



**CITY OF LODI
COUNCIL COMMUNICATION**

AGENDA TITLE: Adopt Resolution Accepting a Proposal from the Art Advisory Board for a Seward Johnson Sculpture Exhibit in Downtown Lodi for Display from April 2011 through Mid-July 2011 and Appropriating Funds (\$30,000)(CC)

MEETING DATE: September 1, 2010

PREPARED BY: Community Center Director

RECOMMENDED ACTION: Adopt resolution accepting a proposal from the Art Advisory Board for a Seward Johnson sculpture exhibit in Downtown Lodi for display from April 2011 through Mid-July 2011 and appropriating funds in the amount of \$30,000.

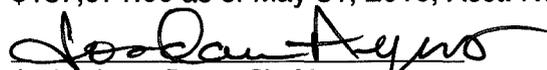
BACKGROUND INFORMATION: On May 26, 2010, the Art in Public Places Committee/Art Advisory Board created an ad-hoc committee that seeks City Council approval for a Seward Johnson Interactive Sculpture Exhibit to Lodi. The exhibit was most recently displayed from April through June in Pleasanton and Johnson's sculptures have been displayed in major cities throughout the world.

Ten sculptures of various characters posed in everyday situations would be located at public locations throughout downtown Lodi. There are plans for community activities, such as walking tour maps of the sculptures along with the Walldog murals and numerous art events. The unveiling of the sculpture exhibit will coincide with the Spring Wine Stroll on April 16, 2011, and continue through the first ~~six~~ weeks of the Downtown Farmer's Market. The AiPP Art Advisory Board will be selecting the 10 sculptures in the near future based on sculpture location and availability. This exhibit will offer opportunities for press in local and outlying areas, resulting in additional visitors to Lodi.

The AiPP Committee seeks an appropriation of Art in Public Places funds before taking the steps needed to bring an exhibit to Lodi. Upon selection of the pieces to be displayed the Art in Public Places Committee will bring this item and the contractual agreement, setting forth the terms of possession, back to Council for approval.

FISCAL IMPACT: The cost of the program is \$30,000 including installation. This amount will be allocated from the Art in Public Places account.

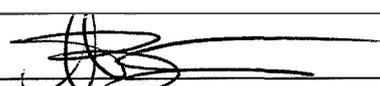
FUNDING AVAILABLE: \$187,971.00 as of May 31, 2010, Acct. No 01214 Art in Public Places


Jordan Ayers, Deputy City Manager


James M. Rodems
Community Center Director

JR/dkb
Attachments

APPROVED: _____


Konradt Bartlam, Interim City Manager

**Art in Public Places (AiPP) Committee / Art Advisory Board
Meeting Minutes
May 26, 2010**

**Hutchins Street Square
Meeting room: Green Room
Time: 1:00 p.m.**

A. Call to Order / Roll Call: The AiPP meeting was started at 1:06 p.m

B. Introductions: Art in Public Places Advisory Board Members Present:
Ben Burgess, Chair (LAC); Cathy Metcalf (LAC);
Roger Stafford (SPARC); Dave Kirsten (City Planning)

Absent: Baubie Fox (Parks and Recreation)

Staff: Jim Rodems, HSS Dir.; Deanie Bridewell, HSS Events Coordinator

Community: (none)

C Approval / Corrections of April 28, 2010 Minutes: Roger asked to delete all the paragraphs after the first paragraph in F. 1., which could stay. The first paragraph is concerning the City Council's April 21st declining the acquisition of the metal crane statue newly renamed 'Crane Dance' by Scott Wampler. *The original proposal name was 'The Rite of Spring'.*

Roger asked that with this deletion correction in F. 1. he would move that the minutes be accepted and seconded by Dave K. and the board vote carried to accept the minutes.

