

MISSOULA PUBLIC ART COMMITTEE MINUTES

September 19, 2017 – 4:00 PM

Jack Reidy Conference Room

140 W. Pine, Missoula, MT 59802

Members Present: Doug Olson, Helen Hallenbeck, Taag Peterson, Peter Lambros, Kathi Olson, Kia Lyszak

Members Absent: Julie Armstrong, Courtney LeBlanc, Cathay Smith

Others Present: Becca McCarron (ARTS Missoula), Nikki Perez (Parks & Rec), Maryann Bonjorni (UM School of Art), Olivia Frazier (UM Student attending for a class), Cassidy Anderson (UM Student attending for a class), Sela Hardy (UM Student attending for a class)

1. Call to Order 4:08pm

2. No Public Comment

3. Guest(s):

- **Nikki Perez - City of Missoula Parks & Rec- Art Showcase, Fort Missoula Regional Park**
- a. Nikki joins us from the new 156 Acre Fort Missoula Regional Park. *Nikki passes out images of the park and promotional materials*. She is interested in collaborating with the PAC to do an art showcase at this facility. She would also like to develop a way to communicate with us when they do have an art festival in order to make more connections. This park is a wonderful venue and could be a great opportunity for a large amount of people to enjoy art outside of the typical art venue.
- b. The park has the capacity to hold large scale events such as an art showcase. The park initially tried to host an art-type event which was, "Glowfest". The event itself was a success, but the art portion did not go well. Nikki says she does not have experience with art calls or working with artists and would love PAC's advice and thoughts on how we might partner in the future to help get Missoula artist's exposure and interested in this venue.
- c. Helen asks what her purpose is for artists - exhibition or sales? Nikki says the purpose is exhibition primarily. Nikki says that on city property, artists have to pay a \$63 permit in order to sell their work. Doug & Kia says that there are a lot of successful art fairs/showcases that require artists to do that. Artists should be used to paying for space to sell their work.
- d. Helen asks if Nikki has an area in the park for an art installation or if she is envisioning a one day event? Nikki says she is envisioning a one day only pop-up event. Nikki is able to fund and organize an event with the help of Destination Missoula. Their drive is to bring tourism to Missoula. Missoula Parks and Rec can provide staff time, planning, material, etc. but they lack the connection to the subculture of artists that the PAC has access to.
- e. Kia asks Nikki more about Glowfest. Nikki says they had a glow maze, blacklight photo booth, slow exposure photography, etc. They had about 500 people come out but only 1 artist present. Helen makes the point that maybe this event drew a lot of young people with no money to spend on art. Kia says the requests/requirements when having an art call can get muddy when you have a lot going on. Kia suggests looking into having a one day installation with one artist

and keeping it very simple. She suggests using the funding from Destination Missoula to pay an artist to come out and do a fun one day art show (installation, pop-up, etc.).

- f. Helen asks what PAC can do to contribute? Nikki says this feedback is great! Kathi says Nikki could also call people (connections PAC has) to individually invite artists. Being very specific and inviting artists to do a specific thing might be a great strategy.
- g. Kia also mentions that perhaps artists were not interested in Glowfest because not many artists make art that glows. She thinks inviting artists with specific ideas in mind is a great direction to go. PAC suggests that we can help Fort Missoula Regional Park on our social media platforms for putting out art calls, etc.
- h. Nikki wonders what the possibility is of bringing bigger, more well known artists to Missoula to this venue? Nikki is in the process of putting together a promotional packet to be sent to Destination Missoula and then send out. She asks the PAC what she should include in this packet to entice artists? Doug encourages looking at other art fairs as examples. PAC says to not exclude the realm of Fine Art when promoting the space. Doug suggests looking at a Missoula calendar and making the Parks Art Fair on a day that does not conflict with another big Missoula event. Peter says that the demographic for attendees has to match the art form being represented at shows like this.
- i. **Nikki proposes that she will create a mock-up of what Fort Missoula Regional Park would like to do on behalf of the city. She will put together something visually. She will set up what the showcase would look like in line with today's discussion. Then, she will bring this back to PAC and we can help her troubleshoot, suggest contacts, and who to involve, etc. This will happen before she goes forward with financing and exact dollars/grants. PAC says yes, that sounds doable! *Doug Olson will be the committee member point of contact for Nikki on this project. Becca is a point of contact as well.**
- j. Kathi reminds everyone that we are also working with the UM School of Art to push out an art call and these might be overlapping projects. Peter says - yes, the PAC is always trying to match art, locations, and funding. Peter asks Nikki if she could be a liaison for the PAC. She says yes, she can be a point of contact for any future installation or questions the committee has about the space.
- k. Peter asks if Fort Missoula Regional Park has any temporary or permanent exhibit space where PAC would rotate art out once or twice a year? Nikki says yes, their space called "The Commons" would be ideal. It is an outdoor space across from Big Sky High School. The parking lot near the commons should be finished Summer 2018. Nikki says it has to be put through the Historical Preservation District Society guidelines for how the piece is going to be shown. The display needs to have a historical feel (not the piece itself - unless it is permanent). *Nikki discusses architecture of the commons*. Nikki reminds PAC that if art were to be housed here, it would be exposed and not have security. Donna at Parks & Rec is a contact person for this endeavor. Nikki says there are two small indoor spaces and the park has a small full time staff.
- l. PAC asks Becca to create (or continue) a contact resource base that includes contacts such as Maryann, Nikki, etc. We can have a list of people connected to locations to reach out to. We can also pass on art calls through our art registry to them.

