



KIMBERLEY DRISCOLL

MAYOR

Salem Public Art Commission
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Public Art Commission
October 18, 2022, 6:30pm
Meeting held remotely via zoom

MEETING MINUTES

Note: All proposals, presentations, and/or documentation to be reviewed and discussed at this meeting can be viewed online at the following link: <https://bit.ly/SalemPACProposals>

- **Meeting called to order at 6:41 pm.**
- **Roll Call PAC:** Norene Gachignard, John Andrews, Janine Liberty, Catherine Bertrand, Carly Dwyer-Naik & Kurt Ankeny Beauchamp in attendance. The PAC welcomes Gwen Rosemond to her first official meeting.
- **Meeting Minute Approvals**
 - o September 20, 2022 Meeting Minutes- Norene entertained a motion, Janine made a motion to approve the meeting minutes, Carly seconded. Gwen, and Catherine abstained. Motion approved.
- **Making It Public...‘Call for Artists’ Final Draft Review & Approval**

A draft ‘Call for Artists’ for the Making it Public Temporary Public Art Commission was created using feedback collected from the PAC during the previous meetings. The draft was circulated to PAC members, and to NEFA. This is the last chance for any final input for edits from the PAC if any. If no further changes are required, the City is seeking PAC’s approval of the final version. Final version of the call will be released to the public on 10/31/2022.

Janine wants to confirm that the call for artists is explicitly asked to be descriptive wording and not fully drawn out or calculated designs. Julie confirms that this is a call for artists, not a call for proposals. Because PAC is not compensating for the submitted designs. PAC is only looking for a descriptive entry, or rough sketch *if desired*, however not necessary.

John commented that he has always been a fan of the submitted designs, but after reviewing the entries for the CLC mural, he can see the benefit of the artist's resume. He wanted to reiterate that the PAC should

be very specific about the expectations of the submissions, because we are not looking for an actual mock-up.

Going off of John's comment, Julie would like to include an example of a previously successful entries with this call to guide applicants for framing their works. In addition to that, our requested materials include questions such as:

- *A statement of interest- Why does this project resonate with you?*
- *A written description of the piece being submitted included the materials, look and feel, description of interactive elements, and the installation needs and requirements.*
- *Preliminary rough ideas or sketch of project if possible.*
- *The park and or open space to which you would like to display the piece.*
- *Artist statement*
- *Previous 5 examples of artists' past projects or works.*

Not required elements to the submission would be social media. The only drawback to asking for websites is not everyone has the ability to own or maintain a website, and asking for such materials can put an advantage to certain demographics, leading to an unequal opportunity for advancement. Julie would need to clear it with the MAPC to check the phrasing for websites or additional media.

Janine asked about the previous discussion of climbing structures, and Julie mentioned that it would be the PACs job to keep that in mind when reviewing submissions. The worry is that artists may get confused from all the requirements and may be discouraged from submitting their proposals.

Norene entertained a motion to approve this call. Kurt moved. John seconded. Motion carried unanimously.

- **CLC Mural Artist Selection Review & Approval**

The review panel reviewed the 4 finalists, Anna Dugan, Melissa Pandina, Sophy Tuttle, and duo team Yetti Frenkel and Joshua Winer. Jury selection came up with their recommendation for Anna Dugan. Catherine and Gwen were both a part of the review panel and any questions directed to them or from them are welcomed.

Catherine commented on Anna's proposal and her interview stating her professionalism, her enthusiasm, and her authenticity. Catherine stated that she is truly a community member and artist. Gwen seconded Catherine's comments saying how invested she is to the City of Salem, and how well received she is with community members.

Norene entertained a motion to approve Anna Dugan as the selected CLC Mural awardee. Janine motioned and Carly seconded. John abstained. Motion approved. Julie will prepare a letter to Anna that will come from the Public Art Commission formalizing the approval of Anna as the award for this grant, Julie asked Norene to sign the letter which will then get sent to the Mayor in support of this artist as the awardee.

