



**City of McCall
Public Art
Policies and Recommendations**

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City of McCall

1. **PUBLIC ART PROGRAM MANAGEMENT:** Adopt a public art management team structure for the administration of future public art projects. The team would consist of:
 - a. City of McCall Community Development staff (Lead Team Member)
 - b. City of McCall Parks and Recreation staff
 - c. City of McCall Public Works staff
 - d. McCall Arts and Humanities Council representative
 - e. when needed – outside contractor

The team approach will provide the opportunity for the greatest amount of communication and relationship-building among the lead agencies and city departments and the ability to split up the administrative, planning, project management, and maintenance responsibilities among the team groups and to work together to establish public art goals and policies as needed. This approach also minimizes any fiscal impact for staff to initiate new public art projects. With the Community Development Department staff person in the lead, all will work together toward a shared end goal of developing a vibrant, sustainable public art program for the City of McCall. This structure will work as long as the project load is under 2-3 projects per year. The team can agree to bring in a part-time outside contractor to assist with aspects of the management of public art projects as needed and funds are available. As the program grows, the ideal recommendation is for the City of McCall to hire a part time staff person to be solely responsible for the public art program.

2. **PUBLIC ART ADVISORY COMMITTEE:** Once a public art project is selected by a selection panel or when a work is offered as a donation to the City it must go to City Council for final approval. Prior to works going to Council it is recommended that a standing body with knowledge and understanding of the arts and the City review these works to consider site appropriateness, aesthetic quality, appropriateness for the collection, maintenance needs, and such issues. This group acts as the community advisory body for the public art program.

The Public Art Management Team shall propose the membership and make-up of the Public Art Advisory Committee for approval by City Council.

Please see *Exhibit A*: to see how this review/approval process would flow and *Exhibit B*: an overview of what the members responsibilities would be under this role.

3. **ART SELECTION PROCESSES:** To purchase or commission new works, McCall will use one of the following methods of selection:
 - a. Request for Qualifications
 - b. Request for Proposals
 - c. Invitational

Each of these selection processes will involve a selection panel of stakeholders, who will make recommendations of what to commission or purchase that will be forwarded to City Council for final consideration and opportunities for input from the larger community.

4. **ART DONATION POLICY:** All donations of existing artworks considered for the McCall Public Art Collection are required to be reviewed by the Public Art Management Team and the Public Art

Advisory Committee for a recommendation to City Council, where final approval rests. All donations will have an accompanied information sheet (*Exhibit C*) and maintenance plan, provided by the donor, in accordance with the maintenance policy and to the satisfaction of the City or its designate. All donations must be unencumbered. No work of art will be accepted if the donor requires the City to locate the work of art in a specific location in perpetuity. Art works will normally include a funding donation for the maintenance and conservation of the work being donated, the amount of which will be negotiated as part of an acceptance agreement. When accepting a donation of an existing piece of art, where the ownership is transferred to the City from an individual, organization, group, corporation, or other municipality, each piece of art that is being considered for acquisition or donation to the City's Public Art Inventory will be evaluated according to the following criteria:

- a. Relevance to the Public Art Collection
- b. Relevance to McCall's natural or built environment, cultural heritage, and/or history
- c. Quality of the piece of art
- d. Suitability of the artwork for display in a public space
- e. Authenticity of the artwork
- f. Condition of the artwork
- g. City's ability to maintain and conserve the artwork
- h. Ethical and legal considerations regarding ownership

5. **FUNDING PUBLIC ART:**

- a. Consider passing a percent-for-art ordinance allocating a percentage of any eligible capital projects for art. See *Exhibit D* for a comparative analysis of existing programs in Idaho and a sample ordinance.
- b. Consider voluntary line item allocation for public art from general funds or other public revenue source.
- c. Pursue grants from public or private sponsors for public art.

6. **WHERE TO SITE PUBLIC ART?** During the public meetings held May 16, 21 and June 15, 2012, participants were asked to recommend locations where they would like to see public art. Those sites were placed on a map or listed when noting a more general location (see list, *Exhibit E*, and Public Art Locations map). It is recommended that these sites be used as a guide when selecting places for future public artworks. The public art management team should prioritize the sites based on new project funding sources and the opportunities presented with each new project.

7. **TYPES OF PUBLIC ART:** During public meetings held May 16, 21 and June 15, 2012, participants provided feedback that they were interested in the following types of public art:

- Murals
- Artworks integrated into the design of buildings
- Interactive art that invites viewers to play
- Functional things turned into art like benches, bike racks, fountains
- Wayfinding art, trail markers

- Art integrated into infrastructure like retaining walls, light poles, sidewalks
- Friendly, fun, recreational art
- Art that encourages a tourist and community dialog
- Place-based art
- History-based art
- Art made of native and natural materials
- Art that has surprise elements or is in unexpected locations
- Art oriented toward youth, child-friendly
- Modern and traditional art (a mix in the collection)
- Temporary art like chalk art, sand castles, ice sculptures, yarn art...
- Chainsaw art

8. **REVIEW POLICIES AND PROGRAM STRUCTURE EVERY TWO YEARS:** As this program is just starting out, it is recommended that if approved, the policies put forth are reviewed every two years and evolutionary updates are considered regarding public art program management.

