



City of Baker City Public Arts Master Plan



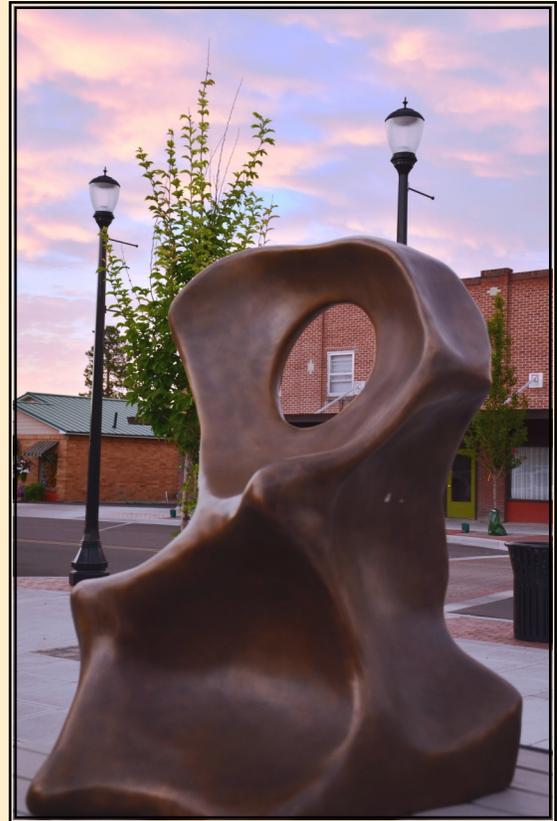
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Introduction

The Public Arts Commission of Baker City, Oregon envisioned and created a Public Arts Master Plan in the winter of 2016. Its creation was based on the belief that public art will transform the identity of Baker City, announcing to residents and visitors alike that this is a place where people care about the quality of the built environment. Public art can intensify the relationship of its citizens to the city and promote a stronger sense of community.

Public art should not be an afterthought, but rather an integral part of urban planning. Instead of introducing public art for the purpose of mitigating the impact of poor planning, it should be an integral part of the community planning process, with the outcome of heightening our positive experiences in the public realm and increasing opportunities for meaningful civic discourse among our citizens.



“Good art is done with enjoyment. The artist must feel that, within certain limits, he is free, that he is wanted by society, and that the ideas he is to express are true and important.” - John Ruskin, 19th century English artist and art critic.

History

The Baker City, Oregon Public Arts Commission was established in March, 2014. The purpose of the commission, as stated in Ordinance No. 3332, was to “promote the educational, cultural, economic, and general welfare of Baker City by actively pursuing the placement of public art in public places within Baker City limits, while also serving to preserve and develop public access to the arts.” The commission consists of seven members appointed by the City Council. Five are volunteers with “interest, education and experience” in the arts; one is a City Councilor, and one is a City staff member.*

Since the establishment of the commission, new art installations have included the series of playground paintings by Alyssa Peterson in City Hall, the bronze Salt Lick Block on Court Avenue Plaza, and the colorful Natural Structures bench, bike rack and trash receptacle on the Leo Adler Memorial Parkway Extension.



These pieces join existing artworks located throughout Baker City such as:

