

MISSOULA PUBLIC ART COMMITTEE MINUTES

April 18, 2017 – 4:00 PM

Jack Reidy Conference Room

140 W. Pine, Missoula, MT 59802

Members Present: Doug Olson, Taag Peterson, Peter Lambros, Helen Hallenbeck, Kia Liszak, Cathay Smith, Julie Armstrong, Kathi Olson

Members Absent: Courtney LeBlanc

Also Present: Becca McCarron (ARTS Missoula) , Tiffany Brander (Missoula Parking Commission), Ariel Bleth (Artist)

1. Called to Order at 4:08

2. No Public Comment

3. Guest(s)

- a. **Artist Ariel Bleth and Parking Commission's Tiffany Brander, discuss a potential mural in the Parking Garage downtown.** Ariel and Tiffany have joined us to discuss the parking garage mural. Ariel approached parks and rec about working on a public art project in the central parking garage. It is a dark and gloomy space and they would like to pursue a project that livens it up. They wanted to come to the City of Missoula Public Art Committee to make this project happen. Ariel has projected a design. The financial aspects have not been ironed out.
- b. The **idea is to mosaic one of the columns in the central parking area** downtown. If this is successful it could have the potential of expanding to all of the columns down the row in the garage. A couple concepts or **design ideas** include: something integrating refugee families in the Missoula area to make them feel welcome, "welcome" the word in different languages, birds, water, waterfalls.
- c. Tiffany and Ariel express that it would begin with the entrance column to the garage (as was pulled up on Google Earth). Tiffany says there is a total of 6 columns, so 6 future projects that don't necessarily need to be connected. This first column would be covered with material on 3 sides, not all 4. The committee mentions how aesthetically, it might be nicer to do both entrance poles, not just the one. There has been expressed interest by the parking commission to eventually cover the entire garage and create "themed" floors (ex: I parked on the fish floor, instead of floor 2).
- d. The Committee asks Ariel what **materials** will be used for the project. Ariel talks about a combination of glass tile and ceramic tile. It would either be attached directly to the cement surface, or put on so it can be removed. The dimensions are 40 square feet, 8 ft tall, approximately.
- e. Peter asks Ariel and Tiffany "what arrangement have you come to for **finances?**". Ariel says she thinks they will need \$4000, total. Kathi expresses that she wonders if \$4000 would be enough to successfully complete the project. Ariel says the idea is that the Public Art Committee provides \$2000, a working commission committed to half. So, half is raised, and half needs to be raised. Ariel says it may be \$1000 for purchasing materials and she has potential recyclable

materials that may be helpful. Ariel hopes to be stipend \$10 an hour. Peter expresses to Ariel and Tiffany that our ordinance allows us to make a direct commission.

- f. Ariel then discusses the **install and studio time**. She says install time for putting the work on the pole itself would be quick, 3 days potentially, after it is all cut and created. Ariel is committed to working on this project after work hours and weekends and she could potentially conjure volunteers.
- g. Kathi suggests that Soft landing might be a good connection and opportunity for the project. There may be a financial opportunity there.
- h. The committee discusses **safety concerns** for this proposal. Ariel needs to determine whether the tile will be put on the building directly, or on substrate material, or in a metal frame of some sort. Adhering the material properly is important to ensure its safety and longevity in the Montana weather. Doug suggests that there are materials that may work such as adhering material people use for glass and pools.
- i. Peter asks the committee “what is our process? What have we done in the past for independent commissions?”. Kathi replied, “we decide yay or nay for the piece and yay or nay for assistance or funding. It then becomes part of our long term maintenance.”
- j. Peter asks if there are any other stake holders? Public art has a hold on it because it is a public building. The funding between the parking commission and foundation is a stakeholder. The fact that it is public money is what brought Tiffany and Ariel here to the Committee.
- k. Kia, Kathi, and Peter all express direct support of the project with the promise of further detail. Peter concludes with the notion that this proposal is positive and seems like a great idea. Mosaic projects are a great community project. He says to Ariel and Tiffany that before a financial commitment is made, the committee needs a better idea of the budget. Even if the committee can’t have a complete vision, something that has a sense of completion on how we are tackling the first phase. **Peter invited Tiffany and Ariel to come back with a new round of detail. Peter says to determine structurally what they need, and what the complete vision is, as well as a budget and personal stipend.**
- l. Peter tells Ariel and Tiffany to contact Becca for more information or with any other questions. **The ball is in Ariel's court to reach out to Public Art Committee if she wants to continue with this proposal.**

