

AGENDA

**March 20, 2019 at 8:30am
General Services Department**

Committee Members

Simon Betsalel

Johanna Rose Burwell

Marcella Camara

Mya Castillo-Martel

Margaret DeMott*

Caroline Dwyer (Call-in?)

Valerie Gillispie*

Kyesha Jennings

Caitlin Margaret Kelly

Chris Ogden *

Charlene Reiss

Laura Ritchie *** CALL IN

Katie Seiz*, Chair

Wade Williams

Chantal Winston (Call-in?)

** Cultural Advisory Board member*

Annette Smith

Rachel Wexler

Laura Biediger (neighborhood improvement department)

Linda Selaria (Durham County Engineering)

Jina Propst

I. Call to Order and Guest Introductions

8:35 am

II. Approval of Minutes

Motion to approve (

(Caitlin 1st, Mya 2nd)

III. Adjustments to the Agenda

- i. Hillside Basketball Court Project, Annette Smith (5 minutes)
Approached by FILA; create a national corporate engagement program centered around Grant Hill career right now
Renovating basketball courts in three communities important to Hill: Durham, Detroit, and Orlando
Parks that were popular; parks linked to Grant Hill; Hill took summer school courses at NCCU
Conceptual piece by Sarahlaine Calva (also selected to do park project at East Durham last year)
used to be only recreational center for people of color
pressure washing done last week; entire refurbishment of the courts; re-painting, re-landscaping

Call-In Number: 1-857-232-0157

Conference Code: 769537



April 13th at 9am – Ribbon Cutting at Hillside Park (Grant Hill in attendance) (Duke alumnae weekend)

Multi-year project; Grant and Jerry coming back next year to coach a 3-on-3 tournament at the courts

Funding split 50/50 between FILA and Grant Hill Foundation

will have a PR letter/FILA coordinating majority of communication materials, some collaboration with DPR

PAC and CAB to be notified when social media posts start going on

3 courts total; one court with a mural

courts located in “lower” part of park that were originally not as activated help regain sense of safety and security in the park

IV. Announcements and Presentations

- i. Retreat in April, Katie (5 minutes)

Retreat moved to April 17th at Duke Arts Annex Center

8am – 1pm

Broken into three parts:

Mission/Value reviewing as a team

Nuts & Bolts piece – questions around processes

Activity around project queue – which projects to prioritize

Catering done by Saladelia

All materials sent at least a week in advance to PAC for “Nuts & Bolts” review

V. New Business

- i. [Neighborhood Matching Grants](#), Laura Biediger (15 minutes)

Community Engagement Coordinator with Neighborhood Improvement Department
Beginning of 4th year for this grant

Helping residents connect to City; residents connect to residents

projects include: clean-ups, community gardens, walking trails, food pantry, etc.

all neighborhoods identify their own need

low barriers; doesn't need to be a 501c3 to apply

up to \$2500

Matching: in-kind donations, volunteer hours (valued at \$24.69 each), and cash

People have contacted Laura about public art; applications haven't necessarily come in yet

neighborhoods understanding public art process / how to paint the mural / etc.

usually 12 projects a year

two cycles per year (deadlines on handout)

application and selection process remain the same

provide guidance to neighborhood on how to plan a public art project

information packets, discussion sessions



\$2500 could be used to pay an artist; no more than \$250 can be used to pay for food/beverages; can't be used to pay utility bills
Southside Community project utilized public art
A lot of people call and are interested
Next steps: list of local resources, technical assistance, project examples, etc.
PAC members could choose individuals to be "technical liaison" or it could be done on a project-by-project basis
ground-plane projects by city not related to neighborhood improvement grants
do neighborhoods adopt a project and stick with it? What is the reality of these projects?
project period is only a 3-month project; part of application process about sustainability and maintenance
applications range all over
could be a full info session; could be a one-pager
is there a tiered list of potential projects that would fit within a \$2500 budget?
could be applied for once a year; potentially projects could be done in "phases"
application is hardest part of process – ultimately a project plan
City to create a list of projects done within different budgets (\$1500 traffic boxes, \$3500 morreene rd park)
BIG RESOURCE SHEET WITH POTENTIAL PAC LIASIONS and local resources; potentially capacity building for local artists Task Force to take-on creating that list

- ii. Budgeting 101, Stacey Poston (20 minutes)
 - City funding and other sources of funding
 - City Funding: CIP up to %1, management agreements, departmental funds, participatory budgeting, CIP Public Art Specific Projects
 - CIP Public Art Specific Projects – last two years received \$75k as a department specifically for public art projects; talking about dedicating those funds at the retreat
 - Participatory Budgeting – residents have been working on proposing projects, budget delegates involved, two public art projects (Fayetteville Street Corridor starting at Hayti Center) and Durham Convention Center area; funding gets approved July 1st
 - Departmental funds: GSD receives operational funding
 - Management agreements: GSD has agreements that the City manages but other people host out (DPAC, DAC, Convention Center, etc.) funding tied to cultural stuff
 - long-term lease agreement with Convention Center
 - is participatory budgeting voting open to public? PUBLIC VOTING IN MAY
 - Other Sources: Grants, donations, partnerships, private funding, development agreements
 - \$10k donation to BWSG work
 - Development agreements – developer comes to city and wants something (easements); pixel wall funded by development funder, matched with City
 - blue Heron developing apartment complex near Durham Central Park; \$13,000 for public



art in that development agreement

Miracle League ballpark easement – get a fence on their property; donating construction of fence to put art on

private funding – grant hill foundation example, someone comes to City and wants to do something on city property; Corcoran project similar to that

various partnerships – Art in Bloom trash can bouquets examples

Grants – Duke student grants, Walmart community grant, AARP, etc.

