

NOWPAC 2018

Northwest Public Art Consortium | Moscow, ID
Innovation2Action | September 18 and 19

September 18

8:00 – 9:00 **Check-in/registration/info pickups – Moscow City Hall, 206 E. Third, 2nd Floor**

White Board: “Give and Take” Everyone participates:

A: I need to learn about _____

B: I know about and can share _____

9:00 – 9:20 **Conference Convocation – Moscow City Hall, Council Chambers, 206 E. Third, 2nd Floor**

Brief overview of program; welcome by **Mayor Bill Lambert**, *City of Moscow*; conference sponsor acknowledgements; facilities, resources and general information

9:30 – 11:00 **Featured Speaker – Jack Becker, Moscow City Hall, Council Chambers, 206 E. Third, 2nd Floor**

Jack Becker, *Director of Consulting and Creative Services, Forecast Public Art*

Sowing the Seeds and Reaping the Rewards of Public Art Jack Becker will give a brief aerial overview of public art, and then focus on public art development in rural communities. He will share his thoughts on developing the skills of artists, and capacity building for organizers and organizations.

What are the seeds that get planted that can turn into annual public art programs? How can you go from building awareness to gaining understanding, to increasing appreciation and then to leveraging investment and support?

11:00 – 12:00 **Public Art and Social Issues – Moscow City Hall, Mayor’s Conference Room, 206 E. Third, 1st Floor**

Kevin Kelp, *Founder, Technical Knockout*

Bringing the ACLU of Idaho’s 25th Anniversary mural project to life – in Moscow! Why funding public art is good for organizations: why it works to advance an organization’s message in a way that is lasting and impactful.

Michelle Traver, *Public Art Administrator, TriMet (Portland)*

“We Choose Love” In the wake of a horrific attack on the transit system, the community created a spontaneous memorial at the site, which was subsequently replaced by a process-driven temporary tribute/mural. Let’s look at both and discuss the role of art in healing grief, fostering social justice and helping to create safe public spaces during this age of political and social upheaval.

11:00 – 12:00 **Public Art & Technology – Steam Coffee, 125 E. Second**

DJ Scallorn, *Arts Assistant, City of Moscow* and **Mark Johnstone**, *Public Art Advocate*

Hightail/OpenText - Using information management software to facilitate artist project proposals and project management in public art.

Jacob Cooper, *Project Manager for the Virtual Technology Laboratory at the University of Idaho*

The future of public art and technology, specifically augmented reality. What is augmented reality? (as opposed to virtual reality), what are its applications with modern art and a demonstration of it.

Joshua Wright, *VP, Economic and Workforce Development, Emsi*

“Using Economic Data and Technology to Help the Public Arts Community”

Emsi and the Creative Vitality Suite (Westaf) present the leading economic, workforce, demographic data, and indicators used to measure the creative economy. We will discuss how the public art community can benefit from using economic data.

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11:00 – 12:30 **Public Art for YOUR Landscape – Moscow City Hall, Council Chambers, 206 E. Third, 2nd Floor**

Karl LeClair, *Public Art Program Manager, Boise City Department of Arts & History*
Moderator and panelist

Delta James, *Economic Development Planner, City of McCall*

The City of McCall, a rural mountain town of just under 3000 population, formally established a public art program in 2012. Delta has staffed the program with guidance from a volunteer advisory committee since its inception and will share a few of the challenges and successes (some unique and some not) that the program has navigated along the way.

Amy Kimberly, *Exec Dir, Carbondale (CO) Creative District*

The Creative District Program stemmed from the fact that the Creative Industries are the 5th largest industry in Colorado and strong in our “rural” areas. The Colorado Tourism + Colorado Office of Economic Development have sunk funding and energy into programs that elevate our “rural” areas as destinations and economic hubs.

Mike Sweney, *Program Manager, Art in Public Places Program, ArtsWA*

One of the oldest statewide public art programs, Art in Public Places has been a leader in developing and administering best practices for art acquisition and collection care. Mike has managed more than 100 public art projects at Washington’s public schools, colleges, universities, and state agencies.

Mary Welcome, *Citizen Artist, Palouse, WA*

As an artist, I have a multi-disciplinary civic practice focused on rural cultural advocacy and community engagement. I’m more interested in redefining a rural/urban continuum, spectrum, and exchange (reciprocity) rather than a framework around a versus. While polarization and binaries are the rhetoric of a post-2016-election dialogue, I think we have an opportunity to build bridges and rural-urban partnerships through conversation and resource sharing.

