Public Arts Commission
Agenda Supplement

Meeting Date: March 13, 2024

Item: Public Arts Commission Strategic Plan

Recommendation: Motion to recommend approval of the Public Arts Commission Strategic Plan

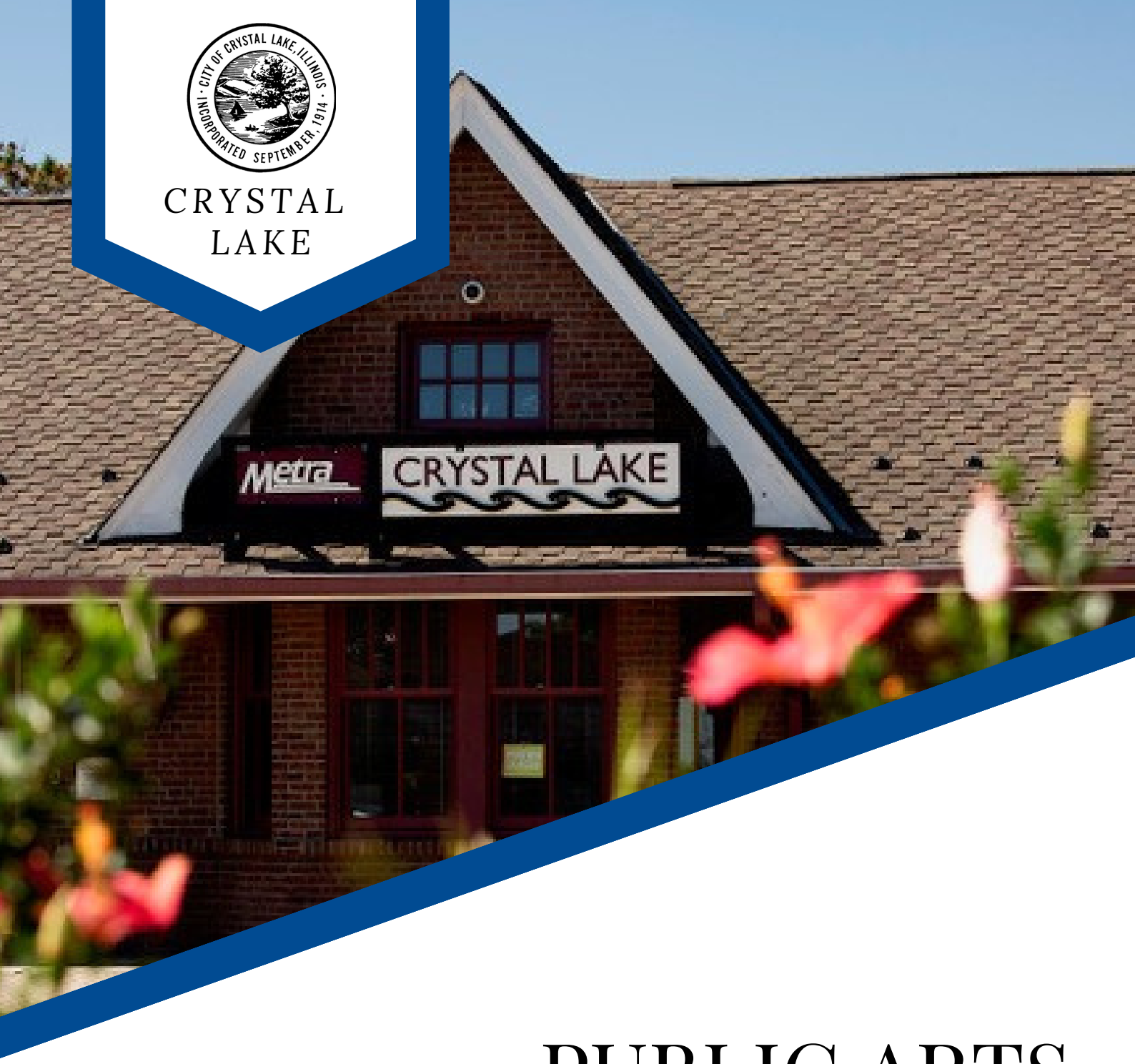
Contact: Katie Rivard, Assistant City Planner

Background:
The Public Arts Commission has completed the Commission's Strategic Plan. The plan establishes the Commission's purpose, vision, mission and core values; goal, objectives and strategies; and, the structure and process for implementation of public art.

Request:
To recommend approval of the Public Arts Commission Strategic Plan. The recommendation would go to the City Council for review and approval.

