

## Public Art & Cultural Commission April 26, 2012



### Members Present

Mark Koven  
Robert Todd  
Jaan Ferree  
Sharon Trammel  
Gwynne Rukenbrod  
Julie Calhoun-Roepnack

### Staff Present

Diane Ruggiero, Cultural Arts Superintendent  
Jenny Bowen, Cultural Arts Administrator  
Abigail Riley, Special Projects Coordinator

Robert Calls the meeting to order at 4:17pm

### **Approve March Minutes**

Jaan has corrections. Under Urban Trail Subcommittee—Vote New Members, it is Jess McCuan, not Justin Kewen. Also, change “trailhead” to “audio.”

Mark moves to approve amendments to the minutes; Sharon seconds; all approve. The motion is passed.

### **Retreat Planning**

The retreat is May 17<sup>th</sup> from 9am to 2pm. Julie asks if it will be in the morning. Diane says that the dates and times were the best availability for everyone who responded to her survey. She will send out an email reminder that includes the location. Diane says that it will probably be located at Rec Park.

Robert says the purpose of the retreat is to discuss the subcommittees roles and responsibilities. In addition they can discuss additional members needed for the subcommittees. He says that Nancy will not be continuing with the Commission due to work and personal schedules taking up time and she does not feel that she will be able to give the time needed to continue being a member on the commission. Robert says that she is not up for reappointment. He asks Diane to provide the names of everyone who is up for reappointment. Diane says Honor, Sharon, and Robert all have terms expiring in June. Sharon said that she had not been on the Commission for three years. Diane says that she was finishing Harry Harrison's term, and she has the ability to have two more full three-year terms.

Diane asks her if she would like to continue. Sharon says that she would. Diane adds that Honor has also expressed interest in continuing her appointment on the Commission. She says that she will inform Maggie Bursleson in the City Manager's office. She adds that the members interested in continuing will go through the appointment process and go before Council. With Nancy's open position, that process will begin sooner than the other members appointments. Diane asks

the members to keep in my mind a commitment to diversity when they are asking people to consider applying for Nancy's open position.

Robert says that Nancy mentioned she would like to be considered to participate on one of the subcommittees. He urges the members to reach out to Nancy to have her on a committee. Diane adds that the Commission can think about the role of Nancy's committee at this point.

Robert asks Diane if anyone has been appointed to the committee. Diane says not to her knowledge. She adds that Kitty Love, Executive Director of Asheville Area Arts Council is not a citizen of Asheville but would like to participate in the subcommittees. Diane will put Honor and Kitty in touch to discuss Kitty's appointment to the Advocacy Committee.

Jaan asks about the applicants from the last round of appointments. Diane says that if someone has applied within one year to the Commission, they might decide to choose from that list of previous applicants. They also might decide to open it back up for anyone to apply. Diane stresses the importance of the interest in diversity on the Commission right now to the City, Staff, and the Grassroots grant program. Julie expresses concern for previous applicants if the City decided to open it up for further applicants. Diane says that she will keep everyone informed of the process and its timeline.

Robert says that he will check in with Nancy about working on a subcommittee. He will find out when her resignation is effective.

Robert wants to discuss the Partnership Committee now that Nancy will no longer chair it.

Gwynne asks if any work has been on the committee yet. Diane tells her about Kitty's interest on being appointed to a committee. Gwynne says that she is interested in chairing the Partnership Committee. Diane says that there is another commitment that she would like Gwynne to be a part of. She will discuss this later in the meeting.

Robert wants to prepare for the retreat knowing the future of the Partnership committee. Diane says that she and Gwynne can discuss what Nancy has done to this point and what Nancy and Diane have discussed about the committee.

Robert wants to discuss the project that she alluded to having Gwynne be a part of. Diane says that she is unclear at this point of the scope of the project, but she wanted to go ahead at this meeting and make everyone aware of the project and start getting help from Commission members. The Division has been asked to put together a report. Diane has asked that members of the Public Art and Cultural Commission be involved in it. Diane would like Julie and Gwynne to be the representative members of the Commission to work on the project. Diane says that she will find out more information and get in touch with Gwynne and Julie to start meeting and discussing the project.

Julie asks if it would be possible to get information from Kenn Kotara. Diane says that at this point, she wants to have a collaborative effort on the project and she needs. She said that depending on what they are looking for, they can bring in other people on the project.

Gwynne asks who the report is going to. Diane does not know. She adds that she thinks it is going to Roderick, but where it will go from there, she is unclear. She says that this is not unusual when ending the fiscal year, but in an effort to be more collaborative, she wanted to work on it with the Commission members.

Diane apologizes for being vague, but she will disseminate information as she receives it. She adds that she would like Robert to appoint Julie and Gwynne to this project. Robert and Diane thank them for working on this project.

Robert says that he, Jen, and Diane will be getting together to formalize the plan and agenda for the retreat. He says that if anyone can think of anything that needs to be addressed in the coming weeks concerning committees to inform him.

Robert tells Gwynne that he will pass along the information discussed at the retreat as she will not be able to attend.

Diane reminds them that it is not an official meeting. No minutes will be taken. Diane adds that she will also bring to the retreat other City initiatives that might include Commission members in the roll.

