



James Cradock, Chair
Jessica Lauren Lipton, Vice Chair
Nick Aceto
Ryan Adams
Anna Berke
Councilor April Fournier
Gibrian Foltz, Creative Portland
Kavya Seshachar
John Whipple
Meredith Wiemer

Management & Administration
Caitlin Cameron
Urban Designer, Planning Division

PORTLAND PUBLIC ART COMMITTEE

Wednesday, May 19, 2021
4:00 p.m. – 6:00 p.m. Online via Zoom

Attendance: Jim Cradock, Chair, Jess Lauren Lipton, Vice Chair, Nick Aceto, Anna Berke, Gibrian Foltz, Julia Kirby, Kavya Seshachar, John Whipple, Meredith Wiemer

Not in attendance: Ryan Adams, Councilor Fournier

Staff: Caitlin Cameron

Public: Scott, Amy, and Emily Segal

Call to Order 4:03p

Approve Minutes from April 21, 2021 [**Lipton, Cradock 7-0 unanimous approval**]

Student Temporary Art – application review

Deering High School student Emily Segal presented the proposal for the crosswalks near Deering High School. The City has agreed to assist with the street closure with a June 3 installation over four days during school. The Deering Neighborhood Association will also help promote. Committee asked what the plan is for website, signage; what type of paint is being used; maintenance plan; the significance of the artistic content to the student; and whether any street construction is planned in the near future that would disrupt the work.

The committee moved to approve the permit with conditions of final approval from the Department of Public Works, that signage be coordinated with the school, and the project was approved with an extension to be installed until weathered (not be removed by student). [Aceto, Wiemer 9-0 approval]

Project Reports

Roundabout: Staff shared installation photos of the boulders at the plaza from the artist. Staff also presented a request from the project manager to approve \$5,000 additional funds in the event that a crane is needed for the next installation. These funds would come from the FY21 contingency line item. Foltz asked whether there are any other anticipated expenses to come from the contingency fund – plaques for Roundabout, Bramhall, Blaze. Fiscal year ends in June. Foltz also asked what factors would lead to the need for the crane – to avoid damaging the concrete work/landscape area + if boulders are too heavy for lift truck.

The committee moved to approve additional funds for the roundabout project not to exceed \$5,000 to come from the FY21 contingency fund [Kirby, Berke 9:0 approval]

Portland Brick Cradock gave an update – since migrating the Portland Brick site to the City's webpage, the artist asked the committee to rebuild the site. This requires a quote and additional funds. The committee discussed whether to pursue this rebuild. Cradock estimated \$1,000 of expenses. Foltz asked why the rebuild is being requested – aesthetics. Cradock pointed out that the rebuild would require the committee to maintain two websites. Some committee members were not in favor of rebuilding the site but rather to

keep a central location and streamlined maintenance but wanted more information – an estimate of costs. Lipton asked how future digital content will be regulated or maintained. Cradock pointed out source data must be accessible and maintained.

Action Item: Cradock and staff will draft guidelines for digital content to be incorporated in the Guidelines and Maintenance Report.

Bayside Mural Staff provided an update that the brick repointing was done but additional work on the concrete is pending. Committee members along with conservator Taggart will assess the mural and make a recommendation on the extent of painting out required after this work is complete.

Bramhall Square: Berke and Aceto are the committee representatives.

Action Item: assemble recommendations for committee members

Subcommittee Reports

Governance/Board Development:

- New member would begin in July – do not know who has been selected.
- Lipton will take over as Chair in FY22. Seeking volunteers for Vice-Chair position
- Berke volunteered to take minutes starting in June, Kirby volunteered as a backup
- Annual Report discussion
 - o Add student temporary art installations
 - o Add pinecone install photos

Action Item: Kirby to ask Corey Templeton for pinecone photos.

- Temporary Art Guidelines Revisions
 - o Lipton will revise the language based on discussion for street murals
 - o Committee would like to develop a guidance document for applicants (avoiding crosswalks, state roads, street closure plan/procedure, paint selection, etc.)
- Guidelines Revisions
 - o Cradock presented the draft Social Equity revisions.

Action Items: Berke, Wiemer, and Lipton will review the draft.