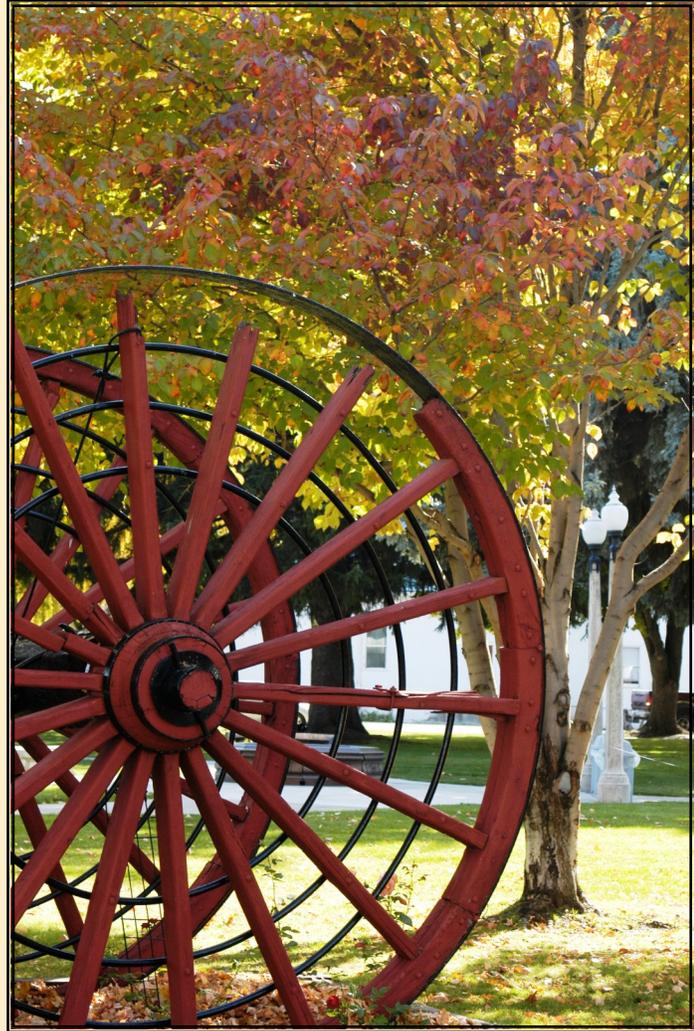
- the York’s Grocery Oxen and Oregon Trail Mural,
- the tom novak paintings on the exterior of the Baker Heritage Museum, and
- the Baker County Courthouse monuments.**

*The full text of Ordinance No. 3332 establishing the Baker City Arts Commission may be found in Appendix A.

**A complete listing of Public Art in Baker City, including murals, ghost murals, paintings, statues, monuments, and private collections visible from sidewalks and roadways may be found in Appendix B.

Principles of Public Art

1. Public Art commemorates our history and celebrates our diversity, which encourages the evolution of ideas and artistic expression within our community.
2. Public Art enhances and compliments the community's built environment, infrastructure design, and street-scape amenities and can encourage increased use of public spaces, pedestrian traffic, and public engagement.
3. Public Art enhances the public's experience and appreciation of art.
4. Public Art can strengthen and build community pride and identity, offering a wide range of interaction, involvement, participation and conversation.
5. Public Art fosters the enrichment of the visual environment and productive relationships with stakeholders and stimulates a dynamic presence.
6. Public Art is positioned in settings appropriate to scale, purpose, aesthetics, and materials.
7. Public Art offers opportunities for education and learning.
8. Public Art creates opportunities for local and regional artists to develop and/or showcase their talents.



Vision for Baker City Public Art Commission

The Baker City Public Art Commission (PAC) envisions a thriving community for arts and culture where traditional and contemporary arts shine and creative industries are cultivated.

Healthy arts communities are defined and documented in terms of how arts, culture and creative expression contribute to the well-being of communities and their residents.

Americans for the Arts identifies ten characteristics of a healthy arts community:

1. The arts bring diverse people together.
2. Elected officials understand the importance of supporting the arts and do so.
3. Myriad learning opportunities exist in and out of school for adults and young people, including youth-at-risk. Arts are fully integrated into school curriculum. Educators impart the understanding, appreciation and practice of the arts.
4. Active participation in culture creates individual and community meaning.
5. Responsible corporate citizens and businesses support the arts in every way.
6. The arts are infused in the natural and built environments.
7. The arts are integral to civic dialogue and community building.
8. The arts are valued as an industry because of their contribution to the new economy, which encompasses quality of life, economic development and tourism.
9. The contributions of individual artists are valued and supported.
10. The arts flourish with new and diverse leadership.



Objectives and Aspirations

The Baker City Public Arts Master Plan will be a catalyst for community education while building awareness of public art. It emphasizes the benefits of enhancing quality of life and improving the economic vitality of our community. Immediate and future impact of the arts may be divided into the following categories:

Economic Impact

The Arts play an important role in the business climate of a community. A landmark study funded by the National Science Foundation offers proof that the arts have significance in the area of economic development.* The existence of a strong arts culture in a community also attracts new residents seeking a creative and unique atmosphere in which to live. This is especially true of young, creative entrepreneurs seeking affordable housing and reasonable business start-up costs.

