

City of Salem, Massachusetts



"Know Your Rights Under the Open Meeting Law, M.G.L. c. 30A ss. 18-25 and
City Ordinance Sections 2-2028 through 2-2033."

The City Council Committee on Administration & Finance co-posted with the Committee of the Whole
met in the Council Chamber on Wednesday May 1, 2019 at 6:00 P.M.
for the purpose of discussing the matters(s) listed below. Notice of this meeting was posted on
April 18, 2019 at 11:49 A.M.

(This meeting is being recorded)

ATTENDANCE

ABSENT WERE:

Gerard J. Flynn (arrived 6:15pm)
↳ (arrived 7:10pm)

SUBJECT(S)

#196 Meet to Establish a percent for Art Ordinance requiring a percentage of our annual capital improvement budget be devoted to funding for public artworks and cultural programming in the City of Salem

Madore: Art feeds the soul; vibrancy is
reason to move/live here; speaks to
community values; public art is definitely
underfunded. Even though we are 'arts
and culture hub of North Shore' but that's
due to volunteers. Other communities are
looking to us. We don't want to lose our
organizations to neighboring communities.
Order is here to begin conversation

Kate Luchini & Lillian Hsu ; Public Art
Planners, former & current
Several invited guests here.

Kate Luchini: Her position created and funded in 2013 out of master plan.

Annual total budget \$10,000

- Each year, choose a couple of small projects
- Review of programmatic activity
- Great to have more funding available
- Would think of ways to infuse art into infrastructure
- Improves safety and wayfinding & vitality
- Public Education can be improved
- What do we want our spaces to look like?
- Cultural travelers in Salem are willing to spend more than other types of travelers

Lillian Hsu: Director of Public Arts, Cambridge
(4 year member of Salem Public Arts Cmn)

- ↳ Important to think about integrating art
 - ↳ Why art? Many examples of working with other departments
 - ↳ Art can be temporary / visual improvement vs. High
 - ↳ Programmatic Art for kids can improve overall grades
 - ↳ wayfinding / Art makes pathways more attractive
 - ↳ Art can be memorials
 - ↳ Collaborations w/ non-profits & for-profits
 - ↳ Tactical urbanism → increase public awareness
 - ↳ Simple signs don't engage the public and spread awareness the way art does
 - ↳ Public Art Youth Council (Perform @ public art sites)
 - ↳ Teens & Seniors - Field trips to public art sites
 - ↳ way to elevate & highlight history of city
 - ↳ make construction areas look better (design murals for sidewalk screens)
- Suggestion: The city, with more funding, can be the partner to bring more vibrancy to city

Furey: Is this legal?

Rennard: We can create ordinance; auditors

Giardelli: Other cities who do it have much larger budgets

↳ We can do it w/ policy via capital projects

↳ Could take a % from developments

↳ Not sure the % of capital is the best vehicle

↳ Important discussion; determine best avenue

↳ Commission should be in touch w/ city regarding goals (perhaps part of city budget process)

Furey: Stickwork was a huge draw

Lynn is embracing art amazingly.

Strong supporter. Vital part. Vibrant.

Giardelli: Lynn has strong public-private partnership

Turkel: Very limited resources

Preference: % of hotel/motel tax to public art

↳ Virtuous circle

↳ Investing in art draws people to the city

↳ Partnerships

↳ What should we do, and how can we spark that?

Madore: Lynn art is paid for by private \$

↳ Who is driving those decisions? How inclusive and resident-driven can private art be?