[Lipton leaves 5:15pm]

[Lipton returns 5:27pm]

[Aceto leaves 5:30pm]

The committee moved recommend the Guidelines revisions to Council as part of its annual report

[Wiemer, Berke 8:0 approval]

- Budget Plan discussion
 - o Allocation to Gathering Stones - \$30,000 this fiscal year with the balance raised through private funds or PPAC FY23
 - o Gathering Stones siting – is there any discussion of relocation or needing to revise the foundation – additional costs? Committee agreed current siting is successful – did not allocation additional funds than acquisition costs.
 - o Contingency budget increased to \$10,000

Action Items: Describe acquisition and funding intent for Gathering Stones in Annual Report.

The committee moved to recommend the budget as amended to the City Council as part of its Annual Report [Cradock, Wiemer 8-0]

Gifts: Pinecone is being installed, Kirby is coordinating the plaque/plinth.

Communications:

Coloring Books: Cradock will order 300 books for the remaining \$185 in approved funds.

Adjourn at 6:11 pm

Submitted: Caitlin Cameron, Urban Designer

Bramhall Sq Art Selection Committee

Name	Affiliation	Category
Anna Berke	PPAC	PPAC
		PPAC; visual arts
Nick Aceto	PPAC	professional
		neighborhood; visual
Hans Breaux	Parkside neighborhood	arts professional
Liz Trice	West End neighborhood	neighborhood
Braden Drypolcher	Mitchell & Associates	Designer

FY21 Public Art Committee Annual Report & FY22 Budget Plan

OUTLINE OF REPORT:

I. Overview

II. Administrative Updates

Committee Members

Administrative Policies – Five Year Goals and Strategic Plan Guidelines and Ordinance Revisions

Subcommittees:

- Governance Subcommittee
- Gifts Subcommittee
- Communication Subcommittee
- Site Selection Subcommittee

III. Conservation & Maintenance

Conservation:

- Updated collection assessment
- *East Bayside Mural* (Kennedy Park)
- *Portland Brick* (India Street Neighborhood)
- *Art Under Foot* (West End at Congress and State Streets)
- *Acrobatic Dogs*

IV. Accomplishments in FY21

Project Updates:

- *Pine Cone* (Deering Oaks Park)
- *Passing the Torch* (Deering Roundabout)
- *Blaze* (Community Artwork - Downtown)
- *Bramhall Square* (West End)
- *Gathering Stones* (Eastern Prom Trail)
- *Shattered Sphere* (Congress Square)

Temporary Public Art:

- TEMPO summer installation and administrative updates
- Street murals
- *Positivity Flags - Hopeful*

Additional Accomplishments:

- Our Town 2020 Grant Support
- Sites Selection Map
- Coloring Books
- Cultural Equity

V. Goals for FY22

VI. Proposed Budget FY22

I. Overview

In April 2000, the City Council established the Portland Public Art Program to preserve, restore, and enhance the City's public art collection. The Portland Public Art Committee (PPAC) is tasked to commission art that engages the surrounding environment to facilitate a sense of place by expressing the spirit, values, and visions of Portland through public art.

The public art collection currently contains fifty-nine permanent pieces installed throughout Portland and one long-term loan. The collection comprises works of both historical significance dating from the nineteenth century; and contemporary pieces reflecting Portland's diversity and spirit. The PPAC administers the Portland Public Art Program; the Committee's responsibilities are outlined in Article XI of the City Code (Public Art Program). The Committee refers to the Guidelines for the Public Art Ordinance (Volume 1, Number 1 – adopted 2008) for direction in administering their responsibilities.

The Portland Public Art Committee is responsible for the following:

- Develop and present an Annual Public Art Plan to the City Council which includes recommendations for the use of allocated CIP funding; program administration; conservation of the collection; and initiation of new projects;
- Provide recommendations to the City Council regarding proposed gifts to the collection;
- Seek donations to fulfill Committee responsibilities in the case that CIP funding is insufficient;
- Recommend appropriate locations for the installation of public art;
- Promote public awareness and engagement between the public and the collection.