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- m. Peter asks our 3 guests about their purpose at the PAC meeting. Guests say they are observing/taking notes for a Community Environment Class.
 - n. Cassidy asks how the PAC members got to be on the committee. Peter explains that some are City Council Approved, some are appointed by the Mayor, some apply as they see an open position, etc.
 - **Maryann Bonjorni - UofM School of Art**
 - a. Peter welcomes Maryann back. He recaps briefly about our collaboration discussion last month. We had discussed creating an art call for emerging artists. Maryann wrote a draft for the School of Art Staff and sent to PAC. We interested mostly in the idea of indoor spaces - but they could be outdoor eventually.
 - b. Maryann clarifies that we should be discussing emerging artists, not necessarily just students. We want this to be inclusive of students and emerging artists. Maryann had sent out a draft to inform faculty to pass along to their classes, post on school website, etc. Also, we still need to identify possible spaces. Maryann suggests we find very easy locations so this project is achievable and then we can grow from there. PAC asks Becca to get Julie Armstrong in touch with Maryann. Julie had volunteered last meeting to find locations. Maryann would be happy to walk around with Julie and find spaces. Spaces will be indoor, for now. It will be a temporary space. Any public building that we have access too would be great. In the art call or contract language we must note that because the pieces are not insured or secure, if any damage occurs it is not the PAC or building owner's responsibility.
 - c. Taag says we have to gear our art call to UM students as well as any emerging artist similarly so they are all working with the same information. There could be 2D or 3D work depending on the space, Maryann says. We can figure out the logistics of each building chosen and the walls. The walls will have to be tested. In the application/contract it could say "Building A is for 2D work under 20 lbs, Building B is for 3D, etc."
 - d. Maryann says if we can get the call out we could have applicants applying Feb/Mar/Apr. Whether this is a senior project or not - it would be in addition to what artists are already working on. Maryann feels it is a great opportunity regardless.
 - e. PAC asks Becca to make a spreadsheet of the buildings and their details when we have them.
 - f. Peter asks about the outdoor location by the California Street Bridge. Kathi says this is an in a public right of way and work would not be very protected here either. This could be a potential if/when we do outdoor calls.
 - g. Maryann would like to determine the buildings, the space and whether it can hold 2D or 3D work. Also, we should be in touch with an administrative person or anyone within said building who is interested in working with the committee on this.
 - h. Maryann says if we introduce this to School of Art Professors to add to a syllabus, it should be done by December 2017 so they are able to get it in their spring syllabus. Then, it's a matter of which professors want to put it in their curriculum. Taag says that it could be different for people outside of the university.
 - i. **Maryann suggests that she can draft a call - Kathi offers to help.** Taag asks what this call would entail and how it would be formatted? **Schedule wise, Maryann says the first step would be to**

identify spaces. Then, put out the art call. Perhaps the deadline would be somewhere around January 15th - for a show beginning March 1st? The call should be out for about 2 months. Then there would be a selection committee that would come together to select the artists.

- j. The call needs to be specific. We need to clearly state that we have these *blank* 4 or 5 spaces and here is what we want you to submit. Helen says if the spaces are audited and selected by November - we could have a call out by January. We could make that January 15th submission deadline, review everything and make the final selection. Kathi asks if we will do an interview as well as selection committee process? It would be beneficial for them to go through the entire process. But, the interview isn't totally necessary. It will depend on the number of spaces as well as the number of applicants.
- k. Another question is who would be installing the art? People who understand the building would need to be involved. Maryann says we have to identify who understands the space and be in touch with them.
- l. Peter asks Maryann who should be on the selection committee from the School of Art? The selection committee should be made up of interested stakeholders. Maryann says she will think about it. She likes the idea of having a graduate student or post-bacc student do it.
- m. Within the spaces we have to be sure we do not damage the facility. But, there may be minor repairs. Maryann would be interested in setting up a rubric for spaces we find (Space A takes 6 pieces, 18in - 36in under 20lbs)- for example.
- n. **Helen suggests that the locations/buildings be preselected by next meeting and audited by November. PAC will be in touch with Maryann. Maryann will volunteer to help look for locations. Becca will get Maryann in touch with Julie.**

4. Approval of Minutes

- a. July 18, 2017 - *Helen motions to approve July 18th minutes as written with the qualification that anyone who is not present at today's meeting and was present in July is welcome to make corrections. All are in favor. Motion is Approved.*
- b. August 15, 2017 - *Kathi motions to approve August 15th minutes with Taag's suggested edits. All in favor. Motion is Approved.*

