

# Memorandum

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CITY OF DALLAS  
DALLAS, TEXAS



DATE November 14, 2014

Honorable Members of the Arts, Culture & Libraries Committee:  
TO Monica R. Alonzo (Vice Chair), Vonciel Jones Hill, Jerry R. Allen, Carolyn R. Davis,  
Jennifer Staubach Gates

SUBJECT Arts, Culture & Libraries Committee Meeting Agenda

Monday, November 17, 2014, 3:00 p.m.  
Dallas City Hall - 6ES, 1500 Marilla St., Dallas, TX 75201

The agenda for the meeting is as follows:

1. Call to Order Philip T. Kingston  
Chair
  
2. Approval of October 6, 2014 Minutes Philip T. Kingston  
Chair
  
3. Dallas City of Learning Gigi Antoni  
President & CEO, Big Thought
  
4. Public Art Program Update David Fisher  
Interim Director, Office of  
Cultural Affairs
  
5. Adjourn Philip T. Kingston  
Chair

*Philip T. Kingston*  
Philip T. Kingston  
Chair

c: Honorable Mayor and Members of the City Council  
A.C. Gonzalez, City Manager  
Warren M.S. Ernst, City Attorney  
Craig D. Kinton, City Auditor  
Rosa A. Rios, City Secretary  
Daniel F. Solis, Administrative Judge  
Ryan S. Evans, First Assistant City Manager

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Joey Zapata, Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Sana Syed, Public Information Officer  
Elsa Cantu, Assistant to the City Manager – Mayor & Council

**NOTICE:** A quorum of the Dallas City Council may attend this Council committee meeting.

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

1. Contemplated or pending litigation or matters where legal advice is requested of the City Attorney. Section 551.071 of the Texas Open Meetings Act.
2. The purchase, exchange, lease or value of real property, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.072 of the Texas Open Meetings Act.
3. A contract for a prospective gift or donation to the City, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.073 of the Texas Open Meetings Act.
4. Personnel matters involving the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee or to hear a complaint against an officer or employee. Section 551.074 of the Texas Open Meetings Act.
5. The deployment, or specific occasions for implementation of security personnel or devices. Section 551.076 of the Texas Open Meetings Act.

# Arts, Culture & Libraries Committee Meeting Record

DRAFT

**Meeting Date:** October 6, 2014

**Convened:** 3:08 p.m.

**Adjourned:** 4:38 p.m.

**Committee Members Present:**

Philip T. Kingston, Chair  
Monica R. Alonzo, Vice Chair  
Jerry R. Allen  
Vonciel Jones Hill  
Carolyn R. Davis

**Council Members Present:**

**Committee Members Absent:**

Jennifer Staubach Gates

**Briefing Presenters:**

David Preziosi, Executive Director,  
Preservation Dallas

David Cossum, Director,  
Sustainable Development &  
Construction

David Fisher, Interim Director  
Office of Cultural Affairs

James Chris Wells, Outgoing Chair,  
Allocations Committee – Cultural  
Affairs Commission

**Staff Present:**

Joey Zapata, David Fisher, Neva Dean, David Cossum, Charla Sanderson, Priscylla Bento, Tammy Palomino, Eric Izuora

**Special Guests**

John Paul Batiste, Chair, Cultural Affairs Commission; Phillip Collins, Cultural Affairs Commission Position 1

## AGENDA:

1. **Approval of September 15, 2014 Minutes**

**Presenter(s):**

**Information Only:**

**Action Taken/Committee Recommendation(s):**

A motion was made to approve the minutes of September 15, 2014

**Motion made by:** Monica R. Alonzo

**Item passed unanimously:**

**Item failed unanimously:**

**Motion seconded by:** Vonciel Jones Hill

**Item passed on a divided vote:**

**Item failed on a divided vote:**

2. **Preservation Issues in Downtown Dallas & Discussion of a Proposed CBD Demolition Moratorium**

**Presenter(s):** David Cossum & David Preziosi

**Information Only:**

**Action Taken/Committee Recommendation(s):**

This joint briefing by Preservation Dallas and City staff covered the following:

Preservation Dallas provided the committee information on the benefit of historic preservation, benefits of a national register, and suggestions for better protection of historic assets. The organization also identified significant historic structures not currently protected.

City Staff reviewed local historic districts and national registered districts in the CBD, and provided an overview of code provisions for a demolition moratorium on potentially historic structures.

The committee requested for staff to brief the full council on how to initiate a preservation district in the CBD, and to also provide the council a list of significant individual structures located in the CBD.

3. **Cultural Affairs Commission's Recommendations for FY 2014-15 Cultural Contracts Allocations**

**Presenter(s):** David Fisher & James Chris Wells

**Information Only:**

**Action Taken/Committee Recommendation(s):** Committee recommendation for approval of the Cultural Affairs Commission's recommendations for FY 2014-15 funding

This briefing provided the committee an overview of the cultural contracts services program, and reviewed the Cultural Affairs Commission's recommendations for FY 2014-15 funding.

**Motion made by:** Monica R. Alonzo

**Motion seconded by:** Vonciel Jones Hill

**Item passed unanimously:**

**Item passed on a divided vote:**

**Item failed unanimously:**

**Item failed on a divided vote:**

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**Councilmember Philip T. Kingston**  
Chair

# Memorandum



CITY OF DALLAS

DATE November 14, 2014

TO Honorable Members of the Arts, Culture & Libraries Committee: Philip T. Kingston (Chair), Monica R. Alonzo (Vice Chair), Vonciel Jones Hill, Jerry R. Allen, Carolyn R. Davis, Jennifer Staubach Gates

SUBJECT Dallas City of Learning

On Monday, November 17, 2014, Big Thought will brief the Arts, Culture & Libraries committee on the Dallas City of Learning. The briefing materials are attached for your review.

Please contact me if you have any questions or need additional information.

A handwritten signature in blue ink that reads "Joey Zapata".

Joey Zapata  
Assistant City Manager

## Attachment

c: Honorable Mayor and Members of the City Council  
A.C. Gonzalez, City Manager  
Warren M.S. Ernst, City Attorney  
Craig D. Kinton, City Auditor  
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# Dallas City of Learning