Votes Required to Pass: Simple majority

CRYSTAL LAKE



PUBLIC ARTS COMMISSION STRATEGIC PLAN

EST. 2024

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Statement of Purpose

City of Crystal Lake



Statement of Purpose

The purpose of the Public Arts Commission is to harness the power of art to create meaningful, accessible, and inclusive experiences that foster dialogue and celebrate diversity, while implementing the objectives of the City's 2030 Comprehensive Plan. By collaborating with artists, stakeholders, and the public, we strive to curate a dynamic tapestry of artistic expressions that reflects the unique identity and aspirations of our community, contributing to a more engaging, resilient, and beautiful urban environment. Through the Commission's Strategic Plan, we aim to ignite conversations, provoke emotions, and spark a sense of belonging among residents and visitors alike.

The goals and strategies are outlined herein to provide a common guideline for decision-making.



Three Oaks Recreation Area

Vision, Mission & Core Values

City of
Crystal Lake



Vision & Mission

Vision Statement

To cultivate a vibrant and inclusive community by integrating all mediums of public art to inspire, connect and enrich the cultural fabric of our shared spaces. Public arts have the opportunity to transform the urban landscape, encourage diverse voices and bring excitement, awareness and beauty to our surroundings. The Public Arts Commission will enhance, educate, and engage our community and its visitors through visual, performing and experiential arts.

Mission Statement

To enhance and engage the community through cultural experiences where public art is transformative, accessible and flourishes. To promote opportunity for the creation, presentation, and appreciation of the arts which fosters a strong, inclusive, and cohesive community.





Core Values

Core Values

The Public Arts Commission has defined the following core principles:

- Creativity and Innovation: We value the exploration of new artistic horizons and encourage innovative approaches that challenge conventions and inspire fresh perspectives.
- Inclusivity and Diversity: We are committed to representing a diverse range of artistic voices, perspectives, and cultural traditions that reflect the rich tapestry of the artistic community.
- Community Engagement: We believe in the power of art to foster connections and meaningful interactions among residents, fostering a sense of unity, dignity and shared ownership among all.
- Quality and Excellence: We uphold a standard of excellence in curating, executing, and maintaining public artworks.
- Education and Awareness: We value the significance of public art, which cultivates a deeper appreciation and understanding of its role in shaping our cultural landscape.
- Adaptability and Accessiblity: We remain open to evolving trends and emerging art forms, adapting our strategies to stay relevant and responsive to changing artistic and community needs.



Three Oaks Recreation Area

Commission Structure

City of Crystal Lake



Enclave

Commission Structure

Commission Description

The Public Arts Commission shall consist of seven (7) voting members appointed by the Mayor and City Council. Each member seat shall be a person nominated for consideration for appointment by the Mayor and subject to confirmation by a majority vote of the City Council.

The Downtown Crystal Lake/Main Street organization and Historical Society should recommend one member each. The remaining five members shall be composed of members of the public as outlined below in the Member Qualifications section.

Members are appointed for a term of three (3) years. After initial appointments, each subsequent appointment shall be for a term of three (3) years. Appointments shall expire on January 1st in the anniversary year of appointment of the member and members that choose to continue on the Commission shall be accepted by a majority vote.

In the event of a vacancy prior to the expiration of a term, the Mayor and City Council shall appoint a qualified successor to fill the remainder of the term.

Member Qualifications

The Commission shall be one of the following:

- A resident of Crystal Lake
- Student at a school in Crystal Lake
- Business owner in Crystal Lake

Any person wanting to serve on the Commission would submit an application and require appointment approval by the Mayor and City Council. The members shall be appointed on the basis of expertise, experience, or interest in public art. It is preferred that Commission members have some personal or professional experience, but it is not required.

Meetings

The Public Arts Commission shall meet quarterly and as needed to review potential public art locations and submissions to provide a recommendation to the City Council for approval.

- Meetings shall take place bi-monthly at 8:00am on the second Wednesday of the month as established by the Commission at the beginning of each calendar year, or at any time upon the call of the Chair. There shall be a minimum of four meetings per year. Additional meetings shall public notice in the Northwest Herald a minimum of 48 hours prior to the meeting.
- A quorum shall consist of a majority of the appointed members. A concurring vote of a majority of those members present and constituting a quorum is necessary to render a decision on any matter upon which the Commission is authorized to act.
- All meetings shall be conducted in accordance with the Open Meetings Act of the State of Illinois (5 ILCS 120/1 et seq.) and shall be governed by Robert's Rules of Order.
- The Commission shall keep minutes of its proceedings showing the vote of each member upon every question, or if absent or failing to vote, and shall also keep records of its official actions. Such minutes and records shall be open to the public for inspection and maintained at the offices of the City of Crystal Lake.

Commission Duties and Functions

The Commission's duties include:

- To provide recommendations of potential locations for public art.
- To spread awareness of public art to the Crystal Lake Community at local events.
- To hear presentations from local artists for potential locations and art pieces in the City of Crystal Lake.
- To receive applications for public art submissions and provide recommendations to the City Council.
- To accept and administer on behalf of the City of Crystal Lake, upon designation by the City Council, such gifts, grants and money as may be appropriate for the purpose of this chapter.
- To award grant monies to any applicant that satisfies the necessary submittal requirements to be awarded Commission grant funds. The grant monies are to be awarded at the Commission's discretion and are intended to promote appropriate installations, repairs, upgrades and changes to public art features.

