

3.1.18

Abbie Powers

**CITY OF LOVELAND VISUAL ARTS COMMISSION
RETREAT – SPECIAL MEETING
THURSDAY, FEBRUARY 22, 2018 5:00 PM
LOVELAND MUSEUM, 503 N. Lincoln Avenue, Loveland**

The February 22, 2018 VAC retreat was called to order at 5:10 pm by Chairwoman Abbie Powers. Commissioners present: Angela Brill, Bruce Gueswel, Greg Hoff, Maryjo Morgan, Judy O’Gorman, Margie Rosborough and Jade Windell. Absent: Sara Turner. Also present were staff liaisons Susan Ison and Suzanne Janssen, Jacque Wedding-Scott (Downtown Development Authority), and Mayor Jacki Marsh.

- A. Additions or Corrections to the February 22 meeting agenda: Corrections: The spelling of Mayor Marsh’s last name was corrected.
- B. Citizen Comments: There were no residents in attendance to speak regarding VAC business.
- C. AIPP Budget: The 2017 end-of-year budget was distributed.

A. Mayor Jacki Marsh: With regard to the perception of art in Loveland, Mayor Marsh felt that Loveland’s art community was not on the City’s map as an economic driver. Specifically, she cited that the arts are not reflected within the City’s economic strategic plan. She expressed that arts organizations in Loveland should formulate plans for stronger support for the arts and small business in Loveland and present to City Council. She saw the need to find ways in which the arts in Loveland may stand out, particularly to draw visitors from Denver and to capitalize on tourism within Northern Colorado. “The talent is here.” There is a need to tell the Loveland art story.

Specific ideas shared:

- Street festival (art booths on the street)
- Artistic Upcycling of material
- Key Art Events: There is a need for a key events to take to City Council for funding then, bring in the marketing group to share the message
- Sculpture in the Park: Talk about the economic impact the sculpture show weekend has upon Loveland

More opportunities for public art:

- Ft. Collins/ Loveland Airport: Opportunities for public art during the expansion
- Painting of manhole covers to show Loveland is an arts town and remind people to protect water resources
- Artwork over the Interstate
- Artwork components at The Brands
- Facility to sell large sculptures produced by Loveland sculptors year-round
- Comedy, literary, dance, culinary art festivals; summer festivals
- More galleries for bronze sculptures
- Art community needs to come up with a plan to collect tourism/lodging and sales tax dollars.

There was general discussion regarding the competition for “the dollar.” Are there collaborations the arts community can make with Greeley or Ft. Collins such as artwork installations along trail connections with neighboring cities.

Susan shared recent transportation collaborations with Public Works and Safe Routes to Schools; artwork commissions for several bridge improvement projects. Most City staff now understand the advantage of early conversations regarding integrating artwork into city capital projects.

Mayor Marsh recommended AIPP staff attend meetings for the Airport Formation Group (second Tuesday at 10:30am in the City Manager's Conference Room) and the Airport Commission (third Thursday of the month, 3:30pm at the Fire Station at the FC/Loveland Airport). There is a plan to build a new terminal. Additional development in that area includes the Police Training Institute and new corporations (such as stem cell therapy and 3-D printing) moving to Loveland. The Mayor expressed interest in having small kiosks for small businesses, as well.

Several commissioners expressed the need for more opportunity for visitors to purchase art in Loveland. Jacque described similar experience with downtown visitors looking for galleries to purchase artwork. It was noted that long-time arts towns continue to struggle to sell work the traditional gallery route.

- B Jacque Wedding-Scott, Downtown Development Authority:** Jacque shared the branding efforts that began in 2016. A representative group of the DDA, City Economic Development Dept., the Chamber of Commerce, artist and downtown businesses, and the Community Marketing developed a marketing strategic plan.

Branding: Began when the DDA was first formed. Mission and purpose were identified. The DDA goal is to create a safe place that is activated 24 hours a day. Branding and tourism are key components to marketing downtown.

