

MISSOULA PUBLIC ART COMMITTEE MINUTES

July 18, 2017 – 4:00 PM

Jack Reidy Conference Room

140 W. Pine, Missoula, MT 59802

Members Present: Kathi Olson, Courtney LeBlanc, Cathay Smith, Helen Hallenbeck, Kia Lyszak

Members Absent: Taag Peterson, Peter Lambros, Julie Armstrong, Doug Olson

Others Present: Becca McCarron(ARTS Missoula)

1. Called to Order at 4:05pm

2. No Public Comment

3. Guest(s)

- a. **Joshua Martel - Mural Proposal** - Guest not present, tabled to August.
- b. **Heidi West- North Missoula Community Development Corporation, Outdoor Cinema, MCAT Documentary (*documentary to be shown after meeting)** - Guest not present, MCAT documentary discussion moved to agenda topic.

4. Approval of Minutes

- a. June 20th, 2017 - Members present were not all at June meeting, therefore are unable to vote on these minutes. Quorum not reached. Minutes Tabled to August.

5. MCAT documentary - Courtney

- Courtney explains that she met with Heidi West from North Missoula Community Development Corporation. They are officially putting the PAC down to show the MCAT documentary on Friday, September 8th before the showing of the movie that night. NMCDC/The Outdoor Cinema in return, would like social media shout outs on Facebook & Instagram, etc. from the PAC. We are essentially going to be sponsoring them on social media. Heidi expressed during their meeting that they struggle with social media/advertising so it would be great of the PAC to help with this effort.
- Kathi reminds the committee that the Traffic Signal Box dedication is on September 1st.
- A parallel idea discussed last meeting is giving a parking meter to the NMCDC. Kathi suggests it might be a good idea to install one in front of the NMCDC office. There could be multiple meters that represent different causes. Courtney mentions that Heidi West from NMCDC was very interested in the parking meter idea and would be flexible with whatever ideas we come up with.
- Another potential venue to show the MCAT documentary that Courtney has been looking into is the Wine Merchant. It would be on the October First Friday. This could be an opportunity to reach a different audience than NMCDC would provide. This has not been officially confirmed, but is an idea to consider. The Wine Merchant venue would allow for Scott at MCAT to be recognized. These two venue opportunities would allow for the PAC to expand the pool of people we reach and start cross collaboration between different groups.

- **Courtney motions to proceed with the discussed relationship with Northside Missoula Community Development Corporation. We will show the MCAT documentary on September 8th and do social media shout outs for NMCDC through Facebook and Instagram. We will continue to build and work on a relationship with them throughout the coming year. Cathay seconds this motion. All are in favor. Motion is approved.**
- Kathi adds that ultimately everyone needs to be happy with the final project, which is the TSB MCAT documentary. She wants to be sure everyone has accurate information when walking away from watching it. *MCAT documentary will be viewed after meeting adjournment for committee members that would like to view it.
- Tell Us Something is the main sponsor of the September 8th Outdoor Cinema showing. They are allowing us to show our documentary so it would be nice to extend a thank you of some sort. Storytelling is so important and they could be a wonderful partner for us to pursue as well.

6. Traffic Signal Box Update - Kathi

- Kathi updates the committee on the progress of the TSB project. She explains that there will be a meeting this coming Monday, July 24th at 6pm in either the Jack Reidy Conference Room or the MRA Conference Room in the City Council Chambers. It will be a Selection Committee meeting to determine the 2 TSB artist finalists. There have been 6 submittals for the 2 locations of Traffic Signal Boxes.
- The reason the meeting is happening later than expected is because of a scheduling issue with the representatives from the neighborhoods. Kathi says that they could not hold a meeting with out all neighborhoods present, seeing that they are the representing locations where these boxes will be installed. Becca will send out an email and confirm the selection committee meeting & location. Kathi invites all PAC members to come! Anyone from the public is also welcome. Kathi says at the meeting, we can will go ahead and pick the final 2 boxes in order to move forward. She says all of the boxes are on Submittable.com, so the PAC can take a look at submissions. We will vote on the boxes with the neighborhood representatives on Monday.
- Kathi explains that 3 grants were awarded. One box is actually a replacement of the TSB at Miller Creek. This box was removed and the neighborhood wants Melissa Madsen [the original artist] to redo her box. Everything is all set-up for her to paint the box again. Also, the box at Wardens that was removed, is going to be redone as well. Adventure Cycling wants to sponsor it being wrapped again, [Bikers photo collage box]. Kathi says that this means we will actually be getting 4 new boxes: 2 new ones and the 2 being redone. The dedication is September 1st, First Friday at the Dana Gallery. It will be a fun event, artists will be introduced and talk about their boxes. Everyone is welcome!

7. Parking Meter Project Update - Becca

- Becca updates the PAC on the Parking Meter Project. Currently, the planter on Higgins & Pine that is closest to Merrill Lynch has been cleared out by Nature's Best, the landscapers. The project has been officially approved by Doug Harby from City Engineering. The next hurdle is to contact a locator to mark where utilities are before any digging takes place in order to implant the meter poles.

- Kia and Kathi suggest bringing Matt, from ARTS Missoula into a PAC meeting soon to talk about the collaboration between the PAC and ARTS Missoula as we begin introducing the next stage of the parking meter project: the art call for professional artists.

