

MISSOULA PUBLIC ART COMMITTEE MINUTES

September 18th, 2018 – 4:00 PM

Jack Reidy Conference Room

140 W. Pine, Missoula, MT 59802

Committee Members Present: Courtney LeBlanc, Lisa Simon, Patricia Thornton, Taag Peterson, Stoney Sasser, Kathi Olson

Committee Members Absent: Peter Lambros, Julie Armstrong, Cathay Smith

Others Present: Becca MacLean (staff), Jacob MacLean (observing)

1. Call to Order 4:03pm

2. No Public Comment

3. Guest(s)

a. Mark Foff, Big Sky High School, Senior Public Art Project

- Guest not present.

4. Approval of Minutes

- a. March 20th, April 17th, May 15th, 2018 - *Stoney motions to approve March, April & May minutes. Patricia seconds this motion. All are in favor. March, April, May minutes are approved.*
- b. August 21st, 2018 - *Stoney motions to approve August minutes with suggested minor typo corrections. Patricia seconds this motion. All are in favor. August minutes are approved.*

5. Traffic Signal Box Update - Kathi

- a. Kathi discusses the four new TSBs. Artists have been interviewed and locations have been selected. Adventure Cycling is funding Greg Siple's, Biking to Missoula box (redone). Artists will be out working on boxes September 28th - October 3rd. Kathi encourages PAC to visit them while they are working.
- b. All are welcome to the TSB dedication on Friday, October 5th at 6pm at the Dana Gallery. Kathi will be bringing Public Art Guides & Flyers.
- c. *Discussion on TSB Dedication social media posts (tag artists, use hashtag #missoulapublicart)

6. UofM Pilot Program Fall 2018 - Becca

- a. Becca, Taag & Patricia met with Kevin Bell to discuss the Fall installment of the Pilot Program. Current students will uninstall their work the first week of December. New works from students will also be due that first week of December. PAC will meet to select pieces in first week of December. Matt Lawson (City Facilities Manager) will patch holes between first and second week of December. New students will install in the

second week of December. Becca will move forward without a PAC subcommittee for the time being.

- b. PAC discusses future possibilities for these spaces. Involve recent graduates? Voncommon work? Find more public spaces?
- c. Lisa suggests providing a larger window to accept applications. Lisa also suggests the Russell Court House as a potential new space. Becca will get in touch with Lisa for this contact.
- d. PAC discusses if we should begin taking a percentage of sales from these exhibitions. Taking a percentage of sales may teach students saleability. We can “highly encourage” they submit work that is for sale. *Lisa motions for PAC to have a 25% take on all of the University of Montana School of Art work. Taag seconds this motion. All are in favor. Motion is approved.*
- e. Courtney suggests we hold a seminar on saleability of artwork.

7. Missoulia, Tour Missoula App - Becca

- a. Becca explains that Jacque Walawander at the Missoulia brought to her attention the Tour Missoula Mobile App. Jacque suggested that Arts Missoula or PAC take it over.
- b. *Becca shows PAC app images.
- c. PAC feels that Arts Missoula would be the better organization to take this on. PAC suggests Becca ask Tom if Arts Missoula would like the app. Arts Missoula could see what it would cost for a developer to redesign the app and show Becca how to maintain it. Lisa has a suggestion for an individual that could redesign the app. Becca will be in touch with Lisa on this.
- d. PAC could potentially fundraise to help support the app as well.
- e. Lisa suggests pitching for businesses to support the app since we support their sales on First Friday, etc. We could look into having 10% of proceeds from a restaurant downtown go to PAC efforts. Also, potentially one Friday out of the year we could get multiple breweries to partner with us. We could get together with Arts Missoula to approach businesses (plonk, top hat, distilleries, breweries) to fund this app and a developer (both the PAC and Arts Missoula together).
- f. Add to agenda next meeting after discussion with Tom.
- g. App and website together? Missoula Downtown Association in this conversation at some point.

8. Lighting for Perseverance & Passage Update- Taag

- a. No changes to report. Taag is meeting with Parks & Rec to review our lighting pitch from last time since we are proposing to travel the wire through a different area in the park. Updates to come.

