

**From:** Roger Stancil  
**Sent:** Friday, April 27, 2018 6:00 PM  
**To:** Allen Buansi; Donna Bell; Hongbin Gu; Jeanne Brown; Jess Anderson; Karen Stegman; Town Council; Michael Parker; Nancy Oates; Pam Hemminger; Rachel Schaevitz; Roger Stancil; Ross Tompkins  
**Cc:** Susan Brown; Amy Harvey; Beth Vazquez; Carolyn Worsley; Catherine Lazorko; Christina Strauch; Dwight Bassett; Flo Miller; Mary Jane Nirdlinger; Rae Buckley; Ralph Karpinos; Ran Northam; Roger Stancil; Sabrina Oliver  
**Subject:** Council Item 6: Percent for Art  
**Attachments:** Percent for Art Presentation as a Memo.pdf  
**Categories:** Agenda Packet Process

We included this item as a Consent item because it is an attempt to streamline and simplify procedures that implement the adopted Percent for Art ordinance. Staff has been working with the Cultural Arts Commission in this endeavor and they concur with the proposed new policy.

Although we anticipate no presentation, we developed the PowerPoint that is attached as an alternative to a wordy memo. We neglected to include it with the agenda packet.

As always, please let me know if you have questions. As with other items, if a Council Member asks that this item be pulled from Consent , it will go to the next meeting as a discussion item.

The background image shows a stone wall on the left, a paved area with several large, dark, rectangular stone blocks in the foreground, and a dense line of trees in the background under a clear blue sky.

# Percent for Art (PFA) Revised Resolution

Susan Brown  
Executive Director  
Community Arts & Culture



# Why Revise?

- Not proposing any changes to the PFA ordinance
- Current resolution is overly general in outlining the process of identifying and allocating funds
- Current resolution is overly specific in outlining the art selection process
- Current resolution does not provide clear guidance on use of PFA pool
- Need for clear definition of Staff/Commission/Council roles
- Need to establish clear expectations for annual PFA plan
- Need to create a framework that enables us to carry out the PFA ordinance in a more timely, flexible way

# Brief History of PFA in Chapel Hill

- Ordinance passed in 2002
- Allocates 1% of selected capital projects for public art
- Public art projects created via this program include:
  - Tanyard Branch Railing
  - Community Center Outdoor Sculptural Climbing Wall
  - UNBOUND at Library
  - Eddies of Light at Homestead Aquatic Center



# Why Percent for Art?

As outlined in the ordinance, the PFA program aims to:

- Improve general welfare/quality of life
- Enhance the quality of public buildings and spaces
- Help define the community's identity and sense of place
- Promote social interaction and discourse
- Bring the arts into everyday life
- Memorialize the past/express shared values for the future

# Goals of Review/Revision

- ✓ Clear, concise, consistent policy and procedures
- ✓ Aligned with CIP and Budget cycles
- ✓ Supports a nimble, flexible, sustainable approach to PFA
- ✓ Build in communication with and accountability to Commission and Council
- ✓ Achieves vision of PFA program



# Process for Review/Revision

- ✓ Reviewed current ordinance, policies, procedures
- ✓ Considered what's worked, what could be improved
- ✓ Looked at CIP and Budget timelines and milestones
- ✓ Gathered feedback from TOCH departments
- ✓ Reviewed Arts Master Plan and best practices
- ✓ Shared draft with Cultural Arts Commission



# Highlights of Revised Process

1. Staff review of CIP for upcoming year/s
  - Designate as eligible or ineligible
  - Designate as suitable for on site or PFA pool
  - Consider projects for pooled funds for upcoming year/s
2. Staff draft annual PFA Plan
3. Commission review of PFA Plan
4. Council adoption of PFA Plan\*
5. Funds appropriated accordingly
6. Artist selection and execution of PFA project

\*Once CIP for FY18/19 set, then PFA Annual plan can be drafted. Due to timing of this proposed resolution and CIP cycles we propose to bring Commission and Council a prototype annual PFA Plan in late summer/early fall 2018.



# Recommendation

That Council adopt the revised  
Percent for Art Resolution (2018-05-02/R-#\_\_).