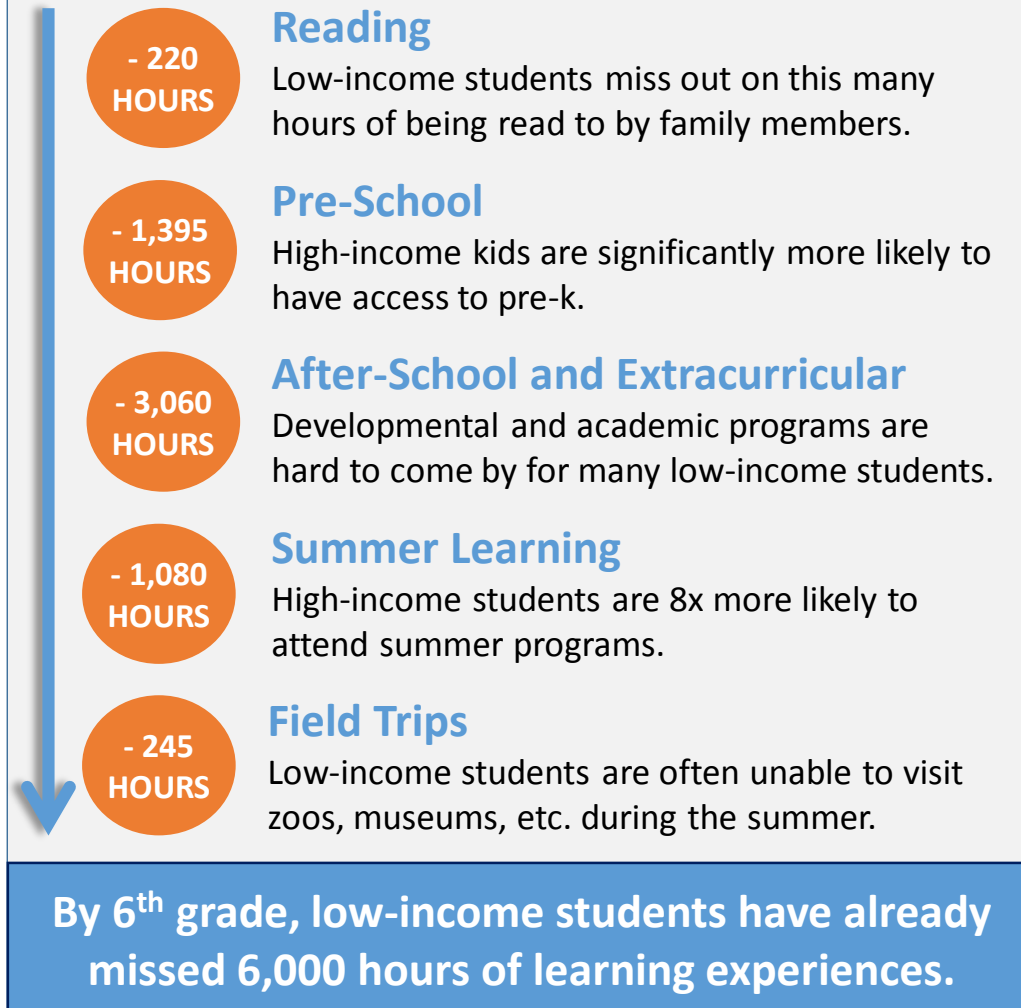
Arts, Culture & Libraries Committee

November 17, 2014



# The Opportunity Gap

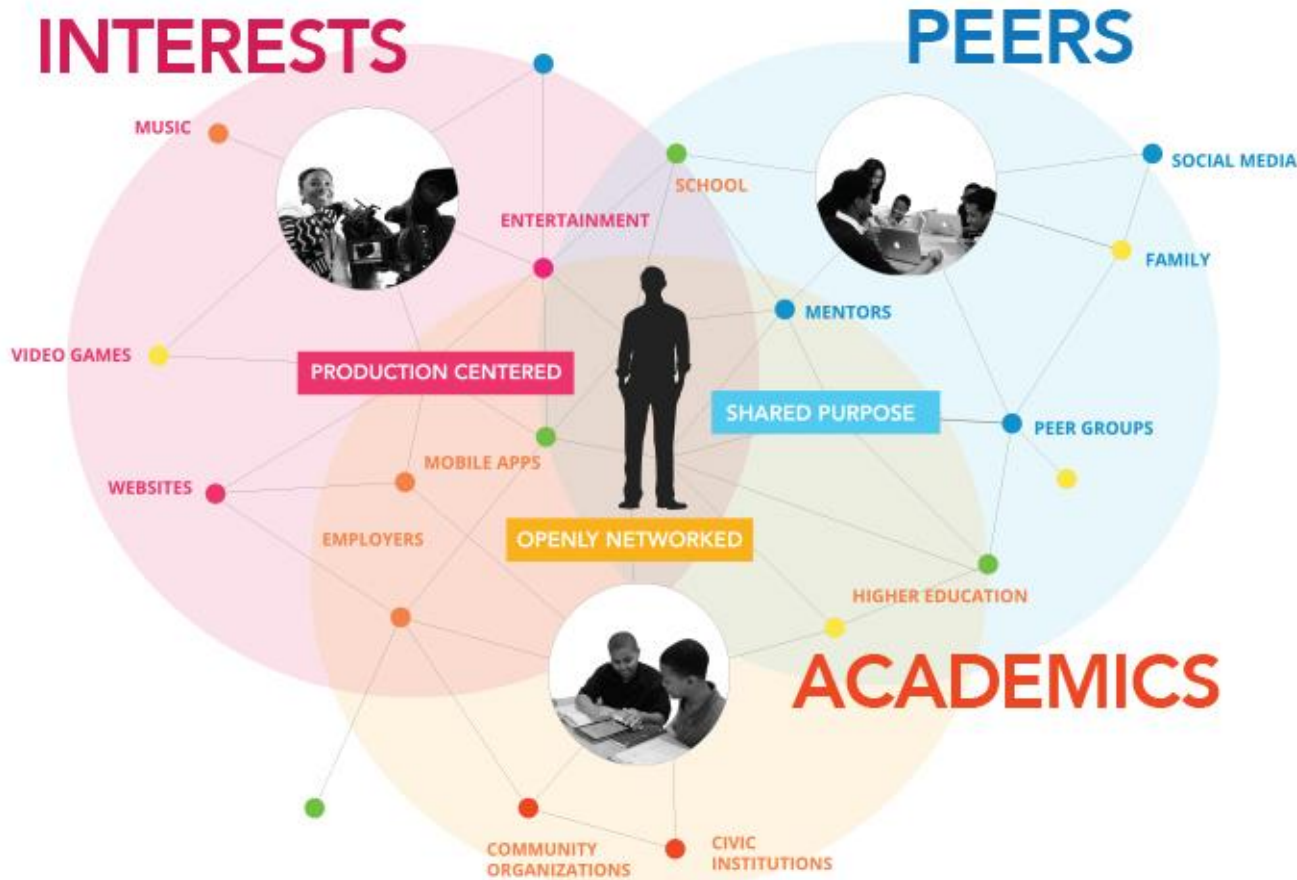
## The 6,000 Hour Opportunity Gap<sup>1</sup>



<sup>1</sup>6,000 OPPORTUNITY GAP SOURCES: Hoerth and Sandberg (2000) / Bureau of Labor Statistics (2012) / Barnett and Nores (2012) / Barnett, et al. (2012) / Wimer, et al. (2002); Afterschool Alliance (2013) / Gutiérrez, K. D., et al. (2010) / Wimer, et al. (2006) / McLaughlin & Pitcock (2009) / Meyer, D., et al. (2004) / Institute of Museum and Library Services (2008) / Balfanz, R. (2009) / PBS Frontline, (2012)

# What is Connected Learning?

**Connected learning** is “social, hands-on, active, networked, personal, effective, and connected to the real world.”



- A learning system that acknowledges and nurtures individual talents, skills and interests
- Eight-year study funded by the MacArthur Foundation to understand how youth learn in the 21<sup>st</sup> century



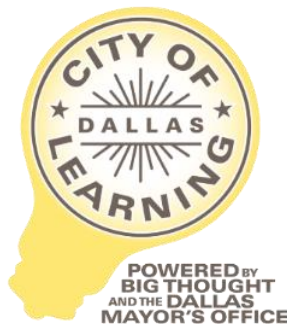


Cities of Learning is Connected Learning's **primary unit of change**, an **operating system** enabling youth, cities, and organizations to implement and scale Connected Learning Principles



## Dallas is One of Four Vanguard Cities

to further develop as an exemplar for the national *Cities of Learning* movement



20+ US cities interested in joining *Cities of Learning* by 2016

Big Thought manages the initiative in Dallas working with 125 partners including the Dallas Mayor's Office, City of Dallas agencies, DISD, corporations, universities, and programmatic providers ranging from large museums and organizations to neighborhood partners

By coordinating Dallas' learning resources, Dallas City of Learning helps students develop skills, find new interests and create pathways to future success.