General Guidelines

The Community Development Department and City Manager's Office shall provide staff support to the Commission.

Funding Sources

- The Commission may organize and host fundraisers relating to public art in order to administer Commission grants, upon designation by the City Council, for appropriate installations, repairs, updates and changes to public art features.
- The City Council may designate funding for projects recommended by the Commission.

Goals, Objectives, & Strategies

City of Crystal Lake



Credit: K-Adams Foto

Goal 1: Build awareness and promote understanding about public art and the benefits of the arts in general

Objective 1.1: Define Public Art

Public art is a broad category of art that is created and displayed in public spaces, and is accessible to the general public. It is often commissioned or created specifically for its location and is intended to engage and interact with the community, environment, or urban landscape in which it is situated. Public art can take many forms, including sculptures, murals, installations, mosaics, performances, and more. Its primary characteristic is that it exists in a public domain, rather than in a traditional art gallery or museum setting, making it visible and accessible to a wide and diverse audience. Public art can serve various purposes, from aesthetic enhancement and cultural expression to social engagement and community enrichment.

Private art that is visible from a public street or sidewalk is considered publicly visible, while private art that requires access on private property requires the permission of the property owners and must be generally accessible.

Objective 1.2: Share and highlight examples of public art forms

- Murals
- Sculptures
- Memorials
- Streetscapes
- Media
- Performances and festivals
- Photographs
- Playscapes (interactive art)

Objective 1.3: Engage and Educate

- Strategy: Create an online database of existing public art that is available on the City's website.
- Strategy: Create a Public Art Walk Map that is available on the City's website and downloadable.
- Strategy: Explore educational opportunities involving art.

Goal 2: Support Local Artists

Objective 2.1: Encourage Art events/features

- Strategy: Explore various ways to promote local artists through events or features such as Artist of the Month or Art Fairs.

Objective 2.2: Integrate work of local artists into public and private projects to improve the residents' and visitors' experience

- Strategy: Work with the City, Park District and other organizations for opportunities to incorporate public art in public spaces.
- Strategy: Encourage private projects/developments to incorporate public art into the project.



Goal 3: Encourage Community Involvement and Inclusion

Objective 3.1: Encourage support/involvement

- Strategy: Advocate for the expansion of public arts.
- Strategy: Engage ambassadors to champion art projects.

Objective 3.2: Collaborate with other organizations

- Strategy: Seek opportunities to collaborate with other organizations such as the Park District or other community groups.

Objective 3.3: Solicit regular feedback from the community

- Strategy: Explore opportunities for ways the community can provide their feedback on art installments or events (surveys, open houses, etc.).

Objective 3.4: Promote diversity and cultural experiences in art

- Strategy: Connect with community groups that are underrepresented to build a relationship.
- Strategy: Uplift voices by fostering an inclusive community.



Goal 4: Communication

Objective 4.1: Elevate voices

- Strategy: Create an open line of communication from the public and artists into the Commission and from the Commission.
- Strategy: Work with art ambassadors to identify areas of interest for art types and art locations.

Objective 4.2: Create a strong marketing campaign

- Strategy: Market gatherings, events and festivals within the City.
- Strategy: Marketing research to collect data, track metrics and make adjustments as needed.



The Dole Mansion

Goal 5: Promote the Community's Identity Through Art

Objective 5.1: Enhance public spaces, foster a sense of place and encourage social interaction

- Strategy: Survey and inventory public spaces and areas of opportunity on an ongoing basis.

Objective 5.2: Celebrate diversity and cultural history

- Strategy: Honor history and ancestry through collaboration with the Historical Society with the understanding of where we have been, where we are and where we are going.



Goal 6: Economic Vitality

Objective 6.1: Promote economic development

- Strategy: Attract visitors by increasing the number of public art installations.
- Strategy: Provide art events in areas such as the Downtown where visitors will likely visit restaurants and stores during events.
- Strategy: Beautify infrastructure in key commercial areas.

Objective 6.2: Enhance visitor experience

- Strategy: Enhance what amenities the area offers to strengthen the economy.
- Strategy: Catalyze property development with leisure and tourism traffic.
- Strategy: Create supportive environment that encourages new business growth.



