:02 p.m.

**CITY OF COLORADO SPRINGS  
PUBLIC ART MASTER PLAN**

**PROPOSED SCOPE OF WORK  
ART MANAGEMENT & PLANNING ASSOCIATES, INC.**



**DESCRIPTION OF PROJECT APPROACH: PUBLIC ART MASTER PLAN**

As indicated in the Public Art Master Plan RFP, our team will focus on the following objectives set out by the Steering Committee:

- + Review of the status of the City’s existing public art procedures, ordinances and activities.
- + Complete asset mapping to determine location and ownership of current public art.
- + Identify key action items for the near- and long-term to get City programs better aligned with best practices.
- + Identify community or neighborhood projects that might serve as near-term priorities for new public art.
- + Develop a tool kit that neighborhoods could utilize to help spread more public art around the community.
- + Define an “Aspirational Vision” for public art in Colorado Springs.

The building blocks of the planning method includes capturing input from the community on their hopes, dreams and aspirations, researching public art industry best practices and understanding City of Colorado Springs policies and procedures affecting public art programming. At this stage we will inventory and evaluate the public art collection. A preliminary findings and recommendations report will help us open a dialogue about feasibility

and implementation options. The final phase is to prepare the Public Art Master Plan for the Public Art Commission to share with the community to begin building consensus and begin implementation of the plan.

## PHASE 1: DEVELOP PROJECT STRATEGY – ONE MONTH

**DEVELOP FRAMEWORK:** AMPA’s team will meet with the Public Art Commission and staff at the onset of the project to develop a strategy for the project. During this meeting we will shape the objectives and outcomes, define public input efforts, identify known stakeholders, confirm deliverable reports and assign a project timeline. This can be accomplished in one face-to-face meeting in Colorado Springs and up to three follow-up phone calls and emails. A draft of the strategy will be submitted for comments and revisions and a final draft will be submitted within three weeks.

Example of questions to inform the Project Strategy:

- *Public Input and Outreach: What are the key questions to be asked? What efforts should be made to inform the public about the project?*
- *Internal Input: What City of Colorado Springs staff members will provide input about public art programming and what is the chain of command? How will each of the decision-making groups be engaged in the process?*
- *Industry Best Practices: What is widely known in the industry as best practices and how can they be employed in Colorado Springs?*
- *Plan Components: What are the expectations of the Plan? What components should be included in the Plan?*

**COMMUNITY IMMERSION:** During this early Phase we propose conducting a Community Immersion exercise in which City representatives will lead us on a tour of key locations and community gathering places. This hands-on tour will help us understand the current conditions of the collection, as well as strengths and opportunities for public art in Colorado Springs. We would like to hear what initiatives have been successful (or not so) and the City’s ideas for future development.

## PHASE 1 OUTCOMES

- + Onsite Meetings: One full day of meetings and a tour
- + Deliverables: Work Plan, Timeline and Contact List

- + Allotted Time: 60 hours
- + Pricing: \$4,800

## **PHASE 2: COMMUNITY INPUT AND RESEARCH – FOUR MONTHS**

There are several components that make up Phase 2, below is a description of each component. The AMPA team will gather qualitative and quantitative information utilizing a variety of research methods to inform the Public Art Master Plan. This task will help everyone understand the multiple perspectives around existing programming, and to develop customized recommendations for future initiatives. Colorado Springs is a city unlike other metro areas, and the data we gather will help everyone understand your special needs and goals moving forward in the planning process.

---

### **PUBLIC INPUT AND CIVIC DIALOGUE**

The AMPA Team will engage Colorado Springs citizens and neighboring residents in a highly interactive and inclusive public input process. We will help facilitate all Steering Committee meetings and we will engage public stakeholders in a dialogue about the unique Colorado Springs story of place and its vision for the future. AMPA will use innovative engagement approaches as well as traditional outreach methods.

Proposed outreach possibilities, outlined below, could range from a kick-off event for a larger audience to one-on-one interviews, a charrette and an online questionnaire. The information collected will be through primary and secondary research methods. The information gathered will help uncover the community's perceived needs and interests and help the AMPA team gain insight into the community's attitudes and behaviors toward public art offerings. This phase is critical for guiding crafting the vision, goals and strategies for the plan.

