

## MISSOULA PUBLIC ART COMMITTEE MINUTES

May 16, 2017 – 4:00 PM

Jack Reidy Conference Room

140 W. Pine, Missoula, MT 59802

**Members Present:** Kathi Olson, Courtney LeBlanc, Taag Peterson, Cathay Smith, Helen Hallenbeck

**Members Absent:** Peter Lambros, Doug Olson, Kia Lyszak, Julie Armstrong

**Others Present:** Becca McCarron (ARTS Missoula), Ariel Bleth (artist)

1. **Call to Order at 4:05pm**
2. **No Public Comment**
3. **Guest(s)** Artist Ariel Bleth, returns with an update on the Parking Garage mural and a pitch for alternative locations
  - a. Ariel joins us with an update on her mural in the parking structure on main street she proposed at the last meeting. **She has determined that this is not the best location for the project.** Her original idea of creating a mosaic piece on the outside pole of the parking garage was a very visible space. Ariel thinks a space that is more forgiving might make more sense for what she has in mind. **She would like to have a greater amount of people be involved and this might be more challenging working in such an open area as her original idea suggests.**
  - b. Kathi asks Ariel how she would make the project work with the studio process? Ariel says that creating a piece on a wall that is easier to have more people work on at once can create a more collaborative effort throughout the entire installation of the piece. Whereas, if it was on the street as originally intended, it might take more behind the scenes studio work.
  - c. Kathi says to Ariel to not discount the original space idea, it was a great idea. Ariel says that yes, that is true, but it would entail her working with one or two people to get the project done. Her true vision is to make it a large collaborative piece. Taag asks if this collaborative vision would complicate it for Public Art Committee? Perhaps if we are unclear on the location and who is involved, it would be challenging seeing that content is included in this process, therefore we wouldn't necessarily know what we are getting.
  - d. Kathi says it would be a community based project, and if Ariel went through PAC suggestions and approval for funding, it would work.
  - e. Ariel expresses her concern with the main street parking garage. It is such a visible space, and would be her first time working in this way with people. It might be better to find a space where she is more comfortable with other people collaborating.
  - f. Kathi asks if Ariel might be interested in doing something on an interior wall of the parking garage as an alternative. The Parking Commission was very supportive of public art efforts so it could probably go anywhere? Perhaps that is another option.
  - g. Ariel says she considered that idea, but was interested in creating a piece to go on an exterior wall because of the natural light. That said, outside art pieces would be exposed to the elements and are more apt to be damaged. Kathi also suggests putting a piece on the top level of the parking garage where the walls are exterior but not right on the street.
  - h. Courtney asks Ariel to clarify that the piece would be made of glass mosaic? Also, what are her reservations with studio time? Ariel expresses that it would be better to have a larger group of people involved. Soft landing is an organization that might be interested in inviting community

members to be involved. Kathi adds that the front left side of the Soft Landing wall is vacant, and that could be another installation possibility for Ariel.

- i. Courtney asks Ariel is she would you be willing to do both a mosaic and painting piece? This could be a way to accomplish Ariel's vision as well as being able to incorporate a larger group. Ariel says, yes, she is open to this idea and would just need to find some partners to work with. Courtney says that parking garage still could be a great idea.
- j. PAC likes the idea, and would like to be able to help with problem solving. If there is public money, PAC would have to be involved. PAC has experience with artists who have done murals. PAC is open to Ariel's ideas(glass, paint, etc.) and is not attempting to change Ariel's vision, just offering suggestions. Paint might be a more accessible medium if Ariel wants to include children. Approaching Soft Landing, might be a great option for her as well.
- k. Ariel would like to go forward with the project. Kathi suggests to Ariel to register for art calls, on the City of Missoula Public Art, City Bid page so she will be notified if there is an art call. **Ariel should stay in touch with Becca and the PAC and keep us updated.**

#### 4. Approval of Minutes

- a. April 18, 2017 - *Minutes are Tabled*. Need Peter to clarify a correction at next committee meeting, (Becca's hiring process).

I. Corrections: Section #5, Becca Hiring process. Section #10, parking meter, ARTS Missoula ownership of meters. Section #6, B: guaranteeing quality of artwork.

#### 5. Yearly Goals Discussion - Peter - Peter not present

#### 6. Traffic Signal Box Update – Kathi

- a. Kathi: we are down to **2 Traffic Signal Boxes and looking at potentially 2 more**. As of right now we will have just the two official ones. The art call was pushed back. Applications are due June 30th. Applications are posted on the city site. {TSB schedule handed out}. In July, works will be judged by selection committee. Then by August, the TSB's should be completed. River City Roots Festival should have this information posted on their website.
- b. Helen asks Becca to put Traffic Signal Boxes dates on PAC Calendar.
- c. The topic of whether or not the committee is funding a TSB? **Is there contractual language for the PAC to use its money to fund new art work efforts rather than putting it towards maintenance or using it to keep the committee going?**
- d. Helen requests to add to the June agenda a discussion about PAC contributing to the TSB's.
- e. Kathi expresses that our maintenance portion of the budget has to go to maintain art. We do have administrative funds, to be used as we see fit for the administration of the program. Which could potentially include funding a piece of art, if we believe that we have the money. Perhaps the Committee could think about the initiation of a campaign? For example holding a "kickstarter" campaign once a year for funding a project. Currently, our funding is made up of grants, donations, and the 1.5% allocation for art. Maybe it is time to think outside the box and perhaps do some sort of campaign? Taag: or figure out how to use internal money?
- f. Helen asks: if we do a kickstart event, could we allocate where that money goes? Courtney says that allocation information could be stated in description of the campaign (what money goes where).

