

# **CITY OF DEXTER**

## **Arts, Culture and Heritage**

### **2017 – 2022 Master Plan**

**Adopted by City Council on February 27, 2017**  
**Originally Adopted by City Council as the Public Art Plan January 23, 2012**

#### **Introduction**

Placemaking, which is a current buzzword when discussing community and economic development, is a multi-faceted approach to the planning, design and management of public spaces. Creating attractive public spaces provides a value added experience for residents, merchants, customers and other visitors to a community. Further enriching experiences include events and programming that emphasizes the arts, culture and unique heritage of Dexter.

“Public art at its best helps us to see the rest of the space differently. It is an extraordinary quality, a remarkable opportunity and a huge prize for anyone commissioning public art.”

— John Tusa, *The Observer*, May 11, 2008.

Communities plan for a number of reasons. First and foremost, the planning process offers communities an opportunity to analyze its services and engage opportunities for improvement. Regular goal-setting and service prioritization can aid municipalities in maintaining or improving the levels of service expected and experienced by the residents of that community.

This plan has been drafted by the City of Dexter Arts, Culture & Heritage Committee (ACH). The Committee was formed by Council Resolution in June of 2008 as a five member committee. Due to the response from the community, the Committee was expanded to ten members, plus the ex-officio Village Council member in July 2008. A copy of the resolution forming the Committee is included with this plan. This Plan is designed to serve as the guiding document for the future development of Dexter's arts, culture, and heritage public offerings. This Plan sets for the vision, goals, and capital improvements projects for the next five (5) year period and maps the course for the Arts, Culture and Heritage Committee's activities.

#### **Mission Statement**

The mission of the Dexter Arts, Culture, and Heritage Committee is to promote and facilitate arts and culture; increase awareness of Dexter's heritage and history; provide networking resources for artists; act as a liaison to existing artistic and cultural organizations; advise the City Council on the development of arts, culture and heritage; and foster a wide range of cultural activities that enrich the Dexter community.

## Goals

The Arts, Culture and Heritage Committee has adopted the following goals for 2017 – 2022:

- Support and improve the aesthetic quality of public spaces and structures;
- Enhance the sense of local distinctiveness through unique public art and programming to reflect Dexter's distinct charm;
- Provide cultural and recreational opportunities and events that stimulate the local economy as visitors come to Dexter;
- Increase awareness of Dexter as a destination;
- Create opportunities for residents to promote, collaborate, and exhibit their art;
- Improve individual and collective experiences of culture in our community;
- Support to local heritage initiatives;
- Grow the annual Paint Dexter Plein Air Festival to attract professional and emerging plein air artists and collectors;
- Preserve historic architecture and the authentic development techniques used throughout the community.

## Definitions

- Art - refers to a wide range of expressions in the visual and performing arts including, but not limited to, conventional categories such as: sculptures (figural, abstract, kinetic), engravings, mosaics, murals, paintings, mixed media, photography, drawings, stained glass, furniture art that incorporates artistic elements, dramatic performances, and music performances. Visual art may or may not be incorporated as part of architectural elements.
- Privately Funded Art – refers to art funded by organizations other than the City of Dexter or its affiliates (i.e. Downtown Development Authority and Committees) for placement on public or private property.
- Publicly Funded Art – refers to art funded by the City of Dexter or its affiliates (i.e. Downtown Development Authority and Committees).
- Culture - the arts and other manifestations of human intellectual achievement regarded collectively, and the customs, arts, social institutions, and achievements of the Dexter area.
- Heritage - valued objects and qualities such as cultural traditions, unspoiled countryside, and historic buildings that have been passed down from previous generations.
- Functional/Furniture Art – art that is has a purpose beyond providing visual enjoyment, and may include architecture. Items such as artist created benches, drinking fountains, picnic tables, fences, and light poles.
- Permanent art - art selected by the City to stay on display longer than one (1) year. Permanent art would be the property of the City.
- Public art - refers to installations, placements and stagings of artistic expression, both temporary and permanent, which are not privately owned.
- Temporary Art - art selected by the City to stay on display for less than one (1) year. Temporary art remains the property of the Artist.

