
AGENDA

Public Arts Advisory Board Regular Meeting

5:00 PM; Wednesday, January 26, 2022

Taylor City Council Chambers

I. CALL TO ORDER AND DECLARE A QUORUM

II. PUBLIC COMMENT

III. REVIEW / DISCUSS AND CONSIDER ACTION ON THE FOLLOWING:

- A. Approve the Minutes from the Public Arts Advisory Board meeting held on December 22, 2021 and the Master Plan Work Shop held on January 22, 2022.
- B. Review, discuss, and approve the revised 2022 work plan and budget (Richard)
- C. Review board member meeting attendance and upcoming term renewals/replacements (Jan)
- D. Continuing Business:
 - 1. Receive a report on Public Arts Master Plan workshop (Jan)
 - a. Approve the Master Plan as presented.
 - 2. Establish a subcommittee to develop a map of current and pending works of art (Richard)
 - 3. Discuss and take action on Public Input Sessions to determine what and where the Taylor community would like to see publicly owned works of art. (Richard)
 - 4. Portal Project (Melanie):
 - a. Receive report detailing progress made with the painting of the portals
 - 5. Music on Main Concert Series update (Janetta):
 - a. Discuss plans to generate additional income for MoM Concerts
 - 6. Potter's Alley (Jan / Melanie)
 - a. Review the initial direction provided by City Council for Potter's Alley
 - b. Discuss and take action on an artists' call for small street art murals to replace those on the north façade of Potters Alley.
 - c. Discuss costs associated with the replacement of the street art murals on the north façade of Potters Alley.
 - 7. Items for the February agenda

IV. ADJOURN

The Board or Commission may vote and/or act upon each of the items listed in this Agenda. The Board or Commission reserves the right to retire into executive session concerning any of the items listed on this Agenda, whenever it is considered necessary and legally justified under the Open Meetings Act, I certify that the notice of meeting was posted in the Taylor City Hall Lobby before 5:00 pm on January 21, 2022 and remained posted for at least 72 continuous hours before the scheduled time of said meeting. I further certify that the following news media was notified of this meeting: Taylor Press.


Jan Harris, Main Street Manager

Date

Public Arts Advisory Board

January 26, 2022

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Agenda Item III-A

Approve the minutes from the December 22, 2021 meeting and the Master Plan
Workshop on January 22, 2022

PUBLIC ARTS ADVISORY BOARD
December 22, 2021

MINUTES

I. CALL TO ORDER AND DECLARE A QUORUM:

Meeting was called to order at 5:05pm and a quorum was declared.

Present-Richard Stone, Melanie Shaw, Janetta McCoy, Bryan Richie, Nathan Gray
 Staff-Jan Harris-Main Street Manager

Public-None

Absent-Brent Humphreys, Lois Duncan

II. PUBLIC COMMENT:

None at this time.

III. REGULAR AGENDA-REVIEW/DISCUSS AND CONSIDER ACTION:

A. Approve the Minutes from the Public Arts Advisory Board meeting from October 27, 2021 and the work session on November 20, 2021.

MOTION- Motion to approve minutes from previous board meeting and work session.

Shaw/Richie/Passed

B. Review board member meeting attendance and upcoming term renewals/replacements

Attendance was discussed along with a review of the terms for members Janetta McCoy, Lois Duncan, and Melanie Shaw. Janetta expressed a desire to remain a board member. Melanie will inform the board of her desire to stay or leave the board soon. These board members are valued, and the remaining board members expressed a desire to retain them beyond this term.

MOTION- Approve report

Gray/Richie/Pass

C. New busines:

1. Review revise, and approve the staff-generated Work Plan for FY 21-22 created from input generated during the November 20th Work Session

\$600.08 was spent on the initial work session. A date to formalize the Public Arts Master Plan was discussed with a date in January being the target. Objectives and strategies are needing to be clearly stated. Increasing the visibility of public art within the city is a main goal. Continuing to fund the Portal Project along with Music on Main, and Potter's Alley are priorities. The board wishes to seek matching funds in the form of a TCA Grant. The board also discussed the need of

archiving photos along with other materials. This media will in turn need to be made available to the City of Taylor for presentation.

MOTION-Accept action report

Gray/Richie/Pass

2. Review, revise and approve the proposed FY 21-22 budget

\$5,230 earmarked for Music on Main program. \$2,240.50 has already been spent. \$2,329.62 is being requested to be moved back into our budget from funds donated by the public for the concerts and held in Miscellaneous Donations.

MOTION-Approve moving \$2,329.62 in funds back into our budget from Miscellaneous Donations

McCoy/Shaw/Pass

MOTION-Approve amended report

McCoy/Shaw/Pass

D. Continuing Business:

1. Report on Public Arts Master Plan Meeting

A. Determine potential dates for a 2nd meeting to develop master plan
January 22 or 29, 2022 are the dates being targeted.

B. Authorize staff to create a template for the board to use to draft the Taylor Public Arts Master Plan

The development of a template was discussed and will move forward at this time.

MOTION-Approve Master Plan Meeting at a date TBD and authorize staff

McCoy/Shaw/Pass

2. Portal Project Update

A possible ribbon cutting ceremony was discussed and will tentatively take place after the holidays. Jan will talk to senior City Staff and the Chamber to determine a suitable time and date.

3. Music on Main Concert Series Update:

A. Discuss plans to generate additional income for Music on Main concerts

Listening sessions have begun with members of the community to gain input from the citizens of Taylor. Volunteers are being mobilized to help with promotion and band selection, advertising and fund raising. A task force meeting is planned to occur in January. Posters were discussed with the possibility of having small run limited edition posters made for each show. Bryan and Nathan have offered to collaborate on this to make it happen. Local businesses were also

discussed. The board feels that the businesses should think “outside the box” and get creative with how to create synergy. A possible partnership with Black Sparrow Music Parlor and KBSR to broadcast live Music on Main shows. Additionally, a press packet and event calendar are being developed.

MOTION-Approve report as presented
Gray/Richie/Pass

4. Potter’s Alley Update:

A. Review the initial direction provided by City Council for Potter’s Alley

The board discussed small art events, “Art Bombs” will be curated at various times in 2022 to help support interest and funding for large scale murals within Potter’s Alley. Budgeting was discussed and this project will continue to move forward as planned.

B. Review, revise, and discuss the plan presented by Potter’s Alley Committee for the development of the alley in October

The plan will be slightly modified and revised, but the overall direction is good and will move forward soon

E. Motion to Adjourn

MOTION-Motion was made to adjourn at 6.29 pm

Stone/McCoy/Pass

Respectfully Submitted,
Nathan Gray
Secretary, City of Taylor Public Arts Advisory Board

PUBLIC ARTS ADVISORY BOARD MASTER PLAN DEVELOPMENT MEETING
Taylor Public Library Meeting Room
January 22, 2021

MINUTES

I. Introductions and declare a quorum

Meeting was called to order at 8:19am and a quorum was declared.

Present-Richard Stone, Lois Duncan, Janetta McCoy, Bryan Richie, Nathan Gray

Staff-Jan Harris-Main Street Manager

Facilitator-Eric Lashley

Absent-Brent Humphreys, Melanie Shaw

II. Review and discuss the ordinance 2018-2021 creating the Public Arts Advisory Board

City ordinance establishing the Public Arts Advisory Board was reviewed and the task of the board was clarified. Board is to serve as an advisory board that reports to the city council. The duties of the PAAB include advising the City Council on expenditures of public arts funds for the commissioning or acquisition of public art and on the creation and implementation of a public arts master plan.

III. Review and discuss the City of Taylor Boards and Commissions handbook

A thorough review of the handbook was conducted and specific roles were clarified to the board. Advisory boards and commissions advise the City Council on public policy and play an important role in city government by providing the Council with creative ideas, feedback from the community, and by serving as a sounding board for proposed public policy. It is important to remember that the role of advisory boards is not to set public policy but to advise the City Council.

IV. Review, discuss, and refine the proposed Public Arts Master Plan

A master plan has been developed presenting a clear vision for the arts in the city of Taylor. The Master Plan outlines broad goals for the next 5 years, identifies a range of short-term and long-term projects and sets out criteria for evaluating new opportunities for public art that emerge while this plan is being implemented. Five categories were developed for projects promoted by the PAAB: Near-term projects including Potters Alley, Taylor Public Parks Art Walk, and the Music on Main Concerts. Mid-term projects are high priority but will require further City commitment to be realized: Downtown Ducklings, Development of a Public Art Trust fund and/or other funding generators for Public Art, the Downtown Mural/Mural Grant project; and wrapping City-owned utility boxes. Long-term projects are opportunities the board will keep in mind for the next 5 year work plan. Watch list projects are City capital projects that may be strong candidates for public art but are

still in the planning phases with uncertain timing. Finally, collaborations are projects that may be led by others who will look to the PAAB for guidance and support.