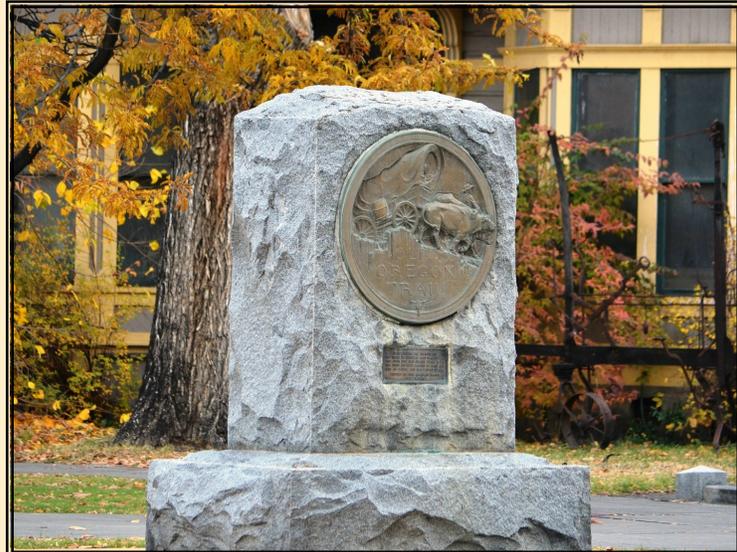
Quality of Life

Art has a dramatic impact on community members by enhancing well-being and improving quality of life. Art that complements the designs of buildings and spaces increases the attractiveness of the area. Public art can create gathering spaces that encourage connections among people, the art, and the space. The resulting relationships increase foot traffic for businesses, encourage new businesses in the area, and attract visitors and residents, especially those interested in the arts.

Enrichment

Contributing to art understanding and cultural diversity, public art represents the practices, expressions, knowledge, and skills of artists that are broad, diverse, cultural, ethnic, and/or nontraditional.

Public art helps to enrich the community by encouraging participation and dialogue.



*The National Science Foundation funded a landmark study conducted by the University of Minnesota that proved the significance of the arts to economic development. The study found that the decisions of artists to live in certain regions is a stimulant to new business formation and attracts other arts-related and non-arts businesses to a region.

Community Engagement & Collaboration

To foster the expansion of public art throughout the city, the commission will need to stimulate appreciation for and financial support of public art while encouraging collaboration among artists, architects, engineers, and property owners for the display of permanent and temporary art installations.

Fostering appreciation for public art begins with community education. Art maps, interpretive signs, walking tour brochures and media coverage encourage locals and visitors to engage with art. Presentations made at schools, the correctional institute, and scout groups inspire young people to participate in the formation of public art in collaboration with local artists.

Lectures and workshops that increase public awareness of the public art program encourage interested residents to participate in the actual planning, design, installation and maintenance of public art projects.



The Commission strives to find opportunities for community participation and engagement through the following partners, stakeholders, or venues:

- nonprofit, public and commercial-related organizations,
- Baker City Council members and departments within the city,
- County and State Government agencies and commissions,
- retail art & non-arts venues with arts and cultural programming,
- festivals and parades,
- art-focused media outlets,
- amateur art making venues, collective art making, K-12 and after school arts,
- education programs, libraries, hospitals, local and state agencies, and
- service and fraternal organizations.

Art-enhanced destinations in green spaces and parks, art exhibits in empty storefronts, murals on private businesses, and works on loan from local artists and installed in public places are all examples of public/private collaborations that enhance the city's image and promote a vibrant community.

Art on Loan Program

The Art On Loan Program facilitates the display of privately owned artworks on city owned property. The program is managed by the Public Art Commission with the goal of beautifying Baker City while increasing awareness and appreciation of the visual arts.

The program enables a larger number of artists to display public art in Baker City. Artists are offered an opportunity to contribute to the community by sharing their art with a broader audience. This is particularly important as many of the artists who participate in the program are emerging artists whose work is not widely seen.

Sites

The Arts Commission has evaluated a variety of locations across the city. Below is a list of the Arts Commission's recommended locations for the placement of artwork. The Commission will work with the lender to place art in other city-owned locations not on the list, if they conform to the Commission's standards of visibility and safety.

- Baker City Library,
- Geiser-Pollman Park,
- Central Park,
- Leo Adler Memorial Parkway, and
- Court Avenue Plaza.