II. Administrative Updates

Committee Members

The Committee for 2021 (FY21) was as follows:

- James Cradock, Chair, Information Technologies Consultant and Owner at Yellahoose
- Nick Aceto, Landscape Architect at ACETO Landscape Architects
- Ryan Adams, Visual Artist
- Anna Berke, Director, Foundation and Government Development at WETA
- Gibrian Foltz, CPA and Artist, Creative Portland Representative
- Julia Kirby, Development Director at St. Lawrence Arts
- Jessica Lauren Lipton, Vice-Chair, Marketing Director at Casco Bay Artisans and Artist at Pop Killed Culture
- Kavya Seshachar, Architectural Designers at Whipple Callender Architects and Visual Artist, City Manager's Appointee
- Mayor Kate Snyder, City Council Representative
- John Whipple, Architect at Whipple Callender Architects
- Meredith Wiemer, Associate Collections Registrar at Portland Museum of Art

Management & Administration:

- Caitlin Cameron, Urban Designer, Planning Division

ADMINISTRATION AND POLICY

Five-Year Goals

In fall 2017 the Committee held several meetings and agreed upon the following goals for the coming five years:

- To increase the prevalence of public art in regions of outer Portland. This may be in the form of Community Art Projects, or temporary art event coordination. This objective aims to work with current and future City projects, pay attention to project and partner opportunities, and identify potential sites in order to be prepared when gift opportunities arise;
- To activate small urban spaces with public art;
- To further public education, interest, and enjoyment of public art by providing public art walks or public art guides in Portland; and to publicize and archive the collection. This includes revising the website to provide additional functions and increase traffic, producing a 30 second commercial to distribute to promotional sites, such as movie festivals, a City Hall video stream, or outdoor screening, create cards, brochures or other saleable items, increase and control social media outreach, meet with City stakeholders to reinforce our mission, and look for an intern to help with assorted clerical and archival jobs;
- To increase donation solicitation for projects supported by the PPAC, particularly for projects that enhance community engagement and identity. To solicit grant and private money for current and upcoming projects;
- To have greater influence on site selection for gifts and commissioned works, and to provide a simple and consistent evaluation for acceptance of gifts;
- To continue to provide forums for public input.

Ultimately, these goals aim to contribute to Portland's identity as a cultural destination. The Committee recognizes that the prevalence and quality of Public Art will greatly contribute to Portland's overall image and increase both national and international recognition.

SUBCOMMITTEES

Governance Subcommittee

New members joined the Public Art Committee this past year: Ryan Adams, a working artist and muralist; John Whipple, an architect at Whipple Callender Architects; and Meredith Wiemer, Associate Collections Registrar at the Portland Museum of Art. The committee's city council representative for FY22 will be Councilor April Fournier.

Gifts Subcommittee

No gifts were proposed this year.

Communications Subcommittee

The Public Art Committee continues to update and improve the committee web site, publicartportland.org. The committee is extending outreach and education of the collection through social media (Facebook, Twitter and Instagram).

Coloring books, made by committee members and freely distributed with crayons to youth programs and restaurants, is a new program to engage children, and adults who like coloring.

The committee is exploring other options for getting the word out about the Public Art Program, including signage for METRO buses, and interviews on programs on WMPG.

Site Selection Subcommittee

An updated site priority map and selection criteria were developed and submitted to city in the Public Art Committee's FY20 annual report. It continues as guiding documents for future artwork siting and selection.

III. Conservation & Maintenance

The purpose of the Public Art Program is to care for and maintain art works in the collection. It is essential to the longevity and safety of the works in the collection to engage a conservator for conservation and repair of our public art collection. Jonathan Taggart, of Taggart Object Conservation, has been contracted on a bi-annual basis to provide conservation of art works in the collection, and to provide expert advice on new work proposed for addition to the collection.

Conservation:

The Public Art Committee's conservation contract with Jonathan Taggart was executed in March 2020. Conservation includes an updated assessment of the collection, and work to stabilize the East Bayside Mural. To date, the Jetport collection was assessed with some artworks requiring conservation work to be covered by the FY22 budget plan.



