

## **Salem Public Art Commission Meeting**

The Public Art Commission (PAC) was held on Tuesday, January 16, 2018, in Room 314, Third Floor at 120 Washington Street, Salem, MA.

Norene Gachignard, Chair of PAC called the meeting to order at 6:06 pm.

### **Roll Call:**

Members Present: Norene Gachignard, John Andrews, Janine Liberty, J. Michael Sullivan, Lillian Hsu and Deborah Greel, Public Art Planner

Members Not Present: Jim Fallon

Gachignard introduced the pending appointees Kurt Ankeny-Beauchamp, Emily Larsen, Carly Dwyer who were invited to the meeting in a non-voting role until their appointments are confirmed by the City Council. They will be able to vote in the February meeting.

### **Approval of December minutes:**

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

Motion passes: 3-0 2 abstentions

### **Discussion and Vote on Performer in Residence Pilot Program**

*Documents and Exhibitions: Call for Performer/s in Residence Pilot Program*

Liberty made a motion to approve the Call for Performer/s in Residence Pilot Program. Andrews seconded the motion.

*Discussion:* Greel explained the PAC budget and the Artist Row Budget comes from the tenant rents. Last year's Artist in Residence Pilot Program was funded by the Artists Row Revolving account.

*Timeline concerns:* Andrews feels a long timeline makes it difficult for some possible performers to apply because they may not have 10 weeks of programming, and if they do have to program and it doesn't go over well it would be ideal to be able to switch it up with a different group. He suggested having the performances start the week of the first Farmers Market June 7th.

*Format of the call to art:* Hsu said that the format of the call for Performer in Residence Pilot Program was confusing would like to see the structure reflect the main points of the call at the top. The structure of the schedule/timeline needs to be laid out, how many weeks will be required as well as the number of performances and the day of the week necessary should be laid out. Specifically, the dates to make sure that the performances do not conflict with other events. Details of the amount of time and funds, and how many performer slots that will be available clarified. The requirements for submissions would be better all together "All interested applicants are required to submit." and have the requirements listed were her suggestions."

*Set the site:* Hsu said to clarify what Artists' Row is and a description of the site and venues required/encouraged. Andrew noted that it will be important to have a backup location in case a venue has been booked or inclement weather. Having the groups required to do a Thursday performance to engage the farmers market audience. Then utilize the spaces for a Saturday and Sunday performance. Rename the Performer in Residence series since it's not a single performer.

*Content:* Hsu would like to clarify on the call, that lighting and sound installations need to be interactive. Sullivan agreed that the goal should be any type of performance that activates the space.

*Promotion:* Hsu feels it would be too much to ask/require that the performer do the marketing alone Andrew suggested that the call be worded that the PAC will promote but expect cross promotions.

*Payment:* Andrews asked if the organizations allowed to charge. Greel noted that they could busk if they had a license and she can inquire about a blanket busking license from the licensing board. Andrews is concerned by dropping the structure to 8 separate performers/ weeks would make the budget for each performance small and maybe not worthwhile Dwyer Naik feels that \$1200 for a theatre group would cause a sacrifice to the quality, but for a lighting projection artist, or a dance group it would make sense. Andrews suggested a sliding scale. Liberty agreed the call for up to \$2500 and possible break the weeks down to 4 weeks instead of 8 or 10 weeks.

Suggesting a rework, Greel will send out the call to the PAC and ask everyone to add their input. Andrews would like to see the call go out in February, Greel would prefer next week and will work on edits.

Gachignard made a motion to accept the call with changes made by PAC. Andrews seconded the motion.

Motions passes: 5-0

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

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

*Discussion:*

*Programs/Forums/Talks*

Greel noted that the grant from the Salem Cultural Council for the forum, "From the Traditional to the Street: Women in the Artists in collaboration with the North Shore Community Development Corporation (CDC) was approved. She also noted that Austen Bailly has agreed to be the moderator and there are 3 potential artists in mind for the forum. Greel will reach out with the CDC to confirm the space and its amenities. The goal was a \$150 stipend to the presenters. Andrews confirmed that the PAC will not need to match the stipend. Hsu clarified that \$250 would come from the public arts budget.

*Community Art/Connecting Spaces – Call for Art/Creative Placemaking*

Greel discussed activating Higginson Square/Derby square/Artists' Row with light up cubes and having pop-ups events to draw the crowds. She also suggested revisiting installing the chalk mural "If I Had a Wish" behind Rockafellas Restaurant which is the beginning of Higginson Square.

Christine Madore, the City Council liaison, confirmed that the alley by Hotel Salem, which is on the pedestrian mall will have seating spaces, and Andrews said he was told that the Hotel Salem downstairs space will be hosting private events. Gachignard feels the hotel may be worth engaging but Andrews is concerned that there may be pushback from the 3 different building owners. The Chief of Police would like to see the Higginson Square space engaged because of crime in the area. Sullivan would like to know if the lighting would be a permanent installation of an event. Hsu feels that since there is a lighting issue it would make sense to have the building owners assist in paying for lighting. Liberty questioned the need accommodate the building owners if there was just an event. Sullivan reminded the PAC that the review design board is very critical about attaching lights to building changing the project to an urban design project. Dwyer suggested projection art or LED art and create a temporary installation.

Hsu feels adding temporarily lighting in the alley would show that the investment would be a great addition to the community and maybe prompt building owners to take initiatives themselves.

Andrew agreed that the mayor, upon seeing the lighting in action, will be more inclined to keep the lighting. He also said the most difficult part of the temporary installations need to have all the assets managed such as the LED light cubes that Greel suggested could add a fun dimension to events in the Square. Greel PAC may need a stipend to pay someone to manage the events and the LED light cubes. Andrew suggested providing the cubes (or other lighting elements) as assets to the local businesses and would the businesses, such as, Sperling Interactive, Available Light, Rick Jones, Rockafellas, Good Night Fatties, Ledger, partner with the PAC be in charge of hosting an event and then holding the light cubes for safekeeping.

If there was a budget set, Greel will then meet with the owners and the chief of police then reach out to Available Light for pricing or even asking Available Light to host a project. The PAC agrees that this should take the bulk of the budget. Christine Madore, City Council liaison to PAC suggested that the SRA may have funds. Liberty would not mind working with SRA to see if they have interest.

#### *Mural Slam*

Greel noted Derby Square/Artists' Row revolving account will provide the funds for the mural slam to take place on Artists' Row during the Salem Arts Festival the first weekend in June.

#### **Other Business**

Greel informed the PAC that she will be retiring in June and the succession when she leaves is unknown.

#### **Public Comment**

Lilly McCrea, a Salem resident, suggested glow sticks and glow in the dark paint for pop up light events in Higginson Square. She said that she thinks the public would love the idea of the cubes and pop ups in the allies.

#### **Adjournment:**

Liberty made a motion to adjourn. Andrews seconded the motion.  
Meeting adjourned at 7:45pm.