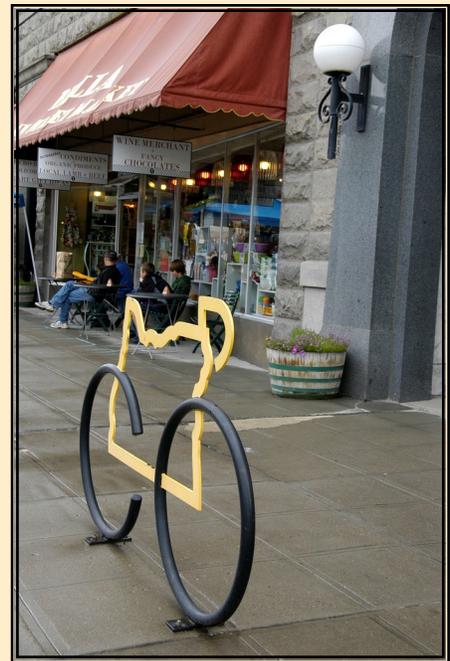
Selection Process

Artists and galleries are invited to submit loan proposals at any point during the year. Primarily, three dimensional artworks appropriate for outdoor public display are considered. The Arts Commission serves as the selection committee. Their recommendations are then forwarded to the City Council.

The Arts Commission uses the following guidelines when considering an application:

- artistic quality,
- compatibility with the site,
- appropriateness to the site,
- materials' suitability and safety,
- contribution to the City's public art collection,
- public safety, and
- environmental impact.

After being juried by the Commission, artworks are matched with appropriate sites based on availability, the lender's preferences, and feedback from community groups associated with the sites.



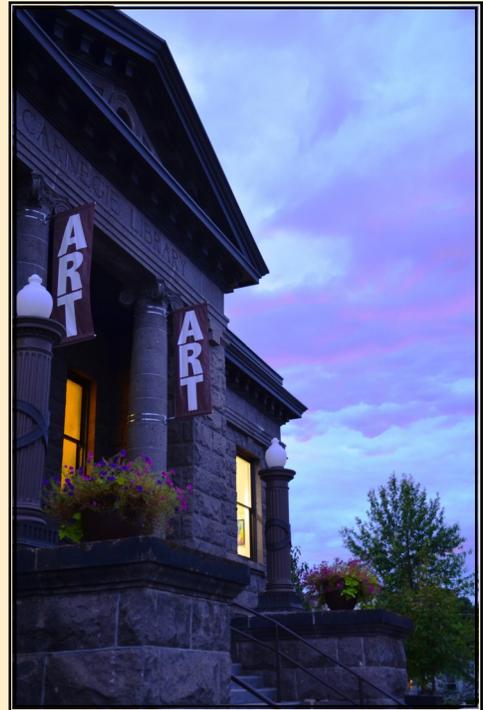
Financing and Funding for Public Art

Securing financial support is a cornerstone of any art program. As outlined in Ordinance No. 3332, Baker City has an established Public Art Fund. Additional funding sources are necessary to underwrite and implement Baker City's public art program, ensuring a strong and extensive collection. A percent-for-art fund, derived from public and private development projects, is one possible funding source. Others may include:

- Foundation grants to artists and arts organizations,
- State and federal grant programs,
- Corporate commissions for public works in public or private spaces,
- Community sponsored projects,
- Self-funded artist or arts organization projects,
- In-kind contributions of goods and services, and
- Crowd-sourced platforms and social media fundraising.

Partnerships with the business community, civic organizations and private donors are essential. An annual report recording fund expenditures, account balances, public art achievements and new acquisitions is necessary to keep all funding sources viable.

A developed per-project budget for acquisition, operating expenses, and maintenance is critical for securing funding from either public or private sources.



