

SUMMARY MINUTES

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

Committee Members Present

Simon Betsalel
Mya Castillo-Marté
Margaret DeMott*
Kyeshia Jennings

Caitlin Margaret Kelly
Chris Ogden*
Charlene Reiss
Laura Ritchie

Katie Seiz*, Chair
Wade Williams
**Cultural Advisory Board
member*

City of Durham Present

Alex Benson, GSD
Laura Biediger, NIS

Stacey Poston, GSD
Jina Propst, GSD

Annette Smith, DPR

Others Present

Linda Salguero, DCE

Rachel Wexler*, DDI

I. Call to Order and Guest Introductions

8:35am

II. Approval of Minutes

MOTION: Motion to approve Public Art Committee summary minutes from January 16, 2019 and February 20, 2019.

(Kelly, Castillo-Marté 2nd)

ACTION: Motion passed. 10-0.

III. Adjustments to the Agenda

- i. Hillside Basketball Court Project, Annette Smith

The City of Durham Department of Parks and Recreation was approached by FILA and the Grant Hill Foundation as part of their national corporate engagement program. As part of this multi-year project, the FILA and the Grant Hill Foundation are working together to renovate basketball courts in three communities important to Grant Hill: Durham, Detroit, and Orlando. To continue the project, Grant Hill and FILA plan to come back to Durham in 2020 to coach a 3-on-3 tournament at Hillside Park.

The renovations include three courts total with one mural to help activate the lower end of the park and help regain a sense of security for residents. The conceptual piece was designed by Sarahlaine Calva, the artist selected to complete a park project in East Durham last year. Currently, this project is still “under wraps” and information about the project should be shared sparingly. FILA is coordinating the majority of communication materials but the Public Art Committee will be notified when social media posts start going live. On April 13th at 9 am, a Ribbon Cutting will be held at Hillside Park with Grant Hill in attendance. Committee members are encouraged to come.

ii. Durham County Public Art Policy, Linda Salguero

Linda Salguero, a Project Manager with Durham County Engineering, is working to establish a Public Art Policy for Durham County. Durham County went with a full 1% for public art in their proposal to the Durham County Commission. However, the County will not have a staff person for public art if it is passed and will likely be a .25 FTE position. Since the adopting policy will likely mirror the public art program that the City has in place, the goal is to have a joint City-County Public Art Policy with the approval process for artists and artwork going to the Public Art Committee. If passed, the County anticipates 3-4 large projects a year. Durham County Commission meets on April 1st to decide on whether or not to proceed with the draft Public Art Policy.

The Request for Qualifications for public art at the Durham County Library received 209 applicants and about 40 of those applicants have been shortlisted. The Artist Selection Committee is continuing to work towards gathering Finalists.

IV. Announcements and Presentations

i. Retreat in April, Katie Seiz

The Public Art Committee Retreat has been moved to April 17th, 2019 from 8:30am – 1pm. It will take place at the Duke Arts Annex Center and will be broken into three segments: 1) Reviewing Mission/Value Statement as a team; 2) “Nuts & Bolts” presentation and discussion around general processes/funding; and 3) Activity around prioritizing public art projects. Catering will be done by Saladelia and Committee members are to fill out the [“PAC Retreat 2019 – Menu Selection”](#) Google Spreadsheet. Resource materials for the “Nuts & Bolts” segment will be sent out at least a week in advance to the Retreat for review. Members should come to the Retreat with their questions noted.

V. New Business

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

Laura Biediger, the Community Engagement Coordinator for the Neighborhood Improvement Department, came to discuss potential opportunities for public art funded

by Neighborhood Matching Grants. In its previous years, this grant has funded needs-based projects ranging from clean-ups and community gardens to walking trails and food pantries in neighborhoods around Durham. These grants fund up to \$2,500 in costs and require some sort of matching component – whether it be cash, in-kind donations, or volunteer hours. The grants are open for any resident to apply that has a neighborhood improvement project in mind. The only restrictions are that no more than \$250 be used to pay for food or beverages and the funds cannot be used to pay utility bills. There are two cycles of the Neighborhood Matching Grant per fiscal year and about 12 projects are funded.

The department has been contacted about these grants being used to fund public art projects but haven't received any applications for it yet. The Public Art Committee and Program have been tasked with creating an information packet on planning a public art project, technical assistance, project examples, local resources, and potential Public Art Committee liaisons, etc. to present to residents looking to fund public art projects in their neighborhoods through this grant program.

ii. Budgeting 101, Stacey Poston

Stacey Poston, Special Projects Manager, provides a quick presentation on the various pools of funding that the Public Art Program is able to use.

The City funding sources include: CIP Funding up to 1%, CIP Public Art Specific Projects, Participatory Budgeting, Departmental Funds, and Management Agreements.

- CIP Funding up to 1%: When 1% of total Capital Improvement Project budgets are allocated specifically for public art to be created (Examples: Solid Waste Management, Hoover Road Athletic Complex)
- CIP Public Art Specific Projects: The City Manager recommends up to 1% of the general CIP budget be set aside in the Project Fund for Public Art. For the last two years, the Cultural and Public Art Program has received \$75,000 specifically for public art projects.
- Participatory Budgeting: Residents and City Departments have been working on proposing projects to be funded by the City. There are two public art projects in line for this year's Participatory Budgeting: the Fayetteville Street Corridor starting at Hayti Heritage Center and the Durham Convention Center area. Public voting opens in May. Funding gets approved July 1st.
- Departmental Funds: The General Services Department receives operational and staff funding for the Public Art Program from the City.
- Management Agreements: GSD has agreements that the City manages but other entities operate that include funding tied to cultural activities

(Examples: Durham Performing Arts Center, Durham Convention Center, etc.)

