

The following is a summary of the public participation and outreach plan and tentative schedule to the ARTWalk Extension Project as it relates primarily to the sections along University Avenue from Prince Street to Goodman Street and along Goodman Street from University to College Avenue.

This summary involves the following venues:

- Poet's Walk;
- Story Walk;
- Faces of Rochester;
- NOTA Cache; and,
- School Without Walls Rochester Stories Documentary.

### **Poet's Walk**

A collaboration between the Writers & Books, Memorial Art Gallery, the Democrat & Chronicle. Poetry will be collected through ArtDrop and juried; the selected poetry will be engraved in the sidewalk located on University Avenue along the Memorial Art Gallery frontage.

Design Team Lead: Teresa Cochran

Lead Role:

- Facilitate the research, securing permissions, public voting and discussion, and selection (through jurying and public process) of Rochester-connected poets whose poems will be included in this sidewalk, both carved and as part of an audio/new media cell phone system.

Community Lead: Joe Flaherty, Writers & Books

Time Line

- Initial research.....complete
- Poetry up on the ArtDrop site.....by 5/24 2010
- Public nominates potential poets and poems.....through 6/11 2010
- Selection Committee convenes, chooses finalists.....late June 2010
- Recordings and permissions.....July/Aug 2010
- Audio production.....July/Aug 2010
- Public voting.....September 2010
- Selection Committee.....October 2010

Committee Members (Jury): The selection committee was drafted (and is being contacted by) Writers & Books. Would like to have an ARTWalk representative for the group.

Tentative List (not final)

- John Roche: RIT, poet
- M.J. Iuppa: SUNY Brockport, poet
- Grant Holcomb: MAG
- James Longenbach: U of R, poet
- Reenah Golden: Slam High
- Arlette Miller Smith: St. John Fisher College

- Henry Padron: City School Teacher & Performance Poet
- Tom Painting: Poetry Teacher, Schools of the Arts
- Vincent Golphin: RIT, poet
- Sarah Freligh: St. John Fisher College, poet
- Thom Ward: BOA Editions, poet
- Joe Flaherty: W&B

Meeting Schedule (proposed/tentative):

- mid-June 2010 – Selection committee will gather once to review criteria, placement opportunities and other pertinent information.
- mid to late June 2010 – Selection committee will independently review poets and poetry.
- late June 2010 - Selection committee will review and agree on the finalist list via email and/or phone conference call.
- Summer 2010 - Finalist poems will be recorded (or pre-existing recordings of the poets reading their work will be located); permissions will be secured.
- September 7-24, 2010 - The recordings and written versions of the poems will be on <http://artdrop.org> for community comment and discussion.
- September 29 – October 11, 2010 - The selection committee will consider the poems, recordings, space available for carving and any difficulties securing permissions as well as public input in making the final placements. The selection committee will convene at least once during this time.

Volunteer Contact Roster: Same as jury members to date.

On-Going Maintenance/Management Plan: The D&C is creating recordings; the MAG is maintaining the cell phone tour technology. There will be no need to change/evolve content.

Time Budget: Part of public participation and design hours allocated in current contract.

Groups Involved and Role:

- Writers & Books, Joe Flaherty – research, convene selection committee, contact poets to make audio recordings, etc. (They are compensated.)
- MAG, Patti Giordano – provide cell phone tour functionality
- D&C, Cynthia Benjamin – create/manage ArtDrop portal for public to nominate poets/poems for consideration, create audio and video recording of poems, provide functionality for public to comment on and vote on poems.

*Would like to:*

- Give NOTA stakeholders info so they can invite their constituencies to participate. This project was conceived out of NOTA stakeholder input and to involve/engage NOTA stakeholders and it was envisioned that NOTA stakeholders would be regularly engaging their constituencies and community through the public participation.
- Hold poetry readings in a wide range of venues during the voting stage.
- Determine how different stakeholders would like to integrate this part of the project into their current programming.
- Promote at various events throughout the summer.

## Story Walk

A collaboration between the Writers & Books, Memorial Art Gallery, the Democrat & Chronicle. Stories will be collected through ArtDrop and juried; the selected stories will be used as part of the interactive sidewalk located along N Goodman Street at the Memorial Art Gallery. Illuminated pavers will be engraved with a word that is also a phone extension, when dialed the visitor can listen to a story.