## Committee Structure

### Arts, Culture, and Heritage Committee

In 2008, the Dexter City Council (Village Council at the time), through Resolution 2008-23, established the Arts, Culture and Heritage Committee and the Art Selection Committee.

The resolution stipulated that the Arts, Culture, and Heritage Committee would be comprised of a maximum of 10 members and an ex-officio City Council member. A minimum of four of those positions would be reserved for residents of the City of Dexter, and the terms of office would be staggered three year terms with re-appointments made in July.

City Council tasked the Arts, Culture and Heritage Committee with the following functions:

- “1) Advise the Village Council on the development of arts, culture and heritage; promote and publicize projects that support arts, culture and heritage; serve as advocates for arts, culture, and heritage; to encourage networking and collaborations of the arts, culture, and heritage of the Village of Dexter.
- 2) Act as an advisory board with the duty to study, conceive, promulgate and develop plans for the enhancement of the arts, culture and heritage of the community.
- 3) Promote public awareness and enlist the support of interested individuals, businesses, industry, schools and civic organizations to further its purpose.
- 4) Encourage the development of the arts in the community including, but not limited to, visual arts, drama, music, dance, historical heritage, humanities, and other art forms.
- 5) Assist in the development of partnerships and collaborations that promote arts, culture and heritage.
- 6) Serve as advocates to the arts, promote and support arts education dealing with art, culture, and heritage.
- 7) Explore the creation of a community-wide Arts, Culture, & Heritage organization that would include participation by surrounding townships.
- 8) Report to the Village Council annually. This report shall inform the Village Council on budget requests for the following year, projects started, completed and pending, and other matters deemed appropriate.”

*Village Council Resolution 2008-23*

### Art Selection Committee

In 2008, Village Council also created the Art Selection Committee, comprised of nine members:

- Three members of the Arts, Culture & Heritage Committee (not including the ex-officio)
- The ex-officio or other Council representative
- One member from the Parks & Recreation Commission who is a City resident
- One member of the Downtown Development Authority
- One member of the Planning Commission
- Two at-large City Residents

## Public Art and Art Selection Methods

Prior to installation, all Public Art must gain approval from the ACH Committee, the Art Selection Committee, and the City Council.

When necessary, City Council, the Arts, Culture, and Heritage Committee, or the Art Selection Committee may request the services of an art professional such as a public art administrator, artist, architect, landscape architect, art historian, museum curator, art critic, and/or educator to act as a consultant for the selection process.

Decisions by the Art Selection Committee will require a two-thirds vote of the nine members.

### Art Selection Methods

The flow of art through the City's approval process is as follows:

*Arts, Culture & Heritage Committee → Art Selection Committee/Other Committees → City Council*

Privately Funded Art	Private Property - Arts, Culture, and Heritage Committee encourages the installation of art on private property, but recognizes that it has no jurisdiction in these circumstances. Applicants may be required to meet other City ordinances.
	Public Property (Donation) - Follow donation process outlined under "Direct Selection or Receipt of a Gift" section on page 4.
	Planned Unit Development - Planning Commission and City Council negotiate with applicant. The Arts, Culture, and Heritage Committee recommends to Council and Planning Commission that the developer provide all necessary funds to provide the concrete art pad AND purchase a quality piece of art for placement on PUD developments. The Arts, Culture, and Heritage Committee will be involved in the process of art selection at the discretion or request of City Council.
Publicly Funded Art	Private Property - The Arts, Culture, and Heritage will not actively pursue public funding of art on private property. The Committee will become involved only if a request is issued by City Council.
	Public Property - The Arts, Culture, and Heritage Committee uses the Dexter Community Art Gardens Temporary Art Display as a vehicle for selecting both temporary pieces and the purchase of sculptures for permanent installation.

