

## **Salem Public Art Commission Meeting**

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

Norene Gachignard, Chair of PAC called the meeting to order at 6:09 pm.

### **Roll Call:**

Members Present: Norene Gachignard, John Andrews, Emily Larsen, and Deborah Greel, Public Art Planner - 6:58pm Carly Dwyer Naik arrived.

Members Not Present: Janine Liberty, J. Michael Sullivan

### **Approval of January minutes:**

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

Motion passes: 3-0

### **Discussion of Letter of Support for “The Bridge at 211” Window Restoration Project for CPA funding**

*Discussion:* Gachignard agrees with a letter of support. Andrews would like to see the Bridge 211 work better with the other tenants. Greel will craft a letter of support from the PAC.

### **Discussion on 2017-2018 PAC Work Plan and Budget:**

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

**Discussion** – Ankeny- Beauchamp asked if the Excel budget worksheet can be recrafted to better clarify the workplan and offered to rework the formatting.

*Lighting* - Greel noted that proposed project consists of activating the alley ways in Higginson Square with overhead twinkle lights, designed by Available Lighting. Another option could be having temporary lighting installations. Would having a different design. Ankeny-Beauchamp feels that only lighting an alley seems more beneficial to the businesses than for public art. Andrews wants to review the benefits to the PAC for this project since there could still be additional logistical challenges and possibly little return. Gachignard would like a quote for the project, she would like to know if there was another design. Naik will check into projection mapping costs.

Greel would like to solidify a budget put toward this lighting project. Greel informed the PAC that there is a purchase order ready for the LED cubes for \$1500, the budget could be increased to \$2000, though there would have to be as much interaction with them as possible. Rotating the cubes through multiple areas would be ideal but they need to be protected. She asked if the PAC would like to have portion of the budget for an event manager/ handler for the placement and storing of cubes. Andrews would like to see the program manager be engaging. Activating the alleys would work with the connecting spaces theme. Larsen describes how the PEM utilized the

lighting cubes and sparked a creative conversation about using the cubes in a way that engages an audience.

The PAC decided that a Cube manager would work in roughly 4-hour time frames, June through September once a week. For \$15/20 an hour. Having the programming be at the same time every week and use them to foreshadow local events such as North Shore Pride and Salem Arts Festival. It would be ideal to be able to utilize the cubes for 289 Derby Street, the new park being built along the South River.

**Proposed Lighting Budget:**

- \$1500 Cubes
- \$1000 For cube manager
- \$4000 for Retonica for two lighting events
- \$100 Glow sticks
- \$300 for PAC logo stickers for the cubes

*Programs/Talks/Forums* – PAC and the North Shore Community Development Corporation (CDC) has been awarded a \$500 Salem Cultural Council Grant for the forum “From the Traditional to the Street: Women in the Arts”. Feedback was solicited from CDC and they have the capacity for 70 people in their office space and everything needed such as chairs, tables and microphones. They suggested Yvonne Abrams from the Boston Globe as a panel member. Tentative dates are roughly June 23-28 and \$750 would need to be spent then reimbursed.

***Mural Slam***

Greel informed PAC that funding for the Mural Slam to take place on Artists’ Row during the Salem Arts Festival will be coming out to the Derby Square/Artists’ Row revolving account and not the PAC budget.

***Marketing/Signage***

Greel noted that \$300 for Public art signage and promotional material will be set aside in the PAC budget for this line item.

**Updates:**

Greel informed the PAC of the following agenda items:

***Call for Performer Series***

The Call for the Performer Series will be distributed on February 21, 2018.

***Public Art Presentation to Planning Board – March 1***

Greel plans to attend the Planning board meeting on March 1 at 7pm to give more information to the board about the vision of public art in Salem especially pertaining to opportunities in new development projects. She invited PAC members to also attend the meeting.

### ***Alley Lighting Project***

The project was discussed at the beginning of the meeting.

### ***Artists' Row***

Artists' Row received \$100,000 from the state budget. Greel noted that this may be enough to consider winterizing the buildings and adding heat.

### **Other Business**

Greel raised the possibility of changing the time of the meeting to 6:30pm instead of 6:00pm. Gachignard agreed that it would be better to begin the meeting a half hour later.

Greel noted that there is money in the PAC budget for discretionary spending and suggested supporting a film by Elayne Cronin on the opioid crisis that is being premiered at Old Town Hall during the Salem Film Festival. There was no vote on the line item but the commissioners agreed to sponsor \$500 for the film.

Andrews suggested using some PAC Budget money to support the artist festivals such as Poetry festival, Artsfest and others. No action was taken on this suggestion.

### **Public Comment:**

No public comment.

### **Adjournment:**

Andrews made a motion to adjourn. Beauchamp seconded the motion.

Meeting adjourned at 7:40pm.