### **Subcommittee Updates**

Jaan says that she would like a representative from Business Services to come talk to the Urban Trail subcommittee to speak to the Urban Trail brochure. Diane says that she has information on the brochure that she will talk about in the Division update. Brenda Seright Williams leads tours around Asheville for school children. She and the subcommittee are having a conversation about adding the Urban Trail tour to what she is doing. Jaan says that the maintenance committee has met. They would like to get contact information for donors. Diane says that when they work with donors, those letters come from the City. She adds that she would be more than happy to work with the members to facilitate that so the information is coming from the City on behalf of the Commission, but she is able to provide support for that. Jaan adds that Mark will attend a meeting to discuss the education subcommittee. Sharon asks if her committee can get some training on cleaning the public art. Diane says of course.

Mark Koven says that the Education subcommittee will be meeting with the Urban Trail subcommittee on June 21 at 2:00pm.

### **Division Update**

Diane says that Jenny has been working on the Mobile Art Lab a lot lately. She has been doing a great job. They are now working on scheduling programs on a trimester basis. There will be a film festival at Carrier Park this summer. Asheville City School system wants to provide enrichment opportunities during their summer school programs at the elementary and middle school levels. It will be continuing work with Community in Schools. Jenny adds that there are individual programs including working with the YMCA, Bele Chere, and other programs.

Gwynne asks Diane to let her know if they have volunteer needs. Diane says that they have been working with artists. Jenny asks that if any member know any artists to have them come to Phil Mechanic Studios every third Wednesday of the month for a meet and greet potluck at lunch from noon to 1:00 or 1:30. Diane says that they will need volunteers in the future, especially for dates like Bele Chere.

Diane presents the new Urban Trail map that has been reformatted and with an added QR code. All of the information is the same. Diane speaks to the suggestion Jaan made to include landmarks. There is currently a discussion going on about figuring out what constitutes a landmark as we are being mindful of not promoting a business or organization because it can not look like a marketing tool for other organizations. Gwynne suggests using other public art as landmarks on the map.

Diane says that all the information for the Urban Trail is on the website. The audio tour is available directly from a smart phone. She says that one can see all of the parts of the Urban Trail. Diane adds that the information is up and ready to be used; it is now just a matter of getting the information disseminated. When you click on the link on the website, there is a Google Map that has all the pieces of the Urban Trail. She adds that she is working with IT to incorporate photos and the audio tour into the Google map. She says the audio tour can be downloaded separately or as a whole from the website.

Jaan asks if it is able to walk the trail out of order or only listen to a few pieces. Diane says that it will still be an option.

Jaan asks when Diane thinks the brochure will be printed. Diane answers that once it is proofed, it can be sent to the printers.

Jaan asks if Tom Robinson at the Visitor's Center will get some. Diane says that he will. She has a list of everyone who receives them.

Jaan says that if Diane needs volunteers to get the brochures where they need to go to let her know. Diane answers that they go to the Chamber, the Visitor's Center, along the Parkway. She said they will now be at Park Square Park, not Pack Place.

Julie says that she does not understand why the Asheville Art Museum will not be distributing anymore brochures. Diane says they do not have the space with their reconstruction for rack cards. She adds that the new center in Pack Square Park will be the destination to get those items. Julie thinks that the Urban Trail is art and it seems that the Art Museum needs to carry those brochures. Diane responds that she has to ask the question "How is the City going to responsibly communicate where people can find brochures."

Gwynne asks where she can get some brochures to help distribute. Diane says that Gwynne can email Diane or Abigail, who would be more than willing to get her some. Diane says that there are plenty of places around town, and downtown in particular, that carry the brochures. She

reiterates that no one needs to worry about not getting as many as they want. She has the budget to produce and distribute as many as are needed.

Robert says that the Urban Trail is ranked as #23 of 91 on Trip Advisor. He suggests making the Urban Trail information viewable on that website. Diane says that website will be changing soon too to update some of the information.

She will be sending out a press release soon because the City will be the local partner for administration of the Grassroots Grant. They will be distributing \$45,000 in grant funding to local arts organizations through out Buncombe County. The applications will be available for upload on May 4. They will be hosting three workshops. Grant application deadline will be June 20 at 5:00pm. The workshops will be similar to last year's with one in Asheville, Black Mountain, and Weaverville. This year they are also offering a webinar. Two large changes include that all applications will be electronic. The grant review panel will be reviewing the grants online. She and Jenny are working with Arts Council to put together the grant review panel. She will be asking one of the Commission members to sit on the panel as a representative of the Commission. The other change is that they will now allow art supplies through the grant. They are going to allow applicants to spend up to 15% of their grant award on art supplies to help facilitate the program. They found out last year that no being able to use grant money towards supplies was a barrier for their programming. She urges the Commission members to come to the workshops and sit in on the webinar to learn more about the Grassroots grant. Drop Box training will be incorporated into the trainings in order to help facilitate the move to the electronic applications.

Diane says that she and Jenny went to the state arts summit to represent Asheville. She adds that the Cultural Arts Division will be having a inter start in May to help with some of the Division's programming.

Jaan thanks Diane for getting the brochure ready for the season.

## **Old Business**

## **New Business**

Gwynne announces that she is on the steering committee for Land of Sky. On May 17<sup>th</sup> from 4 to 7 at Dr. Wesley Grant, Sr. Southside Center, she encourages Commission members go to submit citizen input. She will forward the information. The received a grant to create a land plan. They want to implement a cultural element into the land planning.

Diane asks members to save the date for Friday, July 20. The Cultural Arts Division led the Americans for the Arts study that measured the impact of the arts in Buncombe County. The numbers of the study will be announcing in early June. The Division will be hosting Secretary Carlisle and members of the state Arts Council who will speak to the numbers. There will be a breakfast and a lunch.

Robert ends the meeting at 5:09.