Difficulties downtown: 80-year deferred maintenance on sewer and utilities; neglected flowerbeds, limited to no lighting. Downtown does not always feel safe to people, except on Night on the Town when the streets are more populated. The streets and sidewalks are not very pedestrian friendly.

Marketing for downtown: People love downtowns and will come if the downtown is activated. Diverse retail and a mix of restaurants, entertainment and galleries is needed. Progress is being made and is apparent when walking downtown.

Private investment in downtown: There is \$100 million in downtown investment currently underway. Ownership changes have assisted with new investment into existing buildings.

DDA election in November 2017: Art could now be a part of the DDA ask for private business owners. The DDA encourages the incorporation of art and integrating artistic elements into the development plans. Private owners find funding gaps when purchasing buildings in need of significant improvements (such as the updating of electrical and plumbing, water and utility taps, adding fire and safety components, façade improvements, bringing buildings up to present City code, updating electrical transformers, etc.). Public improvements can become weaknesses.

Downtown development is a plan of development and community outreach. Art can play a role in assisting with infrastructure projects. Artful elements should be integrated into new facilities.

Susan described the Safe Routes to Schools Project and staff discussions with David Eisenbaum about integrating that PW project with the HIP Street plan.

HIP Street Plan: Jacque described the HIP Street concept plan is an updated version of the 2009 plan. Looking at bicycle racks, news racks, benches, litter cans will all be addressed through

community input and thoughtful discussion.

Jacque desired more celebration of downtown artwork installations. She suggested notice when TAAP sculptures are installed, wishing to honor the sculptures that are leaving the community and welcoming the new artists into the TAAP.

There was discussion regarding the former Mr. Neat's building (currently owned by the City) and two adjoining buildings that are in dire need of updating.

Jacque shared information regarding the following private business locations, all of which present opportunity for public artwork:

- 214 East Fourth Street: Crow Hop Brewery and Private Offices: Backstage Alley to be activated. Murals and decorative painting highly desirable in this location. (Over \$1 million in improvements)
- Corner of Lincoln and 4th Street: Former Heartland Café building: There is a plan for a large improvement of a significant downtown corner. The plan is for 6,000 s/f retail on Fourth Street, plus 30 residential units. (\$11 million in downtown improvements)
- Fourth Street: Evergreen Finance, DDA offices, and Bank of Colorado, Infusion Architects, and a new mortgage company now occupy the space. (likely \$750,000 in improvements)
- 419 Jefferson: Skate Ratz, A Little Piece of My Heart and Dark Heart
- 201 E. Fourth Street: Tap House (the former Scotty O'Brien's building). Significant improvements made to building
- Fifth and Cleveland (formerly The Lutherie): Miss Daisie's

Additionally, three façade improvement projects (valued at \$200,000) are pending for 2018 (Rear of the Steer, AKA Kitchen and one unnamed business). Jacque offered praise to City Council for the courage to move forward with The Foundry project, which is a major economic development project for Downtown. The DDA has had a significant increase in interest in downtown since the decision was made by Council to move forward with the project.

Artwork can make a significant impact in the community as these developments move forward. The perception of downtown needs to be extended to beyond Lincoln and Cleveland. The Pulliam Building is considered another major project for downtown (led by the community).

C. Dinner Break

D & E. Art in Public Places Mission Statement and Visual Arts Commission Mission Statement:

Suzanne asked the commission to consider developing mission statements for both the Art in Public Places Program and the Visual Arts Commission as guiding statements. The mission statement should be concise to communicate the essence of the duties performed.

Suzanne distributed the AIPP Handbook of Guidelines for the commission's review.

- F. Susan Ison: Live Loveland:** Susan recently joined Live Loveland, a local initiative to promote Loveland and share pride in all the community has to offer. The group has been meeting for about one ½ years. Kelly Jones (City Economic Development Director) will give a report to CC on Tuesday, 2/27, regarding the group's effort to support Loveland. Live Loveland encourages the public to post information regarding community events onto Live Loveland website. A Community Open House in January drew about 300 people from a variety of industries to discuss what is important to them about Loveland. Live Loveland Committees: There are several committees within Live Loveland. Susan serves on the art committee and may be asking the VAC for input regarding future efforts. Live Loveland is

currently developing a mission statement for the group. Within the group, there is a desire for the public to serve as a community connector.