Design Team Lead: Teresa Cochran

### Lead Role:

- Facilitate invitation to community for “Rochester Stories” – stories written or told by residents that have a Rochester connection (historical, personal, institutional)
- Coordinate stakeholder assistance for those who want help writing their stories,
- Facilitate selection process (through jurying and public process);
- Facilitate recording stories to be “embedded” in this sidewalk as part of an audio/new media cell phone system.

Community Lead: Joe Flaherty, Writers & Books

### Time Line:

- Initial request on ArtDrop site ..... complete
- Video support of public participation ..... June 2010  
(hope to do this with Slam High; they would be compensated)
- Writing workshops – adults and youth ..... through September 2010
- Deadline for submissions ..... October 2010
- Selection Committee chooses finalists ..... October 2010
- Public voting ..... November 2010
- Selection Committee – final decisions ..... December 2010
- Record stories ..... January 2011

Committee Members (Jury): The selection committee was drafted (and is being contacted by) Writers & Books. Would like to have an ARTWalk representative for the group.

### Tentative List (not final)

- Carol Roberts: Story Slam Coordinator
- Dia Lawrence: St. John Fisher College (retired)
- Joanna Hodgman: School Librarian (retired)
- Jay Stetzer: Storyteller
- Curtis Rivers: Bookstore Owner
- Shawn Dunwoody: Artist/Community Art Activist
- Debora McDell-Hernandez: MAG
- Erica Bryant: Democrat & Chronicle
- Annette Ramos: Artist in the Schools
- Len Messineo: Short Fiction Writer

Meeting Schedule (proposed/tentative): Initial meeting of selection committee in October 2010; follow up meeting in December 2010.

Volunteer Contact Roster: Same as jury members to date.

On-Going Maintenance/Management Plan: The D&C is creating recordings; the MAG is maintaining the cell phone tour technology. There will be no need to change/evolve content. Extra copies of the content will be archived at the City, the D&C and the MAG, and possibly the public library.

Time Budget: Part of public participation and design hours allocated in current contract.

Groups Involved and Role:

- Writers & Books, Joe Flaherty – writing classes, convene selection committee, contact speakers/authors to make audio recordings, etc. (They are compensated.)
- MAG, Patti Giordano – cell phone tour contract
- D&C, Cynthia Benjamin – ArtDrop portal for public to contribute/review/vote on stories; create/record stories as audio and video, have journalists volunteer in classrooms and camps to help students research/interview for/write stories.

*Would like to:*

- Give NOTA stakeholders info so they can invite their constituencies to participate. This project was conceived out of NOTA stakeholder and public input and it was envisioned that NOTA stakeholders would be regularly engaging the community through the public participation.
- Have recording booths at summer events for residents to be able to tell their stories in that format.
- See how different NOTA stakeholders would like to integrate this part of the project into current programming.
- Promote at various events throughout the summer.

## **Faces of Rochester**

A cooperative effort between Memorial Art Gallery, City of Rochester School District, and the Democrat & Chronicle. The Democrat & Chronicle will issue a call for 6"x6" self-portraits. Self-portraits will be posted online and displayed at MAG and perhaps other institutions.

Design Team Lead: Teresa Cochran

### Lead Role

- Facilitate community partnership to create temporary art display of community self-portraits on the MAG fence before it is removed as part of construction.

Community Lead: Memorial Art Gallery (Patti Giordano, Susie Peters, Debora McDell-Hernandez)

### Time Line

- Initial request on ArtDrop site ..... complete
- Video support of public participation ..... complete
- D&C working with kids in summer camps on self portraits ..... July/Aug 2010
- Public self portrait workshop @ MAG ..... July 2010
- Deadline for Fence consideration ..... July 2010
- Selection committee ..... July 2010
- Selections on fence ..... Aug/Sept 2010
- Deadline for online gallery ..... September 2010

### Committee Members:

- City of Rochester Art Department
- MAG community outreach and Creative Workshop
- D&C new media team

Meeting Schedule (proposed/tentative): Meet to hang the self-portraits in early August 2010.

Volunteer Contact Roster: Same as committee members to date.

On-Going Maintenance/Management Plan: This is a collaborative effort among the groups. At times each one has taken the management role. It is on autopilot now.

Time Budget: Part of public participation and design hours allocated in current contract.

### Groups Involved and Role:

- MAG, Debora McDell-Hernandez – provided initial self portraits, access to teachers, video planning/support/talent
- RCSD, Deborah Harloff – provided initial self-portraits, access to teachers for self-portrait lesson plans that could be modified for general public use.
- D&C, Cynthia Benjamin – ArtDrop portal for public to contribute/view/comment on self portraits, considering a “Face of the Day” initiative to highlight public creativity through self portrait, created video

*Would like to:*

- Expand “Face of the Day” program to include a variety of venues and NOTA stakeholders.
- See how different stakeholders would like to integrate this part of the project into current programming.
- Have more free, public instruction opportunities.
- Promote at various events throughout the summer.