- g. Kathi: If the Committee could allocate a certain amount of money, and potentially collaborate with whoever we are working with to have them match the amount? How would that process work? Maybe next year as a Committee we can think about being a part of Missoula Gives? As well as a yearly campaign as we discussed? Perhaps there is an opportunity because we are currently limited in the art we can do.
- h. Helen asks Becca to send links to ordinance, when agenda is sent out (1.5 % ordinances)
- i. Kathi: We have been doing 5-10 TSB's per year. Kia & Taag had raised the motion to raise artist's payment to \$1500. Costs have gone up all the way around including this increased payment to artists. The TSB call right now has two artist's at \$1500. TSB artist, Melissa Madsen, who did a signal box at Miller Creek, was asked to replace the old one she made and she will receive \$1500 this time around. Kathi expresses that we have had National press on the TSB project, it is doing well, and it's fun. This is a project that can be little (2 artists) or big and go in waves; as long as we have new and fresh art.

## 7. Public Art Guide - Kathi

- a. 10th Anniversary edition of the Public Art Guide has been released! {Copies at meeting.} Kathi says - we broke even. First and foremost: Thank you to everyone who advertised, thank you to the Missoulian, including the design team and everyone who participated!
- b. It has been great collaborating with the other art entities within Missoula. We collaborated with the University, MAM on the new Art Park, etc. and those efforts really enrich all the art as a whole. We also have new advertisers included. Geoff Badenoch did the wonderful introductory piece. There were 10,000 copies made. They are in Montana magazine, and all of the advertisers get boxes full of Art Guide copies (and as many boxes as they want).
- c. Helen asks Becca if we could get the advertisers addresses, information from Jackie. We want to make one letter, to say thank you to all of the advertisers and to have them ready for the Committee to sign at the next meeting.

## 8. Parking Meter Project Update - Kia

- a. Kia is not present. Becca talks about how Linda McCarthy and Karen Snow from Downtown Missoula Partnership have been helping with the process. The initial idea was to have the parking meter subcommittee meet and come up with a proposed packet of information with cost info, who will install, future plans for the meters, whether there will be insurance, etc. Then, locations that Linda & Karen have scouted out would be contacted to see if they are interested. Locations/owners include: (planters at Bank St., Central Park Concrete Pad & East Main Parking Lot [Rod Austin], Parking lot on East Broadway [Joe Brooke], Sorella's Corner [Judy Brodsky], Select North Higgins Locations [Carol Word, Charles Stevenson, Bill Wyckman, Aaron Gingerelli, etc.]
- b. Meanwhile, Linda McCarthy has contacted Charlie & Liz Stevenson, owners of 420 Higgins & Pine (Jimmy Johns Corner) and they are interested in installing parking meters right away. They have 3-4 bulbouts in which they are planning to landscape come June 1st and would like to incorporate parking meters into that landscaping effort.
- c. This is a promising option, but ultimately **the subcommittee needs to meet before any decision is made finalizing this location (or looking at other locations).**

## 9. MCAT Documentary Update - Courtney

- a. Becca emailed North Missoula Community Development Corporation to see if we can show our MCAT documentary at one of the Outdoor Cinema movie showings this summer. Northside responded saying that they have sponsorship packets, for people who would like to advertise. They are similarly priced as The Roxy. Courtney says that she will schedule a time to meet with Heidi, of North Missoula Community Development Corporation, to communicate that we are not advertising. Also, to determine if there are particular sponsors already listed to show before another film this summer and if we can join in on one of their slots before the movie. Courtney would like to talk to Heidi and NMCDC about the fact that this documentary is not an advertisement, but an exhibition of our work. Courtney says, being a sponsor would be spending a lot of money for something when we aren't advertising in the first place. Courtney asks the Committee if this is something they are interested in pursuing further.
- b. **Kathi suggests that Courtney set up a meeting with Heidi and summarize what our options are and how we can potentially collaborate with NMCDC and a sponsor.** It is worth pursuing, and seeing if they are open to what we have to offer.