Ballot Initiative: Susan distributed the ballot initiative packet developed to take to the voters in November. The initiative is a tax increase of approximately one-half of 1 cent for currently unfunded large capital infrastructure projects. GK Baum & Company is overseeing the ballot initiative and hosting a series of six meetings with community stakeholder task force to represent as many segments of the community as possible. The packet shows the projects under review by the Task Force. After the projects are reviewed, conversation with the Task Force will provide feedback from their perspective on public response.

Mayor Marsh offered a suggestion of eliminating the .5% sales tax on food and replacing it with a .8% increase to non-food items. There was general discussion regarding the pros and cons of sales tax on food and non-food items.

G. Review of past AIPP goals: What has been accomplished? Projects still to explore: Notes from the 2015 and 2017 retreats were distributed to the commission. It was noted that the Wilson Bridge project, AIPP Appreciation Event, researched the Faces Bridge relocation, Mural Program, and several other projects have been completed.

a. Roundtable sharing:

Maryjo:

- Eisenhower Bridge (plastic discs to create a design similar to AFTA Year in Review project)
- Temporary interactive at The Foundry
- Mural Site at The Foundry
- Safe Routes to Schools Dedication
- Taft Avenue Bridge Dedication (tie into *River Critters*)
- Cheat sheet with AIPP facts for commissioners' easy reference

Bruce: Highway 34 West (site of the old water tower near Devil's Backbone)

Abbie: *Maintenance Endowment*

- Artistic Bus Shelters
- Appreciation Event
- Trailhead artwork
- West entryway sculpture

Jade:

- Children's Competition – recommended forming a committee
- International Sculpture Day

Greg: *Faces Bridge*: would like to revisit relocating the faces without destroying the art

Margie: Inquired regarding the possibility of public art printed onto the library cards. Bruce will research this item.

Susan shared the 2018 capital projects list, which outlines AIPP contributions per project. Operating costs for all AIPP expenses are paid from these funds. Commissioners reviewed the 2018 capital projects: Safe Routes to Schools, 37th Street Transportation, Viestenz-Smith Mountain Park and the Loveland Sports Park (combined), Pulliam Building (being revisited), and the Police Training Facility. There was discussion regarding combining the Airport terminal expansion and the Police Training Facility monies for larger impact at the sites. An additional public art installation on the north side of the parking garage may be possible, depending upon sight lines of the structure.

H. Budget: 2018 Allocations Maintenance Endowment: Monies can be allocated from 2018 funds for a maintenance endowment. Susan is hesitant to ask City Council for additional funds for

maintenance. The 2018 AIPP budget will be approved on March 6th. The VAC can allocate funds from the 2018 budget, if desired. Suzanne shared a report heard on Colorado Matters regarding the aging public art collections throughout the state.

I. State of the Art in Loveland/Appreciation Event: There is interest in hosting a community event in fall 2018 to allow time for proper planning. This item will be added to the March 1 agenda for further discussion.

J. Information Sharing:

- Susan distributed the Museum Expansion Concept booklet.
- Larimer County Building: Susan shared that the RFQ released for public artwork at the new County facility received only one submission. Unfortunately, the RFQ was released through BidNet (a municipal Purchasing contract bidding resource) not CAFÉ as advised. Staff recommended the RFQ be rewritten into a more user (artist) friendly format and made available through CAFÉ. The project is well-funded through the County and should have generated significant interest from local artists.
- Susan shared that during the March 1st VAC meeting, the commission will review the proposed City agreement with Loveland High Plains Arts Council. Commissioners were asked to review the AIPP Handbook of Guidelines and the document draft (to be sent on Monday) prior to the meeting.

K Adjournment: Greg moved to adjourn at 8:24pm. Bruce seconded the motion. The motion passed unanimously.

Meeting length: 3:14

