Helena Public Art Committee  

Working Draft  

Strategic/Succession Planning Goals  

2022-2026  

The Helena Public Art Committee (HPAC) is a volunteer advisory committee appointed by the Helena City Commission. The Committee meets the second Thursday of the month at 3:30 PM via Zoom or in the City County Building.

Mission: The mission of the Helena Public Art Committee is to promote public art works in the Helena community and to inform residents and visitors about the many pieces available to the public for their enjoyment.

Goals

- Beautify Helena & reflect dynamic nature and diverse citizenship;
- Create opportunities for local artists;
- Secure funding through matching funds, grants and public donations;
- Collaborate with community organizations;
- Build awareness of and accessibility to public art;

History of Helena Public Art Committee:

- Helena’s vibrant art history as a community that continues today
- The Helena Public Art Committee (HPAC) was created when Becky Eiker, a Helena resident and artist, expressed a desire in 1998 to donate a statue to the City of Helena entitled “Extra! Extra!,” a bronze statue of a newsboy now located on the Walking Mall in downtown Helena. City officials accepted the gift and realized others might be interested in making art donations. The City Commission passed a resolution and appointed an advisory committee composed of artists, businesses, art administrators and citizens at large as the Helena Public Art Committee.
- Has proudly served the City of Helena since then...

Fiscal Year: July 1 - June 30

Budget Approval Date: September 30

Estimated Annual Budget: approx $10,800

YEAR 1 (2022)

Fundraising & Development:
1. Create cohesive mission statement
2. Develop a 5 year vision that supports the mission statement. To include:
   a. Alternating annual focus between select small projects
      i. Utility boxes
      ii. Dumpsters
      iii. Community collaborations
   b. Develop plan for funding of larger scale projects
      i. Petition City for new construction fee (1%)
      ii. Consider partnering with private developers
      iii. Pursue grants for specific projects
   c. Develop plan to assess and anticipate maintenance and costs
   d. Community Outreach
      i. Actively engage in community
         1. Pop-ups
         2. Chalk donation events
      ii. Recruit new members when seats are vacated
         1. Prioritize building member body that reflects the diversity of community and Montana and that ensures equal representation
         2. Collaborate with other organizations & seek out ways to donate to & support outside public art projects

Governance:
1. Member terms up... Lou Archambault, Jennie Stapp (?)
   a. Members may elect to renew term or vacate
   b. Recruit to fill any vacated seats
      i. Actively seek to create member body that reflects the diversity of the community and Montana and that ensures equal representation
      ii. Share Dropbox & Strategic Plan with new members so everyone has full access to tools and information
2. Hold election for Chair & Vice Chair positions
   a. January
3. Create position for & elect a Secretary
   a. Move forward in transitioning meeting minutes & agendas to committee and release city from primary responsibilities

Outreach & Awareness:
1. Chalk
   a. Continue chalk as a donation to pop-up events?
   b. Return to Chalk-Up Helena format? – decide by the end of January so appropriate planning can take place.
2. Interactive Public Art Map
   a. Seek to find effective way to make interactive tour of Helena public art easily accessible to the public
   i. Partner with Downtown Helena?
3. Share projects & events on social media

Projects:
1. Decide on annual small project for 2022
YEAR 2 (2023)

Fundraising & Development:
1. Pursue and/or implement of 1.5% petition to City of Helena
2. Identify areas in Helena in need of public art
3. Seek grant funding for one large scale project that addresses community need
   a. mural
   b. ghost sign
   c. other ideas

Governance:
1. Member terms up... Mayor Wilmot Collins
   a. Members may renew or vacate seat
   b. Recruit to fill any vacated seats
      i. Actively seek to create a member body that reflects the diversity of the community and Montana and that ensures equal representation
2. Hold any elections to fill vacated positions

Maintenance
1. Assess and contract any maintenance needed on public art

Outreach and Awareness
1. Chalk event/Pop-up events
   a. Chalk Up Helena (?) - begin planning January
   b. Kids Fall Fest
   c. Fall/Spring Art Walk
   d. Community block parties
2. Collaboration - 10% match donation up to $______ to Committee and City Commission approved project
3. Share projects and events on social media

Projects
1. Mural/ghost sign
2. Utility boxes or dumpsters

YEAR 3 (2024)

Fundraising & Development:
1. Seek grant funding for large scale project
2. Continue to seek ways to increase budget
3. Development of new or continued 5 year strategic plan

**Governance**

1. member terms up... Amanda Reese, Ramsay Ballew  
   a. may renew membership or vacate seat  
   b. recruit to fill any vacated seats  
      i. actively seek to create a member body that reflects the diversity of the community and Montana and ensures equal representation

2. Hold any elections to fill vacated positions

**Maintenance**

1. Assess and contract any maintenance needed on public art

**Outreach and Awareness**

1. Chalk/Pop up events
2. Collaboration - 10% match donation up to $______ towards Committee and City Commission approved project
3. Share projects and events on social media

**Projects**

1. one large scale project
2. utility boxes or dumpsters  
   a. begin developing new small project ideas that expand opportunities for local artists

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**YEAR 4 (2025)**

**Fundraising & Development:**

1. Seek grant funding for large scale project
2. Continue to seek ways to increase budget

**Governance:**

1. member terms up... Jeanie Warden, Maxwell Hay, Meghan Harrington, Helen Paulson  
   a. may renew memberships or vacate seats  
   b. recruit to fill any vacated seats  
      i. actively seek to create a member body that reflects the diversity of the community and Montana and ensures equal representation

2. Hold any elections to fill vacated positions

**Maintenance**

1. Assess and contract any maintenance needed on public art

**Outreach and Awareness**

1. Chalk event/Pop up events
2. collaboration - 10% match donation up to $______ to Committee and City Commission approved project
3. Share projects and events on social media
Projects
1. One large scale project
2. Utility Boxes or Dumpster Art
   a. continue to develop new and interesting small project options

YEAR 5 (2026)

Fundraising & Development:
1. Seek grant funding for large scale project
2. Continue to seek ways to increase budget

Governance
1. member terms up...
   a. may renew membership or vacate seat
   b. recruit to fill any vacated seats
      i. actively seek to create a member body that reflects the diversity of the community and Montana and ensures equal representation
2. Hold any elections to fill vacated positions

Maintenance
1. Assess and contract maintenance needed on any public art

Outreach and Awareness
1. Chalk/Pop up events
2. Collaboration - 10% match donation up to $______ to Committee and City Commission approved project
3. Share projects and events on social media

Projects
1. One large scale project
2. Utility Boxes or Dumpster Art (or any other Committee approved small project that’s been developed)