4. Approval of Minutes

- a. February 21, 2017- ***Doug makes a motion to approve minutes, Kathi seconds. All are in favor. Motion is approved.***
- b. March 21, 2017- Kathi suggests changing her name under “Public Art Guide” category to be changed to, The Missoulian. ***Doug motion to approve with corrections, Helen seconds. Motion is approved.***

5. Introduction to Becca, the new Public Art Coordinator

- a. Peter introduces Becca, the new Public Art Coordinator, to the Public Art Committee. Peter explains Arts Missoula is under the supervision of Tom Benson and it not subject to standard City of Missoula hiring practices. Therefore Tom and Peter ran through a limited process which concluded hiring Becca. Peter talks about his thoughts about Becca's interview and prompts Becca to introduce herself to the committee. Becca explains that she is excited for the opportunity and is still in school until mid-May upon when she will be able to work her full allotted work schedule.

6. New Park, Parking Space Annual Art Project - Julie

- a. Julie discusses the idea of the New Park, Parking Space project. The project would be to paint parking spaces, but the details of this project are unclear. She expresses that the main concern is that **we do not have the ability to pay artists**. Julie and Kia hold the decision of moving forward with this event up to the Public Art Committee. Cathay asks if this is a fundraising opportunity. Julie says this is an ultimately an art enhancement piece, to give artists the opportunity to display work over the summer.
- b. Julie adds that we could do an art call, and then have businesses sponsor pieces after they were down. The concern was that it wouldn't produce quality pieces without a guaranteed payment to the artists. It would also be a challenge to get sponsorship after the fact. Taag says, "why does it have to be 'good' art, why would we have to follow the program that we don't have to pay?". Julie says we may want to consider ways to guarantee the quality of the artwork.
- c. Kia suggests it could be a project for the ZACC to take over. If it turned into a loose community festival event, it might be a better opportunity for the ZACC to fundraise. Although, it would be good for the Public Art Committee to spearhead in order to bring awareness of the committee to the community.
- d. Helen suggests that based on the Public Art Committee's yearly goal, to be less passive, perhaps we should set strict guidelines for artists such as a limiting color palette. Julie says they talked about buying the paints for the event. Doug expresses a concern for the paint being **environmentally safe** so as it comes off it does not pollute the river. Potentially, stores could donate environmental friendly paint. Julie asks if the committee thinks this idea would bring interested artists or if we should open it up to the community. Julie also says if the committee cannot pay for this event, we could get sponsors. Julie says the event is currently proposed for June 17th and 18th.
- e. Peter says that philosophically, do we want to do something where no one gets paid? A committee member needs to officially take charge of it in order for it to come to fruition. Kia expresses that she cannot help with that date, but supports the idea and logistically it would be challenging to do in the month of August. Potentially it could also be in collaboration with charities in the area.
- f. Helen suggests that **this project be considered next year**, because the date is so close, it wouldn't give us enough time to sink our teeth into it. Cathay then suggests if we start small, with less artists it may be less overwhelming and could get the ball rolling on a larger project in the future. Kia suggests maybe doing the parking spots in conjunction with River City Roots Festival. That way with artists and the community all around, it would be well advertised. These

spots could be the public art committees piece of that festival. Another suggestion is making it a pop up, guerilla art type event. Or, as an awareness builder for the Public Art Committee.

- g. Kathi reminds us of other projects including parking meters, traffic signal boxes, etc. this may be too much of a commitment for such a fast turn around. Julie says another potential idea would be to **make the event reoccurring** and the committee would buy the paint, and not pay the artists. Taag suggests a competition. Julie then suggests tabling until next meeting or make project smaller, or push to next year. The committee discusses putting Julie in charge of doing research on other communities that have done this project and how they have pulled it off successfully.
- h. **Business sponsorship** is discussed. Business owners could put on their website for example, "We are proud to sponsor Hellgate elementary parking spot" .Kia says businesses might be interested in sponsoring the event versus the actually individual spot. Kathi says sponsoring is almost impossible after the art has been made. Committee agrees that the time frame is very short. The conclusion is to determine the meaning behind why we are doing this project before making any other decisions.
- i. ***Helen makes a motion to table idea. She suggests forming a subcommittee that can get back to the main committee that can decide why to do it and how it would impact our community by the August Public Art Committee meeting. Doug Seconds that. Motion stands as it was. Motion to table carries.***
- j. **In concluding remarks:** Taag is in philosophical support. Kia is in support. Cathay is in support but will not be available during that time. Julie, Helen, Cathay, and Kathi will help. Peter says the only pathway he sees is a commercial route. It could be, for example, \$1000 for a business to sponsor. He likes the idea but is concerned about budgeting. If it's fun, how are we going to buy environmental paint? Or is it commercial? If we are calling it a fundraiser, then why not make it totally commercial? The Committee needs to choose one or the other.