Process for Implementation

City of
Crystal Lake



The Sun & First Five Planets at Lundahl Middle School

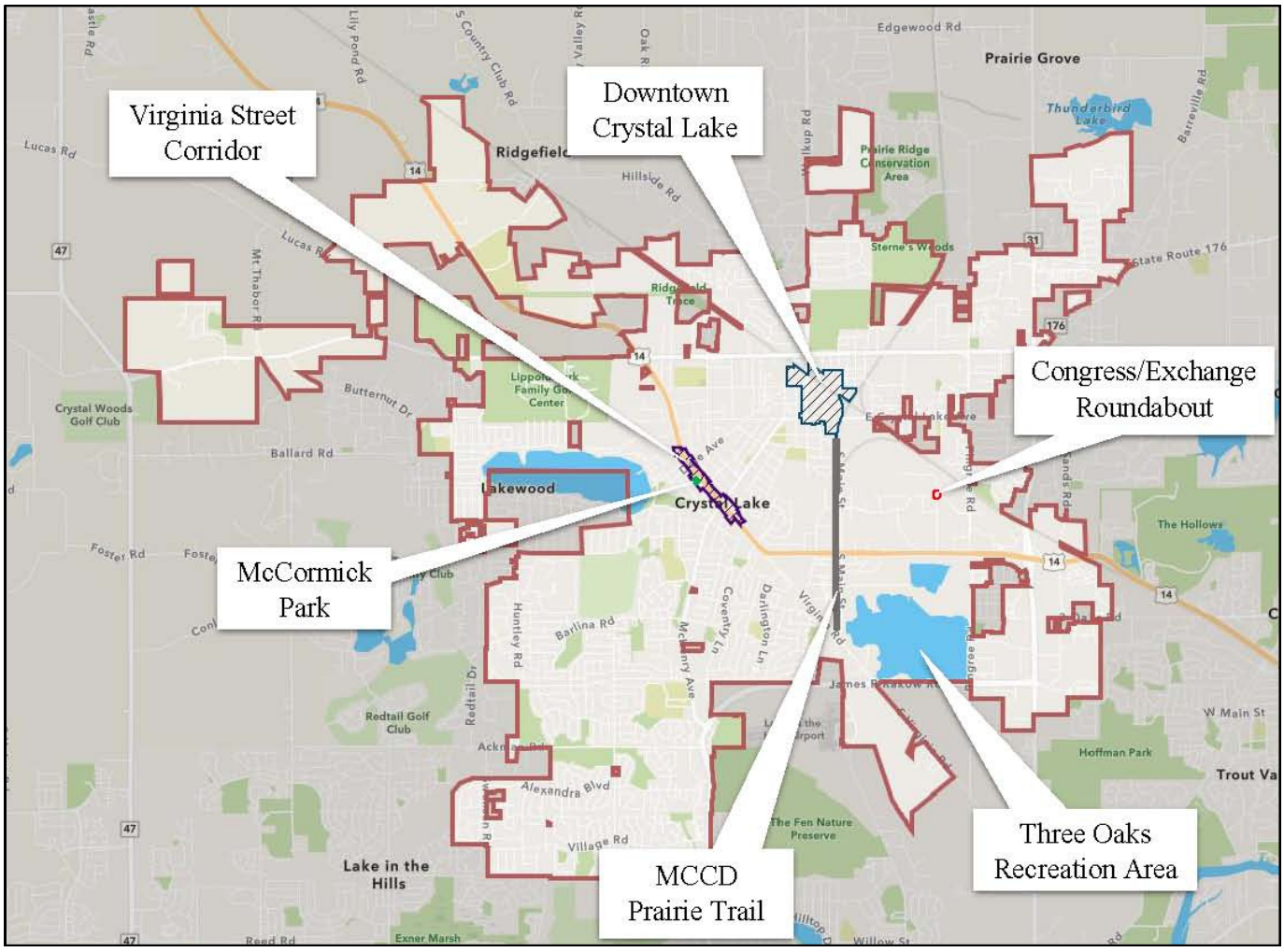
Art Display Location

Existing Art Display Locations

Existing public and private art installations can be found throughout the community. The Public Arts Commission maintains an inventory of art installations that can be viewed from publicly accessible property on the City's website. Please visit the Public Arts Commission page at www.crystallake.org.

Future Art Display Locations

It is desired to prioritize public art installations in selected areas of Crystal Lake. The map below illustrates the high priority locations that were determined by the Commission.



Desirable Public Art Locations

Artwork Selection Criteria

Artwork Selection Criteria
The Public Arts Commission shall use the strategic plan as a guide when reviewing potential art locations and art pieces.

The Commission's duties include identifying potential art installations and art pieces. In addition, the Commission will hear presentations from local artists for potential art locations and art pieces.

The City's purchasing and procurement requires a public Request for Proposals when commissioning an art piece. Once a location has been identified for art installation, the Commission will create specifications for the art piece to be installed, publicly post a Request for Proposals, receive and review proposals, and recommend the selected art piece and location to City Council for approval.

A majority vote of the Commission is required to approve an art piece or art location for City Council's review.



Congress Parkway & Exchange Drive Roundabout