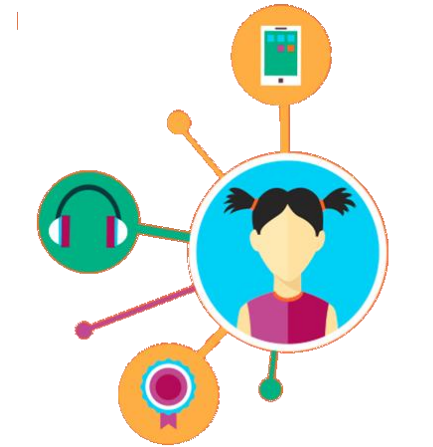


# Badges forge pathways



## WHAT'S IN A BADGE?

- Badge name
- Description
- Criteria
- Issuer
- Evidence
- Date issued
- Standards
- Tags



# How the Summer 2014 Pilot Worked in Dallas



## Student Learning and Partner Coordination



### What Worked

- 125 partners participated
- 30 partners built badges; 8 hours of training per partner
- 365 unique badges created
- 15 community Turn Up events

### Goals Going Forward

- Strengthen coordination between programs
- Provide infrastructure for learning programs across city agencies
- Address transportation, program, and technology gaps

## Program Discovery Website



### What Worked

- 875 programs listed on website
- Programs at 207 locations in 50 zip codes
- 11 different learning interest categories (e.g., exploring earth and science)

### Goals Going Forward

- List a comprehensive inventory of programs throughout Dallas in summer and year-round
- Build a more interactive and engaging discovery platform for students and parents

## Badge Issuing Platform



### What Worked

- 11,743 student accounts created
- 14,289 badges issued
- 45% of participants from Grow South areas
- Learners from 167 North Texas zip codes

### Goals Going Forward

- Build badge currency –e.g., personalized learning plans for students in DISD and other school systems
- Simplify badge issuing process for partners



# LEARN BIG THIS SUMMER



# Memorandum



CITY OF DALLAS

DATE November 14, 2014

TO Honorable Members of the Arts, Culture & Libraries Committee: Philip T. Kingston (Chair), Monica R. Alonzo (Vice Chair), Vonciel Jones Hill, Jerry R. Allen, Carolyn R. Davis, Jennifer Staubach Gates

SUBJECT Public Art Program Update

On Monday, November 17, 2014, the Public Art Program Update will be briefed to the Arts, Culture & Libraries Committee. This presentation will be given by the Office of Cultural Affairs. The briefing materials are attached for your review.

Please contact me if you have any questions or need additional information.

A handwritten signature in blue ink that reads "Joey Zapata".

Joey Zapata  
Assistant City Manager

## Attachment

c: Honorable Mayor and Members of the City Council  
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# PUBLIC ART PROGRAM UPDATE

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Briefing to the Arts, Culture &  
Libraries Committee

November 17, 2014



Office of Cultural Affairs  
CITY OF DALLAS

# PURPOSE OF THE BRIEFING

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- Update the Arts, Culture & Libraries Committee on
  - The public art conservation & maintenance program and recent significant maintenance projects
  - Public Art outreach programs
  - Recent additions to the collection and upcoming Public Art events



## See Appendix I

Public Art Ordinance

[http://dallasculture.org/PDFs/COD\\_Public\\_Art\\_Ordinance.pdf](http://dallasculture.org/PDFs/COD_Public_Art_Ordinance.pdf)

(City of Dallas Code, Chapter 2, Sections 2-101 to 2-105)

# Background

- *Public Art Funding*
  - Public Art Ordinance specifies the percent of eligible capital projects to be used for Public Art:
    - 1.5 % of the total capital improvement project appropriation or
    - 0.75 % of the total appropriation for a project that is exclusively for street, storm drainage, utility, or sidewalk improvements
    - Bond funds not eligible for conservation and maintenance

# Background

## *Funding History for Public Art Conservation & Maintenance Program*

Conservation and Maintenance	FY 05-06	FY 06-07	FY 07-08	FY 08-09	FY 09-10 to FY 13-14	FY 14-15
Budget	\$166,235	\$248,220	\$187,962	\$191,426	unfunded	\$190,000
Actual	\$99,088	\$184,233	\$192,261	\$178,485	\$82,233	N/A

# Background

- Collection manager position restored for FY 2014-15 and, responsible for oversight of the management and maintenance of the public art collection
- The Collection Management Position will:
  - Review existing public art collection to determine condition and identify maintenance requirements and priorities,
  - Identify and schedule conservation for top priority urgent conservation needs
  - Contract and oversee conservators
  - Update and maintain collection management database and archives
  - Conduction and document regular condition inspection of high profile public art works

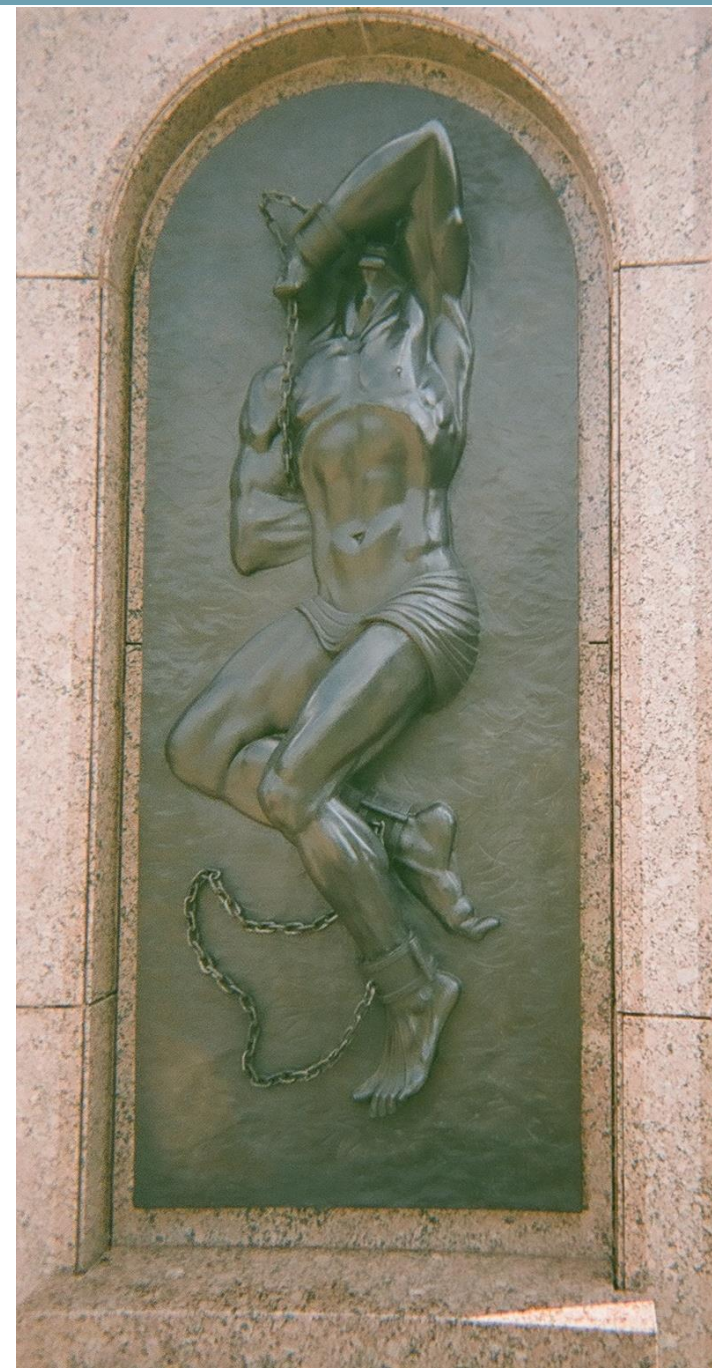
# Recent Maintenance and Conservation Projects