Figure 1 Bayside Mural

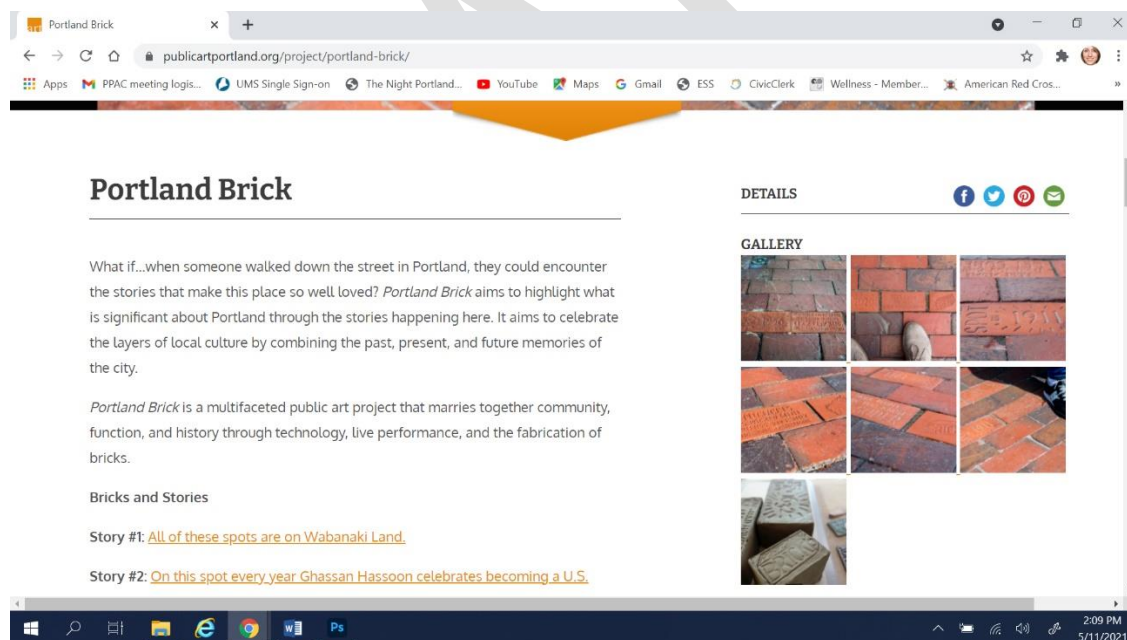
East Bayside Mural (Kennedy Park)

After contacting the principal artist in September 2020 about the possibility of deaccessioning (removing by painting over) the mural, which the artist did not object to, Public Art Committee members Lin

Lisberger and Julia Kirby met in October 2020 with the East Bayside Neighborhood Organization regarding the physical state of the art work, and about conservation. The mural, done by Andrew Schoultz with neighborhood children mostly from African immigrant families, is important to the neighborhood. The conservation plan is to use \$2000 from the committee's conservation funds to work with the Facilities Department to treat the wall on which the mural is painted, to power wash the art work, and apply an anti-graffiti coating, and to add signage about the art work information missing as the piece has deteriorated. This conservation work will be completed in coordination with the Facilities and Parks divisions and with contractors under the supervision of the committee's conservator, Jonathan Taggart.

Portland Brick (India Street Neighborhood)

One of the City's newer, innovative art works, and a piece that speaks to Portland's diverse communities with 30 artist-made bricks, and online audio with stories from neighborhood residents and business owners. The art work was accepted with a website component (separate from the Public Art Committee web site) which used online services for story maps. The provider of these online story map services is defunct and requires maintenance to reestablish the digital content hosted on the Public Art Committee website. As part of that process, the committee documented the art work, catalogued the source material for the piece, including geographic coordinates necessary for mapping functionality, and archived the website content from the original Portland Brick web site was integrated into the Public Art Committee website.



Art Under Foot (Congress and State Streets)

A Public Art Committee task force began documenting the community artwork at Congress and State Streets. The piece, made up of 125 individual brick-sized bronze tiles designed by community members, loses bricks each year because (we believe) of frost heaves and sidewalk plowing. Along with documenting the art work in its current state, the committee will make a recommendation on how to conserve the work due to loss of bronze bricks (now four missing).