Published announcements (electronic, print, and /or web-based) will inform artists of the project and the criteria and procedures for selection, including the necessary submission requirements. The selection procedures will include but are not limited to the following:

(1) Request for Proposal (RFP)

If an artist is selected based on a request for proposal, artists responding to the RFP will send in examples of past completed work, a resume and a proposal for the specific project. Proposals typically include: drawing(s), images or a model, a written description of the artwork, a budget, and a timeline for completion.

The Arts, Culture and Heritage Committee will meet to review the proposals. The Arts, Culture and Heritage Committee will recommend its selection to the Art Selection Committee. The Art Selection Committee will vote on the recommendation and will forward its recommendation to City Council for approval.

The information sent to the City Council will contain information about the selection process, including information about the artist(s) who submitted proposal(s) and a staff memo about the ACH and Art Selection Committee's recommendation.

(2) Direct Selection or Receipt of a Gift

Direct Selection is the hiring an artist or purchasing an existing work of art. This type of selection may be needed when there is a single clear choice or sole source in terms of the artistic solution for a project. A work of art that already exists may be accepted as a gift for a specific site. The work of art may be received from the artist, his/her estate, a gallery or a collector.

The Guidelines for **Direct Selection or Receipt of a Gift** are as follows:

**Phase 1** - ACH gives consideration to the concept.

**Phase 2** – Staff works with the applicant to gather all of the Required Criteria

Required Criteria – All items must be addressed.

- The proposed design of a donated piece of work must be in its final form before going to the Art Selection Committee
- Maquette or rendering of three-dimensional work or complete drawing of a two-dimensional work
- Drawings or photographs that demonstrate the relationship of the artwork to the site – size and scale demonstrated
- Artist statement about how the artwork meets the goals and objectives of the Arts, Culture, and Heritage Master Plan
- Material samples for the artwork and any relevant construction materials
- Installation details, including proposed lighting, fixtures, and methods of affixing the artwork
- Professional appraisal of the artwork's value (if necessary)
- Description of routine maintenance and estimate of maintenance costs
- Itemize any and all costs to the City
- Approval for the installation and use of site by the appropriate City departments (Public Works, Parks and Recreation, Engineering)
- Artist's resume
- Object's exhibition history, if it is an existing work
- A clear demonstration of the dimensions of all aspects of the work
- Colors, color samples included in the work

- Specific proposed location (final decision made by Committee), location must be accessible to the general public
- Must have artistic merit and be designed by a qualified professional
- The work must be durable and made for outdoor display
- The work must be safe for public display and/or interaction
- Samples of any necessary agreements are provided (i.e. easements, property transfer, ect.)
- Site design, engineering, installation, and maintenance costs will be borne by the donor

**Phase 3** – Once Required Criteria is collected, and then item goes to Art Selection Committee. Art Selection Committee reviews and finalizes all details. The Art Selection Committee gives consideration to the artwork based on the following items:

Scoring Items (1 – 10)

- Goals and Objectives - Donation meets the goals and objectives set forth in the Arts, Culture, and Heritage Master Plan.
- Location - The location satisfies The Committee's objective of distribution of art throughout all areas of the City.
- Artistic Quality and Originality – The strength, originality, and creativity of the artist's concept and demonstrated skill or craftsmanship.
- Context – The appropriateness of the concept as it relates to the City's architectural, geographical, socio-cultural, and historical context.
- Size – The appropriateness of the work's scale and massing for the site.
- Feasibility – Budget, timeline, and probability of success.
- Design and Construction – Issues related to fabrication of the installation, its durability, resistance to vandalism, long-term maintenance issues, and weather permanence.
- Support – Demonstrated community agreement/support for the project (survey, Facebook post, or feedback on a newsletter article).
- Public Safety – Meets any and all applicable building codes for public projects.
- Other – The Art Selection Committee may adopt other project specific criteria pertinent to special considerations of the site, the project, or the Committee's specific intent, provided such criteria are clearly and completely stated in the Request for Proposal.

At their meeting on June 7, 2016, the Arts Culture and Heritage Committee voted to approve the use of an 85% average score in order to meet the threshold where the Committee would recommend the acceptance of a piece of art to City Council.