V. Develop a plan of action to implement the Public Arts Master Plan once it is approved by city council

The board will begin to work on the action items dictated by the Master Plan including the setting of dates for listening sessions with various segments of the Taylor community to help determine the types and locations for future public art projects.

MOTION-Motion was made to adjourn

Stone/McCoy/Pass

There being no further business, the meeting adjourned at 1:30pm.

Respectfully Submitted,

Nathan Gray

Secretary, City of Taylor Public Arts Advisory Board

Public Arts Advisory Board

January 26, 2022

Agenda Item III-B

Review, discuss, and approve the revised 2022 work plan and budget

FY 2021-2022 PUBLIC ARTS ADVISORY BOARD WORK PLAN

CATEGORY	GOAL	PROJECT	BUDGET	RESPONSIBLE	TIMELINE	NOTES
			\$10,000			
I. PUBLIC ARTS MASTER PLAN	Develop plan for Council approval					
		Determine date(s) for work sessions	1,200	Chairman Richard Stone- Lead with Committee of the Whole – Eric Lashley facilitating		1 st Work Session – 11/20/21 – outcome: FY 22 Work Plan 2 nd Work Session – January 22, 2022 – outcome: PA Master Plan
		Approve @ board level			approved 12/22/2021	
		Develop final format				
		Take to Council for approval			January 2022	
II. PROMOTION & OUTREACH	Increase the visibility of Public Arts in Taylor					
		Calendar of Events on City Webpage	\$0.00	Chairman R. Stone & committee members provide information to PIO	Updated monthly on 4 th Wed. of the month	
		Marketing on City Webpage	\$0.00	Chairman R. Stone & committee members provide information to PIO	Updated monthly on 4th Wed. of the month	
		Implement public input/listening sessions for public art	\$1,500/00			

FY 2021-2022 PUBLIC ARTS ADVISORY BOARD WORK PLAN

III. PORTAL PROJECT	Continue ongoing public arts project					
		Call for Artists/Vetting	\$0.00			
		Complete 6-8 portals	\$1,000	Melanie Shaw – Lead with Committee	9/30/2021	Spend an average of \$250/portal
			Subtotal - \$7,800.00			Paint & materials from earlier portals continue to be used.
IV. POTTERS ALLEY	Develop a plan for overseeing public art in the alley					
		Develop a plan that provides guidance for public art in Potters Alley and timeline for periodic rotation of mini murals	\$0.00	M. Shaw & Committee with PAAB approval	April 1, 2022	
		Determine whether to pay for materials or provide a small stipend for grassroots artists to paint small murals in the alley	\$0.00	Committee of the Whole		
		Take plan to City Council for approval	\$0.00	Staff & Chairman R. Stone	April 2022	
	Implement the plan	Issue Call for Mini-Murals	\$3,900		May 2022	

FY 2021-2022 PUBLIC ARTS ADVISORY BOARD WORK PLAN

V. MUSIC ON MAIN CONCERTS	.	Currently, is funding for 3 Music on Main Concerts – the number of concerts to increase if additional donations are obtained	\$5,550 (\$3,900 in current budget & \$1650 in donated funds)	Janetta McCoy – Lead with Committee		Hold costs down to \$1,500/concert Additional donations will be applied to future concerts.
		Develop an achievable funding stream for concerts to offset City funds		Chairman R. Stone - Lead		
		Issue bids for sound services, etc. for concerts		Staff		
		Seek partnership with TCA for matching funds for musicians (within budget)		Chairman R. Stone & Lois Duncan - Lead		
	Hold concerts					
VI. ARCHIVING PHOTOS & OTHER MATERIALS WITH THE CITY	Have all photos etc. of PAAB events submitted to CoT for preservation					
		Board members submit materials to Jan/PIO	\$0.00	All board members	ASAP and ongoing	Photos associated with City events/boards should be archived with the CoT

FY 2021-2022 PUBLIC ARTS ADVISORY BOARD WORK PLAN

VII. SEEK GRANTS FROM Tx COMMISSION FOR THE ARTS	Maintain a rolling calendar of potential grants and deadlines				ongoing	
		Determine types of grants to assist with (1) murals, (2) music, (3) outreach and apply	\$0.00	L. Duncan - Lead		
			Budget Bal Remaining = \$1,050.00			

PAAB BUDGET – FY 21-22

PROJECTS/EXPENDITURES	BUDGETED COST	BALANCE REMAINING	NOTES
		\$10,000.00	
Transfer donated funds to PAAB budget	\$1,650.00	\$11,650.00	
Public Arts Master Plan Facilitated Work Sessions	\$1,200	\$10,450.00	
Public input/listening sessions for discerning recommended locations and types of public art for Taylor	\$1,500	\$8,950.00	
Portal Project	\$500	\$8,450.00	
Potters Alley	3,400	\$5,050.00	
Music on Main Concerts	\$4,500	\$550.00	At present, 3 concerts are funded based on spending \$1,500/concert. The receipt of additional public donations will increase the number of concerts in 2022.

Public Arts Advisory Board

January 26, 2022

Agenda Item III-C

Review board meeting attendance & term renewals

TAYLOR PUBLIC ARTS ADVISORY BOARD																			2021
MEMBER NAME				1/27/2021	3/2/2021	3/24/2021	4/28/2021	5/26/2021	6/9/2021 (BUDGET WKSHOP)	6/23/2021	7/28/2021	8/25/2021	9/22/2021	10/27/2021	11/20/2021 (wk session)	12/22/2021	TOTAL MTGS CALLED	TOTAL MEETINGS ABSENT	Met Attendance Requirement per handbook
Richard Stone, Chairman				P	P	P	P	P	P	P	P	P	EA	P	P	P	13	1	YES
Lois Duncan				P	P	P	P	P	P	P	P	P	P	P	P	EA	13	1	YES
Janetta McCoy				P	A	A	P	P	P	P	P	P	P	P	P	P	13	2	YES
Brent Humphreys				P	P	P	EX	EX	P	P	P	P	A	P	A	A	13	5	NO
Bryan Richie				P	P	P	P	A	P	P	P	EA	EA	EA	EA	EA	13	6	NO
Nathan Gray				P	P	P	P	P	P	P	A	P	P	P	P	P	13	1	YES
Melanie Shaw				A	A	P	P	P	P	P	P	P	P	P	P	P	13	2	YES
EX - Excused Absence								A = Absent				P = Present							
NOTES: Brian Richie was out as a result of his work in a performing band throughout the summer.																			
Attendance Requirement: Per City Council policy via B&C handbook, if a member is absent from more than twenty-five (25%) percent of the duly called meetings in any period of twelve (12) consecutive months or absent from more than two duly called meetings in any period of twelve consecutive months, whichever is greater, for any reason, other than a reason acceptable to the Chairman of that Board, which prevents the public officials' attendance, the member shall be disqualified and automatically removed from serving as a board member.																			

PUBLIC ARTS ADVISORY BOARD															February 2022	
MEMBER NAME	1/22/2022	1/26/2022	2/23/2022	3/23/2022	4/27/2022	5/25/2022	6/22/2022	7/27/2022	8/24/2022	9/28/2022	10/26/2022	11/23/2022	12/28/2022	TOTAL MTGS CALLED	TOTAL MEETINGS ABSENT	Met Attendance Requirement per Handbook
Richard Stone	P															
Janetta McCoy	P															
Lois Duncan	P															
Melanie Shaw	EA															
Brent Humphreys	A															
Bryan Richie	P															
Nathan Gray	P															
EA = Excused Absence, per Chairman				A = Absent, not excused									P = Present at meeting			
Please Note:																
Attendance Requirement: Per City Council policy via B&C handbook, if a member is absent from more than twenty-five (25%) percent of the duly called meetings in any period of twelve (12) consecutive months or absent from more than two duly called meetings in any period of twelve consecutive months, whichever is greater, for any reason, other than a reason acceptable to the Chairman of that Board, which prevents the public officials' attendance, the member shall be disqualified and automatically removed from serving as a board member. The term "duly called meetings" includes all meetings of the board and all meetings of subcommittees of the board on which the public official serves. The Chairman of each Board, upon request by the Board's staff liaison or the City Clerk, shall forward to the liaison or City Clerk his/her opinion or reason for each member's absence over the 25% of the duly called meetings or more than two duly called meetings in any period of twelve (12) consecutive months. Final determination lies with the City Council.																