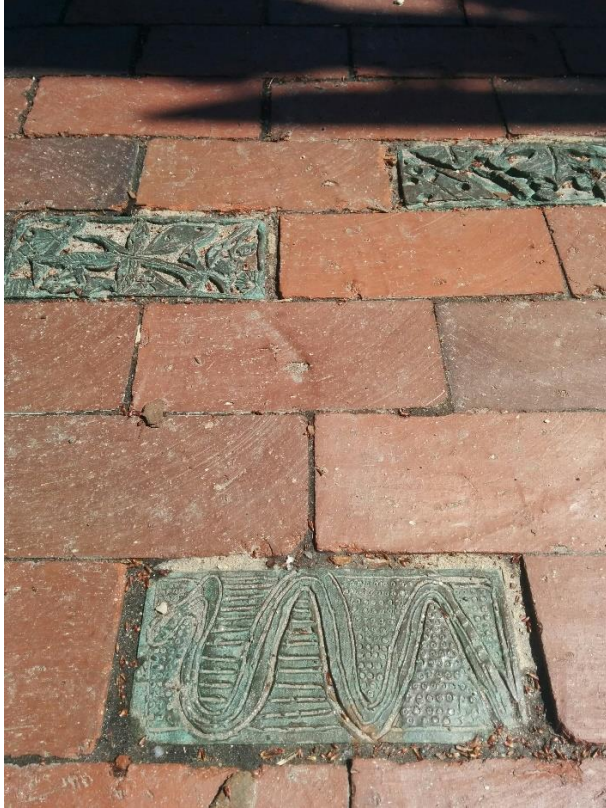


Figure 2 Art Underfoot



Figure 3 Acrobatic Dogs

Acrobatic Dogs (Jetport)

Committee conservator Jonathan Taggart, Jetport staff, and Public Art Committee Chair James Cradock reviewed the status of the *Acrobatic Dogs* sculpture, which had been accidentally knocked over during regular facilities cleaning activities. *Acrobatic Dogs* was not visibly damaged and will be replaced on site with adapted structural support to ensure safe display.

IV. Accomplishments in FY21

Great Black Hawk (*Deering Oaks Park*)

Davis Smus' Great Black Hawk sculpture, was installed in Deering Oaks Park on July 17, 2020. Portland Public Art Committee, the Mayor, Friends of Deering Oaks Park, Portland Parks Department, and the press were in attendance. The plaque was installed in August 2020, and photography documenting the art work was taken by Corey Templeton.



Figure 4 Great Black Hawk - Unveiling



Figure 5 Great Black Hawk - close-up

Pinecone (*Deering Oaks Park*)

In November 2020, City Council approved the Portland Art Committee recommendation that the Pine Cone sculpture be accepted into the Public Art Program's collection. Installation is planned for summer 2021.



Figure 6 Pinecone



Figure 7 Pinecone (detail)

Passing the Torch (*Deering Roundabout in Oakdale*)

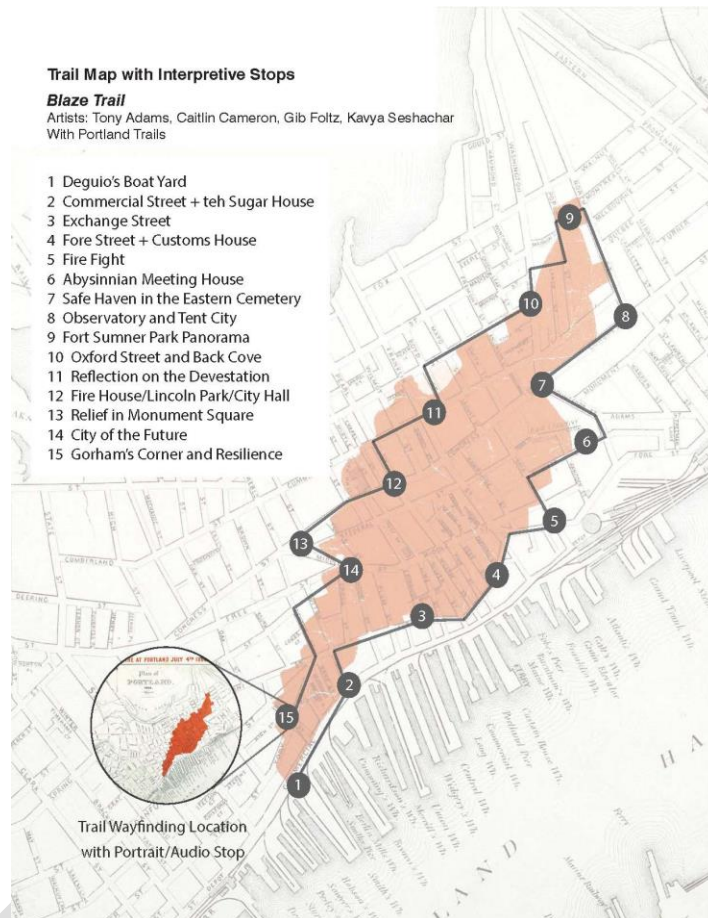
Artist Mark Pettegrow is working on bronze molds and castings for the art work. Planning for lighting for the art work in the roundabout is complete. After good discussions, arrangement of seating area stones (rough-hewn “benches”) on Deering Ave. was finalized and approved in April 2021. Stones are to be delivered, on schedule, from the quarry to the site by Memorial Day 2021. The artist alerted the committee to unforeseeable 20-25% increases in the costs of materials for the art work. He has absorbed some of the costs as work has progressed, but he alerted the Public Art Committee in April 2021 that final cost will be over-budget. The final figure is yet to be determined. The artist is mindful of costs, and is working to mitigate these. Of course, the committee is overseeing.



