



AGENDA

Fergus Falls Public Arts Commission
February 15, 2024 - 12:00 PM - 1:00 PM
Council Chambers at City Hall

Call to order

1. Approval of Minutes from January 18, 2024
2. Old business
 - a) Phase II Downtown Riverfront Sculptures
 - i) Signage - Sub-committee Update
 - ii) Planning for Sculpture Unveiling Event
 - b) Sculpture Walk Project - Review Financial Business Plan (Kim Embretson)
 - c) Wright Statue Restoration
3. New business
4. Adjourn

If you are unable to attend, please let Klara (klara.beck@fergusfallsmn.gov) or Jill (332-5459) know.

FERGUS FALLS PUBLIC ARTS COMMISSION
MEETING MINUTES
January 18, 2024

The Fergus Falls Public Arts Commission (PAC) met on Thursday, January 18, 2024. The meeting was called to order at 12:03 PM. Members present were Kim Embretson, Erinn Webb, Patricia Wahl, Roger Sodsod, and Lee Smalt. Staff present were Klara Beck and Jill Hanson.

Approval of Minutes

It was moved by Patricia Wahl and seconded by Roger Sodsod to approve the minutes from December 13, 2023. Passed unanimously.

Lee Smalt was introduced as the newest PAC member, and Klara Beck provided a brief history of the PAC.

Election of Officers

Motion and second were made by Roger Sodsod and Patricia Wahl to nominate Kim Embretson to serve as the Chair of the Public Arts Commission. Passed unanimously.

Motion and second were made by Erinn Webb and Patricia Wahl to nominate Roger Sodsod to serve as Vice Chair of the Public Arts Commission. Passed unanimously.

NEA Grant -Updates

Klara Beck provided updates on the NEA Grant for the Riverfront development art project, explaining delays and the extended deadline to June 30, 2024. Discussion ensued regarding signage, sculpture unveiling, and forming a sub-committee to work on signage ideas. Patricia Wahl suggested that the sculpture unveiling should be an event separate from the opening of the splash pad to showcase the art and artists. Lee Smalt volunteered to organize the signage sub-committee.

Sculpture Walk Project – Kim Embretson

Chair Embretson initiated discussion about creating a downtown sculpture walk, with further discussion scheduled for the next meeting. It was suggested the PAC/ City could be the fiscal host. Chair Embretson noted that the City would need to be involved in the project because pedestals would need to be installed for the art on City property.

Public Art Inventory -Update

Chair Embretson presented an updated public art inventory list with Patricia, with plans for an online listing of the art discussed.

Art Restoration

The PAC agreed to continue discussions on art restoration, including the Wright Statue, at the next meeting.

The next PAC meeting will be February 15, 2024, at noon.

The meeting adjourned at 1:09 PM

Chair



Sculpture Walk

Purpose:

The purpose of a Sculpture Walk (SW) in Fergus Falls is to grow the economy by making Fergus Falls a better place to live, work, and raise a family, and to make Fergus Falls an attractive tourist destination.

What:

The SW is an exhibit of six outdoor sculptures loaned by the artists for year round display along Lincoln Ave. in downtown Fergus Falls. Two sculptures will be located on opposite corners on three intersections between Union and Cascade Avenues to increase foot traffic in front of the downtown stores.

The sculptures will be installed in May on pedestals and removed in April the following year to make room for new sculptures. The artists that are accepted to exhibit in the SW will be paid a stipend for the loan of their sculptures for the year. The sculptures will be available for sale and the sale proceeds will be divided between the artist and the SW committee.

Target Audience:

Public art is a tourist attraction. It helps people decide a destination for their travels. From Mount Rushmore to the world's largest Otter people are attracted to outdoor art. Art as tourist attraction is an economic benefit to communities that wish to develop a tourist economy.

Shopping, Spies Park, splash pad, professional service businesses, and enjoying the river are all good reasons to visit downtown. A sculpture walk on Lincoln Ave will bring people to the businesses on Lincoln Ave. from the recreation elements of Phase one and two of the river development.

Competition:

Other cities that use a SW as economic development include: Bemidji, Hutchinson, Red Wing, Mankato, and Sioux Falls SD

Marketing:

Mainly social media through the businesses Marketing activities

Mainly social media through the businesses downtown, Visit Fergus Falls, Artists displaying their work, individuals and families that walk the path. Also, word of mouth.

Supporters:

SW steering committee: Patricia Wahl, Paul Hicks, Rolando Felizola, Jay McDougall, and Kim Embretson

SW community advisors: Blayze Buseth, Chris Schuelke, Jean Bowman, Jeff Zachmann, Lisa Workman, Mary Pettit, Jess Torgerson, Rebecca Petersen, Linda McFarlane, Naomi Schliesman, and Sandy Rufer.

Financial Plan:

Fergus Falls River Sculpture Walk business plan

product	cost per unit	number of units	total
18" X 18" X 24" limestone pad	\$1000	6	\$6,000
annual welding installation fee	\$100	6	\$600
annual stipend to artist	\$1000	6	\$6,000
misc maintenance	\$100	6	\$600
Project manager stipend	\$4500	1	\$4,500
		total	\$17,700

The financial plan for the start up of the SW identifies basic estimates of costs to construct six pedestals to hold one sculpture each. These plans are subject to Fergus Falls Park Board, and City Council These pedestals will be constructed in 2024.

Early in 2025 a request for proposals will be advertised to the local artistic community. Submissions will be evaluated by the SW Committee. The plan estimates the cost of installation each piece on a pedestal. These costs include the equipment and labor to lift each piece into place and fasten them to the pedestal. Additional costs for general maintenance are unknown but an allowance is estimated. The sculptures are owned by the artist and insurance is their responsibility.

Annually this process will be repeated with new sculpture. This project will require a project manager. a stipend is included in the spreadsheet. (the numbers are estimates only)

The SW Committee of the Public Arts Commission will seek grant and individual donor funding of \$17,700 for 2024 - 2025 startup phase. then they will seek \$11,700 for the each of the next two years 2026, 2027. Each year, starting at the end of 2025, the PAC will evaluate the success of the SW by canvassing owners of downtown businesses and a community based survey.