↳ We don't want % to be inflexible

↳ Explore other avenues

↳ Happy re: discussion - needs to continue

↳ Look ahead & plan w/out increasing taxes

↳ Values-driven

Giardelli: Public-private; city could balance out

Flynn: Don't want taxes increasing; Private entities stepping up - help communities

Luchini: Hard to put art first; impossible tough to count on private \$; misconception that ppl love funding the arts → they don't

↳ We have no control over private art

↳ Should be public-private: need a consistent funding stream

John Andrews (Creative Collective) [4]
Lots of important city support from art
↳ It's not an "extra" → it's central on so many fronts
↳ Flip the dialog re: how we talk about it
↳ Community could use some wins
↳ Brings more \$ to Salem - proven
↳ It's amazing our reputation is 'arts & culture friendly' → we don't support it

Liz Polay-Whettengal (Chair of Salem Cultural Council)
↳ Funded by State of MA (\$16K)
↳ Schools submit grants from arts programs at schools
↳ \$60-\$70K of requests to fund w/ \$16,000 budget
↳ Madore: An example when schools requested and were not funded?

↳ Polay-Whettengal: Couldn't fund request re: play (St.)
Jenna Ide: Early planning important
↳ Helpful: guidance on how much \$ to request
↳ Are we asking designers to bring someone on board to think about it? (from the start)
↳ If you don't ask, they won't do it
↳ A dedicated stream will help (won't solve all)
↳ How do we vet things (public art)?
↳ Public Art approval process (third party)
↳ When things are just 'guidelines' it can get lost
↳ Action is better (developing policies)
↳ Mindset change

Gary Gill (Ward 3): Focus on \$ from the city, for art → like hotel/motel tax % idea; Cost \$500 over 8 years out of pocket for rainbow crosswalks

Robert Boss Kennedy: Working artist
↳ Need an inventory of public art in Salem
↳ How can we proceed w/ new art without investing in management and maintenance of existing art (bifurcated budget)
↳ Everyone has "turfs" → different departments and boards oversee different pieces →

Kennedy: Issue of 'Big Metal Box' → How? [5]
↳ Make sure we don't 'run before we walk'
↳ John Andrews does much more than he gets credit for. Listen to him.
↳ Other cities - 1% from new devlpmt (Public Art Funds)
↳ Another % for maintenance.
↳ Don't let dvpr control art - never get it right.
↳ If you give artists a chance → they will self-fund
↳ Lynn is amazing; nothing from Salem
↳ Look at other spaces besides center of downtown
↳ Too much micromanagement
↳ Open calls
↳ Artists Row - improve w/ \$ and talk
↳ Connect what we have to more spending
↳ Support system
Madore: Luchini taking on inventory on public art
Turiel: Listing on website
Luchini: Senior Citizen & H.S. Senior working on inventory / 'story map'
Andrews: No \$ for maintenance stops projects
Turiel: How Planning handles site plan review.

→

On the motion of C.

the meeting adjourned at 8:00 P.M.

Lisa B Peterson

(Chairperson)

Madore: Who drives result when private money is used → Where is public art in that?

Peterson: Private drives advertisement

Turiel: Maintenance (comes from capital side)?

↳ Not incorporate art, but contribute to a fund (city revolving fund)

↳ Managed appropriately by the city

Furey: There will always be other needs. If not now, when? City needs to set example.

We need leadership. Guaranteed stream.

Gerard: Add to Site Plan Review - spread it out

↳ % of some level have to contribute.

↳ Opt-in from tax bill → check box (consistent among and bring back more informed by experts)

Turiel: Motion: Keep in Committee

Gerard: Second

Madore: Support

BUT need to engage Public Art Commission and figure out funding gaps.

Vote: In Favor: 5

Against: 0

Abstain: 0

#196



CITY OF SALEM

In City Council,

March 28, 2019

Ordered:

That the Committee on Administration and Finance co-posted with the Committee of the Whole meet to discuss establishing a Percent for Art Ordinance to require a percentage of our annual capital improvement budget be devoted to funding for public artworks and cultural programming in the City of Salem and that the following be invited: The Mayor or Representative, Public Art Commission, Public Art Planner, City Solicitor, Finance Director, Director of Capital Projects, and Director of Salem Main Streets, *Salem Cultural Council*

In City Council March 28, 2019
Adopted

ATTEST:

ILENE SIMONS
CITY CLERK