- Freedman's Memorial-renovation with the Park and Recreation Department
- Pegasus on the Magnolia Hotel-crane repair and neon light replacement
- Engineering review of metal footings and concrete foundation conditions for White Rock Lake Water

## FREEDMAN'S MEMORIAL

Partnership with the  
Park and Recreation  
Department

- Efflorescence removed and patina repaired on five large sculptures
  - Children's Poems' plaques repaired
  - Cracks, chips, caulking and broken bricks repaired
  - Lighting repaired
  - Water infiltration addressed
- 
- Conservation completed  
October 22, 2014











# Pegasus Report

- A City Landmark, this replica of the original 1934 Pegasus was installed on top of Magnolia Hotel in 2000
- Requires regular maintenance on neon, transformers and stability/safety rigging
- Crane repair completed in FY13-14
- New Neon will be installed in November 2014





# White Rock Lake Water Theater Public Art

## Background

- January 7, 2014  
Public Art Committee moves to recommend deaccession of the artwork
- January 23, 2014  
Cultural Affairs Commission moves to defer this item until February 2014
- March 22 and 24, 2014  
Community meetings held
- April 17, 2014  
Cultural Affairs Commission moves to table the item for six months
- October 16, 2014  
CAC moves to table until February 19, 2015 to allow for time to complete the engineering study



## Next Steps

- Coordinate diver inspection of metal base plates and concrete foundations.
- Provide a structural analysis and recommendations in mid-January 2015.

# PUBLIC ART OUTREACH

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Public Art 101 Workshop

Emerging Artists for Public Art

# Public Art 101 Workshop

OCA partnered with the Dallas Arts Dealers Association, Business Council for the Arts, Creative Arts Center and The MAC to present a professional development forum to an audience of 120 participants on September 13, 2014.



**Public Art 102 will be offered in April 2015.**

# EMERGING ARTISTS SUPPORT

- Call for emerging artists for public art was issued on Café ([www.callforentries.org](http://www.callforentries.org)) September 18, 2014
- CallforEntry.org™, also known as CaFÉ™ is a Web-based service that allows organizations to manage artist-applications for projects
- The service is especially designed for use with public art projects

# Emerging Artists for Dallas Public Art

- 237 applicants
- 75% met geographic qualifications
- 60 applicants were forwarded to the final round based on an evaluation of their work and professional experience
- 50 finalists were selected on November 14, 2014

# EMERGING ARTISTS ON THE PRE-QUALIFIED LIST WILL

---

- Be invited to workshops on public art project development, budgeting, working with fabricators, and application for project procedures in January/February 2015.
- Be notified of eligible projects as the projects are approved for artist selection
- Currently 6 projects scheduled to initiate in 2015 will be available for emerging artists.

# RECENT ADDITIONS TO THE PUBLIC ART COLLECTION

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- Highland Hills Branch Library
- Texas Horse Park
- Parking Meter Temporary Public Art Project
- Dallas Love Field: Ticketing Hall, Baggage Claim and West Tunnel

# Highland Hills Branch Library

6200 Bonnie View Road,  
75241

Council District 8

2006 Bond Program

**Artist: Letitia Huckaby**

**Title: Index**



## Highland Hills Branch Library



# Texas Horse Park

811 Pemberton Hill Road Council District 7

Artist: Curtis Patterson



Title: Equine Rhythm



## Parking Meter Project

a partnership with  
the Dallas Police  
Department

**DALLAS MORNING  
NEWS  
OCTOBER 26, 2014**

**Program turns Dallas  
parking meters into  
works of public art**



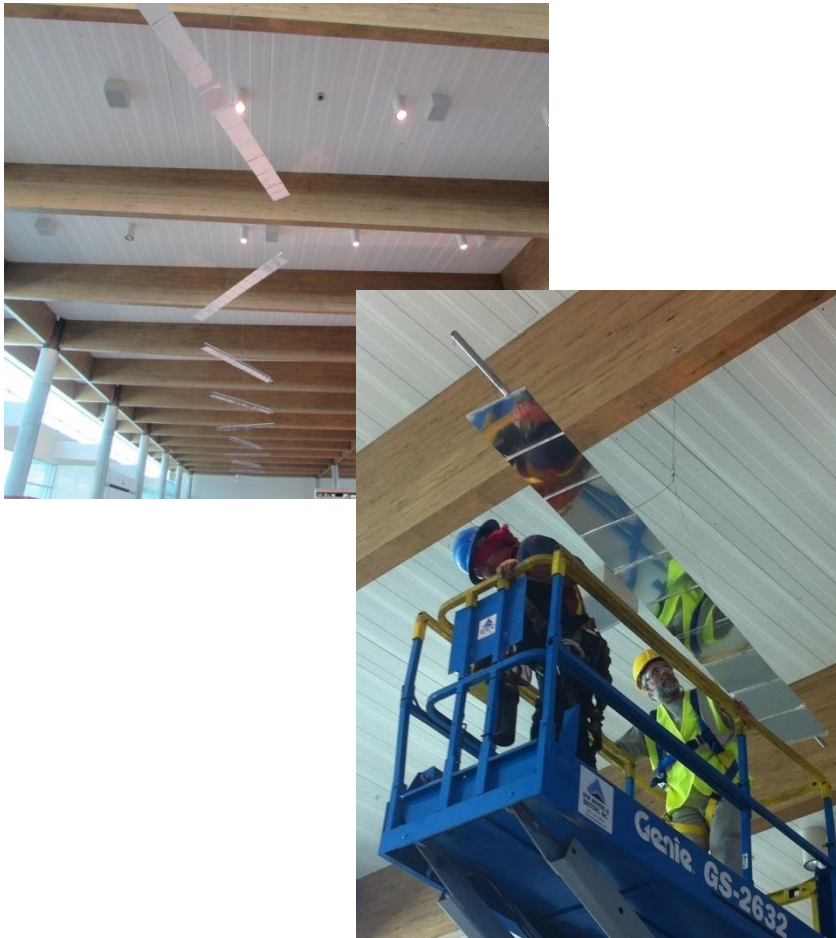
Sculpture artist Sara Lovas puts the finishing touches on one of the parking meters on Elm Street in Downtown Dallas that she was assigned to convert into a work of art. “I like that Dallas is starting to do things like that, where you just see art in a normal setting,” Lovas said. “You don’t have to go to a museum, you just come upon it.”