Public Arts Commission Policy

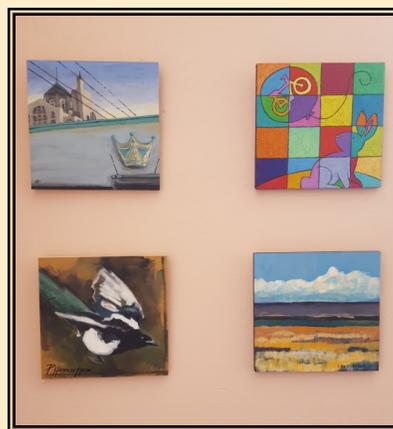
The Public Arts Commission works closely with city government and the Baker City Council, as well as with the private sector and non-profits. To build a successful partnership with the city, the following steps should be taken:

- Follow all policies and regulations as outlined in Ordinance No. 3332.
- Brief the City Council on the Public Arts Commission’s recommendations.
- Meet informally with council supporters/sponsors to provide information about the plan and specific areas where city support is needed.
- Host tours of art collections, art spaces, potential project venues for the Council.
- Support legislation and plans that are complementary to the arts and culture, such as pedestrian improvements, economic development, and city building projects, emphasizing the economic value and job creation aspects.
- Demonstrate how recommendations align with City Council priorities and other city goals. Look through adopted city plans and proposed updates to plans to identify areas where there may be opportunities to include art or public art in projects.
- Present an annual report to the City Council of expenditures, acquisitions and new projects.



Call for Artists—Policy and Procedure

1. After a Public Art Project has been identified and funding secured, a call for artists and Request for Qualifications (RFQ) can be initiated. The size, type, location, and cost of the project will determine if the RFQ is widely distributed or sent to only a select number of artists (Invitational RFQ).
2. A list of local and regional artists will be compiled from names and contact information available from galleries in Baker City.
3. The RFQ will outline the project location, budget, scope, theme, and time line; it will also include instructions for submitting an application.
4. Artists will be asked to submit a letter of interest, resume, examples of past work, and the completed application.
5. The RFQ may be sent to select artists, or a general call may be published on the official Baker City website, social media, and in local newspapers.
6. The selection committee may vary for each project, but may include gallery owners, artists, and interested stakeholders, in addition to the Public Arts Commission members. Artists who are submitting work and who are also Public Arts Commission members must recuse themselves from the selection process.
7. The selection committee will review submissions and declare finalists for the project. Artists are then contacted and asked to produce proposals. Proposal development requires compensation, with the amount included in the initial funding request. Artists may be asked to make a formal presentation to the selection committee.
8. The successful artist applicant will be contacted and a contract submitted and signed.



Appendix A

ORDINANCE NO. 3332

AN ORDINANCE ESTABLISHING A PUBLIC ARTS COMMISSION.

Be it Ordained by the City of Baker City Oregon:

(A) *Public Arts Commission.* There is hereby created and established a Public Arts Commission for the City of Baker City, Oregon. The purpose of this commission is to promote the educational, cultural, economic and general welfare of Baker City by actively pursuing the placement of public art in public spaces within Baker City limits while also serving to preserve and develop public access to the arts. The term "art" shall include, but not be limited to:

- Artwork in Mixed Medias
- Ceramic Arts
- Fiber and/or Textiles Arts
- Graphic Arts, Printmaking, Drawing
- Painting
- Photography
- Sculpture
- Statuary and/or Monuments
- Temporary Works of Art
- Wood, Metal, Plastics, Glass

(B) *Members; Appointment; Term:* The Public Arts Commission shall consist of seven members to be appointed by the City Council of the City of Baker City. The commission shall consist of five members who shall be volunteers and have an interest, education and/or expertise in public art. Such experience may include, but shall not be limited to~ education and experience as an architect, landscape architect, professional curator, professional artists, art educators or interested community members with experience in the arts. These five members of the commission shall reside in Baker County or Baker City. Additionally, the commission will consist of a non-voting City Council member and a non-voting City staff member to be appointed by City Council.

The term of office for each volunteer member shall be three years. The original volunteer appointees of the commission shall have the following terms: One member will have one-year term, two members will have two-year terms, and two members will have three-year terms.

(C) *Organization of Commission; Meetings; Procedure:* At the initial meeting, Public Arts Commission members shall organize by selecting a chair and a vice-chair from the membership. Thereafter, these elections shall occur at the first regular meeting of each calendar year. The Public Arts Commission may make rules and regulations for its own governance and procedures consistent with the laws of the State of Oregon as well as the charter and ordinances of the City of Baker City. Three voting members of the Public Arts Commission shall constitute a quorum.