Alternate funding sources include: Grants, Donations, Development Agreements, Private Funding, and Partnerships.

- Grants: The City applies for grant funding for projects from outside sources. (Examples: Duke student grants, Walmart Community Grant, AARP, etc.)
- Donations: Donations from individuals or foundations to the City that are specifically allocated for public art or cultural events. (Example: The City received a \$10,000 private donation to help mitigate costs for renovations at Black Wall Street Gardens)
- Development Agreements: A legally binding contract between a Developer and the City that includes terms related to the allocation of funding for public art. (Examples: Liberty Warehouse Apartments and the Pixel Wall, Miracle League Ballpark and fencing for public art)
- Private Funding: When an external entity comes to the City wanting to do a project using City-owned resources. (Examples: Hillside Park Renovations by FILA/Grant Hill Foundation)
- Partnerships: When other entities want to share resources with the City for one public art initiative (Example: pop-up Trash Can Bouquet Installations by the North Carolina Museum of Art)

The funding pools will be expanded upon at the Public Art Committee Retreat. A potential agenda item for the Retreat is to identify the larger projects that the City wants to tackle over a 3-5 year period and creating a way for committee members to track upcoming grants. A requested agenda item for May is to begin moving forward with logistics around making the Department of Parks and Recreation an official fiscal agent for the Public Art Program. Another requested agenda item for May is establishing best practices for individuals wanting to volunteer with the City's Cultural and Public Art Program.

- iii. Pre-Qualified Artist Registry, Alex Benson
Committee members have suggested filtering the artists into different groups tiered on their artistic merit and portfolio. The groups categorizing the applicants would be divided by: 1) Artists who are absolutely pre-qualified and are ready to be commissioned for public art; 2) Applicants with a strong portfolio who will be contacted for professional development opportunities; 3) Applicants who would qualify for potential apprenticeships/mentorships; 4) Applicants who will be contacted on all Calls for Artists and public art opportunities. The Public Art Committee will work on finalizing a rubric

with criteria identifying which applicants belong into which categories.

A joint-task force group was suggested to work together and sift through the robust number of applicants to the registry. One person from each Task Force would meet together to discuss options on how the rubric should be structured and the joint-task force would begin sorting applicants into the pre-determined categories.

As requested by the Committee, the Pre-Qualified Artist Registry's deadline has been extended to July 31, 2019 to ensure the maximum amount of local and regional artists. The Public Art Committee will work together to optimize outreach for the Registry in the Durham-Triangle area.

- iv. Museum of the Moon, Stacey Poston
Presentation on this information has been moved to the Retreat on April 17, 2019.

VI. Updates/Old Business

- i. Public Art Committee Task Team Highlights
 - a. Advocacy and Project Cultivation: Simon Betsalel, Charlene Reiss, Laura Ritchie, Chris Ogden
Committee member Laura Ritchie was contacted by artist Stacey Kirby to discuss potential locations for her temporary public art project hosted by For Freedoms. This sparked the request for the City to have some sort of a platform similar to the "matchmaking" project run by the Raleigh Murals Project that allows for artists and building owners to connect if they'd like to involve one another. The City is currently working on expanding partnership opportunities with Mural Durham and igniting Mural Durham as a middle platform between the City and the public. The City is now able to act as a back-end editor on Mural Durham platforms.

There is also opportunity for a collection of murals to be installed at the University Hill development/mixed-use development at 15-501 by private development planning.

This Task Force Team requests for the Public Art Committee to be making sure all members are up to date about public art opportunities and city-funded projects that can be passed onto artists while also cultivating relationships and building information sources with other private entities.

- b. Capacity Building for Local Artists: Margaret DeMott, Kyesha Jennings, Caitlin Margaret Kelly, Mya Castillo Marte, Chris Ogden, Wade Williams
This Task Force Team has been working diligently on developing guiding best practices for "Apprenticeships" and "Artist-Mentee Matchmaking". While each apprenticeship

will undoubtedly be on a case-by-case basis, the Committee suggests utilizing interviews to determine which potential apprentices would fit best with each project. Committee members that wish to contribute to the working document are requested to submit their comments in the side-bar of the Google document.

c. Community Engagement, Communication, and Outreach: Johanna Rose Burwell, Caroline Dwyer, Kyesha Jennings, Chantal Winston
Team not present during Committee meeting. Updates to be shared via Google Drive.

d. Public Art Committee Governance: Simon Betsalel, Caitlin Margaret Kelly, Stacey Poston, Charlene Reiss, Katie Seiz, Chantal Winston
The Mission and Values statement is continuing to be fine-tuned and is now formatted in an official proposal draft uploaded to Google Drive where Committee members have the ability to comment. There have been no updates on the Chair and Vice Chair positions – the defined roles are also continuing to be finalized. Simon Betsalel has offered to act as the “Interim” Vice Chair.

VII. Adjournment

10:06am

Respectfully submitted,
Alexandra Y. Benson