## 10. Lighting for Perseverance & Passage Update - Taag

- a. Becca contacted Montana Tourism Grant Managers to check on the progress of grant, as she had not heard anything. Carol Crockett from the Montana Tourism Grant Program replied and forwarded Becca a letter that was sent to Peter on May 4th, issuing a rejection.
- b. Taag asks to check with Peter to tailor it to resubmit it July 1? We are aware that Brianna did it to make sure that it got sent out when it was due. Becca should contact the Tourism Grant Managers to ask them what our mistakes were and how we can strengthen it in order to resubmit. Taag says that: Brianna was at what she thought was the end of application deadline. Perhaps the grant was reopened in April if they had last minute money come in? Or they came into another round of funding.
- c. Taag asks if there is a way we can resend it? Is there a vehicle to resubmit? Courtney asks if Brianna perhaps submitted a preproposal? We need to decide as a committee, if we want to hold out for a year and wait for the big money? Or could it be that there was a little money left at the end.
- d. Kathi suggests that perhaps Peter & Taag call to ask what happened.
- e. Kathi suggests that Becca should email back her contact and ask how we can improve our grant application and what notes they have.
- f. Kathi suggests we hold a Silver Park Subcommittee meeting. Another suggestion was to submit a grant to have people update our PAC Website in the future.

## 11. Announcements, News, or Upcoming Events

- a. Becca Announces that the **National Center for Arts Research released its 3rd Annual Arts Vibrancy Index**. Missoula ranked #4 out of top 10 arts vibrant medium communities. The Committee asks Becca to email the link to of the full NCAR article to committee
- b. Based on last meetings discussion on **Audio Art**, Becca looked into a couple contacts who have audio art programs. Becca has scheduled to talk to Caitlin Martin, who works with the Association for Public Art in Philadelphia about their Audio art program. The Committee suggests to ask Caitlin: What information is reasonable to give in an audio recording? How long

are people willing to stand there and listen? What content do you include? Who narrates? Our audio recordings would be on an app, how is that related to your system? Helen asks where our log of information on all of the art pieces and artists is. Kathi says it is with the City of Missoula/Mayor's office. Kathi also has records of artist information. Helen asks- if we do not have access to the artist, is it appropriate to speak for them when it comes to the audio recordings? Helen has audio material for narrations. There is basic text on the app as well. The next question is; who would narrate? Artists could do recording themselves? We could find a great radio voice potentially? This audio art would make our app really inclusive for the community, which is great.

- c. Kathi says there were 10 people at the **copyright workshop** last month. This workshop was successful and everyone was highly engaged. It is educational to creative people about copyright, and it might grow further with the intellectual property committee. The workshop is thanks to Cathay. We should send Sarah a committee thank you, who was the co-sponsor of this event.

## 12. Comments

## 13. Adjournment 5:30

**The City makes reasonable accommodations for any known disability that may interfere with a person's ability to participate in this meeting. People needing assistance should provide advanced notice to allow adequate time to make needed arrangements. Please call Heidi Bakula at (406) 552-6003 or write her at Mayor's office, 435 Ryman, Missoula, MT 59802 to make the request known.**

### STRATEGIC PLANNING GOALS 2017-2019

**Mission: The Public Art Committee affirms the city's role as an advocate to public art, fosters and enriches the aesthetic of the City of Missoula, values and promotes the contributions of artists to the community and furthers the objectives of Missoula City Ordinance 3221.**

**Vision: The Public Art Committee envisions a community where art and artists are valued, and where public art is integrated into the fabric of our place, and enhances the quality of life of its citizens.**

#### YEAR 1-2017

##### Outreach and Awareness

- A. Create monthly marketing PSAs
- B. Improve website
- C. Begin public art education for artists
- D. Make quarterly reports to council
- E. Establish a more formal connection to U of M art department
- F. Engage in community feedback

##### Governance

- A. Actively invite native representation onto committee
- B. Bring accounting and professional reporting to council
- C. Create annual planning and follow plan
- D. Create a catalogue and condition report
- E. Intentional use of staff and chair time

##### Quality

- A. Increase art call submissions

#### **Fundraising and Project Development**

- A. Pursue the idea of joining county
- B. Increase staff time
- C. Deepen our relationships to other Public Art Committees for inspiration and funding ideas
- D. Actively seek out grant funding
- E. Enrich private/public partnerships

#### **Projects**

- A. One big project per year- form committee
- B. Public Art Guide
- C. Parking meters
- D. Lighting for Crossings
- E. Lighting for Perseverance and Passage
- F. Traffic Signal Boxes

#### **YEAR 2- 2018**

##### **Outreach and Awareness**

- A. Create a public art scavenger hunt
- B. Continued public art education for artists
- C. Create a friends of public art volunteer group
- D. Enrich relationships with local artists by holding artists events

##### **Quality**

- A. Hit maintenance harder

##### **Fundraising and Project Development**

- A. Continue to increase staff time
- B. Enrich private and public partnerships

##### **Projects**

- A. One big project per year
- B. Sculpture Park
- C. Live art/painting and music
- D. Community interactive art

#### **YEAR 3- 2019**

##### **Fundraising and Project Development**

- A. Continue to increase staff time

- B. Ask city for project specific money

##### **Projects**

- A. One big project per year
- B. Bench project