**MASTER PLAN WORKSHOP:** To best understand who the key players are and what they hope for in a Public Art Master Plan, we will start with a Master Plan Workshop for a small group of committed stakeholders including the Art Commissioners, Steering Committee members and relevant City staff. This four-to-six-hour workshop will uncover strengths, opportunities and aspirations to guide the planning process. We will also review best practices with the group and uncover ways that the Colorado Springs Plan may differ or find similarities with other successful programs around the region.

**STEERING COMMITTEE MEETINGS:** We propose meeting with the Steering Committee monthly to report the project status, share insights and gather feedback. We recommend that

these members also attend the public meetings and help serve as Public Art Master Plan Ambassadors. The Ambassadors will be tasked with updating their networks about the status of the plan and gather information feedback. They will help spread the word about the opportunities available for the public art participate.

**KICK-OFF PUBLIC ART FORUM:** In Phase 2, the AMPA team will host a public event to announce the project. This event will help start building community interest, participation and create communication networks. This event will be interactive, informative and provide attendees with a clear sense of how they can participate throughout the planning process. It will also serve to launch our online questionnaire and website, see below.

**CHARRETTE:** We will hold one public charrette session to test out possible initiatives and to listen to ideas that might be brewing in the community. The session will be highly interactive, visual and help to build a strong network around arts, culture and creativity.

**STAKEHOLDER ONE-ON-ONE INTERVIEWS:** The AMPA team will divide a list of key stakeholders to interview individually or in small groups of two to three. We recommend working with the City and the Steering Committee to generate a list of up to 10 stakeholders to interview. We recommend including both “boosters” and “detractors” in these interviews, so we can best understand all views on the proposed public art program.

**ONLINE QUESTIONNAIRE:** Together with the City and Steering Committee, AMPA will develop questions to pose to the residents, surrounding communities and people statewide. We anticipate receiving enough responses to allow us to verify perceptions and beliefs found in other research methods.

#### ENHANCED ENGAGEMENT TECHNIQUES:

Media: We will develop a promotion plan to help create a buzz about the planning process, and to begin to build momentum for the Public Art Master Plan initiatives. The promotion plan will include a press release timeline and up to three draft releases (to be approved and distributed by the City). We believe national and statewide media will be interested in the story.

Social Media: We recommend tying the project to existing Facebook, Instagram and Twitter accounts; however, we can set up and manage new outlets if desired.

Website: In addition to providing information about the planning process on the City and partner websites, we recommend creating a collaborative community website that will allow for public dialogue and brainstorming. There are several options available for this free service and AMPA will manage the website. Free community website options include [www.mindmixer.com](http://www.mindmixer.com) and [www.vulume.com](http://www.vulume.com).



**REACH LOW-PARTICIPATING POPULATIONS AND UNTAPPED ARTS AND CULTURE AUDIENCES:** It is common with any community planning process that certain populations will have low participation rates. These include foreign language speakers and older and younger citizens. In addition, residents who do not live in proximity to existing cultural spaces may have barriers to participating in the planning process. AMPA is committed to maximizing the number of participants in these populations by targeting our outreach efforts. For example, we have budgeted for translating outreach collateral into Spanish, and to provide for Spanish translation at one public meeting. However, to make a genuine, impactful attempt at reaching these populations, we propose partnering with local service organizations and or other City Boards and Commissions to assist with outreach.

---

## ASSIMILATION OF EXISTING RESEARCH

**REVIEW CITY’S EXISTING PLANS, POLICIES AND PROCEDURES:** Our team will review and analyze all pertinent studies, surveys, reports and documents about Colorado Springs, including the public art policies and procedures, the Comprehensive Plan and other City strategic plans. We will discuss with community partners any future plans that may impact or contribute to public art initiatives.

City staff will help us throughout the process so we can align the overall needs assessment and Public Art Master Plan with the Comprehensive Plan and any other plans deemed critical to ensure the Public Art Master Plan is consistent with goals, objectives and strategies for all City guiding documents, existing and future. The new Public Art Master Plan will be a cohesive overlay to all guiding City documents, both mutually supportive and fundamentally collaborative.

**STAFF ONE-ON-ONE INTERVIEWS:** Our team will conduct up to six one-on-one interviews by phone with relevant staff members that have insight into issues that may affect the Public Art Program. It will be important to determine what plans, policies, procedures and codes are currently in place to support or hinder the public art initiatives.

**ASSET MAPPING:** AMPA will conduct an asset mapping tour of the current art collection, as well as other art highlights around the City. The goal of this tour is to assess the collection for its strengths, gaps, physical condition and potential for growth. AMPA will give an unbiased “outsider” point of view and report back with results and recommendations.



