

STAFF REPORT

Date: February 14, 2024

To: Mayor and City Council

Thru: Doug Thornley, City Manager

Subject: Staff Report (For Possible Action): Approval of artist John Fleming for the Oddie Boulevard Public Art Project in an amount not to exceed \$150,000. (Room Tax and Grant Funds)

From: Megan Berner, Arts and Culture Manager

Department: City Manager's Office – Arts and Culture

Summary:

On January 8, the Reno Arts and Culture Commission (RACC) approved the recommendation from the Public Art Committee to commission artist John Fleming for the Oddie Boulevard Public Art Project. John Fleming's proposal was rated the highest out of the three finalists and was the most responsive to community input.

Consent Review	Yes	No
1. Is this item an annual or standard item that comes before Council for regular approval?		X
2. Is this item an agreement required based on an item previously approved by Council?		X
3. Is this item included in the current budget approved and adopted by Council?	X	
Other Considerations		
What percent of the total City budget does this item represent?	0.0002%	

Alignment with Strategic Plan:

Arts, Parks, and Historical Resources

Previous Council Action:

On December 8, 2021, Council accepted a grant from the National Endowment for the Arts (NEA) for a Grants for Art Projects grant for public outreach, a call for artists, and public art purchase and installation at the corners of Oddie and Silverada Boulevards in the amount of \$20,000.

Background:

On December 8, 2021, Council approved the acceptance of a grant from the NEA for the Oddie Boulevard Public Art Project in the amount of \$20,000. The RACC allocated an additional \$130,000 in funding from the Room Tax allocation for Public Art for this project.

City staff worked with the Regional Transportation Commission (RTC) of Washoe County to include pads for the public artwork on the southwest and northwest corners of Oddie and Silverada Boulevards in RTC's Oddie/Wells street rehabilitation project.

In March 2023, a survey went out to the community to gather initial input on what residents would like to see for artwork in the selected location. The community gave feedback on what they love about their neighborhood, why it is unique, and what themes and characteristics they might like to see in the artwork. This input was put into a call for artists that went out on May 16, 2023, and closed on June 30, 2023. A total of 67 artists applied to the request for quote (RFQ) for the Oddie Boulevard Public Art Project.

At their meeting on August 14, 2023, the Public Art Committee (PAC) reviewed 67 applications and recommended 3 finalists to move forward with community engagement and creation of a proposal for the artwork. The PAC's recommendation was approved by the RACC at their meeting on September 18, 2023.

The three finalist artists conducted a site visit with City staff to the Oddie and Silverada neighborhood and presented their past work to the public during an input session on October 24, 2023, at Teglia's Paradise Park Activity Center. The presentations were done in a hybrid format and allowed the community to ask questions directly to the artists and give input. Following this engagement, a survey was opened to the public asking for further input on the finalist artists and what they would like the artwork to represent. The survey was open for three weeks. Staff also attended an open house hosted by RTC at the Generator, located in the shopping center to the northeast of the site for the future artwork, and solicited community input on the project. The community input gathered was shared with the finalist artists to take into consideration as they prepared their proposals for the art.

On December 11, 2023, the finalist artists presented their proposals to the PAC and the public during a hybrid meeting. After the presentations, the artists' proposals were shared online and in a survey to collect feedback from the community. The feedback from this survey was used by the PAC and the RACC when making a recommendation for a selected artist for this commission. The PAC and the RACC met on January 8, 2024, to discuss the finalist proposals and select an artist for the Oddie Boulevard Public Art Project. They unanimously voted to recommend artist John Fleming, in line with the community feedback received.

Discussion:

The Oddie Boulevard Public Art Project call for artists followed the required public art process approved and adopted by Council in 2009. The PAC and the RACC took the selection process seriously, selecting an artist with experience to successfully execute this project as well as bring artwork to the neighborhood that was responsive to community feedback.

Financial Implications:

\$20,000 was awarded by the NEA to fund this project. The remaining \$130,000 will come from the Room Tax fund allocated to Public Art.

Legal Implications:

Legal review completed for compliance with City procedures and Nevada law.

Recommendation:

Staff recommends Council approve artist John Fleming for the Oddie Boulevard Public Art Project.

Proposed Motion:

I move to approve staff recommendation.

Attachments:

Oddie Boulevard Public Art Proposal – John Fleming
Oddie Boulevard Public Art Call for Artists
John Fleming Agreement Oddie Boulevard Public Art