

1. APPC suggested member assignments

	Maintenance*	Gifts*	Education	Advocacy	Community Outreach	Artist PD	ASP CHAIR/OTHER
Aaron		X -CHAIR				X	Courthouse/L & L
Christina				X-CHAIR			DIA P1-3
Cory	X	X	X		X- Co-Chair		FINANCE
JaMario			X		X-Co-Chair	X	*JWJ, CCGJ Board
Jackie			X	X	X		CCGJ Board
Lea			X-CHAIR				Water Street
Mary					X		Cuba Hunter
Mico	X-CHAIR					X	Ed Ball
Suzanne					X	X-CHAIR	
Tracie				X	X	X	Legends, Winton Drive

2. APP national projects – examples

- How can APP become a model public art program? Unique, Innovative? Environmental/Sustainable materials? Interaction/Functional? Notable professional artists – bringing in the masters?
- What is most important? How do we use public art as a creative solution to the needs of our community?

3. APP Mission and Values statement; CCGJ Mission, Vision, and Values

Art in Public Places 2012-present

Mission

The APP, together with CCGJ, acquires, maintains, and performs responsible stewardship of public art throughout the City.

Values

- Public Art adds to the cultural landscape of the City by fostering a visual identity.
- Public Art is accessible to diverse audiences including residents and visitors of all ages.

APP WORKSHOP: 11/29/2017

- Public Art enhances the stature of the City through the commitment to artists and their disciplines as vital elements of community dynamics and economic development.
- Public Art is a catalyst for unique partnerships between individuals, businesses and cultural organizations

Art in Public Places 2007-2011

Mission

The City of Jacksonville's Art in Public Places Program:

- *Adds to the cultural heritage of the City through aesthetic enhancement of the environment*
- *Makes high-quality art accessible to the diverse audiences of our community, including children, thus stimulating intellectual and artistic growth*
- *Creates focal points within the City for the enjoyment and contemplation of fine art*
- *Enhances the stature of the City by defining its commitment to artists and to the creative process as a vital element of urban dynamics*

Cultural Council 2017-2022 Strategic Plan

MISSION

(Core purpose of our organization—why it exists)

“To Enrich Life in Northeast Florida by Investing in Arts and Culture”

VISION

(Future we seek to create)

“Arts and Culture Are Recognized as Essential for Our Quality of Life”

VALUES

(Behaviors that help us drive our vision)

- **Imaginative** *See things as they could be.*
- **Collaborative** *Better together.*
- **Inclusive** *Art is for everyone.*
- **Engaging** *Committed to the arts and each other.*

4. APP collection: Inventory - APP artwork and memorials

- APP Collection - Inventory by type
Site locations: review map. Identify public art deserts
Public Art Map (images are limited on “non-APP”) – View Collection: <http://www.culturalcouncil.org/artinpublicplaces.html>
- APP Ordinance: **Sec.126.902. - Public art standards.**
 - (a) Public art is a work of art to which the general public has open and easy access and which will enrich and give dimension to the public environment, and which reflects generally accepted community standards of aesthetic appeal and artistic expression in the decorative arts.

(b) The goal of the Art in Public Places Committee of the Cultural Council of Greater Jacksonville will be to choose art which is compatible with and which will enhance the architecture and general environment of the City. In some cases, the work will be site specific (i.e. art which is commissioned especially for the specific space and becomes integral to the site). Such art may relate to the function and the users of the facility, to the history or population of its neighborhood and/or may become a part of its architecture. Planning of site specific works will begin early in the project and may be a collaboration between artist and architect.

(c) Acceptable forms of public art shall include all visual arts mediums, including, but not limited to, painting, drawing, original prints, mixed media, sculpture, bas relief, mobiles, murals, kinetic art, electronic art, photography, clay, glass, fiber and textiles, as well as art which may be functional (e.g. doors, gates, furniture flooring and walls).

(d) Public art shall not include items that are mass-produced or of standard design.

(e) Works shall be created by artists of appropriate status who shall be selected by the means outlined in detail in this part. Such artists shall generally be recognized by recognized art professionals, as artists of serious intent and recognized ability, and shall not be a member of the project architectural, engineering, or design team or of the Art in Public Places Committee, Art Selection Panel or the Cultural Council Board or their respective Staffs.

(f) Appropriate sites for placement of public art include any outdoor, easily accessible public facility or the interior of public buildings. Appropriate sites for placement of art within public buildings include, but are not limited to, lobbies, foyers, corridors, waiting rooms, conference rooms, plazas, courtyards, transportation facilities, facades, and any other sites without restricted visual or physical public access. Private meeting rooms and offices are examples of inappropriate sites with restricted access.

