

Salem Public Art Commission Meeting

The Public Art Commission (PAC) was held on Tuesday, May 15, 2018, in medium conference room at 98 Washington Street.

Norene Gachignard, Chair of PAC, called the meeting to order at 6:30 pm.

Roll Call:

Members Present: Norene Gachignard, John Andrews, Emily Larsen, Carly Naik Dwyer, Janine Liberty, Kurt Ankeny-Beauchamp, and Deborah Greel, Public Art Planner

Members Not Present: J Michael Sullivan

Introduction of Kate Luchini incoming Staff Planner for Art & Culture

Approval of April minutes:

Liberty made a motion to approve. Dwyer Naik seconded the motion.

Discussion:

Motion passes: 5 in favor

Discussion and Vote on Mural Slam Applicants as recommended by the Artists Selection Panel

Documents and Exhibitions: Mural Slam applications and proposed murals

Ankeny-Beauchamp made a motion to approve. Liberty seconded the motion.

Motion passes: Unanimous

Discussion: There were 29 applications, 10 applicants chosen and Liz Sullivan will fill the 11th spot creating on mural on her shop. Andrews, Greel, Larsen, Kylie Sullivan and Tia Cole were on the selection committee. The selection included artists from Salem and surrounding cities, a variety of ages from 14 and older, individuals and groups. The order was decided and will be shared this week.

Discussion on Vote on Murals on Artists' Row

Discussion: Kelly Rice would like to hang murals in the public schools. Liberty suggested a few playgrounds that have empty spots near basketballs courts that could use a pop of art. Gachignard would like to have art hung in the new city hall. Andrews confirmed with Greel that the murals will be sealed this year. Greel had noticed the acrylic paint had been peeling. Ankeny-Beauchamp asked what type of plywood is used and the cost. Greel informed the PAC that smooth plywood costing about \$45 is used. Andrews suggested asking Home Depot for the wood as a donation next year, maybe offering them a table at Salem Arts Festival. Andrews also suggested creating a contract about the ownership of the art work once it is complete. Greel confirmed that the application does say the murals are owned by the city of Salem.

There was conversation around where the info for the mural slam will live online. Andrews will share the squarespace info for the <http://www.artistsrowsalem.com/> website with Ankeny-Beauchamp and Liberty can update and blast on social media. Liberty will need names, websites and social media handles. Andrews asked whether there were bios, Greel suggested not doing a bio since the artists did not send uniform proposals.

The Ownership of the artist row website is currently through Creative Collective LLC, the city provides <https://www.salem.com/artists-row> which will need to be assessed in the future. Andrews informed the PAC that the city will often include website costs into the marketing budgets.

Artist are:

1. Sophy Tuttle
2. Bruce Orr
3. Liz Sullivan
4. Madison Economides
5. Dan Belisle
6. Salem Academy Slammers/Alicia Arendt
7. Mike Grimaldi
8. Kate Holloaway
9. Casey Stanberry
10. James Rogers
11. Amanda Garcia/Mariah Beard

Discussion on Lighting Proposal:

Documents and Exhibitions: Lighting Proposal by Joey Nicotera of Retonica Light

A formal proposal has been submitted and a purchase order issued for \$4500. The only complication that has arisen is finding the disco balls that can be left outside at the price quoted. Liberty wanted to know if there was a backup plan for the lighting project. Greel informed her that it may cost a little more and/or lights may be placed inside visible windows.

Updates:

Artist row

Artist Row opened full time this week. Tommy is fixing the movable gardens. There has been a wave of Urban Picnics on Thursdays at noon that utilize the tables built by Claudia Paraschiv, former artist in residence. Greel would like to replace some of the broken chairs at the tables, possibly through Lifebridge. The artist row cart will be repaired and Cadi the gardener will update all the garden beds.

A team reviewed the buildings for the City to generate a quote for installing heat, air conditioning and insulation in the units. It is not yet clear whether all of the work can be completed with the existing budget, priority will be given to installing the HVAC units. The Row will still be considered three-season, and Andrews feels that may attract a different type of artist. The buildings could be sub-divided with partial walls. Ankey-Beaucham asked whether the tenants will be leaving in December/January, which could be a "clean sweep." Andrews suggested an in-depth vetting process. Luchini asked about the process and Greel explained that the call is similar to a call for art. Larsen asked the amount the artists pay in rent, Greel gave the amount of \$375 for one of the larger stalls. This year the PAC invited the current tenants back because of the prior year's construction. Luchini will be working with the economic development planner and Artist Row tenants to determine a path moving forward.

Performer Series

Three weeks of performances are planned, laid out in the calendar provided to the PAC. Liberty asked how the selection process went and Greel said the performers were specifically chosen for their interactivity. Dwyer Naik added that they are versatile. Andrews said there were 2 or 3 that didn't fit because of budget, and another couple that wouldn't have fit properly in the space. The \$10,000 budget will be split between the 3 artists. One artist who is a puppeteer may be invited to do an additional project to be paid through the Artist Row revolving account.

Light Cubes

All cubes have arrived. There are 2 people in charge of the cubes. One person will be at the kick-off to the arts festival Friday June 1. Ankeny- Beauchamp reminded the PAC that the cubes could be used for highlighting the Performer Series.

Final Budget Expenditures

1000 Rack Cards would cost \$250 to be placed, as Andrews noted, at the National Parks Service visiting center, as long as the PAC is considered a non-profit. Greel would like to see the rack cards handed out during Salem Arts Festival. \$350 is committed to print Salem Public Art stickers for the cubes, and Gachignard would like A-frames. Andrews recommended having a true marketing campaign created by a company such as Creative Collective or Octocog. Greel says a purchase order would have to be placed within 24 hours and hiring Creative Collective may be a conflict of interest. The PAC agreed on a budget of \$750 for social media advertising and/or a marketing company. The remaining funds will be distributed to the Mural Slam Artists and prize.

Lighting the Alleyway has been postponed until future reference.

Other Business

Public Comment

Adjournment:

Liberty made a motion to adjourn. Andrews seconded the motion.

Meeting adjourned at 8:01