Public Arts Advisory Board

January 26, 2022

Agenda Item III-D-1

Receive report and approve Public Arts Master Plan draft

CITY OF TAYLOR PUBLIC ART MASTER PLAN

2022



CITY OF TAYLOR PUBLIC ART MASTER PLAN

- I. Executive Summary
- II. Introduction
- III. Vision, Goals
- IV. Public Art Opportunities
- V. Private Developer Commissioned Art
- VI. Public Outreach and Documentation

Appendices

- A. Planning Process and Acknowledgements
- B. Table of Projects
- C. Map

EXECUTIVE SUMMARY: PUBLIC ART FOR TAYLOR

Create innovative artistic experiences that explore Taylor's history, strengthen the sense of place, reinforce the high quality and uniqueness of the City's built and natural environment, and set Taylor apart as a place to visit, live, and do business.

– Vision Statement for the Taylor Public Art Program

Taylor's vision for public art is part of the City's broader vision: To be a vibrant and diverse community that provides residents the best lifestyle Texas has to offer. The City of Taylor strives to be a commerce hub for the region and a destination for business, shopping, and recreation. City leaders envision Taylor as a family-oriented community with an active downtown, lush parks, and a large variety of outdoor recreational activities. Taylor will continue to become a complete community offering a wealth of career opportunities, homes for new families as well as executives, and the best, most innovative education system in Texas.

Over the next five years, this vision will inspire a new generation of public artworks throughout the City:

- Imagine a walk around the Taylor Parks Walking Trail enhanced with unique painted works of art.
- Imagine the alleys in downtown Taylor turned into welcoming and interesting artscapes.
- Imagine unique and playful micro art works scattered throughout the downtown core that encourage visitors, shoppers, and residents to explore.
- Imagine artworks and special events that create community gathering places in Taylor's parks.
- Imagine new infill construction that architecturally incorporates Taylor's sense of place while supplying space for public art.
- And imagine artwork that serves as a grand new gateway into the City.

This vision was set in motion on November 8, 2018, when City Council established the framework for Taylor's Public Art Program. The vision is being carried forward by the Taylor Public Arts Advisory Board, working in partnership with the City's elected leadership, the City Manager's Office and other City departments, and civic organizations and businesses.

The Public Arts Advisory Board will be guided by this master plan, which outlines broad goals for the next five years, identifies a range of short-term and long-term projects, and sets out criteria for evaluating new opportunities for public art that emerge while this plan is being implemented. An attached document, Public Art Program Administrative Guidelines, outlines how the Program will be funded, how projects will be organized and how the Public Art Collection will be managed.

As the Public Art Advisory Board mobilizes the Taylor Public Art Program, it will work towards the following overarching goals for the next five years.

- Commission new artworks, in a variety of artistic approaches and a range of contexts throughout the

City.

- Raise enough funding to support the commissioning and maintenance of these projects.
- Develop supportive relationships with City departments around strategic thinking, planning, and implementation related to future public art projects.
- Establish baseline community outreach and communications protocols about the Taylor Public Art Collection.
- Create informational materials and build collaborative relationships with the Community Development Department that encourage and support public art in private development.

The Public Art Master Plan recommends projects for the Public Arts Advisory Board and the Taylor City Council to consider, divided into categories depending on their timing, the amount of funding that will be necessary and the breadth of partnerships that they will require. The Plan also sets out criteria for evaluating new opportunities for public art that might emerge while this plan is being implemented.

- Near-term projects. These are high priority opportunities for which the Taylor Public Arts Advisory Board will raise funds and on which it will begin working immediately. Projects: *Potters Alley, Taylor Public Parks Art Walk, and the Music on Main Concerts.*
- Mid-term projects. These are also considered high priority opportunities but will require a further City commitment to be realized. Projects: *Downtown Ducklings, Development of a Public Art Trust Fund and/or other funding generators for Public Art; the Downtown Mural Project; and Wrapping City-Owned Utility Boxes.*
- Long-term projects. These are opportunities that the Taylor Public Arts Advisory Board will keep in mind for the next five-year work plan. Projects: *TBD*
- Watch list projects. These are City capital projects that may be strong candidates for public art but are still in the planning phases and their timing is uncertain. When these projects move into design stages, they would become “mid-term” projects, and opportunities for public art should be discussed. Projects: *TBD*
- Collaborations. These are projects that may be led by others – developers, nonprofit cultural organizations, civic associations – who will look to the Taylor Public Arts Advisory Board for guidance and support. Projects: *Downtown Temporary Exhibitions, Downtown Infill, and City of Taylor Capital Improvement Projects such as Including Public Art in the New Taylor City Hall and Law Enforcement Complex.*

The plan also includes specific criteria for evaluating future opportunities:

- Site: Is the site available for the placement of art? Are there technical constraints that would prevent this from being a good site?
- Process: Are there any changes happening at the site in the near term (such as public improvements or private development) that would provide an opportunity to commission or place work there?
- Impact: Does the site lend itself well to commissioning or placing a work of art? Could a project at the site

have a strong visual impact? Does the site get sufficient traffic that would result in the artwork being viewed by a large number of people?

The first few projects that the Public Arts Advisory Board will tackle have been chosen carefully in regard to their accessibility to the public, the positive impact they can have, their feasibility, and their potential ability to attract funding support from the broader community.

As Taylor's Public Art Program moves forward, public art will become an important a part of the City's cultural landscape. It will be part of the texture of community life, accessible to a wide range of residents and visitors. It will be found in and enrich the places that people value most. It will help Taylor achieve its highest aspirations to be a place whose natural landscape and built environment make it one of the most desirable communities in Central Texas.

INTRODUCTION

Taylor is located 29 miles northeast of Austin in southeastern Williamson County. Roots grow deep in this historic Blackland Prairie community. In 1876 the Texas Land Company auctioned land lots in anticipation of the arrival of the International-Great Northern Railroad. Taylorsville (which officially became Taylor in 1892) was named after Edward Moses Taylor, a railroad official. An influx of settlers from what was then known as Czechoslovakia and other Slavic states, as well as from Germany and Austria, helped establish the town. It soon became a busy shipping point for cattle, grain, and cotton. By 1878 the town had 1,000 residents and thirty-two businesses, twenty-nine of which were destroyed by fire in 1879. Recovery was rapid, however, and more substantial buildings were constructed. In 1882 the Taylor, Bastrop and Houston Railway reached the community, and machine shops and a roundhouse serviced both rail lines. The year 1882 marked the town's incorporation with a mayor-council form of city government. The next year, a public school system replaced the town's original small private schools. By 1890 Taylor had two banks and the first savings and loan institution in Texas. An electric company, a cotton compress, and several newspapers were among the new enterprises. A water line from the San Gabriel River, a 100-man volunteer fire department, imported and local entertainment, and a yearly fair made noteworthy news items by 1900. These community structures enabled the city to maintain steady growth throughout the 20th century and helped make Taylor the largest city in Williamson County until 1980. While other cities in the county grew rapidly, Taylor remained an important commercial and community center in the region. Today, Taylor is an ethnically diverse city with a population of just under 18,000 which is proud of its "small town" atmosphere and friendly people on the cusp of major growth.

Taylor's City Council approved a Public Arts Program on November 8, 2018, making the acquisition, commissioning, and strategic placement of public art a priority for the City. The City Council then assigned the responsibility for advising and implementing the program to the Taylor Public Arts Advisory Board, a seven-member citizen panel appointed by Council.

There are already a number of public art pieces in Taylor. The City owns several pieces of art that have largely been obtained through donations and are the responsibility of various departments. In addition, privately commissioned murals scattered throughout the downtown area provide an indication of the value placed on publicly visible art by the private sector.

The fleshing out of a public art plan is an ongoing and organic process. It does not take shape within a vacuum. To that end, the Taylor Public Arts Advisory Board will establish as an open-ended policy for periodic consultation with City elected leaders and staff; arts, business, and civic leaders; and the community at large. The basic steps in these consultations will involve communicating with a range of people about the overall aspirations for public art in Taylor via roundtable discussions with stakeholders and a public workshop, *Imagine Art Here!*, where a group of diverse residents will explore possibilities for art projects around Taylor. The goal of these surveys is to uncover ideas about what the big-picture vision for public art might be, as well as specific suggestions about possible locations for artworks. Other necessary steps include conducting a visual inventory of existing artworks and potential sites for new artworks,

developing principles and criteria for selecting project sites, and honing a list of priority projects, complete with goals, budgets, and strategies for moving forward.

Taylor's Public Arts Advisory Board will focus on three key strategies for these early years of the City's Public Arts Program.

