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Title: Approve the Public Art Exploratory Task Force recommendation and direct staff to prepare an ordinance establishing a Public Arts Program through the expansion of the SECA Commission

Sponsors:

Indexes:

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Attachments: 1. CY23 DRAFT SECA Manual.pdf

Date	Ver.	Action By	Action	Result
5/17/2022	1	City Council	approved as amended	Pass

CITY COUNCIL AGENDA ITEM

ACTION REQUESTED:

Approve the Public Art Exploratory Task Force recommendation and direct staff to prepare an ordinance establishing a Public Arts Program through the expansion of the SECA Commission

DEPARTMENT: Community Services

SUBMITTED BY: Pam Gallahue, PhD, Director

BOARD/COMMISSION REVIEW:

December 15, 2020

Under New Business, the City Council directed staff to begin meeting with Century Walk to define a working relationship and present a recommendation for a public art program in 2021.

March 16, 2021

The City Council received the Century Walk Long-Range Plan for Public Art but tabled any discussion until such time staff, the SECA Commission, and the proposed Public Art Task Force review and bring a recommendation to the City Council.

April 20, 2021

Inaugural Public Art Exploratory Task Force (ETF) meeting.

May - September 2021

The ETF and subcommittees (Vision, Program Administration, and Curation) met to develop components of a Public Arts Program to present to Council on October 19.

October 19, 2021

By a straw poll, Council unanimously agreed that the ETF should continue working and bring back a

Public Arts Program recommendation.

Council moved to receive the Public Art Exploratory Task Force report and direct staff and the task force to continue working together on Council questions.

December 14, 2021

Expanded ETF met to review Council direction and divided into four subcommittees (Program Application, Program Manual, 2022 Projects, and Governance).

January - March 2022

Subcommittees met to develop individual program components and submit to staff.

April 26, 2022

The ETF unanimously approved the draft manual and directed staff to submit it as an agenda item for the May 17, 2022 City Council meeting.

BACKGROUND:

In 2021, staff partnered with members of the SECA Commission to create a group of interested parties and subject matter experts to evaluate processes related to public art in Naperville and explore opportunities for improvement.

The resulting Exploratory Task Force (ETF) was formed with the seven members below:

1. Melvin Kim with a transition to Judy Brodhead (SECA Chair)
2. Brand Bobosky (Century Walk)
3. Debbie Venezia (Century Walk)
4. Sangeeta Pande (Century Walk)
5. Tony Andrews (Art of Inclusion)
6. Shannon Greene Robb (SECA Commission)
7. Anna Lankisch (Student Representative from The Alive Center)

The ETF presented the initial recommendation on October 19. During its deliberation, the City Council stated it encourages competition, supports funding the arts, and would like to see detailed program guidelines to approve and memorialize. However, Council was split regarding City oversight. Some saw transparency benefits while others were unsure of the appropriateness of dedicating staff time and did not want another commission added to the City's roster.

Staff took the feedback and, in December, reconvened those ETF members still interested in participating. In order to develop the requested detailed program, the group was expanded to 15 members who met from January - March 2022:

1. Judy Brodhead (SECA Chair)
2. Debbie Venezia (Century Walk)
3. Sangeeta Pande (Century Walk)
4. Nina Vittori (Century Walk)
5. Tony Andrews (Art of Inclusion)
6. Sun Kwok (Art of Inclusion)
7. Shannon Greene Robb (SECA Commission)
8. Anna Lankisch (Student Representative from The Alive Center)

9. Marquell Oliver (Artist)
10. Sue Omanson (Naperville Park District)
11. Brittany Malatt (Naperville Park District)
12. Danielle Tufano (Downtown Naperville Alliance)
13. Nickole Lanham (Former Gallery Director, North Central College)
14. Dustin Thacker (DuPage Children's Museum)
15. Philip Buchanan (Resident/Business Representative)

It is important to note that while ETF groups were meeting this spring, members of the 2022 Projects subcommittee partnered with organizations, or took the lead on, three new public art initiatives including developing a Student Art Banner program for 95th Street and coordinating an art pop up event with the Downtown Naperville Alliance for this summer. The third project, designing the Naperville Salutes banner, has concluded and banners are being installed on Jackson Avenue and Mill Street. Installation will expand to the downtown area in time for Memorial Day. ETF members were also recently asked to consult on the design of a new banner for the Historic District.

The ETF has a long-term vision for the Public Arts Program which includes, but is not limited to, capital curation and maintenance. The attached Applicant Manual is designed to outline a policy and address what we know at this moment. It will be reviewed and updated annually as the program matures and in response to applicant, community, and Council feedback.

DISCUSSION:

The Applicant Manual addresses Council comments from October as well as completes the initiative mentioned in this year's State of the City address; specifically, "Public art, in all its forms, helps the City of Naperville stand apart from other communities and having a plan and policy for the arts will not only ensure visitors keep coming back, but will also brighten the lives of residents."

Below is a summary of policy recommendations for the Public Arts Program. Details can be found in the manual. Components of the current SECA Grant Fund Program that will remain the same are not discussed below but are still included in the manual for your reference.

Special Events and Community Arts (SECA)

Given the strong nexus between special events and the arts, it is fitting to place the Public Arts Program under the purview of the existing SECA Commission. As such, the current SECA manual has been expanded to detail this new component. Also, the Special Events and Cultural Amenities Commission will be renamed the Special Events and Community Arts Commission. The fund will also be renamed and rebranded with a new logo.

Special Events and Community Arts (SECA) Commission

In order to intentionally place experienced artists and arts professionals on the Commission, staff is recommending using the same methodology as when the Housing Advisory Commission assumed human rights responsibilities. The SECA Commission will temporarily expand to 11 members which will allow for arts-centric appointments. As terms expire, the Commission will reduce back to nine members.

Special Events and Community Arts (SECA) Grant Fund

At this time, the revenue generated by the 1% Food and Beverage Tax is placed in the Food and Beverage Fund with .75% allocated to the SECA Grant Fund Program (capped at \$1.9M). The City Council also approved a 2% annual escalator or CPI, whichever is lower, and using the previous full funding year's underspend for SECA awards.

In the second quarter of 2022, the Finance Department will be recommending revisions to how revenue from the Food and Beverage Fund is distributed. Detailed funding for the SECA Grant Fund Program will be updated at that time.

Community Arts

Administration of the new Public Arts Program policies will be responsibility of the SECA Commission with support from the Special Events Coordinator.

Public Arts Program components are listed below and detailed in the Applicant Manual.

1. Program mission
2. Program goals
3. SECA Commissioner responsibility
4. Application - Annual Call for Projects
5. Process to review unsolicited proposals submitted outside the application cycle
6. Placement
7. Agreements
8. Ownership
9. Documentation and catalog of works
10. Maintenance
11. Decommissioning
12. Education

Eligibility to Apply for a Special Events and Community Arts (SECA) grant

501(c) status is not required if applying to the Public Arts Program as an individual artist or group of artists. A non-profit arts organization must be designated a 501(c) in good standing.

A resume, references and sample of proposal must be included with the application. A resume is not required for youth or student projects however, teacher references are encouraged.

Art works must be located within incorporated Naperville and held (or completed) within the funding year. When placing art on private property, an agreement with the owner must be submitted.

Receiving a SECA Grant Fund Program award

The SECA Grant Fund Program is primarily reimbursement-based, however, for the Public Arts Program only, pre-payment to artists, groups of artists, and organizations can be requested on the application.

FISCAL IMPACT:

Any revisions SECA Grant Fund Program will be made after the Finance Department presents Food and Beverage Tax recommendations to the City Council in the second quarter of 2022.