D. Comments by the public on non-agenda items: (None)

E. New Business:

1. Brochure Bids: A motion from the last meeting approved on April 28th. Deanie looked into the cost of producing a printed brochure of the Art in Public Places Portfolio. According to Jim Rodems this printing could be considered a action item to be used through the HSS purchasing budget for this year. There were several job pricing quotes for hundreds of copies printed in color by Duncan Press \$350, and Bonnie Ruth \$300. These brochures would aid in city tours and school field trips as a reference of Lodi's Art in Public Places Portfolio of art.

2. Art in Public Places, Art Inventory

a. Deanie looked into the records of our inventory of art and it looks like a dollar value needs to be determined for the City's portfolio as pertaining to the amount of insurance coverage needed in its overall actuarial worth.

(Continued)

**Art in Public Places (AiPP) Committee / Art Advisory Board
Meeting Minutes – page 2 continued
May 26, 2010**

b. **The Mosaic Art:** Jim Rodems looked into insurance coverage of the mosaic panels of the art recently created and the liability imposed to the city. He has been in contact with Janice Hamilton, City Risk Mgr., suggested a self insured structured insurance coverage for the mosaic art panels value of assessment. Jim is following up on this insurance coverage and will advise AiPP in an upcoming meeting.

3. **Japantown Mural Dedication: June 12th at 11 am**

Tony Segale completed the exquisite mural art work for the Lodi Buddhist Church Annex Building on Elm Street. This work honors the history of Japanese settlers to Lodi in the area downtown known as the 'Japanese Quarter'. All are welcome to this City protocol dedication ceremony and a performance by the Purple Moon Dance troupe.

4. **Interactive Art Display: Proposal for a 3 month, 10 piece sculpture exhibition**

Roger Stafford proposed to the committee the idea of what he has seen in other communities about the idea to rent interactive art pieces for Art in Public Places.

Example idea: There would be 10 sculptures of various characters frozen in posed every day situations located at public locations through out Lodi. The idea is to spark the public's imagination with the art spread all around the four corners of the city.

There would be a time line with activities planned with other events during the 3 month exhibition to be planned for next year.

Motion: Cathy proposed a motion to the AiPP Committee to create a new Ad Hoc Committee for Interactive Art. This motion was seconded by Roger.

A vote by the AiPP board was in favor to accept and create this new Ad Hoc Committee with Roger chairing this position.

Roger accepted the Chairing position and will put together more information on this idea of renting for a limited time interactive art through out the city for a set fee. September will be the first Interactive Art Ad Hoc Committee's meeting. This art exhibition would be planned for next year 2011 and will be orchestrated with activities to enhance the exhibition experience. (see hand out sheet of activities)

Deanie has researched into this idea of renting a art exhibition through for example J. Seward Johnson. The total cost for a 3 month rental of 10 pieces of interactive art would be \$22,500.

Cost breakdown example:

Transportation round trip to and from Lodi	\$13,500
Conservation to restore works following exhibit.	\$ 7,000
Insurance in transit and on site.	<u>\$ 2,000</u>
Total fee cost.	\$22,500

The payment would be made in two increments: the first upon the contract signing and the second upon notification of delivery of the works at the exhibition site.

(continued)

5. Plaques and lighting for Public Art: Jim Rodems

a 'Celebration of the Harvest' duo statue at the corner of Oak Street and School Street is in need of lighting. Jim Rodems is in contact with Wally Sandelin of City Planning Dept. to consider the idea of oblique lighting this statue up for night time. Jim will advise the AiPP Committee about this needed upgrade that could be funded by AiPP.

b. Artists Plaques: Jim Rodems

The plaques for the artist's recognition through out town have not been made yet. Some ideas for these plaque's creation were proposed by Tony Segale and Rowland Cheney as examples circulated. Jim is gathering information to get these bronze artist title and credit plates created for a still to come price to be covered by the AiPP fund.

F. Other Business:

1. **AiPP Policy Discussion**: Jim Rodems indicated that he has been working with Janise Hamilton, City Lawyer, the Re-development agency. This is a Component of the RDA City Council staff to provide the AiPP Policy with a template to put in the overall outlined changes in the wording of the policy. At a future date the advised AiPP will be presented with the new template. Jim Rodems will let us know when this will be on the agenda. Overall the policy defines what art means to the community.