- (1) It will focus on several key projects that it can support through fundraising.
- (2) It will develop supportive relationships with City departments around strategic thinking, planning and implementation related to future public art projects.
- (3) It will encourage developers and institutions to consider public art as a component of their projects.

In addition, the Public Arts Advisory Board will establish baseline practices for public outreach and documentation of projects.

This Public Arts Master Plan, through its recommendations for key projects and for managing the program effectively, provides a foundation for moving forward on all these tracks.

VISION, GOALS

A Vision for Taylor's Public Arts Program

Taylor's Public Arts Program starts with this big-picture view of the City's aspirations for itself and its expectations for public art:

Establishing an entertainment district, growing and attracting the arts in Taylor, being receptive to and embracing the arts, marketing Taylor to the arts, making Taylor a destination for the arts, preserving Taylor's legacy of arts, and including the arts in the branding of Taylor are all identified as Drivers toward achieving the City's Strategic Plan Goals. (Ordinance No. 2018-21 creating Taylor's Public Art Program)

The Vision of the Taylor Public Arts Program is to create innovative artistic experiences that explore Taylor's history, strengthen the sense of place, reinforce the high quality and uniqueness of the City's built and natural environment, and set Taylor apart as a place to visit, live, and do business. (Vision Statement for the Taylor Public Art Program)

This vision for public art rests on three central principles: "community place making," "civic design," and "tourism and economic development." Each principle reveals different opportunities and suggests different emphases and priorities for the public art program.

Community Place Making: Public art should help create gathering places for Taylor residents; connect people with the place and with each other; and provide engaging, educative experiences.

Civic Design: Public art should reinforce the high quality of the City's built environment and reflect the uniqueness of its natural landscape; mark important civic features such as parks, civic facilities, and infrastructure; enhance the City's appeal, image and identity in the eyes of residents and businesses; and encourage excellence in private development.

Tourism and Economic Development: Public art should create innovative artistic experiences that attract visitors from outside the City, enhance the desirability of Taylor as a place to live and do business, make the creative energy of the City palpable to anyone who visits, and elevate the image of Taylor as a cultural destination with unique offerings.

Five-Year Goals

As the Taylor Public Arts Advisory Board mobilizes Taylor's Public Arts Program, it will keep in mind the following overarching goals for the next five years.

- Commission new artworks, in a variety of artistic approaches and a range of contexts throughout the City.
- Raise enough funding to support the commissioning and maintenance of these projects.

- Develop supportive relationships with City departments around strategic thinking and planning related to future public art projects.
- Establish baseline community outreach and communications protocols about the Taylor public art initiatives.
- Create informational materials and build collaborative relationships with the Community Development Department that encourage and support public art in private development.

PUBLIC ART OPPORTUNITIES

Over the next five years, much of the Public Arts Advisory Board's focus will be on planning as well as raising money for and commissioning a new generation of public artworks for Taylor. The projects that have been recommended and the approach that is taken to planning and commissioning them are important because they will set the tone for Taylor's Public Arts Program for years to come.

Project Criteria

The following specific criteria provided a framework for evaluating each public art opportunity more closely. They can also be used to evaluate new opportunities that arise after the Public Arts Master Plan is completed.

- **Site:** Is the site available for the placement of art? Are there technical constraints that would prevent this from being a good site?
- **Process:** Are there any changes happening at the site in the near term (such as public improvements or private development) that would provide an opportunity to commission or place work there?
- **Impact:** Does the site lend itself well to commissioning or placing a work of art? Could a project at the site have a strong visual impact? Does the site get sufficient traffic that would result in the artwork being viewed by a large number of people?

Program Priorities

The evaluation of project ideas in terms of the criteria and priorities above resulted in projects that the Public Arts Advisory Board and the Taylor City Council could consider for the next few years. The following strategies will guide the prioritization of the projects for the City of Taylor's first cycle of commissions. They also articulate outcomes against which the Public Arts Program's progress can be evaluated:

- Focus on "quick wins" – projects that can be implemented effectively over the next few years, have a foundation of public and City support, and can be supported through private fundraising.
- Make sure that projects are geographically dispersed, not concentrated in one area of the City, and that they are located in places where they can be experienced by a broad section of the community.
- Commission work that is legible and accessible, reflects the spirit of Taylor and helps set Taylor apart from its neighbors.
- Generate work that reflects a mix of public and performance art approaches, styles, and media.

Project Categories

The prioritization of project ideas is divided into five categories of projects. The categories relate to how the projects might proceed and the role that the Public Arts Advisory Board might play in bringing them to fruition.

Some projects could be undertaken by the Public Arts Advisory Board over the next five years, with private fundraising and small allocations from the Public Arts Advisory Board's budget. Others would move forward only when an

underlying City capital project advances or when the Public Arts Advisory Board and the City are able to secure more funding than is likely to be obtained through private fundraising. Others would move forward through partnerships with other organizations, with the Public Arts Advisory Board playing a technical or advisory role.

- Near-term projects. These are high priority opportunities for which the Taylor Public Arts Advisory Board will raise funds and on which it will begin working immediately.
- Mid-term projects. These are also considered high priority opportunities but will require a further City commitment to be realized.
- Long-term projects. These are opportunities that the Taylor Public Arts Advisory Board will keep in mind for the next five-year work plan.
- Watch list projects. These are City capital projects that may be strong candidates for public art but are still in the planning phases and their timing is uncertain. When these projects move into design stages, they would become “mid-term” projects, and opportunities for public art should be discussed.
- Collaborations. These are projects that may be led by others – developers, nonprofit cultural organizations, homeowners’ associations – who will look to the Taylor Public Arts Advisory Board for guidance and support.

Near-Term Projects

Potter's Alley

The original city blocks found in downtown Taylor are bisected into four micro blocks by alleys. The east-west alley between 2nd and 3rd Streets is named Potter's Alley. While it is primarily used as a service alley, its proximity to Main Street businesses makes it a visible canvas for several street art muralists who created small organic works of art. One of the first tasks given by the City Council to the Public Arts Advisory Board has been to develop a strategy for coordinating and overseeing the artwork in Potter's Alley. In addition to being in the middle of the Downtown Improvement (Main Street Program) District, Potter's Alley is also located within the Taylor Historic Commercial National Register District so care must be taken to ensure that the artworks presented there relate to the surrounding historic fabric found in downtown Taylor.

PUBLIC ART OPPORTUNITY

The building façade on the north side of Potter's Alley has already been used as an ad hoc art gallery for small informal street art murals painted directly on the brick. The painted brick of the southern building in the alley currently has no additional artwork. Both buildings are privately owned, and easements would be necessary before any additional murals could be added.

For the first phase of projects, the Public Arts Advisory Board should determine the intended longevity of future murals installed in Potter's Alley. Murals intended for long-term (15-year life expectancy) display will demand a more intensive level of surface preparation than if short-term (2–5-year life expectancy) murals are installed. The commissioned murals could be thought of as a series or collection, and therefore might relate to each other either through the medium and format and/or an overarching idea or theme to which artists are asked to respond. The murals should be oriented towards a pedestrian audience, and therefore should be confined to the first story of the building façade. The murals should be located where:

- The alley is visible by pedestrians, such as where the alleys intersect the main streets or are used by pedestrians to connect from parking areas to main streets.
- There is a willing property owner.
- The mural would not impede or conflict with existing signage.
- The wall would not require cost-prohibitive repair work prior to installation.

GOALS

- Enhance the experience of using the alleys by making them feel more intentional and safer.
- Create better connections between on-street parking areas and downtown retail blocks.
- Create visual surprises for people who are visiting downtown Taylor.

NEXT STEPS

The Public Arts Advisory Board envisions Potters Alley as a two phased project: the northern wall will maintain its current status as a ‘free expression’ wall where organic guerilla-style street art will be found. The budget needed for this phase of Potters Alley will be minimal. The Public Arts Advisory Board will use its budgeted funds to underwrite the cost of covering the existing street art thus creating a fresh canvas for new pieces to be created. The Board will develop general guidelines for the street artists to follow to ensure that the resulting pieces are free from obscene or offensive themes. Then, a call for artists will be issued and the selected artists will be provided with the guidelines established by the Board. No additional funds will be needed as the street artists will not receive stipends for their work. The resulting pieces will remain in place for 2-3 years, when the cycle will be repeated.