- **APP Ordinance: Sec. 126.907. - Art selection; methods.**

(a) The Art Selection Panel shall select artists and art work in one of the following ways:

1. **Open competition:** Requesting artists' submissions with specifications regarding local, state, regional or national scope.
2. **Limited competition:** Inviting a small number of artists to respond with examples of past work or to prepare formal proposals, and selecting a specific artist based on these submissions.
3. **Direct purchase:** Purchase of existing work and all rights thereto.
4. **Invitational commission:** Selecting a specific artist for direct commission.

(b) The Cultural Council and the Art in Public Places Committee shall seek to ensure that **at least 15 percent of the artists selected for purchase or commission will be resident(s) in the Greater Jacksonville area**, (the counties of Duval, St Johns, Nassau, Clay and Baker). The Cultural Council and the Art in Public Places Committee will also encourage the selection of regional artists e.g. Florida and the Southeastern United States.

- **APP Ordinance: Sec. 126.905. - Duties. Gifts:**

(e) Develop and oversee policy implementation and administration of the public art program, which may include such things as acceptance of gifts. All gifts, grants and award of monies shall be deposited in the Art in Public Places Trust Fund.

5. Evaluation and Eligibility of Project: Pre-Initiation – What criteria are we using to initiate/accept new public art projects?

- Identifying eligible construction projects, new and renovations – CIP projects city-wide
- Initiating or responding to opportunities for public art programs under CRAs/other designated boundaries - city-funded, not CIP

- City Council public art project by district – City Councilmember funding
- *Private donation-gifts*
- *Other*

6. **Shaping a Call to Artist:** example – Water Street Parking Garage <http://www.culturalcouncil.org/artinpublicplaces.html>

- **Project Description/Points of interest/Creative solution to needs of the site, community and/or historical recognition and storytelling – *Public Art can visualize the untold and notable history of a place/person/event***
- **Art Selection Methods (find variety and represent diversity in materials, processes, and artists, maintain collection continuity/direction – local to national public artists by project/area)**
- **RFQ applicants – submission of qualifications – how to ensure submissions are tailored to meet the specifications of the call**

7. **Current APP Standards and Scoring Criteria**

- Public Art Standards and Criteria for Evaluation (currently in use – modified by project as needed)
- #1: Basic method to critique a work of art
 - i. Description: *What do you see? Medium? Size? Location? Imagery, symbols, abstraction? Style/Themes/Subject Matter*
 - ii. Analysis:
 1. Elements: Line, Shape, Form, Value, Texture, Space, Color
 2. Principles: Unity, Contrast, Scale/Proportion, Repetition/Movement, balance, emphasis, variety
 - iii. Interpretation: *What is the artist/artwork trying to communicate or ask you to do - interact? How do YOU respond to it?*
 - iv. Judgment: *Successful or unsuccessful use of E & P*
- MOCA Criteria for Acquisition for Contemporary Art and Design (baseline guide to shape a relevant, contemporary collection, elevating artists and ideas)

8. **APPC Discussion – setting a direction to shape the APP collection – ART MASTER PLAN – FUTURE...**

9. **NEXT STEPS:**

- **Form Gifts Panel (identify chair and outside panel members)**
 - **APPC members will submit Standards and Criteria feedback via email to Christie by Dec. 6*****
 - Christie and Gifts Chair will produce a Standards and Criteria for Evaluation document for the review of new COJ – APP eligible projects and gift proposals. The standards will be introduced to serve as a baseline and starting point that ensures projects are aligned with the intended direction of the APP collection.
APPC members assignment: to present at the APPC Dec. 13 meeting
Research Public Art Program mission and vision statements – (preferably national/international)
Research at least one public artist/artwork project (preferably national/international)

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- **Dec 13 APPC meeting:** Proposed Standards and Criteria will be presented to the APPC by Gifts Panel chair and reviewed by all for discussion. Using the evaluation criteria, APPC members will initiate the new review process using the DSI project proposed for city-property. The review process will be fully developed by use. APPC members will also present their artist research.
- **Jan. 3 (next APPC Workshop meeting) DSI donor presentation–** Donors will present the project proposal which includes a site visit. In preparation, APPC members are requested to review the DSI proposal by Jan 3, apply the APP standard evaluation criteria, and prepare questions for donors.
- **January 17 APPC meeting:** The Gifts Panel chair will provide a status update/report on the DSI proposal and outcomes from the Jan. 3 workshop meeting.