Caitlin – donations, DPR being collection point for donations. Can we start moving forward to make that an official partnership? Logistics of DPR/PAC agreement; are they the best fiscal sponsor? How to move forward to get it done? Potential agenda item

Writing grants – anyone on PAC participating in the grant writing process? Charlene participated in creative placemaking grant process two years ago

PAC work on grant research and identifying areas

using the retreat to identify priorities for what PAC/Public Art Program wants to work on in the next two years

Mya: people who want to volunteer their time? Potential volunteer grant writers? Is that an agenda item? MAY DISCUSSION

replicating the funding source information as part of orientation materials (just “beef” it out)

Agenda item for retreat (Charlene): identify over time the larger projects (smart corridor, etc.), knowing that we want them but don’t necessarily have money for them; then we can immediately pull those when you’re about to apply for a grant

what would we do with a million dollars?

a lot easier to find funding if you know what project you’re wanting to do

Z Smith Reynolds Foundation

iii. Pre-Qualified Artist Registry, Alex Benson (10 minutes)

*filtering the artists into different groups (absolutely pre-qualified, a group of people that are signed up for professional development projects; potential apprenticeships/mentees, “but they still get information” group. Could be notified for) clearly defined criteria for that

we’re trying to encourage other artists to apply for these projects

diverse pool of applicants; some people are technically skilled but aren’t logistically skilled;

Why have a registry if it doesn’t have a deadline?

1-2 year registry list helps keep the list updated

apprenticeships: we see you have potential

where are these artists from? Are we getting good responses from our group in NC/durham/this region? Are they from elsewhere?

Should task teams create this rubric?

joint-task force group (one person from each task force to meet together and discuss

options on how the rubric should be structured)

An email sent out to PAC to come up with these recommendations (Mya volunteered)

- iv. Museum of the Moon, Stacey Poston (10 minutes)
MOVED TO RETREAT

VI. Updates/Old Business

- i. Public Art Committee Task Team's Highlights (30 minutes, 7.5 min for a, b, c, d)
 - a. Advocacy and Project Cultivation: Simon Betsalel, Charlene Reiss, Laura Ritchie, Chris Ogden
Laura: received an email from an artist Stacey Kirby; potential public art project hosted by For Freedoms; wants to know what her options are to have this project at another location, funding sources, *"matchmaking" project similar to Raleigh Murals Project* – [click here if you're an artist or building owner](#)
 - 1. Making sure we're up to date about public art opportunities, city-funded projects that can be passed on to artists
 - 2. Cultivating relationships and building information sources with other private businesses and sourcesWorking with MuralDurham as a middle platform – City is now available as a back-end editor on the MuralDurham platforms
public art idea bucket to be presented at retreat?
Private development planning to do a bunch of murals at University Hill development; mixed-use development at 15501
 - b. Capacity Building for Local Artists: Margaret DeMott, Kyeshia Jennings, Caitlin Margaret Kelly, Mya Castillo Marte, Chris Ogden, Wade Williams
using different resources on document in task force for reference
commission for artists? Re-structuring budget?
Austin provides stipend for apprentice and travel funds, etc. they choose the apprentice for the artist
Austin has evaluation of challenges/successes they experienced during the apprenticeship process
"Apprentice does not have to produce art during his apprenticeship"
add comments to the side of the document
model of matchmaking apprentices and artists – Calvin and BWSG example
interviewing apprentices
a case-by-case basis
Austin lets commission artists draft their mentor proposals themselves



c. Community Engagement, Communication, and Outreach: Johanna Rose Burwell, Caroline Dwyer, Kyasha Jennings, Darin Johnson, Chantal Winston
UPDATES VIA EMAIL – TEAM NOT PRESENT

d. Public Art Committee Governance: Simon Betsalel, Caitlin Margaret Kelly, Stacey Poston, Charlene Reiss, Katie Seiz, Chantal Winston
mission and values statement has been massaged a bit more – now in an official proposal draft; pac members can make comments on doc in google drive
focus on: Durham, local artists, transparency, diversity + equity

No updates on vice chair / chair positions
summer term
roles defined
Simon going to grad school and moving; “interim” vice chair

LINDA: project manager with durham county engineering
16 months ago, city council commissioners
public art policy for durham county
county doesn't have volume of space to do art
will very likely be adopting policy that mirrors what the city is doing with public art
approval process for artists and art would go to Public Art Committee
durham county admin II building – call for artists
library public art project received 209 applicants; shortlisted to about 40
durham county commission meeting April 1, draft documents to decide on whether or not to proceed with public art policy
joint city-county public art policy
durham county went with a FULL 1% percent for art policy!!!!
any action item for City percent policy to go up to a full one percent
County will not have a staff person for public art; possible .25 FTE position (could be Linda)
county anticipates 3-4 projects a year

analyst position: offer to be made soon

VII. Adjournment

10:06am