9. Yearly Goals Discussion - Courtney

- a. Yearly Goals Discussion to be scheduled early 2019.
- b. Side Discussion: Our Montana Rail Link Art Park Art Submissions are due this Friday. We need to get our selection committee together that includes PAC, MRL, MRA, Parks & Rec, Neighborhoods, etc. *PAC discusses dates *

- c. Tuesday, October 2nd, 4pm in Jack Reidy Conference Room will be selection committee meeting.
- d. Finalists will be announced October 5th. Becca will reach out to selection committee and artists to inform all of dates.

10. Additional Bylaw Discussion [Conflict of Interest Language] - Courtney

- a. Tabled until October.

11. Van Buren Soil Wall, Mural & Greetings Missoula - Becca

- a. Van Buren Mural: Emily Jensen with the Rattlesnake Neighborhood is applying for the neighborhood grant for this mural. Emily would need PAC help with finding artists and an art call. PAC should ask if the grant she is currently applying for would need information about artists and community involvement. Patricia suggests children's art? Preschool? Rattlesnake school? Collaboration between pro artist & kids? Becca will reach out to Emily Jensen to discuss.
- b. Becca & Patricia will get clarification on the Missoula mural Design Review Board.
- c. Becca refreshes PAC on what Greetings Missoula is seeking. Patricia asks if the artist who would potentially paint a letter would get paid? Lisa is willing to help Greetings Missoula specifically with social media & artists. Becca will give Greetings Missoula, Lisa's contact info.

12. New Parks, Percent for Art Projects - Courtney

- a. Courtney is still waiting to hear back on numbers for our potential percent for art projects. Dale Bickell and Ryan Applegate are our contacts. Updates to come.

13. Kickstarter Fundraising Effort - Kathi

- a. Lisa explains that if we want to do a kickstarter to fundraise, it's important we get our name out first. Lisa suggests spending 6 months or so boosting our Facebook presence (spending money to boost posts, contests, hashtags, QR codes, scavenger hunt for public art, take a picture with your favorite TSB, etc.). We need to get more likes on our Facebook page! Also, on social media, be sure to tag and reach out to other organizations. #missoulaartscene #missoulapublicart
- b. Courtney suggests approaching high school or college students to get them involved in our social media.
- c. Stoney suggests getting breweries involved (ex: one TSB image = half off a drink). Stoney proposed we keep brewery/pint night fundraising more general and we could meanwhile allocate towards the app.
- d. We could also reach out to high school english teachers and have them incorporate our art pieces into their field trips downtown. Dairy Queen or Big Dipper may be good contacts to work with on a deal as well.
- e. Becca & PAC can ask artists living in town to take pictures in front of their box. On CD's at Becca's office are more images of TSBs. We could do a social media campaign to regenerate love for all of the public art pieces. Then, 6 months down the road hold an

official kickstarter for PAC fundraising [official social media campaign launch in January, with kickstarter Summer 2019].

- f. At Nov & Dec meeting: set up a game plan for this campaign & kickstarter.
- g. Social Media/Kickstarter PAC subcommittee?
- h. Every month a PAC member could be in charge of content/sharing posts in collaboration with Becca.
- i. Becca will remind PAC to like our Facebook page and invite their friends. Also remind artists to like page and artist registry folks.
- j. Becca will get in touch with Lisa about her social media strategies.

14. Becca Updates [Reschedule, Nov. Meeting]

- a. Meeting moved to Tuesday, November 13th, 4-6pm

15. Announcements, News, or Upcoming Events

- a. Kathi introduces to PAC her conversation with Big Sky High School and Southgate neighborhood folks. Kathi said she would explore helping seniors do a public art project or be involved in some way for their senior art project (with Mark Foff from BSHS). Perhaps PAC would help a student through the process of submitting. This could be an annual project? This is just in its idea phase. Mark could come to a PAC meeting next month. Kathi & Courtney meet with Mark beforehand?
- b. PAC discusses our prioritization of artists (emerging artists, professional artists, students, etc). We should be sure we are creating opportunity for all of them.
- c. Next meeting we will vote on when to have our annual yearly goals meeting.
- d. Taag explains Missoula Public Library Gnome house and overhang piece issue brought to his attention. PAC feels this is the library's responsibility to handle these artworks and if they are moved, etc.

16. No Comments

17. Adjournment 6:05pm

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