If a piece of art does not meet the 85% threshold, then the Art Selection Committee has several options open to it.

1. Members of the Committee may choose not to make any motion, in which case the piece of art is rejected outright
2. The Art Selection Committee may choose to vote to deny the piece of art outright.
3. Members of the Committee may choose to make a motion that the art has merit, in which case the applicant will be presented with the criteria grading forms. The applicant may choose to modify the piece to receive a better score and resubmit to the Art Selection Committee for a new evaluation.

**Phase 4** – City Council gives consideration to the item based on the Art Selection Committee's recommendation.

## Culture and Heritage

The Committee will pursue culture and heritage projects and programming that are in-line with the Community's, City's, and Committee's goals. Ideas and concepts for projects may be generated by Committee members or developed by outside organizations and brought before the Committee for participation consideration. The development and implementation of these projects may be on-going and span several fiscal years.

Culture and heritage are defined under the "Definitions" section of the plan, but the Arts, Culture, and Heritage Committee will give further consideration to projects that involve:

- 1) a perspective on the past, present, and future of the Dexter area;
- 2) the whole of the Dexter community, including its residents, youth, businesses and economic generators, historical societies, and neighboring communities;
- 3) an investigation of the Dexter community's history, including downtown, transportation, outdoor activities, parks and natural areas, and architecture;
- 4) the promotion of Dexter's caring volunteerism, friendliness, and small-town attitude.

### Public Art/Asset Maintenance Schedule

The Arts, Culture, and Heritage Committee will review maintenance needs for permanent public art on an annual basis at the May meeting.

<b>Asset</b>	<b>Year Installed</b>
Heron Sculpture	2012
Twisted Fish Sculpture	2014
Dexter's Friendly Troll Sculpture	2014
Balancing Act Sculpture	2016
Sound of the Wind Sculpture	2016

### Accomplishments

#### 2012

- Slams and S'mores
- Yellow Door Breakfast Fundraiser
- Heron sculpture

#### 2013

- Paint Dexter Plein Air Festival (Year 1)
  - Children's Light Pole Banner Project
  - David Zinn Chalk Art Event
  - Children and Adult Painting Workshops
  - Corporate Sponsorships/Fundraising
- Temporary Art Display

## 2014

- Paint Dexter Plein Air Festival (Year 2)
  - Children and Adult Painting Workshops
  - Corporate Sponsorships/Fundraising
- Trifold Art Walk Brochure
- DIA Pop-Up
- Dexter's Friendly Troll sculpture
- Twisted Fish sculpture

## 2015

- Paint Dexter Plein Air Festival (Year 3)
  - Children and Adult Painting Workshops
  - Corporate Sponsorships/Fundraising
- Dexter Art Gardens Temporary Sculpture Displays
- DIA Inside-Out
- Trifold Art Walk Brochure
- Visitor's Guide

## 2016

- Paint Dexter Plein Air Festival (Year 4)
  - Children and Adult Painting Workshops
  - Corporate Sponsorships/Fundraising
  - Small Works Exhibit
  - Juried Professional Artists
- Balancing Act sculpture (a.k.a. Dragonfly sculpture)
- Sound of the Wind sculpture

### **Action Plan**

- 1) Paint Dexter Plein Air Festival - The Paint Dexter Plein Air Festival serves as a celebration of art, an art education event, and a fundraiser for the Arts, Culture, and Heritage Committee. The City has the infrastructure to continue this event.

Priority Rating: 10

Funding Level: Funded

Status: Ongoing

Projected Cost: \$15,500 per year

- 2) Maintain the Dexter Visitor's Guide - In 2015 the City received a Community Tourism Action Plan (CTAP) grant to craft and publish 10,000 copies of the Dexter Visitor's Guide. This publication should be regularly updated and improved. The CTAP grant, received from the Ypsilanti Convention and Visitors Bureau (now Washtenaw Convention and Visitors Bureau), is an annual grant that could be put towards this project.