The mural(s) on the southern wall will be developed under a more curated policy where muralists will present their concepts in response to requests for proposals developed by the Public Arts Advisory Board. The southern building facing Potters Alley is owned by the Catholic Foundation of the Diocese of Austin. Representatives of the Diocese require that they be given an opportunity to review and determine the feasibility of a proposed mural before it is allowed to be installed on their wall. The second step would be to develop a curatorial idea around which the murals would be organized. With that information, a budget and artist selection process could be outlined, and the Individual Project Plan could be completed.

More specifically:

- Contact property owner(s) of the top priority facades to assess their willingness to host murals on their buildings.

In addition, develop a standard agreement with the property owners that gives the City an easement for the mural and outlines the responsibilities and rights of each party, including the artist. This agreement may need to be completed before property owners agree to allow their walls to be used.

- Conduct a preliminary assessment of the walls to see what type of preparation will be necessary to ready the wall for installing a mural, and the costs associated with preparing the walls.
- Consider a curatorial focus for the mural series. Are the murals to be thought of as a collection? If so, what holds them together? Is there a theme, organizing idea, or focus for the collection?

FUND RAISING TO SUPPORT THE PROJECT(S)

Depending upon the cost of the murals, additional funds beyond the annual budget allocated by the City for use by the Public Arts Advisory Board may be needed. The funds for each mural project should be in hand prior to the commissioning of any murals.

ARTIST SELECTION APPROACH

The Taylor Public Arts Advisory Board should issue a Request for Qualifications to develop an Artist Roster for the Potter's Alley murals. A Selection Panel will first jury the Artist Roster. Then, for each individual project, the same Selection Panel would use the Artist Roster to select an artist for the project. Artists would be selected based upon their qualifications, focusing on their past work and their ability to create an artwork appropriate to the site. If artists

do not have previous experience with murals, outside help may be needed to provide technical expertise regarding methods for applying the mural and/or curatorial expertise regarding how to translate their artwork in terms of scale and site. Once selected by the Public Arts Advisory Board, the artists would begin work on Concept Designs for their specific sites.

BUDGET RANGE

For the southern wall of Potters Alley, an estimated budget of \$25/square foot per mural will be allotted. The actual cost would vary depending on the size of the mural. The budget estimate does not include any repair that may need to take place to prepare the wall for installation, or maintenance after the mural is complete. The estimate does include design, materials and application of the mural, and any supplies or equipment necessary to apply the design. Certain costs for the project might be shared with the building owner.

The budget for the northern “Free Expression” wall is more modest as it will need to cover the costs of repainting the wall to create an appropriate canvas for the new pieces of street art to be installed. No stipend will be paid to the street artists painting these pieces.

Near-Term Projects

Taylor Public Park Art Walk on the Hike & Bike Trail

Taylor's Hike & Bike Trail connects Robinson Park to Bull Branch Park with a trail spanning three miles. Raised utility access hole covers can be seen by trail users as they are located in close proximity to the Hike & Bike Trail. The Public Arts Advisory Board, in conjunction with the Taylor Parks & Recreation Department and the Taylor Public Works Department, have begun transforming these potential eyesores into canvases for original pieces of art.

The Public Arts Advisory Board has identified nineteen raised utility access hole covers with heights ranging from 21" to 48" high. The collection can be added to over time, allowing it to grow and respond to user patterns that emerge after the first pieces are installed.

PUBLIC ART GOALS

- Create an amenity for people who currently use the Hike & Bike Trail connecting Robinson Park with Bull Branch Park, as well as a new reason for people to visit the City's park system.
- Create visual reference points that draw people along the trail and through the parks.

NEXT STEPS

The following issues were explored prior to initiating the project:

- A curatorial focus was developed for the Public Art Walk trail. The Board established the following questions to be considered as proposals for the painted utility access hole covers are reviewed: If the various paintings on the raised utility access hole covers along the trail are to be thought of as a collection, what holds it together? Should there be a theme, organizing idea, or focus for the collection or should the theme of individual utility access hole covers relate to the landscape around them? What experience should people have as they walk, run, or bike along the trail?
- An overall strategy for placing art along the trail was developed. The Board considered which locations were best suited for painting, reviewed the sightlines visible to each piece, and determined which sites were optimal as well as which sites would be worked on first.
- The City's Public Works Department was consulted for assistance with any site preparation before the installation of a new painting on a raised utility access hole cover.
- The City's Parks & Recreation Department staff were consulted regarding coordination with the planning and promotion of this project.

ARTIST SELECTION APPROACH

Works of art on the Taylor Public Art Walk along the Hike & Bike Trail were commissioned specifically for their sites. Artists are solicited through a Request for Qualifications. Finalists are selected to develop Design Concept proposals, from which the final selection is made. Initial vetting of applicants is the responsibility of the Selection Committee with the final decision made by the Public Arts Advisory Board.

BUDGET RANGE

Paint and materials have been purchased in bulk and the artists obtain their paints from the supply on hand. The cost for these projects has averaged out to approximately \$250 per piece. No stipend is provided for the artists.

Near-Term Projects

Music on Main Concerts

In the summer of 2021, the members of the Public Arts Advisory Board sought to expand the concept of public art in downtown by promoting the performing arts as a portion of their annual work plan. To that end, the Public Arts Advisory Board launched a concert series designed to promote the performing arts while utilizing the City's amphitheater in Heritage Square.

PUBLIC ART GOALS

- Promote the performing arts while utilizing the City's new amphitheater in Heritage Square.
- The dates selected for these concerts coincided with the downtown retail businesses Third Thursdays promotions with the goal of bringing additional people downtown to shop and dine prior to the evening concerts.
- These concerts were billed as family friendly experiences where the various segments of the Taylor community could come together to hear live local music.

NEXT STEPS

The Board collaborated with their staff liaison to ensure that all the necessary components for putting on a professional show were in place including sound services, permits, police coverage, and promotions. The selection of professionals providing sound services and operation, lights, and other professional components of a professional show will be selected through a Request for Proposal process.

The Music on Main Concert Series depends upon the outside donor support. Without outside support, the PAAB could only put on 1-2 concerts per season. The current goal is to host between 5-7 concerts in the 2022 season.

ARTIST SELECTION APPROACH

Local musicians were sought through the recommendations of Board members in 2021. For the new 2022 season, local artists will be considered along with artists on the list maintained by the Texas Commission for the Arts. Initial vetting would be the responsibility of a Selection Committee with final review by the Public Arts Advisory Board.

BUDGET RANGE

In 2021, the cost for putting on the concerts averaged between \$1,500 and \$1,800 each. These costs included a stipend for the participating bands of \$500 each to play 2 hours. Other costs were sound equipment and operators, stage lighting, and advertising/promotions.

Mid-Term Projects

Downtown Ducklings

Using pint-sized sculptures to encourage pedestrian traffic in the downtown district is a tool which would not only fulfill the mission of the Public Arts Advisory Board by integrating artworks into the fabric on downtown Taylor, it would also be a tool used to increase tourism traffic and promote economic development for the City.

PUBLIC ART OPPORTUNITY

The inspiration comes from the charming town of Greenville, South Carolina where nine little mice sculptures are hidden in plain sight right on Main Street. These form a unique downtown scavenger hunt that is fun for both children and adults alike. The mice are all viewable from the sidewalks on Main Street but are so cleverly interwoven into the cityscape that they can be difficult to find and almost completely disappear if you are not specifically looking for them. The nine mice are spread out over an area of about four city blocks on the flat wide sidewalks of downtown Greenville.

The “Mice on Main” were created by a young man named Jim Ryan who produced the idea for his senior project. His inspiration came from the popular children’s book “Goodnight Moon.” Jim was able to successfully pitch the idea to the city and raise enough money for the project. With the assistance from the Mayor Knox White, local Greenville sculptor Zan Wells, and many others, the bronze mice have permanent homes on Main Street and have become one of the unique gems that make Greenville a charming town.

GOALS

- Create a mini sculpture trail throughout the downtown designed to bring both individuals and families to downtown Taylor.
- Develop and promote a scavenger hunt for use with the Downtown Ducklings.
- Associated merchandise can be developed, produced, and sold with proceeds going into a fund for future Public Arts Projects.

NEXT STEPS

Prior to initiating the project, The Public Arts Advisory Board should seek the support of the City Council and the Community Development Department to ensure the project will not hamper any future development in the downtown.

ARTIST SELECTION APPROACH

Artists should be solicited through a Request for Qualifications. Initial vetting would be the responsibility of a Selection Committee with final review by the Public Arts Advisory Board. The City Council would provide the final approval of the project before it is launched.

BUDGET RANGE

A minimum budget (TBD) should be considered for this project. This budget estimate includes the cost of design, fabrication, and installation of the artwork.