1:00 – 4:30 **Pullman Field Trip – Leaves From Moscow City Hall, Parking Lot, 206 E. Third OR Explore Beautiful Downtown Moscow!**

Reception, lunch, and tour of JSMOA and WSU Campus Public Art (ArtsWA funded) with Associate Director of the JSMOA, **Anna-Maria Shannon**, JSMOA curator **Ryan Hardesty** and Art in Public Places Director, ArtsWA, **Mike Sweney**

5:00 – 7:00 **Colters Creek Winery, Tasting Room, 215 S Main St (No Host)**

7:00 – 8:00 **ACLU Mural Launch Party – Rear of the Moscow Hotel, 313 S. Main**

Kevin Kelp, *ACLU Project Manager* and reading by **Susan Hodgins**, *City of Moscow Poet Laureate*

September 19

8:30 – 9:30 Coffee/Registration – **Moscow City Hall, 206 E. Third, 2nd Floor**

9:30 – 10:45 **Digitization and Collection Best Practices**

Moscow City Hall, Mayor’s Conference Room, 206 E. Third, 1st Floor

15 min individual presentations; 30 min group discussion and Q & A

Valerie Peterman, *My Public Art Portal Writer-Researcher for ArtsWA*

My Public Art Portal is the online representation of Washington’s State Art Collection, a geographically widespread collection that can be found in K-12 schools, colleges and universities, and other state agencies across the state. We will share the decisions that need to be considered to share your collection online, the technology and processes we are using, as well as lessons learned along the way.

Lori Goldstein, *Public Art Archive, Westaf*

The Public Art Archive: A Resource for All Collaborators. The Public Art Archive (PAA) is a free, online and mobile database of completed public artworks from around the world. Free to contribute to and to access, it provides an actively growing online platform for both documenting information about public art and making that information available and engaging to audiences of all levels of interest. This presentation will provide an overview of utilizing the Public Art Archive’s no cost resources to learn and

utilize best practices in documenting public art while simultaneously providing further exposure, beyond local networks, for both collections and artists

Michelle Traver, *Public Art Administrator TriMet, Argus (collection management)*

TriMet is the first small (375) public art collection to migrate their records to cloud-based Argus/Lucidea, a software-as-a-service provider. Hear about working with them on customization and have a look at both internal and external facing interfaces.

9:30 – 11:00 **After the Ribbon is Cut: Maintenance Challenges for Programs Large and Small**

Moscow City Hall, Council Chambers, 206 E. Third, 2nd Floor

15 min individual presentations; 30 min group discussion and Q & A

Stephanie Johnson, *Arts & Events Program Manager, City of Olympia Parks, Arts & Recreation*

Moving into her third decade with Olympia Parks, Arts & Recreation, Stephanie just acquired her operator certificate for aerial boom and scissor lifts, the better to clean the collection with!

Keith Lachowicz, *Public Art Collections Manager, Regional Arts & Culture Council*

Keith works with a small staff to maintain the public art collections owned by the City of Portland and surrounding Multnomah County. When talking about collections care he likes to quote Janae Huber from the Washington State Arts Commission: “Any public art program with an aging collection is working in triage mode when it comes to maintenance and conservation.”

Tim Marsden, *Art Collection Specialist, Sound Transit Art Program*

Tim Marsden has been the steward of the Sound Transit Public Art Collection for just on five years. Before his tenure at ST he spent fifteen years as an Art Handler and Conservation Tech at the Seattle Art Museum and Olympic Sculpture Park.

Josh Olson, *Cultural Assets Program Manager, Boise City Department of Arts & History*

On October 1, 2018, Josh Olson will be celebrating his 19th year as a City of Boise A&H employee with a brown bag lunch at his desk (which is technically against policy)! Josh has recently implemented asset management software to manage, track, plan and schedule preventative and corrective maintenance needs.

11:00 – 1:00 **Lunch**

Pecha Kucha – Moscow City Hall, Council Chambers, 206 E. Third, 2nd Floor

Recent Public Art Projects – 20 slides, 20 seconds each

Mike Sweney, *Program Manager, Art in Public Places Program, ArtsWA*, “Infinite Humanity: the Cain brothers’ immersive mural”

David Francis, *Public Art Coordinator, City of Shoreline (WA)*, “Video in the Woods” and “Meditation Stations, collaboration with City Meditation Crew”

Stephanie Johnson, *Arts Program Manager, City of Olympia, WA*, “Olympia Crossings - An Art Plan for City Gateways”