5. MCAT Documentary Update - Courtney

- a. Courtney is not present.
- b. Becca updates PAC. The September 8th showing of the documentary at the Northside Cinema was canceled because of the hazardous air quality. Courtney is working to contact Heidi West to see if we could potentially reschedule the showing. Courtney is also still pursuing the October 6th, First Friday showing of the documentary at the Wine Merchant.
- c. Kia asks what happened to showing the MCAT Documentary at the Roxy? PAC determines that there was a miscommunication perhaps between PAC and the Roxy, therefore that initial partnership didn't work out. Peter asks about the Documentary Film Festival in February as a potential venue option for the documentary. Kia has a meeting with the new director, Rachel Gray. She will mention our documentary to her to see if this is an avenue for us. At the Film

Festival - our documentary could be a filler or intermission piece. Kia will reach out again to the Roxy and will talk with Courtney about it first.

- d. Peter asks to keep this item on the agenda moving forward. We would like to find a great venue and audience for this piece!
- e. Another venue suggestion is the Missoula Public Television Channel that will show throughout the state. Kathi offers to check on connections there seeing that she has helped with TSB projects in other cities.
- f. Kia also suggests thinking about showing the documentary for a First Friday on a big wall downtown. Peter says this would take direct initiative from a committee member. So, this is an option - or piggy-backing off someone already showing films. It just depends on what audience we want and who wants to take initiative.
- g. **Kia will look into the Documentary Film Festival and Kathi will look into Montana Public Television. We will wait to talk to Courtney before releasing the video on our Website or Social Media.**

6. Traffic Signal Box Update – Kathi

- a. Kathi says we had our 2017 Traffic Signal Box Dedication at the Dana Gallery on September 1st. It was very successful. Big thank you to everyone who came and was involved in the evening! Kathi says she has already started presenting to Neighborhood Councils for next years boxes. She says we should have 5 boxes coming in for next year and two that have private funding that want to be replaced.
- b. 2017's boxes are getting great compliments! PAC thanks Kathi for all the hard work she puts in!
- c. Kathi also mentions she has thought more about fundraising ideas through TSB's. She likes the idea of putting images of the boxes on T-shirts, Grocery Bags, Calendars, Postcards, etc. We have amazing art on the boxes and surely people would be interested in TSB related products.
- d. Kia reminds PAC that this might be a great way to connect with Destination Missoula since they are trying to make Missoula a tourist destination through art. We could make products with TSB designs that say "Missoula, MT" to be advocating for that. This could potentially be a great grant opportunity as well.

7. Parking Meter Project - Becca

- a. Tabled to October.

8. Lighting for Perseverance & Passage Update - Taag

- a. Taag says we have postponed the ask for lighting funding from MRA for October. PAC is on the MRA Agenda for October 17th. Peter asks Taag what kind of pulse we are getting from them - Taag thinks we have a good shot. Taag is looking into electrical bids and is making sure that Jason DeCunzo can make the October meeting because it is important for him to be there in person to present our proposal to the committee.

9. Kickstarter Fundraising Effort [December Letters] - Kathi

- a. Kathi reminds PAC about this potential kickstarter/fundraising idea in order to develop money to put towards future projects. Kia says she will begin working on our letter to send out, this month.

10. Artist's Freedom vs. Themed Work - Doug

- a. Peter asks Doug to clarify his concerns and what is important to him. This was on the agenda because often we have art calls that have a specific theme instead of having artists create art for art's sake. Peter asks Doug if his concerns are value oriented or about project ideas. Doug says that PAC never had a real conversation about how art calls get picked and how pieces get picked within that. He felt the piece that got chosen last was very swayed by the theme of the project. Doug will be at the October meeting. This discussion will be moved up the agenda for October. We will reassess the call Doug is referring to and look at PAC's art calls in recent years. Peter asks Becca to be prepared to pull up the Silver Park art call and Park Place next meeting.
- b. Helen asks Becca to email these art calls to the PAC in advance to the meeting so they can look them over. Kathi says she may have PDFs of the calls.
- c. Top of next agenda: Art Call/Doug's Discussion, Chairmanship, & Accounting.

11. Yearly Goals Discussion [Catalog & Condition Reporting] - Peter

- a. Tabled to October.

12. Discussion of Chairmanship - Peter

- a. Tabled to October.

13. Becca Updates

- a. Peter mentions that Becca met with Peter & Kathi regarding accounting. Becca is working on understanding the city's accounting system and Brianna's spreadsheets. She will be meeting with City Financial people to discuss and get direction.

14. Announcements, News, or Upcoming Events

- a. Taag asks Becca to reach out to Julie - because of our goal to have locations for art picked for next meeting. Please let her know that Maryann is happy to help her look at buildings/walls. Copy Peter on email.

15. No Comments

16. Adjournment 5:56pm

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