Figure 8 Passing the Torch (view from Deering Avenue)

Blaze (Downtown)

In September 2020, the Public Art Committee approved a community art grant for *Blaze Trail*, an interpretive artwork that creates an urban trail to trace the path of the Great Fire of 1866. Stories of the cataclysmic event are told through portraits and soundscapes of historic and contemporary fire fighters. *Blaze* will use trail wayfinding signs and a web site with audio installations. Portland Trails is a project partner.



Bramhall Square (West End)

The urban design project for Bramhall Square will include a new public art installation (funding approved in the FY21 Budget Plan). A selection committee will be formed in May, 2021 to select the artist/artwork for the site.

Congress Square Public Art Commission

Design Development phase concluded in August 2020. An NEA Artworks grant report was finished in December 2020, and final rendering of *Shattered Sphere* were delivered to the committee this same month. The committee is participating in fundraising meetings for Congress Square Park. The artist is expected to present the design in a public meeting in the fall. Construction for the intersection will begin in the summer of 2021.

Temporary Public Art:

Gathering Stones (Eastern Prom Trail)

TempoArts commissioned artist Jesse Salisbury to install the grouping of stones at Fish Point along the Eastern Promenade Trail. Now in place for a year, the artwork received an extension for a second year to remain installed as a successful activator along the trail. The Public Art Committee proposes to acquire the artwork *Gathering Stones* as a permanent piece in the collection. The committee agrees the piece has activated Fish Point, the point of land where the trail turn from a northeasterly direction to

the northwest. The artist Jesse Salisbury worked with the committee to determine the appropriate final siting, foundation, and costs. The Public Art Committee is working with interested parties, including Creative Portland and Parks and Recreation, on possible funding partnerships. In accepting this Annual Report the City Council is adopting the artwork into the collection.



Figure 9 Gathering Stones



Figure 10 Black is Beautiful

Street Murals (Cove Street, Free Street)

Indigo Arts proposed a temporary street mural on Cove Street in conjunction with the Black is Beautiful children's book festival. The mural was completed in the summer 2020 by Ryan Adams, Daniel Minter, and community members.

Artists and community organizers Ryan Adam, who is now on the Portland Public Art committee, and Susannah Hunt contacted Mayor Kate Snyder in July 2020 about doing a Black Lives Matter mural similar to other communities at the time. The Mayor asked the Public Art Committee to assist with facilitating the application process. The initial proposed location for the BLM mural was Congress Street in front of City Hall. The now planned location is on Free Street in front of the Portland Museum of Art. Committee Chair James Cradock helped with the application materials.

Positivity Flags - Hopeful (Trinity Park)

Artist Caitlin Cameron collaborated with Friends of Woodfords Corner, Trinity Episcopal Church, and members of the Woodfords neighborhood community to create colorful flags written with hopeful messages in Trinity Park.



Figure 11 Positivity Flags



Figure 12 Trinity Park

Colorful Crosswalks (Ludlow and Leland Streets)

Emily Segal, a junior (rising senior) at Deering High School, proposed painting the crosswalks around DHS to recognize social, racial, economic justice, LGBT+ rights and climate emergency actions nationally, and to connect awareness for equal rights for all DHS students with the school community, and with the larger Deering Center and city communities. Emily Segal wants for the project to recognize and celebrate diversity, and for it to bring people together. The proposal was reviewed and approved by the Public Art Committee. Painting crosswalks began June 3.



Figure 13 Colorful Crosswalks



Figure 14 Colorful Crossroads (student volunteers)

Temporary Art Guidelines - Revisions

In response to the recent street mural applications, the Committee proposes the following revisions to the Temporary Art Guidelines under “Additional Review Requirements:”

For proposed street murals, this process may be expedited for any city owned streets within commercial or mixed use areas (the downtown, major thorough fares). In these cases, there will be at least a one week notice to stakeholders for comment/meeting participation. Additional members of the review committee may include Metro or MDOT depending on proposed location.

In accepting this Annual Report the City Council is adopting the revisions to the Temporary Art Guidelines as proposed.