G. Staff and Commission Reports: (none)

H. Comments by the staff on non-agenda items

1. Dave Kirsten announced that he will be possibly running for City of Lodi, City Council in an upcoming election.
He mentioned that the metal crane statue may come to light again and there may be some other developments concerning this art piece and Dave will let us know.

1. **Adjournment**: A motion was made by Roger and seconded by Cathy to close the meeting at **2:20 pm. The next meeting June 23rd, 2010 at 1pm.**

Respectfully submitted;

**Ben Burgess
Art Advisory Board, Chairman / Art in Public Places Committee**

Cathy Metcalf, Art Advisory Board, AiPP

City of Lodi
 Executive Report
 Changes in Fund Balance
 For the Period Ending May 31, 2010

01214 Arts in Public Places

Description	Budget	Actual	Encumb.	Difference	Percent
Revenues					
Tax Revenues					.00 %
Licenses and Permits					.00 %
Fines and Forfeitures					.00 %
Investment/Property Revenues		1,136		-1,136	.00 %
Revenue from Others					.00 %
Services Charges	19,216	341		18,875	1.77 %
Other Revenue					.00 %
Total Revenues	19,216	1,477		17,739	7.69 %
Expenditures					
Operating Programs					
Public Safety					0 %
Public Utilities					0 %
Transportation					0 %
Leisure, Cultural & Social Services					0 %
Community & Economic Development					0 %
General Government					0 %
Total Operating Programs					0 %
Bulk Power Purchase					0 %
Capital Projects	88,930	80,374		8,556	90 %
Debt Service					0 %
Total Expenditures	88,930	80,374		8,556	90 %
Revenue/Expenditures (Over/Under)	-69,714	-78,897		9,183	113 %
Other Sources (Uses)					
Operating Transfers In					0 %
Operating Transfers Out					0 %
Proceeds from Debt Financing					0 %
Other Sources (Uses)					0 %
Total Other Sources (Uses)					0 %
Fund Balance, Beg of Year	266,868	266,868			100 %
Fund Balance, End of Year					
Reserved for Debt Service					
Designated Reserve					
Unreserved					
Total Fund Balance	197,154	187,971		9,183	95 %

INTERACTIVE LIFE SIZE BRONZE SCULPTURE COMES TO LODI....



Presented by the City of Lodi Art in Public Places Advisory Board

INTERACTIVE SCULPTURE



J. Seward Johnson

More than 200 life size bronze sculptures by J. Seward Johnson are part of private collections around the world.

His sculptures are found in Rockefeller Center, NYC, Pacific Place, Hong Kong, Les Halles, Paris and on the Via Condotti in Rome.

J. Seward Johnson has permanent sculpture installations in New York City, Queen Elizabeth Park, Vancouver Canada, Washington DC, to name a few.

INTERACTIVE SCULPTURE

- J. Seward Johnson's sculptures are so popular with the public because they depict people like ourselves in everyday actions, examples include:

- Painting
- Relaxing
- Shopping
- Petting a Dog
- Sports
- Gardening



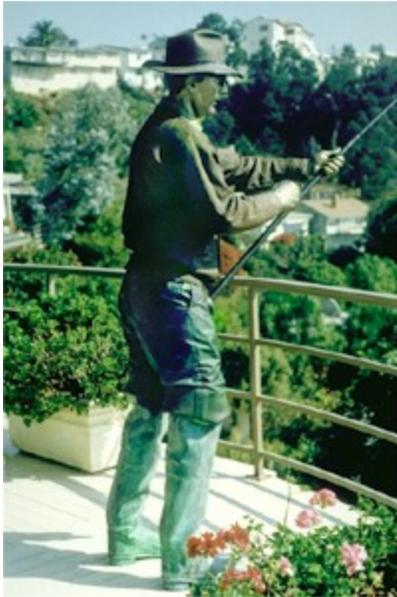
INTERACTIVE SCULPTURE



Many cities have presented the Interactive Sculpture Exhibit with Great Success

- ★ Reno, NV
- ★ Santa Fe, NM
- ★ Chicago, IL
- ★ Stamford, CT
- ★ Pleasanton, CA
- ★ Atlanta, GA
- ★ Citicorp Plaza, NYC
- ★ Tulsa, OK
- ★ Dallas, TX