Priority Rating: 9.375

Funding Level: Partially Funded

Status: Ongoing

Projected Cost: \$1,000 per year

3) Continue the Dexter Art Gardens Temporary Art Installations - In 2013, the Arts, Culture, and Heritage first implemented a temporary sculpture display in the City of Dexter. The Committee took a break from the display in 2014, but re-implemented the project as the Dexter Art Gardens Temporary Art Installations in 2015. The 2015 project resulted in the installation of four temporary pieces being installed at various locations throughout the City.

Priority Rating: 9.25

Funding Level: General Fund

Status: Ongoing

Projected Cost: \$5,000 per year (\$2,000 for Chelsea River Gallery, \$750 to each artist)

4) DIA Inside-Out Program - The DIA Inside-Out Program brings classic pieces of art to communities for display in an outdoor setting. The City of Dexter was a partner in this program in 2014 and 2015.

Priority Rating: 8.75

Funding Level: Funded

Status: Ongoing

Projected Cost: \$0

5) Select Permanent Pieces for the City - The Arts, Culture, and Heritage Committee has a restricted account from private donations towards art in the City. The Committee could use these funds towards the installation of one or more permanent sculptures. The Arts, Culture, and Heritage Committee has discussed the installation of a permanent sculpture for LaFontaine Chevrolet and a recreation sculpture. The Committee may wish to use the temporary sculpture displays to find appropriate pieces.

Priority Rating: 8.625

Funding Level: Partially Funded

Status: Ongoing

Projected Cost: \$5,000 - \$15,000

6) Historic Signage & Walking Map to Accompany Signage - The display of signage describing historical buildings/locations in the City is recommended. The areas under consideration are near 8140 Main, which is the site of the old grist mill, and downtown near the clock. The signs will display a historical image of the building and text that describes its historical relevance.

Priority Rating: 7.75

Funding Level: General Fund

Status: Ongoing

Projected Cost: \$3,000

7) David Zinn Project - Contract with David Zinn to create a mural or several "mini-murals" throughout the City.

Priority Rating: 7.5

Funding Level: General Fund

Status: New

Projected Cost: \$2,500 (\$700/mini-mural)

8) Encourage Art During Development Projects - The Committee would also like to recommend that the Planning Commission consider requesting that new developments include a piece of public art or a heritage sign during the site plan review process. The Committee understands that this would be a voluntary addition to a site plan, but offering it as a suggestion would encourage developers to consider it as part of their site development process.

Priority Rating: 7.25  
Funding Level: N/A  
Status: Ongoing  
Projected Cost: \$0

### **Potential Funding Methods**

Several funding methods exist for the implementation of the Arts, Culture and Heritage's projects.

- General Fund: The General Fund is the basic operating fund of the City. General fund revenues are derived from property taxes, state-shared revenues, license and permit fees, charges for services, interest on investments, and court fines. Money received from any source towards public art would likely be channeled through the General Fund.
- Grants
  - Washtenaw County Convention and Visitors Bureau (CVB) CTAP Grant – The Washtenaw County CVB offers \$10,000 to Washtenaw County communities to support projects that enhance tourism. The City has been successful in utilizing these funds for arts, culture, and heritage projects.
  - Michigan Council for Arts and Cultural Affairs - The Michigan Council for Arts and Cultural Affairs (MCACA) coordinates grants to arts and culture organizations, cities and municipalities, and other nonprofit organizations to encourage, develop and facilitate an enriched environment of artistic, creative and cultural activity in Michigan.
  - Arts Alliance: This Washtenaw County organization is a re-granting agency for mini-grants provided by the MCACA.
  - Community Foundation for Southeast Michigan: The Community Foundation is governed by a board of community leaders which awards grants to support a wide variety of activities and programs benefiting education, arts and culture, health, human services, community development and civic affairs in the seven-county region of southeast Michigan.
- Donations/Gifts/Memorials - Businesses, corporations, private clubs, community organizations and individuals could contribute in-kind and financially towards the placement of public art in the community.
- Programming (a.k.a. Fundraising) - Dedicated fundraising efforts could be used to generate revenue.