Lauren McCleary, *Chair, Moscow Arts Commission*, “Moscow Public Library”

Jason Huff, *Public Art Project Manager Lead, Seattle Office of Arts & Culture*, “Art Master Plan for Seattle Public Utilities Drainage and Wastewater”

Sara Solum Hayashi, *Curator & Program Mgr, Arts of Kenmore (WA)*, “Public art Fiscal Sponsorship”

Joe Pehrson, *Artist, Pocatello*, “Art and Science”

1:00 – 2:30 **Moscow Tour Public Art, City & UI Campus – Leaves From Moscow City Hall, Parking Lot, 206 E. Third**

Kathleen Burns, *Arts Director, City of Moscow* and **Moscow Arts Commissioners**

2:30 – 4:00 **Creative Districts – Moscow City Hall, Mayor’s Conference Room OR Steam Coffee, 125 E. Second**

15 min individual presentations; 45 min group discussion and Q & A

Revitalize your local economy with a Certified Creative Districts program. Does your community have a thriving arts and culture scene that you would like to capitalize on and share with people throughout Idaho and beyond? Join us for an information session about state Certified Creative Districts programs in Washington and Colorado. Creative Districts help communities use the arts and creative industries as a vehicle to grow jobs, and increase economic, educational and cultural opportunities. This session will

September 19, continued

describe the benefits, challenges and impacts of state managed creative district programs and highlight the local journey of the Carbondale Creative District in Carbondale, a rural mountain community in Colorado. Participants will leave with a broader understanding of Creative Districts along with an introduction to callyourselfcreative.org, a web based resource offering a DIY 3 step process with a la carte resources for individuals or organizations that wish to create, develop, and sustain creative communities.

Annette Roth, *Creative Districts Program Manager, Washington State Arts Commission*

Christy Costello, *Creative District Program Manager, Colorado Creative Industries*

Amy Kimberly, *Carbondale Creative District Executive Director*

2:30 – 4:00

Community Engagement with Public Art

Moscow City Hall, Council Chambers, 206 E. Third, 2nd Floor

15 min individual presentations; 30 min group discussion and Q & A

Melissa Cole, *Artist, “Community engagement at home and abroad”*

I will show the 3 minute video made by the City of Moscow for my recent community engaged project “Inspiration and Pollination” at the Moscow Public Library. I will also talk about the pros of community based projects, the methods I have used to involve participants on multiple levels, and some of the field knowledge acquired when working with multi-generational, racially diverse public groups.

Anne-Claire Mitchell, *Co-Founder, Richmond Art Collective; Spokane Program Coordinator, Artist Trust*

Anne-Claire designs and manages programs to create nurturing spaces for creativity and tangible practices of sustaining regional artists. She will discuss her role in cultural advocacy as an art organizer and curator at community and statewide levels, intersecting place-based arts programming, grant-making and professional development support, exhibitions, and racial equity to build a vibrant and connected rural arts ecology.

Lori Goldstein, *Public Art Archive, Westaf*

“Keeping It Relevant: Sustaining Engagement with Public Art”. Collaborators in the public art field have come to understand that the installation of a work of art is only the beginning. Designing ongoing programming that keeps the artwork relevant and engaging in a public space is often the most difficult aspect of the process, and for programs that have limited staff, the most onerous. This presentation will provide an overview of strategies used to leverage existing low and no-cost resources that can promote sustained engagement with public art in any community. Approaches will reference tools that can be used by artists, administrators, and collaborators.

Mary Welcome, *Citizen Artist, Palouse*

Mary brings a nuanced perspective to the contemporary field, as a citizen artist working in service to small towns, as a cultural producer across American geographies, and as facilitator of entrenched place-based arts programming. Her practice is focused on rural cultural advocacy and building community through arts initiatives. Studio projects and social programming go hand-in-hand to create radical contemporary dialogue in unexpected situations.

4:00 – 4:20

Closing Session – Moscow City Hall, Council Chambers 206 E. Third, 2nd Floor

Wrap-up, and “What’s Next?”

2018 NOWPAC TEAM

Kathleen Burns, *Arts Director, City of Moscow*

Juta Geurtson, *Community Development Director, ArtsIdaho*

Mark Johnstone, *Public Art Advocate*

John McMahon, *Artist Services Director, ArtsIdaho*

Anna Maria Shannon, *Associate Director,*

Jordan Schnitzer Museum of Art, WSU

DJ Scallorn, *Arts Assistant, City of Moscow*

Austin Brynjulvson, *Artist*

Raven, *Canine Support*



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