



**PUBLIC ART AND CULTURAL COMMISSION
REGULAR MEETING MINUTES
Thursday, January 22nd, 2015**

Board Members in Attendance:

Chair Guillermo Rodriguez, Vice Chair Gwynne Rukenbrod, Jay Fields, Victor Palomino, Constance Richards, Robert Todd, Sharon Trammel

Board Members Absent:

Jenn Bowen, Jaan Ferree

Staff in Attendance:

Jon Fillman, Caroline Long, Brenda Mills – Community & Economic Development

Guests in Attendance:

None

1. APPROVAL OF MINUTES

Ms. Rukenbrod made a motion to approve the minutes, Ms. Richards seconded the motion, and the motion passed unanimously.

2. SPECIAL EVENTS UPDATE

Mr. Fillman presented a list of to-dos for Special Events, noting that Asheville is competing with many other cities for the same funding and same public artists. He passed out a handout which gave an overview of the City's Special Events Office, and touched on their training programs, citizen satisfaction survey, coordination of City services, event consultation, research, community outreach, and policy development, noting that City Council sets the Office's goals and priorities for the year.

Mr. Fields inquired about the Office's capacity level, and whether they are able to take on many more Special Events. Mr. Fillman noted that the Office is currently at capacity and will have to begin making strategic decisions regarding which events are the highest priority. He also noted that if the PACC members were willing to help in gathering data from event attendees, he would appreciate it.

3. BUNCOMBE COUNTY RESOLUTION FOR PUBLIC ART

Ms. Mills noted that Buncombe County is putting forth a resolution for Public Art, and the Commissioners discussed the process. Ms. Rukenbrod noted that it would be a good idea to streamline the language surrounding Public Art throughout the City and the County. Chair Rodriguez stated that he would like the PACC to write a letter in support of the resolution. Ms. Trammel noted that she would like to see an installation at AB Tech due to the large amount of infrastructure investment which is currently occurring over there. Ms. Trammel made a motion to accept the request to write a letter to Buncombe County in support of their Public Art Program; Mr. Palomino seconded the motion. Mr. Todd asked whether this was a part of City Council's ordinance or whether it was a plan to coordinate the PACC with Buncombe County. Ms. Mills noted that Buncombe County has shared Asheville's Percent for Art Plan with their

Commissioners, which led them to want to move forward with creating their own policy. The motion passed unanimously.

4. PACC ANNUALREPORT FINAL APPROVAL

Ms. Mills noted that the draft is due January 30th, and is currently nearly complete. She noted that in the future, she will be keeping a monthly list of PACC's activities to include in the report.

5. STAFF'S REPORT

a.) Boards and Commissions Luncheon

Chair Rodriguez and Ms. Mills attended the City's Boards and Commissions luncheon on January 13th. The event went over the roles and responsibilities of Boards and Commissions, and noted that a new manual for Members will be coming forth in the next few months.

b.) Creative Sector Summit Update

Ms. Mills and Heidi Reiber from the Chamber of Commerce Economic Development Coalition have agreed to help Kitty Love with organizing the Creative Sector Summit and are currently looking at hosting it the weekend of April 24th.

c.) AED V Study – Americans for the Arts

Americans for the Arts (AFTA) does an Arts and Economic Development Study every three years, and January 2016 will mark the kickoff of the fifth study for the organization. The Asheville Area Arts Council is the NC Arts Council's designated partner, and the funding cost is \$5,500. Ms. Mills' contact with AFTA suggested that they sign the contract after NCAC signs their contract this coming fall.

d.) AFTA Conference – June 12-14, 2015

Ms. Mills will be attending the Americans for the Arts Conference in Chicago, and if any of the Commissioners are interested they should speak to her about obtaining a discount for the attendance fee.

Ms. Mills advised the Commissioners to wait until after their March visioning process to begin their Master Plan process. She will have a draft completed in April.

6. COMMITTEE REPORTS

a.) Acquisitions Committee

The Acquisitions committee has been approached by the Asheville Downtown Association about a Lexington Avenue public art project. The ADA has raised \$25,000 for the project, which will honor the group of advocates who preserved Lexington Avenue and the downtown area from becoming a mall. Chair Rodriguez made a motion to approve the Lexington Avenue public art project in collaboration with the Asheville Downtown Association. The motion did not require a second, and the motion passed unanimously.

7. OLD BUSINESS

a.) PACC Visioning

The PACC will have their visioning meeting in the Police and Fire Training Room on March 21st from 10am to 3pm. David Carr, the City's Asheville Way trainer, will attend also as he will continue to support PACC for future planning sessions. Staff, members of PACC and the facilitator will meet before the session to iron out the day's activities.

8. NEW BUSINESS

a.) Project Proposal

Ms. Trammel proposes that the PACC come up with a document to provide artists with guidelines or a checklist to help them in creating Public Art. The Commissioners expressed their support for the development of the document.

b.) Urban Trail Station #7

Ms. Mills noted that Urban Trail Station #7 will be moved from its current location on the Pritchard Park side of the Wells Fargo Building because the building under new ownership will be under renovation. After being cleaned and UT #7 will be free-standing on the sidewalk across from the original location.

6. ADJOURN

Chair Rodriguez adjourned the meeting at 5:17pm without objection.

The next meeting will be held on Thursday, March 26th.