**NOTICE OF PUBLIC MEETING**

Public Art Commission

Tuesday, October 15, 2019, 6:30 pm

City Hall Annex, 98 Washington Street, 1st Floor

**MEETING AGENDA**

* Roll Call Meeting called to order at 6:35 pm by Norene Gachignard

Julie Barry, New Senior Planner of Arts & Culture for the City of Salem

Kurt Ankeny-Beauchamp, Carly Dwyer Naik, Janine Liberty, John Andrews, Norene Gachignard

* Introduction for Julie Barry. Comes from Cambridge Arts, Lives on Lynn/Swampscott line.
* Introduction of PAC members, Barry would like to update records with headshots and a simple bio.
* Approval of Minutes:
  + - August 6, 2019 special meeting Liberty Made a motion Gachignard second motion carried unanimously
    - August 20, 2019 meeting Ankeny-Beauchamp Made a motion Andrews second motion Liberty abstained minutes approved unanimously
    - September 17, 2019 meeting postponed
* Vision Discussion: Who are we and who do we want to be?
  + - Review of PAC mission statement
      1. Liberty will forward the working mission statement to the PAC and Barry
    - Review Salem Public Art Master Plan as it pertains to PAC Mission & Goals
      1. Andrews would like to define what it means to be a commission, and it seems that there has been a learning curve on exactly what is needed or expected of the Arts Commision. There seems to be a lack of branding, and completed projects can be frustrating.
      2. Liberty Feels that when the PAC while struggles with building it’s own brand, working with partners is ideal
      3. Barry would like to know if the PAC would like know what the PAC goals will be. Would the PAC like to use their budget diversity, use on one project or maintain the flexibility of both
      4. Gachignard would like to do both.
      5. Andrews describes the PAC usually works as creative solutions for city problems, such as space activation, and lighting projects.
      6. Ankeny-Beauchamp feels like the PAC has been facilitating and driving Public Art but when reaching out to the city, it seems like there is not a bold project that justified additional funding.
      7. Barry suggests tangible goals, for example having 2 small scale projects and then look into additional funding for a large project.
      8. Andrews feels that Salem Arts Festival’s mural slam and community art project was the PACs most notable project of the year. It was easily facilitated by the city and the money went directly to artists stipends.
      9. Prompted by Gachignard Barry informed the commission that she would like to continue the % for art program. With the current budget status the PAC will not be able to install the type of public art worth of the city’s status. She encouraged the commision to develop their idea of public art.
      10. Liberty would like to assist small projects downtown but would prefer to expand art to other neighborhood.
      11. Community engagement has been a challenge in Salem Public Art pieces. Barry feels strongly that community engagement is a critical piece of public art.
      12. Barry encouraged the PAC to isolate an idea and put out an RFP.
      13. Dwyer Naik finds that the community enjoys art they can activate.
      14. Andrews feels that if there is proper due diligence would benefit the PAC. Things such as marketing and branding are also critical.
      15. Andrews would like to still have the PAC be available for creative solutions and placemaking.
      16. Performance art can be considered public art under the ordinance but it would utilize the budget for non tangible items.
    - Establish Key Goals for rest of FY20 and Future Goals for FY21
      1. Performance Series in Summer July/June of 2020 split between multiple parks.

Discussion

Andrews made the motion Gachignard seconded

Motion Approved unanimously

* + - 1. Salem Arts Festival

Does the PAC want to continue supporting arts festival in June at the same level funding with further

Discussion: The PAC will need to discuss how the funds are distributed.

Andrews made a motion, Ankeny- Beauchamp seconded

Approved unanimously

* + - 1. Indigenous portrait by an indegenous artist for city hall. To Commission this portrait it would cost between 10k to 15k

Ankeny- Beauchamp made a motion Liberty seconded

Discussion would the PAC want to support at 2021 commissioning as long as it doesn’t take the whole budget.

Motion Approved unanimously

* + - 1. Hanging gallery at the Community Life Center
         1. Andrews, and Dwyer Naik feel that supplying hardware for art shouldn’t come out of the PAC budget
* Artists’ Row Plan Discussion
  + - The PAC would like to redo the RFP.
      1. Andrews feels that it was a successful artists community but not a successful business incubator.
      2. Would it be helpful to have a budget for a program manager for artists row and derby square.
      3. Engaging business development education.
         1. Gachignard would like to see if enterprise center assist?
    - Lease Term & Regulation Adjustments
    - Call for New Tenants Timing & Content
      1. Barry suggest staggering the renewal
      2. Expanding the lease to 2 years
      3. Current Artists are able to resubmit
      4. Based on feedback a collaborative approach seems to be the best.
      5. A sub committee of John Andrews, Kurt Ankeny-Beauchamp, and Carly Dwyer Naik.
* FY20 Budget Discussion
  + - Art Hanging System for Community Life Center
    - Performance Series Ideas
    - Commissioning of Portrait of Important/Prominent Indigenous Figure by a local Indigenous artist, if possible  
      1) See Above Section “Establish Key Goals for rest of FY20 and Future Goals for FY21”
* Artist Toolkit for How to Make Public Art in Salem – Draft Review & Discussion
  + - Tabled for future discussion but will be a goal for the PAC in 2020
* Salem Culture Council Presentation by Matthew Cornell
  + - Matthew Cornell SCC would like to partner with the SPAC in the future to create a project
    - There was a project in the idea phase
    - The Salem community has already voiced the want for a Charlotte Forten Park sculpture.
    - Another project in the city was able to crowdfund a public art piece for another location.
    - The SCC can raise additional funds designated to project that fall within the SCC guidelines.
    - Andrews suggested having the SCC use additional funding for the multiple festivals
    - Barry would like to have continued communications with the SCC and invited them back for future meetings.
    - SCC would help facilitating venues for the grantees they have.
* Action Items
  + - What are the details for the revolving account
    - Can it be used for a programming manager.
    - Next Month Agenda Is it possible to fund festivals in the future, such as Salem Films Festival
* Public Comments
  + - Where does the PAC funds come from?
      1. The budget given from the city and Mayor
      2. The PAC approves the spending

Adjourn

* + - Ankeny-Beauchamp made the motion to approve, Liberty seconded. Motion adjourned at 8:10pm