Additional Accomplishments:

Our Town 2020 Grant Support

In August 2020, the Public Art Committee submitted a written letter in support of Creative Portland’s application to Our Town 2020 for expansion of the Creative Bus Shelter Initiative, which was supported by a 2019 award from the National Endowment for the Arts. As per the Public Art Ordinance, the purpose of the Public Art Program seeks to enhance and enrich the lives of Portlanders by enhancing our city’s civic pride and identity, and to celebrate the diverse communities in our city. The Portland Public Art Committee’s mission encourages collaboration between artists, designers, planners and entities. The committee was happy to support Creative Portland in seeking further funds for the Creative Bus Shelter Initiative.

Coloring Books

In 2020 and 2021, the Portland Public Art Committee created bound coloring books and distributed these with crayon sets to youth programs in the city. Eight coloring sheets from art works in the collection were created by committee member Kavya Seshachar. Committee members reached out to youth programs and to restaurants about freely distributing coloring books and crayons. Because of COVID-19 shutdowns, the committee focused on distributing to interested youth programs; these included Parks & Recreation (and the After the Bell program), the Portland YMCA, and the Boys & Girls Club. Committee members have contacted Councilor Tae Chong about distributing coloring books and crayons through Catholic Charities’ programs. As restaurants are starting to open, the committee plans to revisit the original plan to distribute coloring books and crayons to establishments on and off the peninsula. The committee has purchased more crayon sets, and is printing a second batch of coloring books. The coloring book program is free to restaurants and youth programs, but donations to support the program are accepted.



Figure 15 Coloring Books

Cultural Equity

The Public Art Ordinance, which City Council used to create the Public Art Program in April 2000, specifically says the purpose of the public art is to celebrate the multi-cultural and diverse character of the City of Portland's communities with place-specific art. Racial reckoning in the United States has been on the radar for many of us. On June 5, 2020, Portland saw a large, peaceful, 8-hour-long Black Lives Matter action drawing attention to manifestations of systematic racism in our communities. On July 13, City Council and the Mayor passed a resolution acknowledging persistent racial bias, and called for examinations of city departments, with a report by a volunteer committee on opportunities for racial equity. Arts institutions are not immune from systematic racial bias, or from marginalizing voices in our community. In July 2020, a Public Art Committee task force examined the collection, to see how well it reflected the multi-cultural and diverse character of our city, and how the Public Art Program followed its purpose vis à vis the Public Art Ordinance.

The committee drafted an amendment on cultural equity, which provides specific guidance for how the committee will follow the Public Art Ordinance's call to enhance, enrich and celebrated all of Portland's communities. It addresses processes for artist and art work selection, committee governance, locations for public art throughout our city, interpretation of art works in the collection, education and outreach, and a call for periodic review to measure the Public Art Program's progress in following the Public Art Ordinance. The Public Art Committee is asking City Council to accept this amendment to the Guidelines for the Public Art Ordinance.

The Committee proposes revisions to the Public Art Guidelines as shown in attachment #1.

In accepting this Annual Report the City Council is adopting the revisions to the Public Art Guidelines as proposed.

V. Goals for FY22

GOVERNANCE

- Amendments to Guidelines for the Public Art Ordinance vis à vis cultural equity to City Council for review and approval.
- Amendments to the temporary art guidelines document for City Council review and approval.

COMMUNICATIONS

- Continue coloring book program, update art works in the coloring book and committee member time permits, and solicit donations to grow the program.
- Explore ways to get the word out about current and upcoming art works in the Public Art Program, and about Public Art Committee activities.

CONSERVATION & MAINTENANCE

- Complete updated collection assessment
- Complete maintenance of artworks identified through the assessment process
- Complete and evaluate stabilization of the East Bayside Mural

COLLECTION

- Install *Pinecone* in Deering Oaks Park
- Install *Passing the Torch* (Deering roundabout)
- Gathering Stones acquisition and fundraising
- Bramhall Square artist selection
- Congress Square Fundraising (private) + Construction Documents phase

VI. Proposed Budget FY22

The City allocates .05% of the annual Capital Improvement Project (CIP) budget for the conservation and acquisition of permanent public art. This FY22 Budget Plan shows \$50,000 for the .05% allocation from the FY22 CIP budget.

