

Salem Public Art Commission Meeting

The Public Art Commission (PAC) was held on Tuesday, March 20, 2018, in Room 314, Third Floor at 120 Washington Street, Salem, MA.

Norene Gachignard, Chair of PAC called the meeting to order at 6:37pm.

Roll Call:

Members Present: Kurt Ankeny-Beauchamp, Norene Gachignard, John Andrews, J. Michael Sullivan, Emily Larsen, Carly Dwyer Naik, Janine Liberty and Deborah Greel, Public Art Planner

Approval of February minutes:

Liberty made a motion to approve. Ankeny-Beauchamp seconded the motion.

Motion passes: 5- 2 abstentions

Discussion and Vote on the Bee to Brick Community Public Art Project Installation for the Salem Arts Festival

Documents and Exhibitions: Bee to Brick Project Packet

Liberty made a motion to approve. Naik seconded the motion.

Discussion: Kylie Sullivan, Director of the Salem Main Streets Program and Kate Babcock, Volunteer for the Salem Main Streets Program presented the “Bee to Brick” this year's community art project for the Salem Arts Festival. The project embraces the Salem Main Streets theme of "Live, Work, Play" by celebrating some of the hardest "working" bugs out there - pollinators! Babcock explained that the ‘bees’ will be created entirely out of recycled plastic bottles and other reusable plastic components and filled with non-biodegradable materials. After the ‘bees’ are assembled by community volunteers they will be hung up over Front Street during the festival and perhaps longer depending on their durability.

After the ‘bees’ are dismantled they will be sent to the Phoenix School and Collins Middle School where they will be turned into “Bottle Bricks” and formed into structures that can be installed in a different site.

Sullivan and Babcock noted that New England pollinators are endangered by pollution and habitat depletion and the “Bee to Brick” uses community art-making workshops to increase awareness of the critical role pollinators play in sustaining our ecosystem.

Gachignard wanted to know where the recyclables will come from. Babcock has been using her own materials and also collected from local businesses, and the community. There has been a call for materials that people have been very responsive to. Some “Bee Swarms” will be placed on Front Street and up and down Artists’ Row. The “Bee to Brick” project is open to suggestions on placement beside over Front Street. Sullivan was curious on the process for hanging the bees. Babcock said the bees will be attached from fishing line connected to wires run along the street and will work with the electrical department to hang them properly. Greel suggested working with Boston Woodturning for a tri-paneled education board will display the life cycle of bees and also information about recyclables. Sullivan is excited to involve the Artists’ Row tenants and their pollinator gardens.

Sullivan said there's an effort to loop in community partners such as beekeepers, recycling groups and community gardens. Liberty wanted to know if there has been any current interested in the bee workshops already. Babcock informed the PAC that there have already been a few small, but effective workshops that have reached key groups such as the 4H clubs and Collins Middle School. Phoenix School students are being trained to be the ambassadors for the project. Sullivan told the PAC that the workshops are meant to be held by anyone in the community. The provided pamphlet sets the groundworks and ideas so that groups can take initiative to run workshops on their own. Naik suggested having the Saltonstall School's Friday Clubs participate and Liberty suggested pairing with local coffee shops.

Motion passes: Unanimously

Discussion on Vote 2017-2018 PAC Work Plan and Budget:

Documents and Exhibitions: 2017-2018 Public Art Commission Work Plan and Budget

Sullivan made a motion to approve. Andrews seconded the motion.

Discussion: Ankeny-Beauchamp updated the excel spreadsheet for the workplan. The PAC reviewed the workplan with updates to the Mural Slam increase payment to artists have been reflected. Liberty questioned why so many items were listed. Previous board member Hsu had suggested listing any and all partnerships in case the PAC would like to allot funds to collaborative projects in the future.

Andrews would like to see a marketing budget that is able to communicate the importance of the PAC Brand, such as a rack card to distribute to residents and visitors. The importance of a rack card is that it tells why art installations are happening and reaches the audiences that have the expendable income for the arts. Liberty agrees that printed promotional materials reach another audience. Larsen will attempt to design a rack card, Andrews will pass along. For social media Andrews will donated a Geofilter for snapchat.

The PAC is considering funds for lighting projects.

Motion Approved: 7-0

Discussion on Vote Artist Selection Panel- Call for Mural Art:

Documents and Exhibitions: Artist Selection Panel Call for Performers and Mural Slam

Sullivan made a motion to approve. Andrews seconded the motion.

Discussion: Greel suggested that the Call for Performers extended until Monday, April 2nd due to recent storms.

Motion Approved: 7-0

Other Business

Retonica Lighting

Joey Nicotera of Retonica Light introduced the main elements in lighting design, lighting to see and experience or lighting to interact with. Gachignard says that she would prefer to activate a space. Nicotera told that it's possible to use mirror balls or "disco balls" placed in interesting area such as corners or businesses and cast light in unique ways. She noted that involving the businesses allows

the PAC to ask a business to sponsor a lighting design as well. Gachignard asked the cost of materials, Nicotera reasoned that it would be under \$300 for a very large ball and a motor for about \$20. Liberty suggested possible the Salem Hotel, Greel agreed since they are opening a rooftop bar and it may add to the environment, encouraging them to support the project.

Gachignard and Andrews said the idea of a lighting project is to drive people to Derby Square and Artist Row. Greel would like to know if there was a way to tie in the previous Bee to Brick project as well. Liberty would love to see a swarm of lit bees and Andrews agrees that tying the lighting into Salem Arts Festival. Nicotera showed a video of small magnetic LED lights that can be tossed by the public onto any other magnetic surface such as a light pole or storage container creating almost a swarm. Andrews suggested chicken wire made into an installation you can walk through. The PAC agrees that it fills the request of interacting with the bees and being engaging for the community. Naik loves the play engagement of the community and the light cubes tie in well. Beauchamp suggests removing the glowsticks from the budget and replace with LED "throwies". Andrews suggest utilizing the hanger on Winter Island for use of magnetic metals.

Nicotera then showed the PAC a third option. It was a design he had done previously of lights and PVC that arched forming a tunnel in a very low traffic area. His thought was to recreate a similar installation, designing a canopy over Artists' Row. The Canopy would be high and inaccessible to damage. Gachignard wanted to know if it was possible to extend to Derby Square. Nicotera said while that is possible the regular lighting may interfere. Andrews notes that the challenge with that is that Artists' Row is a seasonal area and is usually closed by the time it is dark so there may not be a need for an installation there. In bringing people to the "Bee to Brick" project Ankeny-Beauchamp wanted to know if 289 Derby would be possible but Greel said that may be something for the future. The Boston Architectural College will be working with the City of Salem to look at how the public moves throughout the downtown and where the best placemaking or space activation would be. Andrews suggested asking Artists' Row to stay open late to accommodate a lighting design event.

The lights can also be put on a timer.

Greel reminded the PAC that Nicotera will be purchasing the light up cubes for City and will be reimbursed for this project from the budget. Greel and Andrews are interviewing two people on 3/21 to discuss managing the cubes. Andrews described the potential candidates to be excited about moving and programming the cubes.

Greel asked Nicotera to submit a proposal and a budget for the lighting projects that would include the disco balls in conjunction with mirrors for a large light display to be discussed at the April meeting. It will then be determined the schedule of lighting events, hopefully tying into the Salem Arts Festival. Andrews offered to take photos of Artists' Row at night for Nicotera.

Public Comment – No public comment

Adjournment:

Ankeny-Beauchamp made a motion to adjourn. Larsen seconded the motion.

Meeting adjourned at 8:12pm.