Mid-Term Projects

Development of a Public Arts Trust Fund and/or other funding generators for Public Art

Public art instills meaning - a greater sense of identity and understandings of where we live, work, and visit - creating memorable experiences for all. It humanizes the built environment; provides an intersection between past, present, and future; and can help communities thrive. Public art has been found to provide a positive impact on communities by supporting economic growth and sustainability, attachment and cultural identity, artists as contributors, social cohesion and cultural understanding, as well as public health and belonging. But art does not come without a cost and a funding stream for public art is imperative if the City of Taylor is deeply committed to the quality-of-life benefits of a public arts program. Taylor is growing and the recent commitment by Samsung to locate its \$17B chip plant here is the indication that more intensive growth is just over the horizon.

Potential Public Arts Funding Sources:

- (1) Percent for Art - Public art is typically funded through the government. Percent for Art is an ordinance or policy specifying that a percentage (usually .5 to 2) of a city's capital improvement project funds (CIP) are set aside for the commission, purchase, fabrication, and installation of public artwork. Percent for Art ordinances typically designate between .5 and 2 percent of the total construction or renovation budget of a given capital improvement project. Percent for Art projects are typically incorporated on a city-owned site such as civic center, library, plaza, or park.

The Percent for Art funds would be placed in a Public Arts Trust Fund for the sole use of the acquisition or commissioning of public artwork in Taylor.

- (2) Non-Percent for Art – A portion of the Hotel Occupancy Tax generated in Taylor could be allocated toward the purchase of public art and placed in the Taylor Public Arts Fund for those specific uses.
- (3) Soliciting Participation by Developers – An option is to obtain funding from capital projects for public art, by working with the private sector. In cities around the country, private developers realize that commissioning works of art for their projects benefits more than their bottom line. They can:
 - Improve employee and tenant working environments.
 - Create a unique look or landmark feature for the project.
 - Demonstrate a larger civic commitment.
 - Translate into higher rents and a more desirable office location.

Steps to obtaining developer buy-in for Public Art:

- The first step to soliciting developer participation is to take stock of the public and private investment occurring in Taylor.
- City staff or members of the Public Arts Advisory Board should solicit private developers regarding introducing works of public art into their projects. This should be done in as timely a manner as possible - the earlier art is introduced into project plans, the better. There are several ways of encouraging the development community in funding public

art projects:

- Include art in the incentive package given to developers. For example, developers are often requested or required by cities to provide parking, a certain number or amount of coverage by street trees, curbs, and sidewalks, etc. Public Art could be added to this list, or developers given the opportunity to include public art in a project as a way of meeting the requirement for providing these kinds of on-site amenities. Fees paid by developers, or requirements that developers provide more affordable housing or a park as part of a project, also could be set aside to fund works of public art. In Portland, OR, for example, public art is acceptable as an alternative to meeting the city's requirements for ground floor windows (no blank walls at street level).
- In instances where a Nexus or Environmental Impact Study has been ordered to determine the potential negative impacts of a project, a percentage of the fees paid by a developer as part of this mitigation could be set aside for a public art project, where the art would be considered a mitigation tool.

Mid-Term Projects

Downtown Mural /Mural Grant Project

While murals commissioned by building owners for installation on their respective properties are reviewed and permitted under the City's Sign Ordinance by the Main Street Advisory Board; the Public Arts Advisory Board can commission murals on properties providing donated funds are available and the appropriate easement are obtained. Alternatively, the Public Arts Advisory Board can set up a grants program to provide funding to support mural projects initiated by downtown property owners.

PUBLIC ART OPPORTUNITY

Murals can tell our community's story, create a unique experience, engage citizens, increase foot traffic and tourism, increase appreciation for the arts and artists, and increase overall attractiveness of the space.

GOALS

- Establish criteria and guidelines for mural projects whether those projects are initiated by the City or by private property owners. Guidelines would include prohibiting public or funded grants from being painted on previously unpainted brick walls. Additional guidelines would include directions for appropriate mural content and subject matter.
- Establish a mural grants program with application criteria for private entities to receive underwriting support for murals in Taylor.
- Develop a process with the Main Street Advisory Board to jointly oversee murals in the downtown district. For example, the Public Arts Board could review projects for content and artistic viability and provide grant funding to aid in the installation of approved murals. The Main Street Board would review the proposed mural project to determine that it is a mural and not a sign for a business and that the location is appropriate in terms of the historic preservation of the downtown district. The approval of both boards would be required prior to the installation of a mural.

ARTIST SELECTION APPROACH

The Public Arts Advisory Board can assist private property owners seeking to install a mural by providing a Request for Qualifications document as well as offering assistance in the review and selection process. Components of an RFQ should include examples of the artist's portfolios.

BUDGET RANGE

A budget of \$25/square foot should be established for a proposed mural. Depending upon the funds available in a Mural Grants Fund, the PAAB can determine the grant award levels and/or ceilings for projects seeking underwriting assistance. The PAAB Mural Grants should be issued directly to the artist and be paid after the artwork has been completed and inspected.

Mid-Term Projects

Wrapping City-owned Utility Boxes

The City owns and oversees the operation of metal utility boxes throughout Taylor which provides an interesting canvas for the inclusion of public art.

PUBLIC ART OPPORTUNITY

Cities around the nation have wrapped their plain metal utility boxes with unique designed created by local artists. The Public Arts Advisory Board seeks to act as a conduit to allow local artists to create unique pieces of art which would be transferred to a material suitable for wrapping.

GOALS

- Develop a list with a map showing the locations of City-owned utility boxes.
- Obtain City Council permission to install wrapped artwork on these boxes.
- Develop criteria and guidelines for the artwork to be installed on these boxes including appropriate content, theme for the various boxes, etc.
- Issue an RFQ for artists to submit artwork and qualifications. A subcommittee established by the Board will make the first selections which would then be considered by the entire Public Arts Advisory Board. The City Council will make the final selection and approval.

ARTIST SELECTION APPROACH

- Issue an RFQ for artists to submit artwork and qualifications. A subcommittee established by the Board will make the first selections which would then be considered by the entire Public Arts Advisory Board. The City Council will make the final selection and approval.

BUDGET RANGE

TBD

Long-Term Projects

Proposed Project

TBD

Description

Watch List Projects

TBD

Description

Collaborations

Downtown Temporary Exhibitions

Taylor's historic downtown is a walkable place with attractive architecture and engaging shopping and dining opportunities. The Potter's Alley project serves as an outdoor gallery featuring local muralists, temporary artworks could add another layer of life to the streets in and around downtown. This is a strategy that is commonly used in urban public spaces, from parks to business districts to airports.

Every year, Taylor might sponsor a new temporary work of art – or a series of artworks – somewhere in the historic downtown. The artworks should be calibrated to surprise and delight, thereby adding a new layer of interest in downtown Taylor for visitors. To ensure the success of this project, the Public Arts Advisory Board might need to collaborate with the Taylor Main Street Advisory Board and staff or an organization that is experienced in organizing temporary art projects. Private property owners could be engaged to provide valuable storefront window space in vacant buildings which would serve a two-fold purpose of drawing attention to a potential business opportunity while providing temporary “gallery” space for public art.

Taylor Public Library Permanent & Temporary Exhibitions

The Taylor Public Library already has a strong presence as a location for artwork with its human-scale bronze sculptures. This groundwork could be expanded by utilizing both the Library's interior spaces and its surrounding grounds as potential locations for additional pieces of art. In addition to permanent commissions, the Public Arts Advisory Board could also consider staging temporary exhibitions in the same areas. By presenting rotating artworks, the Public Arts Advisory Board could turn the display of artworks into more of an exhibition, which would create a sense of anticipation and change in the Library and help to build audiences. As with downtown temporary art, an exhibition would require a partnership the staff of the Taylor Public Library as well as with a gallery or an arts organization experienced in organizing ongoing displays.

Another project could involve the Library's Summer Reading program. Assuming the City owns the wooden fence located at the edge of the Library's parking lot, an artist could draw out a mural promoting reading on the fence with numbers associated with different colors which would then be painted by participants in the Summer Reading program.

Downtown Infill

The recent update to the City's Comprehensive Plan recognized the importance of utilizing the vacant commercial and/or residential lots throughout the downtown. Future implementation of the Comprehensive Plan will encourage the development of infill construction to not only fill the gaps within the downtown commercial district but, and even more importantly, provide infill housing options in existing historic residential neighborhoods ringing the downtown. As proposals for infill construction are received and reviewed, the City should encourage proponents to embrace the recommendations for public art that are promoted in the Downtown Master Plan. Public Art in these areas could create local landmarks as well as provide an engaging, walkable public environment and public spaces. The Public Arts Advisory Board should collaborate closely with the Community Development Department as plans for infill are presented and considered for future development.

