

Public Art and Cultural Commission

July 24, 2014

Members Present:

Jaan Ferree

Gwynne Rukenbrod

Jennifer Bowen

Guillermo Rodriguez

Victor Palomino

Sharon Trammel

Robert Todd

Jay Fields

Staff Present:

Brenda Mills, Office of Economic Development

Caroline Long, Office of Economic Development

Sam Powers, Office of Economic Development

Chair Guillermo Rodriguez called the meeting to order at 4:03 pm.

1. Approve June 26, 2014 Minutes

Jaan noted an error with the June 26th minutes, and the error has been removed from the finalized version of the minutes. Jay made a motion to approve the minutes as amended, Gwynne Rukenbrod seconded the motion, and all approved.

2. Introduction of New PACC Members

The two new members introduced themselves. Jen used to be a staff liaison to the Arts Commission, and now works with the Asheville Art Museum visitor services and shop. She is passionate about urban art and her interests include starting a mural arts program.

Jay Fields has served on the Urban Trail Sub-Committee and is a journalist and author. He has worked as a creative director for various organizations including the TDA. He has written about craft heritage and art in the WNC area and would like to see the PACC initiate more projects based around the arts.

3. Sub-committee Reporting

Guillermo stepped down as the chair of the Advocacy Committee. Jaan nominated Jen as the new chair of the Advocacy Committee, Gwynne seconded the motion, and the motion carried with none opposed. Gwynne stated that the Native American art event at the Chamber (July 16th) was a success, and Jen noted that it was a great opportunity for her, as a museum official, to prepare for their upcoming exhibit. The Education Committee did not present. Sharon stated Public Art Maintenance did not have anything to report.

4. Acquisition Ad Hoc Committee

Guillermo stated the Committee met to discuss the Burton Street Mural. Brenda presented the artwork and Guillo explained that the canvas mural will be affixed to the wall with a flexible bonding agent and should last up to 30 years. The mural will be installed on the rear wall of the Burton Street Community Center. Jen noted that the Community Center may eventually be demolished with the expansion of the I-26 Connector, and Sharon stated the artwork should be removable. Jen moved to approve the project, Robert seconded the motion, and the motion passed unanimously. Brenda noted that DeWayne Barton and his wife donated the mural, and that Ian Wilkinson (also the artist for the 51 Biltmore Mural) will maintain the piece in the future.

Guillermo made a report on the Fine Arts Theater Marker. He reminded the Commission that Cecil had brought up the idea of a marker to draw attention to the historical significance of the side door which used to be used as an African American entrance. Guillermo noted that the building owners are not comfortable with the idea, and that the PACC would not pursue the project further. Sharon noted that it is still historically significant, and Robert stated that there could be other locations. Gwynne agreed, and stated that Stephanie Twitty with Eagle Market Street Development Corporation may be able to pinpoint another appropriate location.

Guillermo stated that he is attending a private reception to highlight John Lantzius' work in Asheville, and that he has been asked to discuss the possibility of public art to commemorate John's work in revitalizing downtown. At the next Commission meeting, he will report what was discussed.

5. Urban Trail (UT) Subcommittee

Jaan made a motion from the Urban Trail Subcommittee to nominate historian John Turk as a new member of the Urban Trail Subcommittee. Jen seconded the motion and the motion carried with none opposed. Jen suggested Jaan speak to Kevan D. Frazier about possibly joining as a 'tech-savvy' member of the Urban Trail Subcommittee.

Jaan discussed an addendum to the Acquisitions Policy, and Brenda advised that it would need to be examined and approved by the Urban Trail Subcommittee, the Acquisition Ad Hoc Committee, and then finally be brought before the PACC. Jen noted they might like to add language restricting new Urban Trail acquisitions to downtown, or discuss whether they want to expand the Urban Trail to other neighborhoods throughout the city.

Brenda is working on getting pricing on updating the Urban Trail guide. She has spoken to the IT department about possibly adding audio to the current storyboard, or possibly even going to a third party to create an app. She stated this project will be in use for the next five to ten years, so currently they are researching the best possible options. Brenda and Jaan will bring back more information for next meeting.

6. Staff's Report and Information

Brenda spoke about the artist training events that she is doing at RiverLink, to help artists understand the City's contracting and public art processes. She stated the annual planning meeting will be two hours, and will occur after the next regular meeting, from 5-7pm. The 'homework' assignment is for each member to look at his/her respective subcommittees and think about what their upcoming projects should be. The Commission will also be asked to assist the City with planning 3-5 years out for the Percent for Art Program in the coming months.

Brenda noted that the Colonel Robert K. Morgan memorial ceremony will be Thursday, August 14th at noon in the planter area between City Hall and the Buncombe County Courthouse.

7. New Business

Point of Order: Jen stated there has been a lot of transition in the Tannery Studios and that Jeremy Russell with the Studios reached out to her about the unsafe condition of the building. Jeremy, Kitty Love, and the AARC are having a showcase and forum on August 22nd of the Tannery Studios artwork to foster conversation about the cultural significance of these artists and the conditions in which they are working. Robert asked if there is anything the PACC can do to create a line of communication between the artists and the City about building safety and how to maintain appropriate working conversations. Jen stated she will set up a meeting Robert, Gwynne, Brenda, and Jeremy.

The November meeting will be moved from November 27th to November 20th. The December meeting will be moved to December 18th to offset the holidays.

Guillo moved to adjourn the meeting at 5:17 and Jen seconded.