PHOTO by Ron Baselice DMNStaff Photographer

# DALLAS LOVE FIELD PUBLIC ART

## Council District 2

Baggage Claim  
Tim Prentice and David Colbert  
Line Dance, 2014



West Tunnel  
Stephen T. Johnson  
Giddy-Up, 2014





# DALLAS LOVE FIELD

## Dallas History Medallions

Artist: David Newton



David Newton, Modern Dallas, 2014  
Love Field Ticketing Hall

David Newton, Dawn, 2014 Love Field  
Ticketing Hall

## Media response to Dallas Love Field

25 media references  
since May 2014



Martin Donlin, *Blueprint of Flight*, 2013 Dallas Love Field  
Council District 2



## ***North Texas Sunrise Earns Top National Honors***

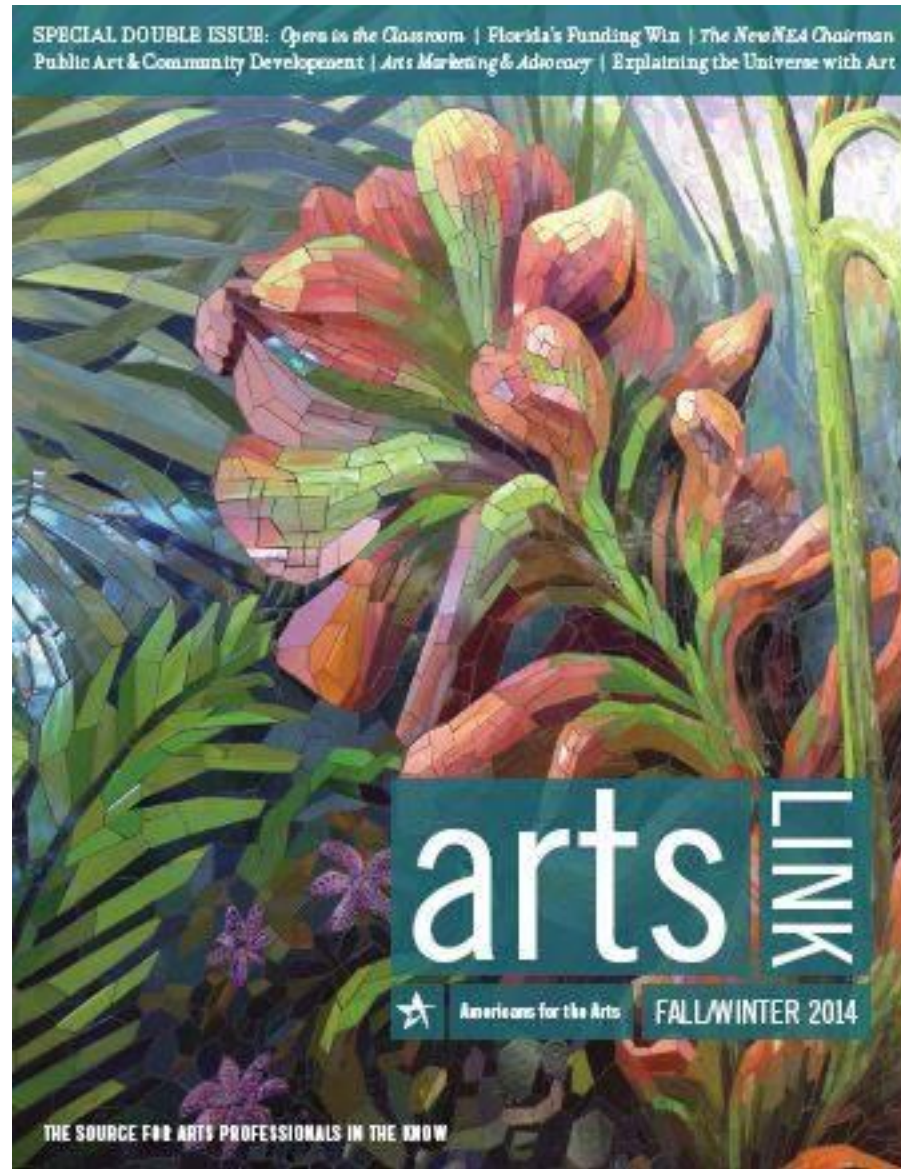


***Dixie Friend Gay, North Texas Sunrise, 2013***

## Americans for the Arts

October 29, 2014

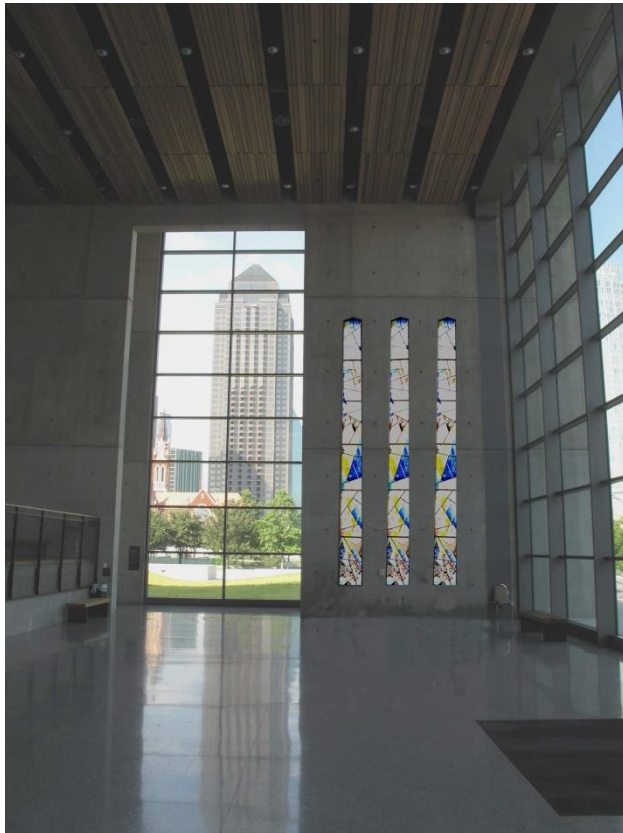
Dixie Friend Gay's "North Texas Sunrise," a public art installation at Dallas Love Field, was named one of the best public art installations in the country by Public Art Review 2014. It made the cover of Fall/Winter edition of Arts Link, an American's for the Arts publication



