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From the Mayor's Desk



Mayor Driscoll at the Annual Tree Lighting. Photo Courtesy: John Andrews, Social Palates

Dear Friends,

I hope everyone is enjoying a wonderful holiday season! We had a great turnout for our annual Tree Lighting a few weeks ago, and I'm looking forward to our **Chanukah Menorah Lighting** with Rabbi Yossi Lipsker from Chabad of the North Shore this Sat, Dec 20th at 7P.M. in Lappin Park. All are welcome to come enjoy some holiday latkes (potato pancakes) and sufganiyot (jelly donuts)!

Salem Main Streets also hosted it's first annual Holiday Stroll last Saturday during which more than 40 downtown retailers extended their normal business hours and offered up special holiday promotions — it was a great success. Don't forget to shop local this holiday season!

As 2014 wraps up, we're excited for the 2nd Annual **LAUNCH: New Year's Eve Salem** celebration at Old Town Hall and Derby Square from 4-7P.M. on Wed, Dec 31st. This family friendly event features a kids countdown and fun activities for young and old.

Also, we know the holidays can be a tough time for folks, so please take a look at North Shore Community Action Program's list of **free Christmas Dinners** being offered on the North Shore on Dec 25th (Pg 4).

And with the official start of Winter next week, be sure to check out **Snow Emergency Central** on Salem.com: your one-stop-shop for all the winter storm information you'll need.

Lastly, in this week's edition, of *FYI Salem*, we focus in on the exciting happenings in our artists community! Following the establishment of the **Public Art Master Plan** last year, the City has moved forward with the hiring of a **Public Art Planner** and the appointment of the **Public Art Commission**.

The City has also put out a call to artists and designers for a **temporary public art installation** in Salem this summer, and for creative entrepreneurs to participate in the eleventh season of **Artists' Row**.

Finally, happy holidays from all of us here at City Hall and look forward to seeing you in the New Year!

CONTACT:

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Public Art Master Plan

In recognition of the value that public art can bring to the cultural, aesthetic and economic vitality of our community, the City of Salem worked with the Salem Partnership and the Peabody Essex Museum in 2012 to

secure a grant from the National Endowment for the Arts to support the development of a Public Art Master Plan. This plan outlines recommendations for a basic administrative structure for Salem's Public Art Initiative

and potential public art opportunities throughout the community. Several of the Master Plan's components are detailed below.

Artists' Row. Photo Courtesy: John Andrews, Social Palates



Public art installation at Artists' Row. Photo Courtesy: City of Salem

- Creation of the Salem Public Art Initiative by city ordinance that establishes the Public Art Commission to oversee and advise public art projects in the City of Salem (See Page 3)
- Appointment of a Public Art Planner to manage and oversee the implementation of an annual Public Art Work Plan and facilitate the Public Art Commission (See Page 3)
- Identify ongoing sources of funding to support projects, as well as ensure the proper maintenance and conservation of the City's art collection
- Conduct and maintain a full assessment of the City's existing art collection
- Develop a first year Public Art Work Plan to determine which public art projects the City shall pursue
- Begin the process to commission a permanent or temporary work of art to continue building momentum for the program
- Monitor upcoming capital projects and private development proposals for opportunities to incorporate public art
- Create a Salem Public Art website to provide information about the Public Art Initiative, Public Art Commission, works in the City's collection, and new and upcoming public art projects

Salem ArtBox, turning City-owned utility boxes into original works of art. Photo Courtesy: The Salem News



A Call for Artists, Designers and Creative Entrepreneurs!

Temporary Public Art Installation, Summer '15
The City of Salem and Salem Main Streets seek qualifications from artists and designers interested in creating a three-month site-responsive public art installation in the heart of downtown Salem during the summer of 2015. The public art project will be a

prominent feature in the kick-off to the Salem Arts Festival in early June. *Deadline is January 16th.*

Artists' Row Program '15
The City of Salem is looking for creative entrepreneurs to participate in the eleventh season of Artists' Row, a seasonal program (May 21-November 2, 2015) that provides rent-free space for

artisans interested in building their audience through daily engagement with Salem residents and visitors. For more information, please contact Public Art Planner Deborah Greel at dgreel@salem.com or 978-619-5681.



Artists' Row. Photo Courtesy: John Andrews, Social Palates

Working for You: Deborah Greel



#1) Position: Public Art Planner, Planning Dept

#2) Responsibilities: Manage the Public Art Initiative, Old Town Hall, and facilitate the Public Art Commission. Develop the Public Art Work Plan and oversee Artists' Row, while caring for city's public art collection.

#3) Time at City Hall: 6 months

#4) Favorite Salem Art Display: I love the ArtBoxes!

#5) Favorite Art Museum: I really love the Peabody Essex Museum, having gone there since I was very young. Outside of Salem, the MFA and Institute of Contemporary Art are my favorites!

Better Know A Board: PUBLIC ART COMMISSION

The Public Art Commission is comprised of seven members, including a representative from the City's Design Review Board, and six Salem residents with backgrounds in art, visual art, architecture, landscape architecture, urban planning,

art or architectural history, or design. The Commission meets quarterly and serves as an advocate for public art in Salem. Members are tasked with approving an annual art plan that outlines public art activities, establishing goals and criteria to be used when

reviewing proposed public art projects, soliciting proposals for public art, approving public art commissions or acquisitions, reviewing proposed private gifts and loans of artwork, and selecting artists for Artists' Row, among other responsibilities.

Public Art Commission Members:
Victor Miguel Cruz
Juliette Fritsch
Norene Gachignard
Ellen Hardy
Lillian Hsu
Claudia Paraschiv
J. Michael Sullivan

Snow Emergency Central

Salem has once again launched the **Snow Emergency Central** webpage on Salem.com, a comprehensive online directory for information related to snow emergencies and winter storms in Salem. The webpage can be accessed by clicking on the SEC icon located in the

upper right corner of the Salem.com homepage or by entering Salem.com/Pages/snow/index into your web browser. SEC provides information on the following snow emergency and winter storm related resources:

- Current Snow Emergency Details
- Snow Emergency CodeRED Alert System Sign-Ups
- Interactive Snow Emergency Parking Map (with rates and number of spots available)
- 2014-2015 Downloadable Snow Emergency Brochure
- Salem Snow Shoveling Brigade
- SeeClickFix Winter Service Requests
- Frequently Asked Questions
- Snow Rules and Regulations
- Winter Sand Availability



Friendship. Photo Courtesy: John Andrews, Social Palates

Old Town Hall. Photo Courtesy: John Andrews, Social Palates



Free Christmas Dinners *Compiled by NSCAP*

Lifebridge, 56 Margin Street, Salem • 978-744-0500

Serving meals from 12:30-6:30 P.M. on Christmas Day

Haven from Hunger, 71 Wallis Street, Peabody • 978-531-1530

Serving meals at Noon on Christmas Day

My Brother's Table, 98 Willow Street, Lynn • 781-595-3224

Serving meals from 2:30-4:15 P.M. on Christmas Day

North Shore Unitarian Universalist Church, 323 Locust Street, Danvers • 978-774-7582

*Serving meals from 1:00-3:00 P.M. on Christmas Day *Transportation to this meal is available if needed, please call church by Noon on 12/24*

Gloucester American Legion, 8 Washington Street, Gloucester • 978-283-9710

*Serving meals at 11:15 A.M. *Cape Ann residents who are homebound and would like to have a meal delivered may call by 1P.M. on 12/23*



Bewitched Statue. Photo Courtesy: John Andrews, Social Palates