EXHIBIT A

Work Flow for Public Art Project Review/Approval

NEW COMMISSION		
Step 1	PAMT	Public Art Management Team (PAMT) identifies funding/opportunity for new commission
Step 2	PAMT	PAMT divides up work for planning, artist selection, project implementation
Step 3	PAMT	PAMT determines artist selection process, releases call to artist
Step 4	PAMT	PAMT collects applications from call to artist
Step 5	SEL PANEL	Selection Panel brought together for this project only, reviews application
Step 6	SEL PANEL	Selection Panel chooses finalists
Step 7	ARTISTS	Finalists prepare proposals
Step 8	PAMT	PAMT puts proposals on public view to get public comments
Step 9	SEL PANEL	Selection Panel reviews proposals, chooses project to recommend
Step 10	PAAG	Public Art Advisory Group reviews panel recommendations, makes recommendation to City Council
Step 11	PAMT	Staff takes PAAG recommendation forward to City Council
Step 12	CITY COUNCIL	City Council votes to approve or deny PAAG recommendation

DONATION		
Step 1	DONOR	Donor prepares paperwork about desired donation and submits to PAMT
Step 2	PAMT	Public Art Management Team (PAMT) reviews request for donation, makes recommendation to accept or deny
Step 3	PAAG	Public Art Advisory Group reviews staff recommendation regarding donation, makes recommendation to City Council
Step 4	PAMT	Staff takes PAAG recommendation forward to City Council
Step 5	CITY COUNCIL	City Council votes to approve or deny PAAG recommendation

EXHIBIT B

THE MCCALL PUBLIC ARTS ADVISORY COMMITTEE

The Public Arts Advisory Committee (PAAC) is the standing committee charged by the City of McCall to make recommendations regarding projects and policies for the Public Art Program. The PAAC reviews staff-developed policies and goals for the selection, placement and maintenance of works of art acquired through the Public Art Program for the City of McCall. All recommendations approved by the PAAC then are forwarded to McCall City Council and Mayor for review. The committee meets as needed, determined by the McCall Public Art Management Team.

Responsibilities include:

1. Develop and revise policy recommendations and administrative guideline recommendations for the Public Art Program.
2. Receive and technically review public art project briefings by staff.
3. Recommend Selection Panel members for public artist selection processes.
4. Technically review direction of projects, final artist selections and final proposals before the projects go forward for approval to McCall's City Council and Mayor.
5. Review and make recommendations regarding suitability of artwork donations to the public collection.
6. Develop, with the assistance of staff, educational and promotional programs for the Public Art Collection and educational lectures/programs for local artists.
7. Advise staff regarding the overall vision of McCall's Public Art Program.

Updated 6/20/2012

Exhibit C

MCCALL'S ARTWORK DONATION/LOAN PROPOSAL

DONOR'S NAME: _____

ORGANIZATION: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

TELEPHONE: _____ (Day) _____ (Eve) _____ (Fax)

CONTACT PERSON: _____ EMAIL ADDRESS: _____

Please list (in order of preference) the proposed location(s), including name of facility and street address:

1. _____

2. _____

Is the public artwork intended to be **permanent** or **temporary**? (Circle one)

If temporary, please define the exact timeframe: _____

THE FOLLOWING ATTACHMENTS ARE REQUIRED:

- **NARRATIVE PROPOSAL** including the concept, media, dimensions, timeframe for completion, site preparation requirements, method of installation and estimated annual maintenance costs, on no more than 2 typed pages
- **PROJECT BUDGET** outlining all costs associated with the project, including design, fabrication and installation (please note that engineer sealed drawings may be required and liability insurance during installation will be required)
- **PHOTOGRAPH and MAP** of the proposed site(s)
- **PHOTOGRAPH, DRAWING, and/or MAQUETTE** of the proposed public artwork, indicating its relationship to the site
- **ARTIST'S RESUME and 3 PROFESSIONAL REFERENCES** on no more than 2 typed pages
- **Up to 10 IMAGES OF ARTIST'S PAST WORK** (preferably in digital format on CD) completed during the past 3 years
- **IMAGE LIST** describing the 10 images, including artist's name, title, media, dimensions, date of completion and location, if public art

I/we understand that I/we must (1) Participate in the Review Process; and, (2) Present my/our proposed artwork donation for review and acceptance by the McCall City Council in accordance with the City's Artwork Donation Policy.

Donor's Signature

Date

EXHIBIT D

Percent for Art Programs in Idaho

<u>City</u>	<u>Population</u>	<u>Percent for Art Program Amount</u>
Boise City	205,000	1.4%
Coeur d'Alene	44,137	1.33%
Twin Falls	44,125	1%
Rexburg	28,856	1.25%
Moscow	23,800	1%
Hailey	7,960	1.25%
Ketchum	2,689	1.25%

Exhibit E

Possible Locations for Public Art

see Public Art Locations Map for complete list of locations

Fairway Park	Beaches, Rotary Park
Bus Shelters	Osprey Point
Post Office	Smoke Jumper Base
Bike Paths	Lardo SH55 & Warren Wagon Road
CIHM picnic areas	North Beach
Schools	New sidewalks
Farmers Market Area	Lick Creek Meadows
Farmers Market Container	Bear Proof Garbage cans
Long, curvy retaining wall above Bistro	Utility boxes
Empty lot by Yacht club	Deinhard at runway approach
Bridge over outlet of Payette Lake	Sewer/Lagoon area
Riverfront Park (of the future)	Along public pathways that are non-motorized
Integrated on bike and walking paths	City Hall
Ponderosa Intersection (Davis & Lick Creek)	Gateways (North and South Entrance
Ponderosa Park	Hotel McCall Courtyard
Entrance to Schools	All public parks
Alpine Theater/Playhouse	
Blank walls like by Paul's Market or Corner of 3 rd & Park	