INTERACTIVE SCULPTURE



- ✦ Increased foot traffic where sculptures are placed
- ✦ Visitors from out of the area come to view the exhibit
- ✦ Appeals to a broad cross section of the community
- ✦ Creates a buzz, word of mouth
- ✦ Encourages Civic Pride
- ✦ Promotes Downtown Lodi
- ✦ Encourages community interaction with sculptures and each other....

INTERACTIVE SCULPTURE



- ★ Cutting Edge of Art in Public Places
- ★ Cost Effective Avenue to Provide Popular Public Art
- ★ Public Art Does Not Have To Be Permanent to Instill Lasting Memories in the Hearts and Minds of Lodi Residents

INTERACTIVE ART

Easy to Install

No anchoring

Sculptures come
on a stand

Sculptures are
too heavy to
topple



Transportation is
Included in the
fee

Insurance is
Included in the
fee

Installation Will
Be at Night to
Minimize
Inconvenience
to businesses

INTERACTIVE ART



Economic Impact

Fork Lift or Crane Required
to off load and place

Areas where Sculpture is
placed during installation will
need to be cordoned off

Fork Lift or Crane needed
again when sculptures are
loaded up to leave

INTERACTIVE ART



Known as Americana
Norman Rockwell
Genre of Art
J. Seward Johnson's
Sculptures Capture
the Imagination of the
Community....

INTERACTIVE ART



- 10 SCULPTURES
- 3 MONTHS
- DELIVERY & PICK UP
- INSURANCE
- EASY INSTALL
- TALKED ABOUT
FOREVER \$25,000

INTERACTIVE ART



Unveiling in Conjunction
with Spring Wine Stroll –
April 16th

Exhibit in Place for
Beginning Weeks of
Farmer's Market

Community Promotional Partners Include The Lodi Chamber of
Commerce and the Downtown Lodi Business Partnership

INTERACTIVE ART

LET'S BRING INTERACTIVE ART



TO LODI ~ SPRING 2011

RESOLUTION NO. 2010-157

A RESOLUTION OF THE LODI CITY COUNCIL
ACCEPTING A PROPOSAL FROM THE ART ADVISORY
BOARD FOR A SEWARD JOHNSON SCULPTURE
EXHIBIT IN DOWNTOWN LODI

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WHEREAS, on May 26, 2010, the Art Advisory Board voted to create an ad hoc committee to research the Seward Johnson Interactive Sculpture Exhibit, which includes ten sculptures of various characters posed in everyday situations; and

WHEREAS, the Art Advisory Board recommends that the City Council accept the proposal to place the Exhibit in Downtown Lodi during the period April 2011 through mid-July 2011.

NOW, THEREFORE, BE IT RESOLVED that the Lodi City Council does hereby accept the proposal from the Art Advisory Board for a "Seward Johnson Sculpture Exhibit" in Downtown Lodi for display for the period April 2011 through mid-July 2011; and

BE IT FURTHER RESOLVED that funds in the amount of \$30,000 be appropriated from Account No, 01214 - Art in Public Places for this exhibit.

Dated: September 1, 2010

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I hereby certify that Resolution No. 2010-157 was passed and adopted by the City Council of the City of Lodi in a regular meeting held September 1, 2010, by the following vote:

AYES: COUNCIL MEMBERS – Hansen, Johnson, and Mayor Katzakian

NOES: COUNCIL MEMBERS – Hitchcock and Mounce

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None


RANDI JOHL
City Clerk