7. MCAT Documentary Update - Courtney - Courtney not present

8. Traffic Signal Box Update – Kathi

- a. Kathi expresses that there are 3 more traffic signal boxes in the works. We may end up with a total of 5, and 2 can be added at the end. Kathi says that she would like the committee to be putting money towards this traffic signal box because it has been the most noteworthy project in this committee. Kathi mentions that we should be getting submittals for TSB designs by the first Friday in June and interviews are to follow in the middle of June. Then, the finals round will ensue. Kathi already has artists talking about submitting. The donations that are lined up are the same as in the past, and this will take place during the Roots Festival Weekend.
- b. Updates to continue.

9. Public Art Guide - Kathi

- a. Kathi says that Jacque needs one or two more ads for the public art guide. The guide is coming together smoothly and there will be 10,000 copies in the Montana magazine in May. Public Art Guides may be put in the Missoulian as well. Kathi says she has not seen the draft yet, but it

will be out in May. Kathi expresses that, until people don't make money on it, Public Art Guides continue to be a great idea, and everyone appreciates that publication.

- b. Updates to continue.

10. Parking Meter Project Update - Kia

- a. Kia expresses that the Parking Meter Project, PAC and ARTS Missoula sub-committee, met and had a first review of the parking meters that were painted at First Night. Only some of the Parking meters were weeded out. This meeting was not a final selection process. The sub-committee has narrowed down the parking meters to 5 or 6, and it will be narrowed down further soon.
- b. ARTS Missoula is envisioning an “art parking” set up. ARTS Missoula (Matt) is looking for a location for these, as well as determining the cost of mounting the meters. Kia expresses that we are committed to pay artists \$300-500 for their work. The ARTS Missoula meters were mostly done by kids and some are better than others. Kia says the next step will be to put out an art call and place the more professionally painted meters from that call in a separate location. The Public Art Committee will be in charge of the art call.
- c. The next step, Kia says, is that the sub-committee will meet in early May and then make a decision. Then, the Public art committee, ARTS Missoula, MDA, and the people from whatever location is chosen will determine the final selection.
- d. After our next meeting, there will be more updates to come.

11. Lighting for Perseverance & Passage Update - Taag

- a. Taag asks if Becca is aware of the grant that was submitted. Becca expresses that Brianna submitted the grant. The response email should be back to Becca’s email, as that is the account the grant was sent from. Peter suggests that Becca become familiar with the grant and what information she can provide the committee with about it in the future.

12. Announcements, News, or Upcoming Events

- a. Kathi reminds the committee of the **Copyright workshop** on Thursday, April 20th. Cathay elaborates and explains how attorneys will be walking through the process of copyright and registration. It is truly an event that gives back to support local artists. Kathi says she talked to Heidi and she sent out advertising for the copyright workshop. Kathi says it is about the process of copyright as well as understanding what it means that is important. Peter asks Becca to share copyright event on Facebook.
- b. Helen discusses ideas about the possibility of an **audio tour for art**, that is connected to an ipod. Having audible information in connection to public art would be beneficial and interesting. Helen asks “if we have narratives of art pieces, could the Missoulian post them on the app?” Kathi says the art museum and the trail did an audio tour for the galleries for a couple of their shows. Helen says often the intent of artist is long gone once the work is installed, so narration might be helpful. Peter says it could accompany our plaques, so people can be more aware. Peter suggests to Becca to look into the idea of narrating our pieces in the future. Helen and Kathi mention talking to Jacque and are interested in helping.

- c. Peter suggest that we continue to **print yearly goals onto the back of agendas**. Also, to begin hammering down on our yearly goals. Peter suggests we put our yearly goals at the front of the next agenda, and spend some time planning it out for the year. This way we can turn our yearly goals into reality. He suggests doing this with grant writing, etc.
- d. Discussion ensues about Doug’s previous topic regarding **wanting public art to not necessarily be connected to themes, and the idea of giving artists freedom**. How can we keep artist's creativity our top priority when so often there are themes attached to proposals? Where can the impulse of freedom play a role? Pull back on theme based things? Doug expresses interest in drawing attention to types of art calls, theme based vs artist ideas. He suggests the committee has these conversations. If we do a theme based art call, how much emphasis does the artist have vs. public art committee? Peter asks if we are seeking a more open art opportunity for artists and what we can do as a committee to honor Doug’s discussion. Peter wants to bring these ideas full circle. Doug will be gone in May so Peter asks Becca to put this on the front end of agenda item in June 2017.

13. Comments

14. Adjournment 6:13pm

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

- B. Ask city for project specific money

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
- B. Bench project

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