Remaining Encumbrances from approved budget plans

	Activity	Description	Budget
A	Congress Square Public Art	New commission – Sarah Sze artist	\$183,500
B	Roundabout Artwork	New commission Brighton Ave roundabout	\$123,000
C	Bramhall Square Artwork	New commission	\$25,000
	Total Encumbered		\$ 331,500

FY22 – Proposed Budget (July 2021-June 2022)

	Activity	Description	Budget
A	Conservation and Maintenance	To cover routine maintenance, priority conservation items	\$ 10,000
B	Operations	Web hosting, collection documentation, etc.	\$ 1,000
C	Contingency Fund	To cover repairs, theft, relocation, Community Art grant, plaque purchase, etc.	\$ 9,000
D	New Artwork	New acquisition + install: Gathering Stones	\$30,000
	Total FY22 Budget		\$50,000

Potential projects:

- Plaque purchases: Gathering Stones, Bramhall Square, Blaze
- Community Grant application

III. Guidelines for Selecting Artwork and Artists

(leave III. as-is)

IV. Cultural Equity

A. Introduction

The following guidelines describe the ways in which the Committee can meet the stated goals within the Public Art Ordinance: “to promote the educational, cultural, economic and general welfare of the City of Portland.”

Public art in the City of Portland must a) enhance and enrich the lives of city residents, visitors and employees, b) contribute to the city’s civic pride and sense of identity, c) increase access to artworks for residents, visitors and employees to enjoy, and d) celebrate the multi-cultural and diverse character of the city’s communities with place-specific art.

The Public Art Ordinance explicitly states that the purpose of the Public Art Program is to reflect, enhance and celebrate the diverse City of Portland.

Cultural equity (as defined by the Americans for the Arts) is meant to embody “the values, policies, and practices that ensure that all people—including but not limited to those who have been historically underrepresented based on race/ethnicity, age, disability, sexual orientation, gender, gender identity, socioeconomic status, geography, citizenship status, or religion—are represented in the development of arts policy; the support of artists; the nurturing of accessible, thriving venues for expression; and the fair distribution of programmatic, financial, and informational resources.”

C. Equity and Processes

1. Artists and Artworks:

- a) The Public Art Committee, in accordance with the goals of the Public Art Ordinance, encourages or prioritizes diverse representation of artists when selecting artists or artworks to be added to the Public Art Collection.

2. Governance:

- a) As an administrative body, the Public Art Committee historically has had a diverse representation of age, race/ethnicity, gender, profession or skillset, and geographic location.

- b) Although the City Council's Legislative/Nominating Committee appoints members to the Public Art Committee, the Public Art Committee efforts, through communication and outreach, to attract a diverse pool of applicants for open positions on the Committee.

3. Artwork Location:

- a) The Public Art Committee works with stakeholders including City departments, neighborhood and arts organizations, residents, property owners, or businesses as appropriate, to identify potential locations for new artwork. In some instances, public meetings or similar methods are used to create greater opportunity for public engagement and decisions regarding public art location and siting.
- b) The Public Art Committee attempts to locate artworks in all parts of the city, on and off the peninsula, to increase access to public art for city residents, employees, and visitors.

4. Interpretation, Education, and Outreach:

- a) The Public Art Committee provides historical interpretation of and outreach for artworks in the collection through the committee's website, artwork signage, and programming (such as Art in Our Front Yard presentations or videos, and the distribution of Coloring Books to youth programs and restaurants).
- b) The Committee solicits information on specific artworks from arts and cultural organizations, like Maine Historical Society, and from individual historians, who can provide research, expertise, and context.
- c) The Public Art Committee seeks feedback or input from community stakeholders as it applies to the goals, priorities, or location of artwork.
- d) The Public Art Committee facilitates the accessibility of its resources by providing multi-lingual versions of its website and printed materials for residents and visitors for whom English may not be their primary language.

5. Evaluation:

- a) The Public Art Committee biannually (every 2 years) assesses Committee activities and the collection as a whole. The assessment should take into consideration best practices and comparison to similar cities in New England and nationwide. The assessment should include evaluation of:
 - a. Diversity of artist representation in the collection;
 - b. Diversity and accessibility of artwork locations;
 - c. Diversity of representation in the Committee membership;
 - d. Implementation and effectiveness of interpretation, education, and outreach measures; and
 - e. Overall, how well the Public Art Program follows the Public Art Ordinance goals

The evaluation may also provide further recommendations to better meet the stated purpose of the Public Art Ordinance and these Guidelines

V. Requirements for Design Documentation and Project Records

(Renumber VI. to V. and subsequent sections, and leave as-is)