

## **Salem Public Art Commission Meeting**

March 21, 2017

The Public Art Commission (PAC) was held on Tuesday, March 21, 2017, 2016, in Room 314, Third Floor, at 120 Washington Street, Salem, MA.

Norene Gachignard, Chairperson, called the meeting to order at 6:06

### **Roll Call:**

Members Present: Norene Gachignard, Lillian Hsu, James Fallon, Janine Liberty, J Michael Sullivan, Amanda Moore, Austin Barron Bailly and Deborah Greel, Public Art Planner

### **Approval of February Minutes:**

Hsu made a motion to approve. Liberty seconded the motion.

*Discussion:* Hsu mentioned that the minutes as the minutes are public record it would be helpful to reference a person's title. For example, reference the title of Tom St. Pierre, Director of Building Department for the City of Salem.

Motions passes: 7-0

### **Artist Selection Panels**

*Documents and Exhibitions: Artist Selection Panels - 2017*

*Discussion:* Greel included the list of the panel members who have been invited and have accepted in the packet of material. Moore asked to be sent, via email, a word document of the "Call for Celebrating the Urban Environment". Hsu asked for it in the body of the email. Moore and Liberty want to send to students and artists they know. Greel mentioned that the call has gone national due to listings in places such as the National Endowment for the Arts and CODAworx, an online design magazine.

### **Public Art Work Plan – Next Steps**

*Documents and Exhibitions: Public Art Work Plan, Collaborations*

**Collaborations** – Greel presented a list of organizations that either the PAC has approved and or supported and the projects she is involved with that might have some connection to the PAC. Hsu said we might not need to put the logo on all collaborations depending on our involvement. Gachignard said it should be on everything. Greel said we should get credit for projects we are involved with or help facilitate. Moore said we should use our portals to promote this is something we are behind, organized and supported by the PAC. She noted that Creative Salem might share our Facebook posts. Moore asked about how the support for the those on the list and how are we contributing. Liberty suggested a boilerplate message from the PAC that is used to promote the projects. Sullivan said that public art planner is the major conduit with these organizations. Bailly said with the exception for Artists' Row. She asked that the commission take five minutes to have Greel explain each one.

Salem Public Space Project – *Tidal Shift* – Approved by PAC as City Agency

Salem Arts Festival – Neither commission programmed or approved.

Mural Slam – Initiated and funded by PAC

Artists' Row – Administered by PAC

CyberArts – Augmented Reality Exhibit – 2017 – Supported by PAC

Salem Sound Coast Watch – *Mural Program & Painted Stair Project* – Approved

Salem State University Art Program – *Artbox & Ken Reker's temporary art installations* – Approved and funded installations

Mass Poetry Festival – *Chalk It Up to Poetry* – Idea generated by Public Art Planner

Salem High School Art Program – *Artbox* – Will be approved by PAC

Salem Public School – *All City Art Exhibit* – Collaboration with Public Art Planner

Salem Academy Charter School – *Murals* – Not involved at the present time

Boys & Girls Club – *Murals* – Approved by PAC

Salem Classical – *Performing Arts/Old Town Hall* – Collaboration with Public Art Planner

Very Small Theatre – *Performing Arts/Derby Square* – Collaboration with Public Art Planner

### **Comments:**

Hsu said this can create opportunities of the list of projects approved and funded so eventually PAC can get the word out. Liberty said we need to use words like ‘collaboration’ and Moore said we can fully own the projects what is conceived by us and projects that are also approved and funded.

Moore said there should be a paragraph that lists the most important key projects with links to their website address and dates when the projects are happening. Hsu said we need to credit the partners that Greel works with that might also include businesses and neighborhood organizations. Moore noted that PAC should use the Google calendar that she previously set up with events that PAC is involved with.

Moore asked about bringing collaborators together and Liberty said that when we have a logo we should invite them to get together so we can introduce the PAC and inform them of our work.

Gachignard said if we collaborate with Salem Classical as performing arts it is another form of art for the public. Sullivan said that as the commission we aren’t involved. Gachignard suggested tying the performances to Artists’ Row. Moore suggested commissioning a performance on Artists’ Row using funds from the PAC budget around the time of the opening of “Celebrating the Urban Environment.”

When discussing performances in Derby Square, Hsu asked how buskers are licensed. Greel said through the licensing board.

Bailly reiterated the need for a calendar on the PAC website for cross referencing all of the activities touched by PAC. Greel expressed concern about her capacity to maintain the calendar. Hsu noted that we should ask those involved with the projects to promote us and we can send them our logo. Moore offered to put dates on the google calendar. Moore also suggested if PAC members attend an event they download their photos to a dropbox folder.

**Social Media Strategy:** Gachignard suggested we do a social media presentation at the next meeting. Moore and Liberty said they could accommodate the request.

**Marketing/Signage/Logo:** Greel noted that Rick Rawlins, of Rick Rawlins Work, who is working on the PAC logo said it would be ready mid-May.

### **Updates:**

**RFQ for Vintage Market in Derby Square:** Only one submission was received. Whitney Haskell, the purchasing agent for the city, and Greel will interview the one applicant.

**Artists’ Row:** The AiR Pilot Program parameters are complete. Greel will meet with Claudia Paraschiv and go over the program.

**Comments:** Hsu suggested that there needs to be more parameters in terms of a job description and a more specific timeline, workplan and documentation for the program. She also suggested that \$500 of the stipend be set aside for any last-minute changes to the program. Greel asked for

suggestions to include in the job description and Gachignard and Hsu offered to craft language to use.

Two applicants for the one space left on the Row. One applicant proposes a fine art gallery featuring oils, pastels, and watercolors paintings, jewelry, photography, wood and stone sculpture by 5 artists. They will provide workshops, demonstrations and classes. Artists will 'work' in the space, painting and sketching. The other application is ZBY Studio, a joint husband and wife venture who are both painters. Paintings range from fishing boats to graffiti covered freight trains. They both have backgrounds in graffiti and street art and which to pursue public art.

**Augmented Landscape:** George Fifield from Cyberarts has a sponsorship packet to help raise funds for the program. As of this date I don't know how much he has raised. He received \$830 from the Salem Cultural Council. Estimated time of installation is end of May.

**Public Comment:**

Fallon made a motion to adjourn. Bailly seconded the motion.

Motion passes: 7-0

Adjourn: Time 7:30 pm