---

## BENCHMARK MODEL PROGRAMS

While Colorado Springs is a unique community, there is a lot we can learn from public art programs in other cities and municipalities around the region and nation. To develop industry best practices and benchmarks for measuring the impact of current and future public art programs and services in Colorado Springs, our team will research up to three comparable or aspirational public art programs. The criteria for selecting the comparison cities will be developed in the Framework Plan in Phase 1 at the onset of the project.

---

## RESEARCH FUNDING OPPORTUNITIES

The first step in determining the potential funding mechanisms for public art is to understand how the City budget works and what funding sources are already in use. We propose analyzing the City budget for the last three years and the budget forecast for the upcoming three years (study period is to be determined with City). The AMPA team will turn over every stone to find potential funding sources for future initiatives.

Because funding municipal public art programming can be challenging, we will assess other opportunities and customize recommendations to Colorado Springs' situation.

## PHASE 2 OUTCOMES

- + Onsite Meetings: Monthly Steering Committee meetings, 1 Kick-Off Cultural Forum, 1 public charrette.
- + Research Methods: 10 stakeholder interviews, 6 staff interviews, online questionnaire, networking with community organizations, 3 benchmark programs.
- + Other: Project website and communications plan.
- + Deliverables: Master Plan Workshop findings report, drafts and final versions of questionnaire and analysis, Public Art Asset Inventory and mapping recommendations, public art collection evaluation, Neighborhood Public Art Tool kit and compilation of all findings and benchmarking report.
- + Allotted Time: 200 hours
- + Pricing: \$16,000

## PHASE 3: ANALYZE INFORMATION & IDENTIFY ALTERNATIVES – TWO MONTHS

The AMPA team will review the data collected and draft the Executive Summary, an overview of history of public art in Colorado Springs, near-term and long-term recommendations and a vivid description of an aspirational goal for the community's public art vision.

Further input from the Steering Committee is needed at this time. We will hold one or two meetings with the members to discuss the findings and alternatives, and this task will provide time for questions and open a dialogue about the feasibility of the alternatives. Together we will ensure that the alternatives are in line with the vision and mission set by the community and stakeholders. An additional meeting may be necessary to receive additional feedback from other stakeholders not on the Steering Committee. AMPA is flexible about negotiating the needs of the project and the approval processes the City may have in place.

### **PHASE 3 OUTCOMES**

- + Onsite Meetings: Monthly Steering Committee meetings and up to two meetings with additional stakeholders to assess alternatives.
- + Deliverables: Draft Public Art Master Plan and public art collection inventory.
- + Allotted Time: 200 hours
- + Pricing: \$16,000

### **PHASE 4: SYNTHESIZE FINDINGS & FINALIZE MASTER PLAN – ONE MONTH**

After listening to and brainstorming with the community and gathering information, our team will finalize the Colorado Springs Public Art Master Plan. The outcome will be a comprehensive Plan that outlines the findings and recommendations to: *Develop a more strategic approach to this long-standing project, to evaluate how the current program compares to best practices used around the country and to identify ways to expand the presence and visibility of public art around the community.*

### **PHASE 4 OUTCOMES**

- + Onsite Meetings: Monthly Steering Committee meetings.
- + Deliverables: Final Colorado Springs Public Art Master Plan, two hard copies and one PDF.
- + Allotted Time: 100 hours
- + Pricing: \$8,000

## SCHEDULE AT A GLANCE

2019 SERVICES	JAN	FEB	MAR	APR	MAY
Phase 1: Develop Project Strategy					
Phase 2: Community Input & Research					
Steering Committee Meetings					
2019 SERVICES	JUN	JUL	AUG	SEP	
Phase 3: Analyze Findings & Identify Alternatives					
Phase 4: Synthesize Findings & Finalize Recommendations					
Steering Committee Meetings					

## COST ESTIMATE

Below is a list of itemized project costs. The estimated consulting services are based on an estimate of time allotted for each Phase multiplied by our hourly rate of \$80.00 per hour per team member. This hourly rate is inclusive of labor and insurance requirements.

