



**PUBLIC ART AND CULTURAL COMMISSION
REGULAR MEETING MINUTES
Thursday, July 23rd, 2015**

Board Members in Attendance: Councilman Cecil Bothwell, Vice Chair Jennifer Bowen, Johnson Bowles, Chair Jaan Ferree, Jay Fields, Jay Miller, Constance Richards, Guillermo Rodriguez, Sharon Trammel

Board Members Absent: Gwynne Rukensmith

Staff in Attendance: Debbie Ivester, Caroline Long, Brenda Mills, Basil Punsalan

Guests in Attendance: Lori Greenberg, Kitty Love, Elaine Lite, Michael Luchtan, Jeremy Russell, Ian Wilkinson and Scott Allred

There were no additions or deletions from the agenda.

1. APPROVAL OF MINUTES

Chair Jaan Ferree called the meeting to order at 4:04pm.

Ms. Long noted a typo to be corrected in the minutes, Mr. Rodriguez made a motion to approve the minutes, Mr. Miller seconded the motion and the minutes were approved as amended.

2. STAFF UPDATE

Ms. Mills noted that she had distributed copies of the Public Art Review for the commissioners. She also reminded the Commission Members that the time capsule project is moving along, and that they should sign the Citizen's Roll Call. The Maintenance and Repair report has been updated, and Parks updated the document with new fiscal year information.

3. UNFINISHED BUSINESS

Vice Chair Bowen and Mr. Miller from the Advocacy Committee reviewed the City's 1-2-3 Graffiti Free program and discussed the Mural and Street Arts Program proposal. The proposal would add \$500 to the \$500 allocated by the 1-2-3 Graffiti Free program, with the additional funding earmarked to hire an artist to create commissioned art in place of illegal graffiti. They noted that there are specific "hot spots" that are frequently tagged, which potentially could be mural locations. In addition, they proposed the idea of "free walls" which would allow for the expression of street art in Asheville. Mr. Miller and Vice Chair Bowen gave an overview of case studies from San Francisco and Philadelphia which they utilized in their research of potential programs. Mr. Wilkinson commented on mural projects on which he has been working in Asheville. Mr. Miller noted that with this program, the artists benefit from increased publicity, the businesses benefit from additional visitors, and the City benefits from a decrease in graffiti

tagging. Vice Chair Bowen noted that as the Percent for Art program stands, the City can only fund art on public property, and would not be able to fund art on private properties. The City would have to go out to bid to non-profits to administer the program and partner with the City as a matched funding source.

Ms. Bowles asked how the artists' rights are addressed--such as a business owner wanting to paint over a mural. Vice Chair Bowen stated that would be between the property owner and the artist. Mr. Miller noted that there will be a set of guidelines which establishes the allowable content. Mr. Rodriguez stated a concern that there will be administrative cost for the program, and asked whether the City would be providing these funds. Vice Chair Bowen noted the City does not have administrative capacity to handle the program, and stated that Chris Joyell from the Asheville Design Center helped them to envision how a nonprofit could handle the administrative costs. Ms. Mills noted that per her conversations with Greg Shuler, the director of Public Works for the City, funding for the 1-2-3 Graffiti Free program will be moved to a regulatory capacity, wherein the City will no longer be removing graffiti, but will simply be notifying property owners that graffiti needs to be removed within a set time limit.

Vice Chair Bowen made a motion that the Commission members support the Mural and Street Arts Focus Group of the Advisory Subcommittee to support the program proposal and ask Staff to take the program forward. The group's next meeting is September, so there will have to be work behind the scenes to move the project forward. The Commission voted on motion, and the motion passed unanimously.

4. NEW BUSINESS

Chair Ferree introduced Ms. Bowles to the commission as its newest member. Ms. Bowles thanked the commission and expressed excitement to serve on the Commission.

Asheville Area Arts Council: Ms. Love discussed the Cultural Asset Inventory project. The project will provide benchmarks for job creation and cultural resources in Arts and Culture in Buncombe County. She also reiterated her request for a letter of support from the Commission. She explained how the data would be integrated into various local programs. Ms. Mills noted that the Commission is on City Council's Agenda August 25th. Vice Chair Bowen and Chair Ferree will create the letter and run it by Ms. Mills before submitting it to Ms. Love.

Chair Ferree listed the new committees: Acquisition Committee with Mr. Rodriguez and Ms. Rukenbrod Smith as Chair and Co-Chair. Mr. Miller stated Communications and Promotions, and Advisory and Community Relations would be two options for other committees, although there might be some fluidity between the groups. Chair Ferree noted that she hopes the Commissioners will continue to meet informally in the off-months. She asked to table the discussion until the next meeting in September, with the three committees meeting in the interim to discuss action steps and membership.

Acquisitions: Ms. Rukenbrod Smith and Mr. Rodriguez Co-Chairing, meeting as needed.

Advisory and Community Relations: Mr. Miller Chairing, with Ms. Rukenbrod Smith, Chair Ferree, and Vice Chair Bowen.

Communication and Promotion Committee: Ms. Bowles and Ms. Trammel are Co-Chairing, with Chair Ferree, Vice Chair Bowen, Ms. Richards, and Mr. Fields.

5. PUBLIC COMMENT

Ms. Lite noted the “Americans Who Tell the Truth” exhibit will be in Asheville September 19th through November 7th at the YMI Center. The project hopes to involve participants in a call to action for social, environmental, and economic fairness. She asked the City to for financial support for the program.

Mr. Luchtan would like to have the Deacon Chimes at the top of City Hall to be accessible to the public again. He spoke to Ms. Merten in the Historic Resources Commission about creating a policy to allow individuals to play the chimes, and he created a policy. He will send Ms. Mills the policy, and she will discuss it with Ms. Merten.

6. FUTURE AGENDA ITEMS

Vice Chair Bowen stated she will work with Ms. Mills on the Mural Arts Program before the next meeting, and Ms. Mills will put it under Unfinished Business. Chair Ferree noted that the subcommittees will need to meet before the next meeting, and the Commission will need to complete the letter for Ms. Love by the end of August. Mr. Rodriguez asked if there had been any further communication with Mr. Vassallo for the Lexington Street art project. Ms. Mills noted that the City cannot get involved until the group has finished fundraising. Chair Ferree noted that Ms. Rukenbrod Smith has invited the Commission to her home on August 8th, and she will get the information to Councilman Bothwell. Mr. Miller stated he has spoken to Riverfront Office Director Stephanie Monson Dahl, and that she is interested in involving PACC with riverfront greenway art installation. Vice Chair Bowen noted that this would be a good task for the Advisory and Community Relations Committee.

Chair Ferree adjourned the meeting at 5:25pm.