

CLEVELAND PUBLIC LIBRARY

Board Meeting

October 18, 2011

**RESOLUTION TO ENGAGE L.A.N.D. STUDIO INC., SUCCESSOR ORGANIZATION
TO CLEVELAND PUBLIC ART, TO ORGANIZE 2012 AND 2013 LITERATURE AND
VISUAL ARTS PROGRAMS.**

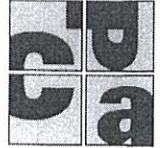
- WHEREAS, The Board of Trustees of Cleveland Public Library receives a generous annual grant from the Cleveland Foundation for the Lockwood Thompson Memorial fund; and
- WHEREAS, One of the goals of the grant is to support, "The underwriting of expense in bringing to the Library for purpose of one or more lectures, one or more individuals in the field of literature or the visual arts"; and
- WHEREAS, In prior years, Cleveland Public Library has engaged Cleveland Public Art to organize the Lockwood Thompson Spectrum Dialogue Series and related publications, now referred to as "The Lockwood Thompson Dialogues", that brings speakers of national and/or international significance in the field of arts and popular culture to the Library.
- WHEREAS, In October 2011, Cleveland Public Art merged with ParkWorks to form L.A.N.D. Studio, Inc.
- WHEREAS, Cleveland Public Library desires to engage L.A.N.D. Studio, Inc. to organize The Lockwood Thompson Dialogue programs for 2012; and
- WHEREAS, Cleveland Public Library also desires to engage L.A.N.D. Studio Inc. to organize the spring 2013 annual program, "See A/so", which began in 2010 and brings temporary public artwork to the Eastman Reading Garden to activate a beloved public space with artwork by emerging artists from the Great Lakes region; and
- WHEREAS, Cleveland Public Art , now known as L.A.N.D. Studio, Inc. has presented the attached proposal for the 2012 The Lockwood Thompson Dialogues and the spring 2013 See A/so temporary art program, at a total cost not-to-exceed \$95,000; now therefore be it

RESOLVED, That Cleveland Public Library engage L.A.N.D. Studio, Inc., successor to Cleveland Public Art, to organize and market The Lockwood Thompson Dialogues and *See Also* programs, with administration fees and reimbursable expenses being charged to the Lockwood Thompson Fund Account: 22892103-53710 in an amount not-to-exceed \$95,000; now therefore be it further

RESOLVED, That the Director or his designee is authorized to enter into an agreement with L.A.N.D. Studio, Inc. necessary and appropriate to effectuate the terms and conditions of this Resolution, which agreement shall be subject to the approval of the Library's Chief Legal Officer.

CLEVELAND PUBLIC ART

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September 22, 2011

Cindy Lombardo
Deputy Director
Cleveland Public Library
325 Superior Avenue
Cleveland, Ohio 44114

Dear Ms. Lombardo:

Cleveland Public Art is honored to offer consulting services to Cleveland Public Library for both the 2012 **Lockwood Thompson Dialogues** and the spring 2013 *See Also* temporary art program.

At the Library's request, we have enclosed an updated proposal and budget for these programs, which include:

- A narrative recommending a direction for the next dialogue program;
- Costs related to the dialogue series, including moderator, speaker(s), publication, and additional expenses; and
- Temporary artwork in the Eastman Reading Garden.

For these programs, CPA proposes a budget not to exceed \$95,000.00, unless authorized to do so in writing from Cleveland Public Library (please refer to attached proposal details). This budget includes \$18,000 in administration fees and \$77,000 in reimbursable expenses.

Should the Cleveland Public Library accept this proposal, CPA requires that reimbursable expenses are paid to CPA within 30 days of submitting invoices and/or receipts. Also, CPA requests a payment schedule for the \$18,000 management fee of:

1. Upon signing	\$4,000
2. After the dialogue event	\$5,000
3. Upon installation of the <i>See Also</i> artwork	\$5,000
4. Upon delivery of dialogue program publication	\$4,000

CPA's contact person for all approvals and authorizations of speakers, moderators, publications reviews and all decisions to proceed will be Pamela Eyerdam or her designated staff member.