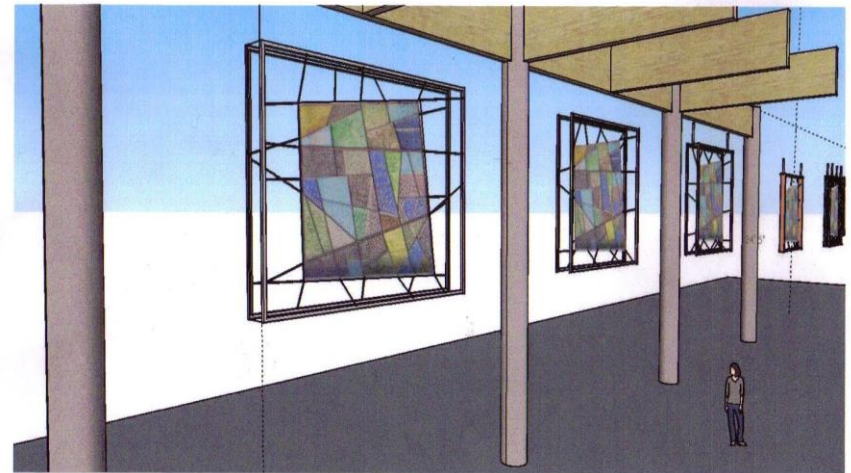


# Updates on the Octavio Medellin Windows

## City Performance Hall

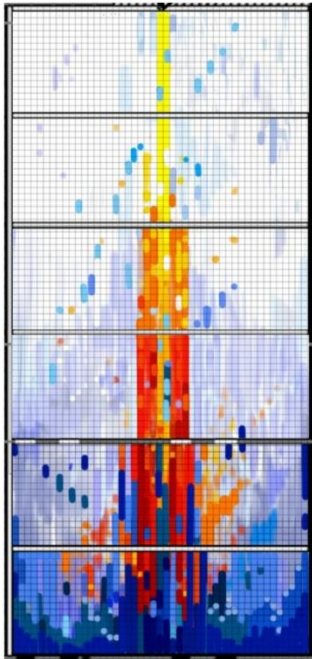


## Ticketing Hall, Dallas Love Field



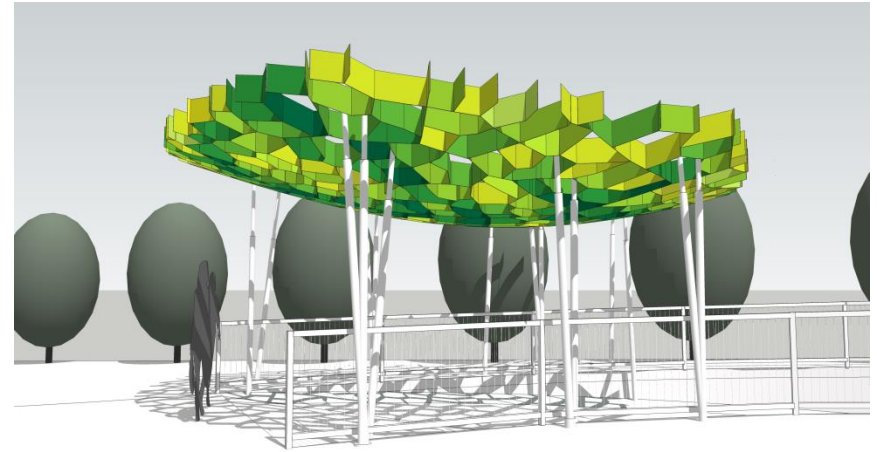
- August 2013 - De-installation of windows from Trinity Lutheran Church. Windows stored at conservator's studio
- October 2013 - Fundraising/funding efforts begin through Aviation & OCA
- January 2014 - Design for installation at DAL in process with Corgan and Associates
- July 2014 - Lighting mock up for CPH under construction
- September 2014 - Lighting system/design for windows at CPH reviewed and approved
- March 2015 - Expected installation at CPH and Love Field

# New Public Art in January 2015



FIRE STATION #27 STAINED GLASS CONCEPT  
REX KARE STUDIO

Rex Kare, Fire Station #27  
Council District 13



Murray Legge, Arboretum  
Council District 9



Metal sculptures are used to create a fountain feature at the bay area of the fire station. Columns are adapted to the columns to emphasize the water feature.

Art Garcia, Fire Station #32  
Council District 5





# QUESTIONS AND COMMENTS

Diana Goldberg and Julie Cohn,  
*Luminaria* (2013), Dallas Love Field



# APPENDIX 1

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## PUBLIC ART ORDINANCE SUMMARY

# Dallas Public Art Ordinance Summary

- Public Art Ordinance is posted online at [http://dallasculture.org/PDFs/COD\\_Public\\_Art\\_Ordinance.pdf](http://dallasculture.org/PDFs/COD_Public_Art_Ordinance.pdf) (City of Dallas Code, Chapter 2, Sections 2-101 to 2-105)
- The Ordinance specifies the percent of eligible capital projects to be used for Public Art:
  - 1.5 % of the total capital improvement project appropriation or
  - 0.75 % of the total appropriation for a project that is exclusively for street, storm drainage, utility, or sidewalk improvements
  - Bond funds not eligible for conservation and maintenance



James Carpenter, Light Veil, Cotton Bowl, 2013

# Dallas Public Art Ordinance Summary (cont.)

- The Ordinance establishes an “Art Committee” as a committee of the Cultural Affairs Commission to review and make recommendations for panelists, artists and projects. [Note: this committee is generally known as the “Public Art Committee.”]
- The Art Committee is composed of 11 members: the three at-large Cultural Affairs Commissioners and 8 citizen members appointed by the Chair of the Cultural Affairs Commission.



Charles Umlauf, *Spirit of Flight* (1961), Dallas Love Field

# Dallas Public Art Ordinance Summary (cont.)



*Life Flutters By, 2012*  
*Laura Abrams*

- Role of the Cultural Affairs Commission
  - Reviews and approves all recommendations made by the Public Art Committee for artists / projects prior to City contracting
  - Establishes program policies and guidelines.
- Role of the Public Art Committee
  - Oversees quality control of the Public Art Program and projects.
  - Reviews and recommends for approval by the Cultural Affairs Commission the nature and scope of projects and artworks, as well as artists for the Public Art Program.
  - Makes recommendations regarding any issues that arise from a specific artwork or art project.



# Dallas Public Art Ordinance Summary (cont.)

- Role of the Project Selection Panel/Jury
  - Meet in open session as many times as necessary to make a recommendation of an artist for the project.
  - Implement the artist selection process based on any parameters established for the project including: site, medium/media, scope of project, ADA requirements, safety and minimal maintenance.
  - Recommend and artist or artist team be commissioned for the project to the Public Art Committee.



Imago, (detail) 2011  
Texas Discovery Garden  
i.e. creative

# Dallas Public Art Ordinance Summary (cont.)

- **Role of the Office of Cultural Affairs (OCA)**
  - Oversee the artist selection process, contracting, design, fabrication and installation phases of project.
  - Manage the processing of artist's invoices for payment by the funding department. OCA Public Art staff ensures that insurance coverage meets City requirements and serves as liaison and communications point for issues related to art installation and construction.
  - Inspect installations and, where required, supervises the inspection by engineers or staff with jurisdiction over the site where the public art is installed.
  - Coordinate communication between the artist and the host department, architects, construction managers, engineers, electricians and other technical staff.
  - Conduct ongoing outreach to prospective public art artists, including periodic presentations and workshops for artists who are interested in becoming public art artists.

# APPENDIX 2

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## PUBLIC ART MISSION

# Mission Statement

- To enrich the community through the integration of the vision and work of artists into the planning, design and construction of public spaces.