## **NOTA Cache**

Cache boxes will be located throughout the project corridor and provide a scavenger hunt activity for visitors. The stories highlighted in these caches will be significant history stories rooted in NOTA. This program will be prepared for 10 years, and then the stakeholders will determine if they will continue it.

Design Team Lead: Teresa Cochran

### Lead Role

- Facilitate research and creation of caches.
- Coordinate cache sites with a variety of stakeholders and students.

### Community Lead

Core Group:

- George Eastman House
- Writers & Books
- Memorial Art Gallery
- Edward Jones Consulting

### Time Line

- YouNews! Academy students, with journalists and historians, create cache content..... July/August 2010
- Design/Create cache books..... Fall 2010
- Populate and test caches..... Spring 2010

### Committee Members:

The stakeholders who are planning to host caches are:

- George Eastman House, Cathy Connor and Eliza Kozlowski
- University Towers Plaza, Valadia DeCarlis
- Visual Studies Workshop, Tate Shaw
- Anderson Alley Artists Building, Adam Goldfedder and Eric Kunsman
- Flatiron Building, Paul Kramer
- MAG, Debora McDell-Hernandez
- RMSC, Deb Jacobson
- Writers & Books, Alexa Scott-Flaherty and Sally Bitner-Bond
- Gleason Works, Jim Turner

The Cache Core, who will plan and facilitate the yearly meetings are:

- George Eastman House, Cathy Connor and Eliza Kozlowski
- Writers & Books, Alexa Scott-Flaherty and Sally Bitner-Bond
- MAG, Debora McDell-Hernandez
- (Perhaps RMSC), Deb Jacobson

The journalists working with at-risk youth and historians to write the stories will be coordinated by:

- D&C new media team and the YouNews! Academy, Scott Norris

Meeting Schedule (proposed/tentative):

- Cache consortium initial meeting – January 2010
- Cache consortium yearly meeting – sometime in Jan-March each year to plan

On-Going Maintenance/Management Plan:

- Each site will have replacement materials on hand and will check, clean (if necessary) and restock their own cache(s) monthly.
- Edward Jones/Tom Kroon will check all the caches quarterly or find volunteers for that task.
- If a cache is chronically vandalized, the City will remove it.

Time Budget: Part of public participation and design hours allocated in current contract.

Groups Involved and Role:

- The D&C is holding a YouNews! Academy, and its graduates will be invited to continue working with a journalist mentor and an historian to create one of these caches.
- Historians at MAG, RMSC and the public library have expressed interest in helping the students find the information they need. Ideally each cache will have a historian partner.

*Would like to:*

- Give NOTA stakeholders more support around creating a yearly event that includes special programming of the caches.

### **School Without Walls Rochester Stories Documentary**

The Visual Studies Workshop is facilitating a participation/education initiative for an artist residency at a City school where 9<sup>th</sup> grade students will be creating film vignettes to tell Rochester Stories.

Design Team Lead: Teresa Cochran

Lead Role:

- Facilitate film/documentary educational experience with a 9<sup>th</sup> grade class and a teaching artist; Visual Studies Workshop is providing tremendous equipment and technical support. The goal is to have an exceptional learning experience and create a very short film that can be shown on the VSW/Adam Frank artwork screen.

Community Lead:

- The art teacher at School Without Walls Foundation Academy and the Academy of Students at Promise staff members at the school.

Time Line/Schedule:

- Residency.....April – June 2010
- Public Screening.....June 2010 (don't have a venue or date for this yet)

Committee Members:

- School Without Walls Foundation Academy (staff and students)
- Academy of Students at Promise (Rochester City Schools and Center for Youth Services)
- Teaching artist: Wendy Smith (she is compensated.)
- Visual Studies Workshop

On-Going Maintenance/Management Plan:

- The teaching artist will provide a master DVD to SWC. The art teacher will provide a master DVD label and cover. SWC will provide a limited number of copies to the City, VSW and Bergmann.

Time Budget: Part of education hours allocated in current contract.

Groups Involved:

- School Without Walls Foundation Academy, Anne Burch
- Academy of Students at Promise, Melissa Sewruk and Leticia Alston
- Teaching artist: Wendy Smith (She is compensated.)
- Visual Studies Workshop, Kristen Merola