

# **“Planning Public Art for the Next Five Years”**

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**Designed and Facilitated by:**  
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## **Participants**

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## **Facilitators:**

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# Compression Planning Design/Agenda

## Topic:

- Planning Public Art for the Next Five Years

## Background:

1. *The last strategic plan was completed in 2013; Kuhlman is the only staff person still around, and Gail Cleary is the only board member still around, though she rarely attends meetings.*
2. *The goals were established in the City Vision 2020 Plan, so a therefore, downtown-centric.*
3. *The focus of the 2013 strategic plan was placemaking; there have been mixed results*
4. *Key accomplishments since 2013: new murals (Confluence, Helping Hands), Artspire and public art competition, Scroll sculpture decommissioning, Dancers renovation and moving, new sculptures (Poage, Hixon, Weigent), listening sessions (social justice, Riverside North), art acceptance policy, airport art program, public art conditions report, Hear Here*
5. *Data from Arts and Economic Prosperity Report*
6. *Annual operating budget increased from \$5,000 to \$8,000 in 2019*
7. *Received grants from NEA and WHEDA; difficult finding funding for smaller projects*
8. *Challenges implementing percent for the arts program, accepting funds and art*
9. *Arts District lacks definite boundary*
10. *Future projects include art in Riverside North, public art moving and renovation*

## Overall Purpose:

1. More and better maintained art in La Crosse
2. Identify 9-18 projects each Board member can lead
3. Goals guiding a workplan

## Purpose of this Session:

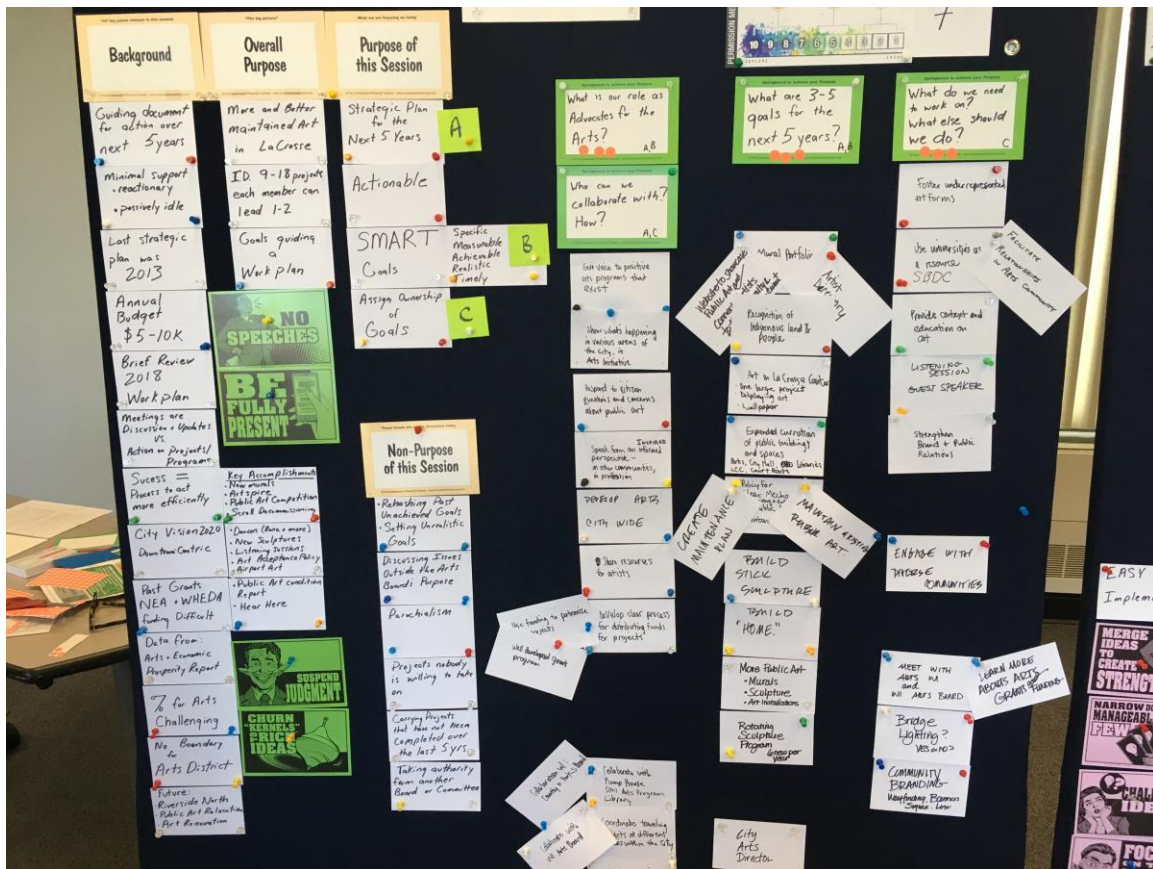
1. Strategic plan for the next five years
2. Actionable SMART goals
3. Assign ownership of developed goals

## Non-Purpose of this Session:

- Rehashing past unachieved goals
- Setting unrealistic goals
- Discussing issues outside the Arts Board's purpose
- Parochialism

## Headers/Key Questions

1. What are 3-5 goals for the next 5 years?
2. What is our role as advocates for the arts? Who can we collaborate with?
3. What do we need to work on? What else should we do?