# APPENDIX 3

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## Public Art Program History

# Dallas Public Art Program History

- Pre-1988: The majority of the public artworks in the City's Public Art Collection prior to the adoption of the ordinance are the historic murals, bas reliefs and sculptures in Fair Park. Other artworks came into the City's Public Art Collection through gifts and donations.
- 1987-88: Public Art Plan developed by a 30-member citizen committee co-chaired by Susan Collins and Ida Papert. The committee interviewed hundreds of citizens of Dallas to formulate the Public Art Program profile, adopted in 1988.
- 1988: The City of Dallas adopted the Public Art Ordinance on September 14, 1988 (Resolution # 88-2968).



i.e. creative, detail of *Metamorphosis*, 2011  
Texas Discovery Center, Fair Park

# Public Art Process



- Multi-step process that involves city department with oversight of the capital project, design team, arts professionals and community representatives, Public Art Committee and Cultural Affairs Commission
  - Step 1: Determine scope of the project
  - Step 2: Solicit and interview artists for the project
  - Step 3: Select and contract an artist for the project
  - Step 4: Execute project

[these steps are detailed in the following slides]

Top: Linnea Glatt, *Vigilant* (2010), Fire Station 10

Bottom: Bruce Taylor, *Untitled 2* (2009), Fire Station 42

# APPENDIX 4

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## PUBLIC ART PROCESS



# Public Art Process (cont.)

## Step 1: Determine Scope of Project

- Office of Cultural Affairs meets with Partner Departments to discuss the capital project, opportunities for public art, budget issues, and identify project stakeholders.
- A community meeting with neighborhood stakeholders may be convened to gather information and community representatives are identified for participation in the selection process.
- The scope of the project is presented to the Public Art Committee for review and final recommendation.
- Public Art Committee / Cultural Affairs Commission appoint a Selection Panel.



Carlos Donjuan , *Jefferson Viaduct Mural*, 2014

# Public Art Process (cont.)

- The Composition of Artist Selection Panel is defined in the City's Cultural Policy:
  - At least three but no more than five voting members (six for Park projects).
  - A variable number of non-voting members.
  - Every effort will be made to ensure minority representation.

## Voting Members

- One (two for Park projects) representative(s) from the neighborhood or community in which the artwork will be located.
- Two to three artists and arts or design professionals (i.e., curators, collectors, administrators, architects) selected by the Public Art Committee/Cultural Affairs Commission from a pre-approved list.
- One design professional (architect, landscape architect, engineer) representing the City.

## Non-Voting Advisors to the Selection Panel may include, but are not limited to:

- The design architect and/or engineer.
- The project manager from the City department responsible for construction.
- A member of the Public Art Committee who acts as liaison to the Public Art Committee.
- Public Art Staff members.
- A representative from the City department with management responsibility for the property where the artwork or artplace will be located.
- The Cultural Affairs Commissioner for the district in which the project will be done.
- Additional community members.

# Public Art Process (cont.)

## Step 2: Solicit and interview artists for the project

- Artist solicitation method is based on the project art budget:
  - Over \$100,000: Call for artists (RFQ) is published on an international posting.
  - Under \$100,000: Short-list from Public Art Committee-approved Pre-qualified list.
  - Departments may request a specific artist for a commission.
- Selection Panel reviews artists applications and identifies artists finalists (generally 3-4)
- OCA works with the finalist artists to develop a site specific proposal that responds to the project's parameters / limitations.
- Artists finalists make a presentation to the Selection Panel or Public Art Committee, outlining their idea(s) for the public art project and demonstrating how it meets the defined scope of the project.

# Public Art Process (cont.)

## Step 3: Select and Contract an Artist for the Project

- Selection Panel reviews finalists' proposals and recommends one proposal for the project for proposals over \$100,000.
- For project less than \$100,000 site specific proposals are reviewed by the Public Art Committee.
- Public Art Committee recommends Artist.
- Cultural Affairs Commission reviews and adopts (or not) Public Art Committee's recommendation.
- OCA works with the City Attorney's Office to develop the artist contract
- City contracts the artist for the project.
  - Consistent with City's contracting rules, contracts over \$50,000 are presented to City Council for approval and contracts under \$50,000 are approved through Administrative Action.



# Public Art Process (cont.)

## Step 4: Execute project

- OCA manages artists' contracts, communicates with appropriate department on scheduling and other project management issues.
- Artist fabricates and installs the approved design and submits final documentation (which includes conservation and maintenance plan) to OCA.
- Public Art Project is accessioned into the City Public Art Collection.
- OCA works with the Partner Department to schedule a dedication or unveiling event to celebrate the completion of the project.

# Public Art Gifts to the City

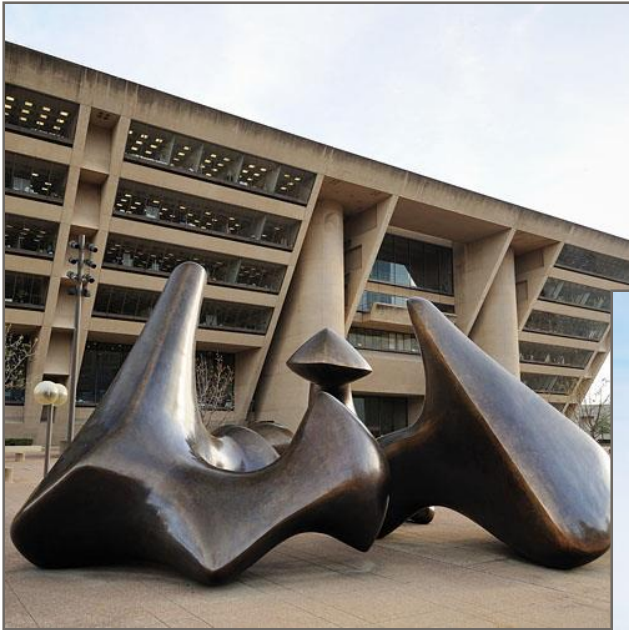
- City Cultural Policy also establishes policies for gifts of art to the City
  - Cultural Affairs Commission / Public Art Committee review potential donations considering aesthetic, financial, safety/maintenance, and environmental factors.
  - OCA serves as the coordinating department for any gifts of art to the City.
  - Since 2009, 34 works have been accepted by the City; these works have a value of \$10.5 million dollars.

# APPENDIX 5

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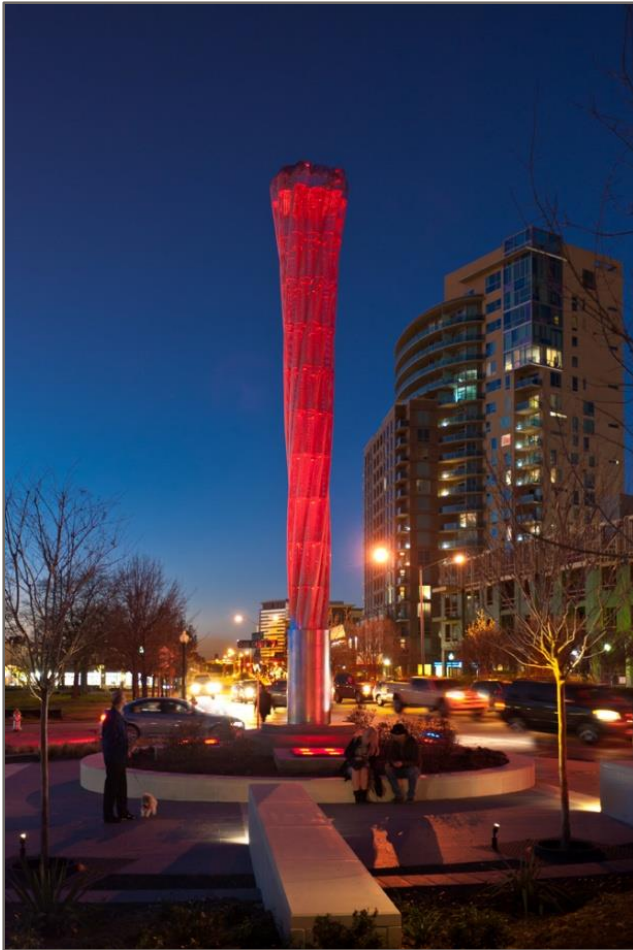
DONATIONS TO THE CITY

