

The Trail Conservancy 2023 Butler Trail Arts + Culture Plan

Arts Commission

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March 20, 2023



**The
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Conservancy



ARTS + CULTURE PLAN FOR THE BUTLER TRAIL

In Partnership with:



Advised by:

Arts + Culture Committee

TTC Board & Staff
AIPP, PARD, WPD
Austin arts leaders

Arts + Culture Technical Advisory Group

TTC Board & Staff
AIPP, PARD, WPD
Austin arts leaders

Community BrainTrust

Community arts leaders
Organizational leaders

ARTS + CULTURE PLAN FOR THE BUTLER TRAIL

Vision:

We seek for the Trail to be radically welcoming — to embody the voices, presence and power of many groups, to embrace acts of “place keeping” in ways that are meaningful to people.

We seek for the Trail to be a place where people’s perceptions about art, environment, culture and history are engaged, heightened and, challenged by artists, engaged in support of this vision.

We are insistent on recognizing the histories of this place that have not been fully acknowledged, as well as embracing the culture of the surrounding community.

We encourage the thoughtful re-imagining of the Trail in response to the changes that are occurring around it.

We recognize that all of the above are essential for creating a diverse constituency for the long-term protection and stewardship of the Trail.



Artists/Creatives Outreach Event - Nov. 20, 2019

Pop-up @ Brave Fest (community event) - Nov. 13, 2021

Share your Butler Trail and LB Lake Stories - Nov. 22, 2021 to present

Pop-up @ new Holly Trail Groundbreaking event (community event) - Dec 4, 2021

Call for Artists, Designers & Creatives - Jan. 2022 thru Feb. 2022

Online Survey - Feb. 3 thru June 1, 2022

Trail/Community Intercept Surveys - Spring/Summer 2022

Community Workshop - March 6, 2022

Arts+Culture Community Celebration - May 14, 2022

MACC Advisory Board Briefing - Oct. 5, 2022

Arts+Culture Community Pop-up @ Fortlandia Opening - Oct. 8, 2022

Virtual Community Meeting - Oct. 11, 2022

ECC Neighborhood C. T. Mtg. Presentation - Oct. 19, 2022

Online Survey - Oct. 12 thru Nov. 15, 2022



ARTS + CULTURE PLAN FOR THE BUTLER TRAIL

Artistic Goals:

- Cultivate a process that allows selection and placement of site specific art that challenges artists and offers Trail users fresh experiences— environmental, historical, cultural
- Create a sense of place through environmental awareness and the expression of environmental consciousness
- Embrace the connection of the Trail to the world around it — community, city, watershed, ecosystem



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ARTS + CULTURE PLAN FOR THE BUTLER TRAIL

Community Goals:

- Acknowledge the history of racial disparities (Asian, Black, Latino, Native communities and others) that have shaped access to and ideas about public space, open space and sustainability in Austin
- Promote healing relationships – for communities, for individuals and for the land
- Create new meanings for users and expand Austin's collective memory about the Trail
- Expand people's connection to the trail, broadening and deepening the constituency that uses the Trail and sustains it.



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Permanent Artworks

Temporary Artworks

Performance Artworks

Artist Residencies

Community Engagement, Planning & Design Projects

Arts and Culture Programming & Events





Collections Management Policy

Developed under a provision of the **City of Austin Artwork Donation and Loan Policy and Application** (Adopted 3-21-13, revised 12/2014 and 11/2018) that allows a City department to borrow or acquire artwork without obtaining Arts Commission approval, if it has an adopted and approved Collection Management Policy in place: *Section VI- 2.*



Collections Management Policy

Directly applies to TCC Temporary Artworks that are commissioned or sponsored OR obtained by loan and displayed.

Temporary Artworks:

Initiated by TTC or artwork loans accepted by TTC would be subject to technical review through PARD's Community Activated Parks Program (CAPP) process.

Proposed by other entities would be referred to TTC for initial screening through its proposal process. If accepted, it would go through the CAPP process.

TTC will also follow the artist selection and project management protocols in this Policy for:

- Performance-Based artworks commissioned or sponsored by TTC
- Artists in Engagement, Planning and Design Projects
- Artist-designed features of permanent Trail enhancements that are not formally commissioned as public art and not formally accessioned into Austin's Public Art Collection.
- Artist Residencies



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Collections Management Policy

Permanent Artworks:

City-initiated artworks will be managed by processes in the AIPP Guidelines (for AIPP-initiated works) and PARD's art policies (for PARD-initiated works). TTC is a stakeholder.

Proposals by others will be managed by the City's Donation and Loan Policy.





TTC's Program Management Team:

Arts & Culture Manager - visual arts professional; member of TTC staff and/or contractor; manages the program

Arts & Culture Technical Advisory Group (TAG) - provide technical guidance for the program

Arts & Culture Advisory Committee - provide creative direction and oversight of the program

Task Forces - provide overall guidance for a specific project

Artist Selection Panels - provide artist selections for projects

Curators - develop and implement specific programs and projects with a special focus on artistic direction and outputs of a project



Recruitment and Selection:

TTC will work to reach out to artists as broadly as possible, including artists who would not normally apply and who do not consider themselves as professional artists

Selection processes will be organized to encourage artists from diverse backgrounds to participate by expanding access to information and by reducing barriers to entry

Involvement in Other Processes:

If AIPP proposes an artwork within TTC's POMA boundary or if a Donation or Loan is proposed, TTC will be afforded the same role as the User Dept., Sponsor Dept., or Project Advisor

IF PARD proposes a sponsored artwork with TTC's POMA boundary, TTC will be consulted throughout the feasibility, review and approval processes



Past Presentations:

- AIPP Panel - March 6, 2023

Next Steps:

- Parks and Recreation Board - March 27, 2023
- City Council Agenda - April 13, 2023



Approve the recommendation of AIPP Panel in support of The Trail Conservancy's Arts and Culture Collections Management Plan for the Butler Trail and portions of Town Lake Metropolitan Park.