# Key Session Deliverables

## “Top Ideas”

**“The Arts Board met and determined these following ideas would best serve their stated purpose.”**

### **Top Ideas:**

1. Collaboration activities to include: Collaborating with: WI Arts Board, art galleries, pump house DMI, Library, La Crosse County and Parks Board. Using Universities as a resource, coordinate traveling exhibits at different locations, list organizations and invite each to speak regularly to the Arts Board regarding artists activities. (10 dots)
2. Draft policy and clear mechanism for maintenance of public art. (6 dots)
3. Host an annual show/event/public art project focused on underrepresented groups. (6 dots)
4. Develop clear process for distributing funds for projects (5 dots)
5. Develop communications plan to show value of art. (4 dots)

**HARD to Implement**

| Tasks   | Who will lead the effort/Deadline  | Expected Result(s) (verifiable, quantifiable, measurable)  |
|---|--|--|
| <ul style="list-style-type: none"> <li>Use Policy for Planning Building Planning Public Act</li> <li>Meet with EPC &amp; DPA to create clear process</li> <li>Working from the State Materials and Code Book</li> <li>Consultation from the Cities</li> </ul> | <ul style="list-style-type: none"> <li>Early + Dillon</li> </ul>                             | <ul style="list-style-type: none"> <li>Policy Submission Form Archive</li> </ul>   |
| <ul style="list-style-type: none"> <li>Identify organizations and offer to speak</li> <li>Provide guidance to existing/other about what to focus on</li> <li>Conduct activity sessions on forum group activity</li> </ul>                                     | <ul style="list-style-type: none"> <li>Staff/Event</li> <li>Chair</li> <li>Kelvin</li> </ul> | <ul style="list-style-type: none"> <li>List Schedule</li> <li>Questionnaire for Stakeholder</li> <li>Online Directory</li> </ul> |
| <ul style="list-style-type: none"> <li>Develop Communications Plan to Educate the Public</li> </ul>   |  |  |
| <ul style="list-style-type: none"> <li>Get the feedback based on neighborhood group activity</li> <li>Helping clear process for identifying needs for projects</li> </ul>   |  |  |

**LOW Impact**

**EASY to Implement**

**HIGH Impact**

all ideas come from stakeholder

MEGGER IDEAS TO CREATE STRENGTH

NARROW DOWN TO A MANAGEABLE FEW

CHALLENGE IDEAS

## Action Plans

Collaboration activities to include: Collaborating with: WI Arts Board, art galleries, pump house DMI, Library, La Crosse County and Parks Board. Using Universities as a resource, coordinate traveling exhibits at different locations, list organizations and invite each to speak regularly to the Arts Board regarding artists activities.

| Tasks   | Who Will Do It/ Deadline | Expected Results | Update/ Status |
|---|--------------------------|------------------|----------------|
| Identify organizations and invite to speak to Board     | Staff/ Chair             | List + schedule  |                |
| Provide guidance to artists about what to share w/Board | Chair                    | Questionnaire    |                |
| Connect artists online via a forum, group or network    | Robin                    | Online directory |                |
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# Action Plans

Draft policy and clear mechanism for maintenance of public art

| Tasks   | Who Will Do It/ Deadline | Expected Results                 | Update/ Status |
|---|--------------------------|----------------------------------|----------------|
| Work with Parks Board and BPW to create clear process |                          |                                  |                |
| Develop form to track materials and timeline          | Barry + Dillion          | Policy, submission form, archive |                |
| Case studies from other cities                        |                          |                                  |                |
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# Action Plans

Develop communications plan to show value of art

| Tasks                                   | Who Will Do It/ Deadline | Expected Results | Update/ Status |
|---|--------------------------|------------------|----------------|
| Identify possible groups and select one |                          |                  |                |
| Make a call for artists                 |                          |                  |                |
| Identify spaces to host and events      |                          |                  |                |
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# Communication Plan

## Specific Messages:

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2. Insert detailed message here
3. Insert detailed message here
4. Insert detailed message here
5. Insert detailed message here
6. Insert detailed message here
7. Insert detailed message here
8. Insert detailed message here

| Who Needs to Know | What They Need to Know | Who Will Tell them | How Will We Tell Them | Deadline |
|-------------------|------------------------|--------------------|-----------------------|----------|
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## Remainder of Ideas Generated During Session

### **What is our role as advocates for the arts? Who can we collaborate with?**

- Use funding to patronize arts projects with a well-developed grant program (4 dots)
- Develop arts citywide (no boundary) (3 dots)
- Give voice to positive arts program that exists (2 dots)

### **What are 3-5 goals for the next 5 years?**

- Mural Portfolio, artist directory, website to showcase public art and connect artists to the community (3 dots)
- Art in La Crosse center and other public buildings/spaces (e.g. parks, City hall, libraries, LCC, courthouses) (4 of dots)
- Build “Home” (2 dots)
- More Public Art; murals, sculptures, and art installations (2 dots)
- Build “Stick” sculpture (2 dots)
- Hire a City Arts Director (0 Dots)

### **What do we need to work on? What else should we do?**

- Foster underrepresented art forms (6 dots)
- Community Branding (1 dot)
- Meet with Arts Wisconsin and Wisconsin Arts Board to learn more about available grants (1 dot)
- Bridge Lighting Yes/No? (0 dots)
- Recognition of indigenous land and people (0 dots)
- Share resources for artists (0 dots)