Public Art in the New Taylor City Hall and Law Enforcement Building

The City of Taylor has purchased property in the downtown for the construction of a new City Hall and Law Enforcement building. This is a once-in-a-lifetime opportunity for public art to be included as a component of such a monumental project.

PUBLIC ART OPPORTUNITY

As the City begins to develop Requests for Qualifications for architects and builders for the project, information regarding the experience of the architect and/or builder with adding public art components into proposed designs should be added and funds set aside to cover the costs of such public art components.

GOALS

- Include in the RFQ, a requirement to provide examples of public art included in the projects submitted by architects and/or builders seeking to apply for the job of building the new City Hall/Law Enforcement Building.
- Ensure that the opportunity for public art to be added in the new construction is not wasted and that it does not limit artwork to paintings on the walls or a sculpture in the foyer. Mosaics can be installed in the floor tiles of the building. Appropriate directional lighting should be included to allow for pieces of public art to be highlighted for best display. Infrastructure should be installed to allow artworks to be suspended from the ceiling as needed. Spaces within the building which are easily accessed by the public should be designed for use as rotating gallery spaces for exhibitions.

ARTIST SELECTION APPROACH

The Public Arts Advisory Board can assist the City of Taylor by providing a Request for Qualifications documents as well as offering assistance in the review and selection process. Components of an RFQ should include examples of the artist's portfolios.

BUDGET RANGE

TBD

PRIVATE DEVELOPER COMMISSIONED ART

The City of Taylor should make it a policy to encourage commercial developers to include public art in their projects as a design enhancement, or to contribute to the City's Public Art Trust Fund. Public art in private development helps to advance the key components of the City's public art vision – community place making, civic design, and tourism/economic development. By including public art in their projects, developers can help strengthen the quality and character of Taylor's built environment, and increase Taylor's attractiveness as a place to live, visit, and do business.

Opportunities for Encouraging Public Art in Private Development

There are circumstances in which the Public Arts Advisory Board should actively advocate for the strongest consideration to be given including public art in private development.

1. From time to time, the City issues RFPs for underdeveloped City-owned land or enters into development agreements for such sites and has broad discretion to set the expectations for what development partners should provide. These tend to be in high-profile locations, such as the areas adjacent to the historic downtown. When the City issues an RFP in the future, the City should urge the inclusion of public art as one of the design enhancements and public benefit that it is seeking.
2. Large institutional developments, such as educational and health care facilities, may regard the incorporation of public art as supporting their organizational mission. In these circumstances, the City should encourage public access to as much of the artwork as possible.

What the Public Arts Advisory Board Can Do

The Taylor Public Arts Advisory Board should be prepared to encourage all developers to incorporate public art into their projects.

1. The Public Arts Advisory Board should develop clear and compelling tools that describe to developers how they can include public art in their projects. These tools could include regionally specific case studies of how developers have approached art in private development. These case studies could be formatted as a short publication or visual presentation and could be developed in collaboration with neighboring municipalities.
2. The Public Arts Advisory Board should develop a simple set of standards and practices that communicate the City's values for public art in private development.
3. The Public Arts Advisory Board should provide developers with information about how they can obtain professional fine art and public art services to help them formulate and commission their projects.

Reviewing Proposals for Public Art in Private Development

Generally, Public Art components of private development projects would be reviewed through the same mechanisms that are in place to review the other design aspects of the projects.

For projects being developed in Taylor, the review would involve the staff Development Review Committee, the Planning Commission and the City Council.

For projects being developed through development agreements with the City, the Public Arts Advisory Board should play a participatory role with the Development Review Committee, Planning Commission and Council. The Commission should:

1. Develop a simple set of guidelines that communicate best practices for public art in private development. These standards and practices should include:
 - The artist should meet definition of artist that is included in this plan.
 - The artist should be chosen through a competitive process that considers professional qualifications, not price.
 - The artwork should respond to the specific goals and objectives of the design guidelines under which it is being developed.
 - The artwork should demonstrate excellence in aesthetic quality, workmanship, and creativity.
 - The artwork should be appropriate to the site in scale and form and be of materials/media that are suitable for the site.
 - Maintenance and conservation protocols should be considered as the project is being developed, should be clearly recorded, and should be committed to by the owner of the artwork.
 - The artwork should be included in the City's Public Art Inventory as "privately placed public art."
2. When appropriate, assist in the development of site-specific goals or guidelines for public art.
3. Provide access to support resources for developers who wish to commission artwork. These resources could include guidance on selecting artists, examples of artist contracts and approaches to maintenance and conservation.

Interpreting and Conserving Public Art

The Public Arts Advisory Board should encourage developers to voluntarily list their artworks on the City of Taylor Art Inventory. This would enable the Public Arts Advisory Board to:

1. Maintain accurate records about Taylor's cultural resources.
2. Include the artworks in the public information that is disseminated about public art in Taylor.
3. Monitor artworks for maintenance and conservation issues and inform the developer when issues arise.

PUBLIC OUTREACH AND DOCUMENTATION

The success of a public art program lies not only with the commissioning of new work but also with the level of audience engagement, interaction and benefits the work engenders.

Public Engagement

The Taylor Public Arts Advisory Board should establish a baseline protocol for public engagement while it is commissioning or acquiring art. This would include posting information about projects under development, engagement with artists while projects are in development, dedication ceremonies and periodic public events on topics related to public art in Taylor.

Public Art Inventory

The Taylor Public Arts Advisory Board should continue its effort to create a Public Art Inventory that documents all publicly accessible artwork in Taylor, including the City's growing Public Art Collection, the City's Portable Collection, and Privately Placed Public Art.

In addition to maintaining thorough records about all newly commissioned and acquired work, the Public Arts Advisory Board also should consolidate information about all works in the Public Art Collection and Portable Collection into this database. The Board should also endeavor to keep records on Privately Placed Public Art, to ensure that knowledge about these works is maintained even if property should change hands overtime.

This inventory should become part of the City's record-keeping because:

- it will help improve public understanding of and access to artworks in Taylor,
- it can provide an important archive for information that is often poorly documented and
- it can support future conservation and maintenance efforts.

Once documented, this information should be made available to the public on the City's website in a user-friendly format.

APPENDIX A: PLANNING PROCESS AND ACKNOWLEDGEMENTS

Planning Process

The process for developing Taylor's Public Art Master Plan involves a significant amount of consultation with City elected leaders and staff; arts, business and civic leaders; and the community at large. The basic steps involve talking with a range of people about the overall aspirations for public art in Taylor, conducting a visual inventory of existing artworks and potential sites for new artworks, developing principles and criteria for selecting project sites, and honing a list of priority projects, complete with goals, budgets and strategies for moving forward.

Voicing Aspirations and Articulating a Vision. The Public Arts Advisory Board and City staff begins the process by exploring a basic question: What are the overall aspirations for public art in Taylor? The team will conduct direct interviews and roundtable discussions that included the Mayor and Council members; departments within the City of Taylor including Community Development, Parks & Recreation, Public Library, and the Moody Museum; downtown Taylor business and property owners; and artists and creative professionals from throughout the City. The Board will organize a public workshop, Imagine Art Here!, at which about residents will explore possibilities for projects throughout the City. These conversations will reveal what the big-picture vision for public art might be, as well as specific suggestions about locations for artworks.

Identifying Opportunities. Next, the Board will evaluate the opportunities for new public art projects in Taylor. Its first step will be to review City plans – the comprehensive plan, long-range plans, downtown master plan, and the parks plan – and discuss them with City staff responsible for long-range planning, current planning, capital project planning and capital project management. The board will visit all areas of the City and compile lists of locations suggested as possibilities for artworks. These will include places described as gateways, existing parks that are being upgraded, hike and bike trails, master planned areas being managed by private developers, and sites the City owns and is trying to develop through partnerships.

Evaluating Options. As this work progresses, the Board will begin to compare the big-picture visions that were expressed during the public meetings with the opportunities that people recommended. With the help of the project's steering group comprised of City staff, the team will develop sets of criteria for prioritizing these opportunities, and using those criteria, developed a list of ideas. The Board will bring these ideas to the community in a public workshop, "Imagine Art Here!." At that workshop, the Board hopes to gain even more insight into those locations, discuss specific possibilities and goals for artwork in those locations and get a further sense of the community's priorities.

Finalizing a Vision and Priorities. The Board will continue to refine the ideas list further and present the City Council with three scenarios that reflected different approaches to the Public Art Program – one focused on community place making, one on civic design and one on economic development and tourism. In that public work session, the City Council will give final direction on the big-picture vision for the public art program, as well as the prioritization of projects, both of which are reflected in this master plan.