Appendix

ORDINANCE NO. 3332 CONT.:

The Public Arts Commission shall meet at least quarterly each calendar year and may hold additional meetings as set by the commission. Public Art Commission meetings are public meetings and require notice to the general public. A commission member who misses more than two consecutive meetings which are unexcused loses his/her status as a Public Arts Commission member. Absences due to sickness, death of a family member or similar emergencies shall be regarded as approved absences and shall not affect the member's status on the commission. In the event of a long illness, or such cause for prolonged absence, the member may be replaced.

(D) *Vacancies; Removal:* Vacancies upon the commission shall be filled by appointment by the City Council, after the position has been advertised and applications are received and reviewed by the City Council. The newly appointed member will fill remaining term of the vacant commission position.

(E) *Compensation:* The members of the Public Arts Commission shall receive no compensation for their services.

(F) *Responsibilities:* It is the responsibility of the Public Arts Commission to:

- Assist the City Council and/or other Baker City boards and/or commissions in using public art to enhance existing development in public parks and other public lands and in public structures.
- Advise the City Council and/or other Baker City boards and/or commissions and city departments regarding artistic components of all municipal government projects under consideration by the City. The commission may also serve as a resource for artistic components of land-use developments.
- Recommend expenditures of funds to the City Council for the acquisition of public art, for maintenance of public art and for administration of this program.
- Develop and recommend to the City Council policies and programs that would enhance and encourage the planning, placement, insurance and maintenance of public displays of art in locations within the community open to the public.
- Work with the City of Baker City to assure all public art is placed or installed in accordance with current city or state standards or laws. In order to preserve the character of the Baker City
- Historic District, the commission must obtain approval from the Historic District Design Review Commission if a piece of art is proposed to be placed within the district.
- Oversee the maintenance, care and repair of the public art collection. Oversee proper written and visual documentation and cataloguing of the Public Art Collection.
- Recommend revisions to policies and guidelines for the improved implementation of this program.
- Ensure that the use of funds collected under this program will increase the amount of art in the city that is available to the public.
- Seek private donations of funds, works of art, devises of property, and grants for the purposes of expanding the public art collection or the maintenance of the collection. Donations of cash can be accepted by the Public Art Commission unless attached or restricted by/with a contingency, condition or caveat. Any donation with restrictions must be approved by the City Council. All donations of art must be approved by the Public Art Commission. All donations of property or tangible assets for public art must be approved by the Public Art Commission and the City Council. Review the appropriateness of proposed public art which is intended to fulfill all or part of the contribution required by this ordinance.

Appendix

ORDINANCE NO. 3332 CONT.:

- Recommend appropriate locations and accessibility to the public for permanent public art.

(G) *Standards and Rules:*

- Members of the Public Arts Commission shall operate in the interest of the general public and serve the community as a whole.
- Commission members shall not participate in the endorsement of any commercial product or enterprise.
- All commission members may vote on any matter coming before the commission, except as the ethics laws of the State of Oregon may provide.

(H) *Funding: Establishment of a Public Art Fund:*

The City shall establish a special revenue fund designated as the "Public Art Fund" in the City budget from which expenditures may be made in accordance with this ordinance. The Public Art Fund shall contain a capital account to fund public improvements in the form of the purchase or acquisition of new public art as well as an operations and maintenance account. Capital funds may come from any source, including the sale of general obligation bonds.

READ for the first time in full this 11th day of February, 2014.

READ for the second time by title only this 25th day of February, 2014, upon the unanimous vote of the members present, after the text of the ordinance was offered to the members of the Council and the press and public for their use during the meeting.

READ for the third time by title only this 11th day of March, 2014, upon the unanimous vote of the members present, after the text of the ordinance was offered to the members of the Council and the press and public for their use during the meeting.

Appendix B

A complete listing of Baker City art includes the following:

Murals

Ghost Murals

Paintings

Statues

Monuments

Private Collections Visible from Public Roads and Sidewalks

Credits

The Baker City Public Arts Commission would like to thank Base Camp Baker for the use of its many excellent photographs.

Public Art Master Plans from Grants Pass and Newport Beach in Oregon, Coeur d'Alene, Idaho, and Lakewood, Colorado gave us hope.

City, state and national support for public art, from the era of Roosevelt's Works Progress Administration to the present informed and inspired our work on this document. We could not have done it without the visionaries that preceded us.