Sincerely,

Greg Peckham
Executive Director

CC: Pamela Eyerdam, Cleveland Public Library
Tiffany Graham, Cleveland Public Art

The Lockwood Thompson Dialogues at Cleveland Public Library Proposal for 2012/2013 Programs

INTENT & MISSION

The **Intent** of **The Lockwood Thompson Dialogues** at Cleveland Public Library is to bring speakers of national and/or international significance in the field of arts and popular culture to the Library. The Lockwood Thompson Dialogues series has involved collaborations and partnerships with other local cultural institutions and has remained and will remain wholly free and open to the public. Additionally, the intent of *See Also*, an annual program that brings temporary public artwork to the Eastman Reading Garden, is to activate a beloved public space with artwork by emerging artists from the Great Lakes region.

The **Mission** of these programs is to reinforce Cleveland Public Library's reputation as a national leader in providing the highest quality educational opportunities to all citizens of the City of Cleveland and its surrounding communities. Through the series, the library will continue to be known locally, nationally and internationally as a civic institution committed to its role as a forum for the sharing of ideas and knowledge. The mission of these programs will be to have the broadest impact on the largest audience possible. This has been and will continue to be achieved by both the attendance of the dialogues and the Eastman Reading Garden as well as by the creation of a publication from the dialogues of each year.

PROGRAM COMPONENTS

1. Definition of Yearly Area of Interest & Specific Topic within the selected area of Interest
2. Selection of moderator and speakers
3. **Lockwood Thompson Dialogue** Event
4. *See Also* artwork installed annually each Spring with an opening reception
5. Yearly Printed Publication + Downloadable PDF
 - Forward by moderator or selected expert
 - Publication derived from event(s)
6. Periodically convene focus groups of experts/colleagues in fields related to series.

PAST & CURRENT PARTNERS

Cleveland State University
Cleveland Film Commission
Cleveland Film Society
IDEASTREAM (WCPN & WVIZ)
The Plain Dealer
The Cleveland Jewish News
Cleveland State University
Northern Ohio Live
Cleveland Public Theatre
Spaces Gallery
The Cleveland Institute of Art

AREAS OF INTEREST & TOPICS

1. Each year, an **Area of Interest** will be selected based upon current issues taking place in the Cleveland community and/or throughout the country.
2. **Topics within the selected Area of Interest** will be further developed to focus the dialogue series on pertinent or increasingly important issues in the related to the specific area of interest.
3. CPA will work with members of the Greater Cleveland community to determine an appropriate topic for this program and submit a proposal for the next topic by February 1, 2012.

Overview of Past Lockwood Thompson Dialogue Programs

"Film"

Moderator: Independent film producer, Ted Hope

May 26, 2011 Event: Filmmakers Spike Jonze and Lisa Cholodenko

Attendance: 445 guests

"Civic Design & Inspired Infrastructure"

Moderator: *Plain Dealer* Art & Architecture Critic, Steve Litt

October 29 Event: New York City Chief Urban Designer Alexandros Washburn and MIT Transportation Professor Fred Salvucci

Attendance: 230 guests

"Politics & Propaganda: The Design of the Presidential Brand"

Moderator: *Sound of Ideas* host, Dan Moulthrop, WCPN ideastream

October 6 Event: *New York Times* Op Ed writer Frank Rich and Democratic Strategist and CNN Commentator Donna Brazile

Attendance: 450+ guests

"Pen & Ink"

Moderator: *New York Times* Chief Art Critic Michael Kimmelman

Event I: Cartoonist Art Spiegelman at Cleveland Public Theatre

Event II: Writer and *McSweeney's* creator Dave Eggers

Attendance: 320 guests

"Cultural and Creative Migrations"