Acknowledgements

The City of Taylor Public Art Master Plan is the product of the hard work and creative input of many people. We appreciate the thoughtfulness, time and energy contributed by numerous volunteers and representatives from the City.

APPENDIX B: CHART OF PROJECTS

	GOALS	BUDGET ESTIMATE
NEAR-TERM PROJECTS		
Potter's Alley	Enhance the experience of using the alleys, making them feel more intentional and safer. Create better connections between on-street parking areas and downtown retail blocks. Create visual surprises for people who are visiting downtown Taylor.	Up to \$25/square foot
Taylor Public Part Art Walk on the Hike & Bike Trail	Create an amenity for people who currently use the Hike & Bike Trail connecting Robinson Park with Bull Branch Park, as well as providing a new reason for people to visit the park. Create visual reference points that draw people along the trail and through the park.	An average expenditure of \$250/piece
Music on Main Concerts	Promote the performing arts while utilizing the City's new amphitheater in Heritage Square. The dates selected for these concerts coincided with the downtown retail businesses Third Thursdays promotions with the goal of bringing additional people downtown to shop and dine prior to the evening concerts. These concerts were billed as family friendly experiences where the various segments of the Taylor community could come together to hear live local music.	An average of \$1,500- \$1,800/concert

MID-TERM PROJECTS		
Downtown Ducklings	Create a mini sculpture trail throughout the downtown designed to bring both individuals and families to downtown Taylor. Develop and promote a scavenger hunt for use with the Downtown Ducklings Associated merchandise can be developed, produced, and sold with proceeds going into a fund for future Public Arts Projects.	\$ TBD
Development of a Public Arts Trust Fund and/or other funding generators for Public Art	Percent for Art Non-Percent for Art Soliciting Participation by Developers	\$ TBD
Downtown Mural Project / Mural Grants Project	Establish criteria and guidelines for mural projects whether those projects are initiated by the City or by private property owners. Guidelines would include prohibiting public or funded grants from being painted on previously unpainted brick walls. Additional guidelines would include directions for appropriate mural content and subject matter. Establish a mural grants program with application criteria for private entities to receive underwriting support for murals in Taylor. Develop a process with the Main Street Advisory Board to jointly oversee murals in the downtown district. For example, the Public Arts Board could review projects for content and artistic viability and provide grant funding to aid in the installation of approved murals. The Main Street Board would review the proposed mural project to determine that it is a mural and not a sign for a business and that the location is appropriate in terms of the historic preservation of the downtown district. The approval of both boards would be required prior to the installation of a mural.	\$25/square foot Depending upon the funds available in a Mural Grants Fund, the PAAB can determine the grant award levels and/or ceilings for projects seeking underwriting assistance. The PAAB Mural Grants should be issued directly to the artist and be paid after the artwork has been completed and inspected.

Wrapping City-Owned Utility Boxes	Develop a list with a map showing the locations of City-owned utility boxes. Obtain City Council permission to install wrapped artwork on these boxes. Develop criteria and guidelines for the artwork to be installed on these boxes including appropriate content, theme for the various boxes, etc. Issue an RFQ for artists to submit artwork and qualifications. A subcommittee established by the Board will make the first selections which would then be considered by the entire Public Arts Advisory Board. The City Council will make the final selection and approval.	\$TBD
LONG-TERM PROJECTS		
TBD		
WATCH LIST PROJECTS		
TBD		
COLLABORATIVE PROJECTS		
Downtown Temporary Exhibitions	Add a new layer of interest in downtown Taylor for visitors and residents.	
Taylor Public Library Permanent & Temporary Exhibitions	Create a sense of anticipation and change at the Library. Draw people to the Library	

Public Art and Downtown Infill Projects	Collaborate with Community Development Department to encourage developers to include elements of public art in their infill designs	
Public Art in the New Taylor City Hall and Law Enforcement Complex	Include in the RFQ, a requirement to provide examples of public art included in the projects submitted by architects and/or builders seeking to apply for the job of building the new City Hall/Law Enforcement Complex. Ensure that the opportunity for public art to be added in the new construction is not wasted and that it does not limit artwork to paintings on the walls or a sculpture in the foyer. Mosaics can be installed in the floor tiles of the building. Appropriate directional lighting should be included to allow for pieces of public art to be highlighted for best display. Infrastructure should be installed to allow artworks to be suspended from the ceiling as needed. Spaces within the building which are easily accessed by the public should be designed for use as rotating gallery spaces for exhibitions.	

APPENDIX C: MAP

(map showing location of current public art installations and those locations where art installations proposed in this 5-year Master Plan may be placed.)

Public Arts Advisory Board

January 26, 2022

Agenda Item III-D-3

Discuss and take action on public input sessions for public art

Public Arts Advisory Board

January 26, 2022

Agenda Item III-D-4

Portal Project report

Minutes for Taylor Public Arts Advisory Board, Portal Project Subcommittee

Call to Order:

A subcommittee meeting was held on January 19, 2022 (via Zoom), from 5:00 PM - 6:00 PM

Attendees:

Cayla Cardiff

Lisa Drummond

Dawna Fischer

Approval of Minutes:

Minutes from last meeting approved by all two of us (Dawna lost cell service).

Business:

Agenda item: Have one single (accurate) map.

Presenter: Lisa

Discussion:

- ✓ There are three maps in the dropbox
- ✓ Possibly none of them are accurate
- ✓ There is a lot of confusion because we're referring to different maps

Conclusions: Get ONE accurate map and delete the rest!

Action Items:

Take all the maps and walk the trail and compare.

Person Responsible:

Cayla & Lisa

Deadline:

Jan. 24, 2022

Agenda item: Assess and photograph the portals.

Presenter: Lisa

Discussion:

- ✓ We need to verify where the projects stand, with photographs.

Conclusions: This can be done along with the above walk along the trail. Photos can be stored in the dropbox in a folder with the date as part of the name.

Action Items:

Photograph and assess the portals during the walk mentioned above. Cayla & Lisa

Person Responsible:

Deadline:

Jan. 24, 2022

Agenda item: Establish a separate website for portal project information.

Presenter: Lisa

Discussion:

- ✓ We need a centralized web location for our information: general information, the application, the template, a schedule, committee members and perhaps their contact information.
- ✓ Melanie has generously set some of these things up on her page but we don't want to increase her workload.

Conclusions: Cayla will mock something up and we can have a look at the next meeting.

Action Items:

Person Responsible:

Deadline:

Set up a new website with the above items.

Cayla

Feb. 16, 2022

Agenda item: Interface with Parks Department re: paint, storage.

Presenter: Lisa

Discussion:

- ✓ Tyler from Parks Dept. has a big bucket of this anti-graffiti paint for us.
- ✓ They have recently moved locations and possibly freed up some space, wouldn't hurt to ask if we could have a little spot for our supplies that our committee could access without having to bother Melanie about it.

Conclusions: Get paint, and it doesn't hurt to ask re: storage....

Action Items:

Person Responsible:

Deadline:

GET PAINT and ASK TYLER. These forms are so weird.

Lisa

Feb. 16, 2022

Agenda item: Ribbon cutting information.

Presenter: Lisa

Discussion:

- ✓ The city folks are very busy with Samsung BUT, we can still ask them to keep us in the loop!
- ✓ The further in advance we know, the more likely we'll be able to get all the artists there.
- ✓ How can we make it fun and informative?

Conclusions: Suck up to the right people and get the skinny ahead of time.

Action Items:

Person Responsible:

Deadline:

Call Jeff Jenkins (Asst. City Manager) and inquire re: dates.

Cayla

Jan. 28, 2022

Any Other Business:

There's a lot of questions within the committee:

- How much is the new budget?
- How much inventory remains?
- What's the average cost per portal been, so that we can plan out the next year?
- Can we put deadlines and things on a shared calendar so that we can all see them?
- Does anyone know how the yarn bomb portal is coming?
- Do we need a template for the shorter portals? The current template could be misleading if someone is expecting a tall one and then are assigned a little dinky one.

- Do we have any idea how the current portals have gone over with the community? Do we care?
- How and when will we get the Taylor Public Arts logo on the finished portals?

Adjournment:

Next Meeting: Feb 16, 2022

Public Arts Advisory Board

January 26, 2022

Agenda Item III-D-5

Music on Main Report

Public Arts Advisory Board

January 26, 2022

Agenda Item III-D-6

Potters Alley

Public Arts Advisory Board

January 26, 2022

Agenda Item III-D-7

February Agenda