8. Lighting for Perseverance & Passage Update - Taag

- Taag is not present.
- Kathi updates the committee on information she is aware of regarding the lighting for Perseverance & Passage. Kathi says that Taag has been working with Ellen Buchanan from the Missoula Redevelopment Agency. MRA may be willing to pay for lighting the sculpture, assuming the plan gets city approval and complies with the Dark Skies Ordinance. Jason DeCunzo and Taag are planning to meet with the head of public works to be sure that all the guidelines are being met. It appears that we are one step closer to getting the piece lit. Ultimately, Ellen is in support, it is just a matter of presenting this proposal and getting everything officially approved. Big thank you to Taag for all of his work on this endeavor!

9. Artist's Freedom vs. Themed Work Discussion - Doug

- Doug is not present - Discussion Tabled.

10. PAC's Contribution to fund a Traffic Signal Box/Kickstarter funding - Helen/Kathi

- Helen asks why the PAC does not fund a Traffic Signal Box. Kathi says, often if the money could be raised instead of it coming out of the PAC fund, that it ultimately what ends up happening. Kathi explains that from the 1.5% Public Art Ordinance, 1% is used towards art projects. We also use a percentage for administrative purposes. Kathi says we use the other half percent for Becca and for maintenance. To date, the PAC has not raised money to put towards an art project. That is why Kathi has suggested kickstarter funding as a means to raise money.
- Helen says that if fundraising is a goal listed in our yearly goals, why shouldn't we raise money to fund a Traffic Signal Box seeing that it would directly allow us to service that mission? One idea suggested is to list projects people can donate to on our website (exactly where their money would be directed).
- Kathi says that fundraising is challenging so it often has not been something the PAC has leaned toward. PAC determines it may be a worthy idea to have the committee sponsoring one box a year.
- Cathay agrees that we need an art project fund. It would be great to have some kind of matching fund program.
- Another idea discussed is raising a certain amount of money and then splitting payments between multiple boxes instead of just funding one box. We could raise \$1500 and say the PAC is willing to give \$200 per box for example. Cathay says that an option could be pre-selecting locations and see if people are willing to help fund for that particular location. Kathi explains that we already pick the location for the boxes first, and then give them to artists after that. That is why downtown boxes were painted first, because there was more support in that area. Now we are moving into neighborhoods because they want to be involved, which is exciting.

Kathi also adds that there are still boxes not in a 'neighborhood'. The PAC could pick a box there to focus on fundraising for, since there wouldn't necessarily be direct support in that area.

- Kia suggests doing a once a year - "Go Fund Me" effort. As well as sending letters to a mailing list in order to gain financial support. She suggests a format of: for \$1500 you can fund a TSB, for \$500 you can help fund a mural, for \$200 you can fund this project, etc. Kia suggests we pick a month, and promote our efforts and how much money we would like to raise. If it is a targeted effort over a certain amount of time, that would be a successful way to raise funds.
- Helen suggests October as a month to focus on because it is arts and humanities month. This month was determined to be too soon. Cathay asks if these funds are tax deductible, Kathi replies - they have been in the past. That donation people would be making would be to ARTS Missoula. That donation would then be written off for the PAC.
- Kia suggests we take part in Missoula Gives next year. Kia says that it would be great to have an option to donate on our PAC website, but in reality people don't just go to websites randomly to donate. It needs to be advertised or encouraged through social media or other means. People need to be directed to our website.
- Kathi asks if we could make a subcommittee, to coordinate a fundraising effort by the end of the year? It would be really great for us to be able to offer money to artists that approach us.
- Helen asks what cost would look like to put a flyer into the paper versus sending out letters. Kia thinks that sending letters with people's names is more personal and would be more effective.
- **Courtney motions to put out a letter for fundraising purposes in December of 2017. Letter content will be done at August or September meeting for PAC approval. Helen seconds. All in favor. Motion is approved.**
- **Kia will write letter. Cathay will edit. Kathi will work on the design.**

11. Yearly Goals Discussion - Peter

- Peter not present.
- Becca updates the PAC on Yearly Goals she has been working on from the June meeting. Becca discusses the idea of sending monthly or regular email newsletters to people who are registered to receive it, in order to accomplish our goal of community outreach. Three topics were discussed: 1. Artist Registry: update the current artist registry so we have a compiled lists of artists to contact with new art calls. 2. Official Public Service Announcements 3. General "newsletter" updates that people can sign up for by giving us their email and mailing address in order to receive updates about the PAC. Kia suggests directing people through the ARTS Missoula newsletter and on social media. Becca should add to our website a way to sign up for these updates. Also, newsletters will need to be approved by Peter [content of what's being sent].
- Another yearly goal discussed last meeting was reaching out to the UM Art Department to see if a professor can make a meeting in order to begin a relationship discussion. Becca explains that she has reached out to Maryann Bonjorni, Jim Bailey, and Rafael Chacon and has not heard a response. Most likely, professors are busy or enjoying their summer. Other professors the PAC

suggest to reach out to are Beth Lo & Jack Metcalf. Courtney has also reached out to her UM contacts but not had any luck.

- Kathi suggests that we put a Becca Update line item on the agenda in order to allow Becca to update the committee on what she has been working on.

12. Announcements, News, or Upcoming Events - No announcements, news, or upcoming events.

13. No Comments

14. Adjournment 5:15pm

*(MCAT Traffic Signal Box video shown to committee members that have not seen it & are available to stick around) - Video begun at 5:15pm approximately.

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