CONSULTING SERVICES	HOURS	TOTAL
Phase 1: Develop Project Strategy	60	\$4,800
Phase 2: Community Input & Research	200	\$16,000
Phase 3: Analyze Findings & Identify Alternatives	200	\$16,000
Phase 4: Synthesize, Finalize Recommendations, Present Final Plan	100	\$8,000
<b>Consulting Services Total</b>	<b>560</b>	<b>\$44,800</b>
REIMBURSABLE EXPENSES	TOTAL	
Events and meeting costs		\$1,000
Spanish translation and interpretation		\$800
Design, printing		\$2,500
Travel		\$150
<b>Reimbursable Expenses Total</b>		<b>\$4,450</b>
<b>TOTAL PROJECT COST ESTIMATE</b>		<b>\$49,250</b>

## AMPA TEAM RESPONSIBILITIES

### **Deana Miller, Authorized Representative**

- + Authorized Representation and contract administration.
- + Reviews progress reports by team members ensuring completion of contract obligations.
- + Acts as advisor throughout the process, including providing report templates and frameworks.
- + Reviews all findings reports and Plan recommendations, and edits the final Master Plan document.

### **Kendall L. Peterson, Affiliate Consultant and Team Leader**

- + Acts as the liaison to the client and Colorado Springs community.
- + Manages timeline and ensures team meets milestones.
- + Participates in Community Immersion activity and shares insights and ideas with team members.
- + Develops the Project Framework and reviews the Framework document.
- + Coordinates team meetings and leads brainstorming sessions.
- + Oversees work by team members and submits all deliverables to the client.
- + Contributes to developing Master Plan Workshop strategy and leads workshop.
- + Participates in Steering Committee meetings.
- + Conducts outreach to low-participating populations.
- + Conducts community outreach and public presentations.
- + Conducts Kick-off Public Art Forum, Master Plan Workshop, Charrette and stakeholder interviews.
- + Oversees research on funding opportunities, benchmarks and industry best practices.
- + Leads the analysis of public art collection in Colorado Springs.
- + Reviews and assesses City's public art program and all City planning documents.
- + Researches and identifies funding sources for future initiatives.
- + Synthesizes team recommendations and develops the preliminary and final reports.
- + Presents the findings and recommendations to Colorado Springs.
- + Participates in developing an implementation plan.

### **Brian Corrigan, Creative Strategist**

Brian Corrigan is a creative strategist who uses critical, creative and conceptual skills to solve problems and issues in the new economy. Recognized by CEOs for Cities as an innovator and community change agent who is shaping the future of American cities, Corrigan specializes in creating strategies rooted in culture. His work has been featured in trend publications and covered in the media: PSFK, Dwell, Springwise, NPR, Cool Hunting, CBS, Huffington Post and The Architect's Newspaper. To see Brian's work, go to <http://www.briancorrigan.net>.

- + Leads the creative development of community outreach methods, including the Master Plan Workshop, Kick-off Public Art Forum and Charette.

- + Leads the creative direction of the promotional activities for the project, including social media and website/webpage.
- + Participates in team meetings and brainstorming sessions.
- + Participates in Community Immersion activity and shares insights and ideas with team members.
- + Co-conducts Kick-off Public Art Forum and Charette, and may participate in Master Plan Workshop.
- + Provides a report on the findings of the public outreach efforts.
- + Contributes to the development of the questions for the online questionnaire and stakeholder interviews.
- + Participates in analysis of public art collection in Colorado Springs.
- + Contributes to Plan recommendations.

### **Associate Consultant**

- + Assists the Team Lead and Creative Strategist in the implementation of the project tasks.
- + Participates in Community Immersion activity and shares insights and ideas with team members. Takes notes on team members insights and ideas for future use.
- + Contributes to the Project Framework and writes the Framework document.
- + Coordinates team meetings and participates in brainstorming sessions.
- + Conducts all promotional activities employing creative direction by Corrigan, including social media and website/webpage.
- + Contributes to developing Master Plan Workshop strategy and assists in conducting workshop. Takes Workshop notes and writes a findings report.
- + Participates in Steering Committee meetings. Takes meeting notes and tracks action items.
- + Participates in the development of the online questionnaire, implements the questionnaire and prepares a findings report.
- + Conducts outreach to low-participating populations.
- + Assists in conducting the Kick-off Public Art Forum, Charrette and stakeholder interviews. Leads the coordination of the outreach efforts.
- + Participates in analysis of public art collection in Colorado Springs and writes a findings report.
- + Conducts research on funding opportunities, benchmarks and industry best practices and writes a findings report.
- + Assesses City's public art program and all City planning documents.
- + Contributes to Plan recommendations and assists in writing the preliminary and final reports.
- + Assists in presenting the findings and recommendations to Colorado Springs.
- + Participates in developing an implementation plan.