- **Winter Activations Planning Update**

The PAC has earmarked \$5,000 for winter activations in the downtown area. In the August meeting the PAC indicated that the Arts & Culture Planner should make all programming choices. In the September meeting,

it was suggested to partner these activations with existing events. Following that recommendation, the plan is to spend \$3,000 on mid-December activations and \$2,000 on activations in February in conjunction with Salem's So Sweet, if that feels appropriate to the PAC. The following serves as an overview of the current programming plan:

- *A performative reading of A Christmas Carol by local artist Jennifer M Emerson of The*
- *Petticoat Pages Costumed Caroling provided by History Alive*
- *Participatory Holiday Wreath Making with Public Artist in Resident Maia Mattson*
- *Boys & Girls Club Wreath Sale*
- *Holiday Music in Derby Square & Charlotte Forten Park provided by Chagall PAC*

All events currently planned to take place Dec. 15-17, 2022 with an estimated expenditure for winter activations of \$3,000. Julie is recommending the withholding of \$2,000 to sponsor a performance or ice sculpture as part of Salem's So Sweet in February. More specifics on this plan to come in the December meeting.

No comments or feedback from the PAC. Everyone is in agreement. No voting needed.

- **Public Art Processes, Protocols, & Procedures Discussion**

This year PAC has streamlined Public Art processes, protocols, and procedures such as:

- FY23 Public Art Work Plan
- FY23 Public Art Budget
- Public Art Comprehensive Project List
- Public Art Commissioner's Process Guide
- Public Art Commission Mission & General Overview
- Criteria for Submitting Public Art Proposals

Next policy to be addressed: *Proposals from individuals or organizations seeking funding*

Proposed statement for PAC funding:

"The PAC welcomes requests for funding for projects taking place on public property from individuals or organizations based in Salem, MA two times a year – March & September. All funding requests must be made in writing and submitted between February 1st-28th and between August 1st-31st each year. Please hold your proposals and submit during an appropriate funding review cycle." Julie asks the Commission for suggestions or edits on the phrasing.

Kurt asked for clarification for the reason the window is only a month at a time. Julie clarifies she doesn't want proposals to get lost, and having submissions open only to review might bring some artists to worry as to why they haven't gotten an answer to their proposal. Julie suggests that having a small window creates less opportunity for human error (lost or missing submissions).

Janine suggests accepting applications as they come in, but holding onto them until they reach a review period.

Gwen suggested using language such as "Please re-submit during the review cycle".

Norene suggests keeping the responsibility off of Julie and instead on the artist.

Carly suggests reviewing the submissions submitted before the cut off period, and having a rolling submission for people with different “brain types”. She suggests some people might turn away from submitting their proposal because of the timeline. She suggests turning to an online database that would accept the submission for PAC to review during a review period.

Norene suggested a quarterly timeline, but Carly reminded her of previous discussions where PAC had discussed it, but it may then seem like we are reviewing submissions every other meeting.

Julie suggested looking into Carly’s suggestion of rolling submissions using “Smart Sheet” which is embedded in the Salem website, in which we will be able to track proposal submissions and their cutoff dates. This would be a way to encourage submissions, yet keep our timeline and funding in check. Julie believes this would be an obtainable suggestion. Julie suggests also being very forward with our funding and clearly laying out before submitting forms that we only have \$3,000 to work from on a first come first serve basis. Julie will try her best to articulate the information, and outlining the language used around the submission process.

Kurt and Janine’s input for language to be used in the submission process was *‘Funding for this year’s submission cycle has been awarded to a select number of reviewed artists drawn at random. Please resubmit your proposal for the next review period in (ex: March of 2024). All proposals without PAC funding needed, will be accepted and reviewed accordingly.’* Julie will attempt the right language, and will bring the mock form to the November meeting for PAC to review.

Policies to be addressed for upcoming meetings: Gift giving Policy, & Accessioning and Deaccessioning Policies.

- **Meet the PAC Night**

To be discussed further at upcoming meetings: ‘How do we present the PAC publicly, in a consistent way to show residents how their funds are being spent and what body to contact?’ A press release would be a great way to get the community more involved, and to get more artists interested. Winter activations to be conducted in December of this year; there might be an opportunity to get involved during community caroling and wreath making with a “meet the PAC” table or introduction/presentation.

- **Public Comments-**

None

- **Adjourn-** Norene motioned to adjourn. Moved by John, seconded by Kurt. **Meeting Adjourned at 7:37 pm.**

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