Moderator: NPR Studio 360 Host, Kurt Andersen

Event I: Artist Shazia Sikander

Event II: Curator Robert Storr

Attendance: 200 guests

"Truth, Technology and the Visual/Virtual World"

Moderator: Inventor Jaron Lanier

Event I: Dr. Vilayanur S. Ramachandran

Event II: Paul D. Miller (aka DJ Spooky)

Attendance: 120 guests

SEE ALSO PROGRAMMING

For the past two years, temporary artworks from emerging artists have activated the Eastman Reading Garden. These artworks have been selected by a committee comprised of local arts, design, and public space professionals. A third installation is planned for spring 2012. An artwork to be installed in spring 2013 is part of this proposal. Past installations include "Watership Down" by Jon Reed and Maier Yagod and "The Power of the Pieces" by Donald Black, Jr.

These projects are installed in the late spring or early summer (weather depending) and are removed in late October, or when the first snow is imminent. Each project is able to be fully removed without leaving any permanent marks in the garden. Installation methods are fully vetted by the Facilities Administrator to ensure safety and durability.

This annual program furthers the goals of the Lockwood Thompson Endowment by ensuring that Clevelanders and visitors have access to the arts in connection with the Library and encourages people to see the Main Branch as a place that cultivates and encourages creativity.

YEARLY BUDGET ITEMS

Speaker Costs

Speaker Honorarium
Speaker Travel, Lodging and Expenses

Moderator Honorarium
Moderator Travel, Lodging and Expenses

Event Costs

Video and/or audio taping
Sign Language Interpreter (if requested)

Publicity

Postcard Mailer
Design of Mailer
Printing
Postage

Publication

Transcription
Design
Editing
Printing + Downloadable PDF
Postage
Image Usage Fees

Photography/Illustration

Garden Art installation, fabrication, and artist fees

CPA Management Fees
(flat fee)

Cleveland Public Art's ROLE:

Secure Partnerships

Organize and Manage:

Topic Selection

Speaker + Moderator Selection

Speaker + Moderator Coordination

Series Publicity

Lecture Event Coordination

Publication Production

Lockwood Thompson Dialogues & See Also: 2012/2013 Budget Proposal

Dialogue Costs		Budget
<u>Item</u>		
<u>Speaker Costs</u>		
Moderator		10,000.00
Speaker		12,000.00
Speaker		13,000.00
Subtotal		35,000.00
<u>Travel & Accommodations</u>		
Speaker		
Speaker		
Subtotal		3,500.00
<u>Publicity</u>		
Printing (5,000 pieces)		375.00
Mail House Fee & Postage		550.00
Design Fees		6,000.00
Subtotal		6,925.00
<u>Event Costs</u>		
Special AV		1,000.00
Subtotal		1,000.00
<u>Program Documentation</u>		
Transcript		300.00
Photography & Usage Fees		500.00
Design & Production of Publication		6,000.00
Subtotal		6,800.00
Dialogue Total		53,225.00

See Also / Garden Art Costs		Budget
<u>Item</u>		
Artist selection process		2,000.00
subtotal		2,000.00
<u>Publicity for Event</u>		
Printing (10,000 pieces)		250.00
Mail House Fee & Postage		525.00
Postcard Design (in-house or by artist)		0.00
Subtotal		775.00
<u>Event Costs</u>		
Refreshments		500.00
Entertainment		500.00
Subtotal		1,000.00
<u>Artwork Costs</u>		
Artist Fee		2,500.00
Cost for Artwork		15,000.00
Photo Documentation		500.00
Artist Travel		1,000.00
Brochure Design & Printing		500.00
Marketing Materials		500.00
Subtotal		20,000.00
Subtotal Garden Art 2010 Total		23,775.00

CPA Management Fees		Budget
Organize & coordinate programs		
Topic selection		
Participant selection & negotiation		
Publicity		
Event planning & coordination		
Garden Art project management		
Management Total		18,000.00
Dialogue Fees + Garden Art Fee + CPA Management Fee		95,000.00