# Public Art Gifts



Clockwise from left: Henry Moore, *The Dallas Piece* (1978), Dallas City Hall; Marta Pan, *Floating Sculpture* (1979), Dallas City Hall, *Pegasus* (recreated 1999), Magnolia Hotel;

# Public Art Gifts



Clockwise from left: Cliff Carten, *Tower II*; Brad Goldberg, *Water Table*; Margot Sawyer, *Synchronicity of Color Receptors* (all works 2011), CityPlace



# Public Art Benefits

- **Creative Placemaking:** Public art, as an element of urban design, serves to define public spaces, provide pedestrian amenities in the urban environment, and serve as landmarks that contribute to neighborhoods identity.
- **Economic Impact:** Public art supports jobs – directly as artists employ foundries, framers, technical assistants, computer programmers and engineers, and indirectly as artists purchase supplies and materials from regional suppliers.
- **Civic Engagement:** Public Art promotes the community's awareness, commemoration or celebration of its history.

Frances Bagley, *Soccer Figures* (2014), MoneyGram Soccer Fields



# APPENDIX 6

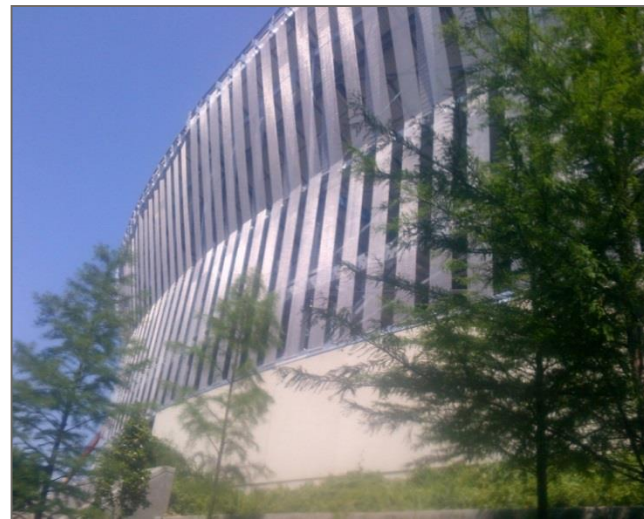
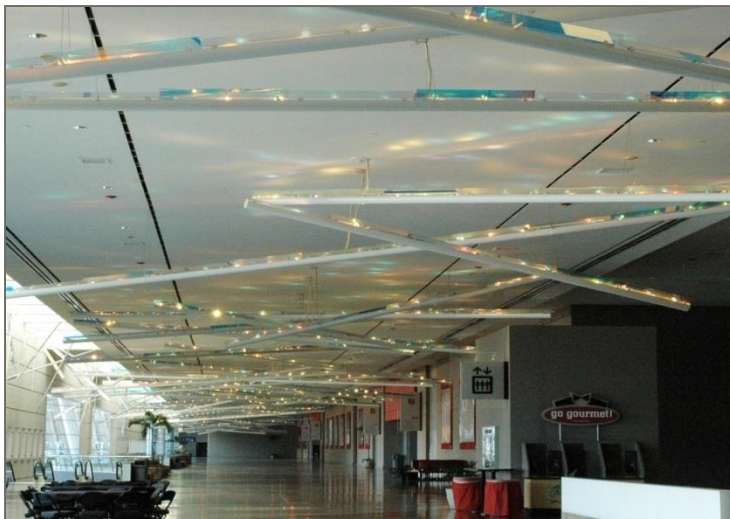
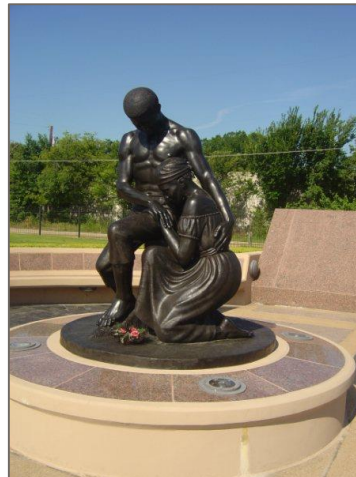
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## BENEFITS OF PUBLIC ART

# Promoting Dallas as a Cultural Destination

- Iconic public art projects become destinations for visitors to the City
- In Dallas, examples of high profile public art include:
  - *Pioneer Plaza*, frequent site of tour bus stops and photo ops
  - New public art at Love Field Modernization Program (2012-2014) engages 8 million passengers annually and all sports teams go through Love Field.
  - *Traveling Man* (a DART commission) is a frequent site of engagement and bridal photo shoots
  - *Pegasus* on the Magnolia Hotel, *The Dallas Piece* by Henry Moore and *Floating Sculptures* by Marta Pan are frequently featured in films that are shot in Dallas.
  - *Light Veil*, newly installed at the Cotton Bowl by MacArthur Fellow James Carpenter will be seen in all published images of the Cotton Bowl at this point.

# Promoting Dallas as a Cultural Destination



Clockwise from top left:  
 Dixie Friend Gay, *North Texas Sunrise* (2013), Love Field; David Newton, *Freedman's Memorial* (1996), Freedman's Cemetery; Robert Summer, *Pioneer Plaza Cattle Drive* (1996); Ed Carpenter, *Light Stream* (2003), Dallas Convention Center; James Carpenter, *Light Veil* (2014), Cotton Bowl at Fair Park

# Information

- Public Art Ordinance:
  - [http://dallasculture.org/PDFs/COD\\_Public\\_Art\\_Ordinance.pdf](http://dallasculture.org/PDFs/COD_Public_Art_Ordinance.pdf)
- General Information about the program and how to sign up for the e-mailing list or apply for projects:
  - <http://www.dallasculture.org/publicArt.asp>
  - <https://www.facebook.com/dallasculture>
- Information about the collection:
  - Public Art Archive (national resource sponsored by the Western States Arts Federation) / <http://www.publicartarchive.org/content/city-dallas-public-art-collection>
  - Culturenow.com (nonprofit organization managing “museum without walls” website) / [http://www.culturenow.org/?page=search\\_map&search\\_param\\_item=city+of+dallas+office+of+cultural+affairs&submit=SEARCH](http://www.culturenow.org/?page=search_map&search_param_item=city+of+dallas+office+of+cultural+affairs&submit=SEARCH)



# Public Art Committee Members 2014

Liliana Bloch, Gallery Owner

Phillip Collins, Cultural Affairs Commissioner

Scott Horn, Artist

Aja Martin, Gallery Owner

Cristina Medina, Artist and Art Professor

Paul Rich, Cultural Affairs Commissioner,

Stephen Ross, Curator of Contemporary Art

John Spriggins, Artist and Curator

Michelle Tarsney, Architect and Public Art Artist

Chris Wells, Cultural Affairs Commissioner