

2019 RETREAT SUMMARY MINUTES

Wednesday, April 17, 2019

Duke University Arts Annex, 414 Gattis Street Durham, NC 27701

Public Art Committee Members Present

Simon Betsalel
Marcella Camara
Mya Castillo-Martel
Margaret DeMott*

Valerie Gillispie
Kyesha Jennings
Caitlin Margaret Kelly
Chris Ogden

Charlene Reiss
Laura Ritchie
Katie Seiz*, Chair
Wade Williams

** Cultural Advisory Board member*

City of Durham Guests Present

Alex Benson, GSD
Rebecca Brown, GSD
Lynette Cox, GSD

Brenda Hayes-Bright, DCE
Steven Hicks, GSD
Stacey Poston, GSD

Jina Propst, GSD
Linda Salguero, DCE
Annette Smith, DPR

I. Welcome and Housekeeping, Katie Seiz

i. Retreat Expectations

- i. The goals for this Retreat are around mission-centering, priority goal setting through task forces, and analyzing current and upcoming project lists.

ii. Introduction of new Public Art Program Analyst

- i. Rebecca earned a Bachelor's of Fine Arts in Photography from the University of Georgia where she was able to provide program support for an Artist in Residence program and study internationally in Costa Rica, Italy, Spain, and England. She arrives at the City of Durham with a forthcoming Master's Degree in Arts Administration from Goucher College in June. While earning her Master's Degree, Rebecca has simultaneously been working full time as the Cultural Services Contract Coordinator for the City of Savannah's Cultural Resources Department. In Savannah during the last four years, she worked to coordinate artistic and historical programming through the Cultural Affairs Commission, a volunteer board. She has developed training sessions aimed at increasing the capacity of artists and nonprofit organizations and conducted the annual Americans for the Arts' "Arts and Economic Prosperity" study for the City of Savannah. She also collaborated with numerous nonprofits art and cultural services programs, and developed evaluation metrics for various arts programming.

iii. Introduction of Guests

- i. Brenda Hayes-Bright and Linda Salguero join the Retreat as Project Managers from Durham County Engineering. Steven Hicks and Jina Propst join the Retreat as Director and Assistant Director of the General Services Department. Lynette Cox joins the Retreat as an intern for the City of Durham, working on tasks specific to the Museum of the Moon and Parrish Street Lighting. Annette Smith joins the Retreat as the liaison for arts and culture from the Department of Parks and Recreation.

II. Committee Responsibilities and Mission Statement, Katie Seiz

- i. Discussion

- i. The Governance Committee has been working to draft the Mission Statement, Committee Responsibilities, and Value Statements for the Cultural Advisory Board's Public Art Committee. The first section of the document has actionable language, the second section of the document has idealistic language, and the third section of the document lists out the core values for the Committee.
- ii. The Committee made suggestions to include a sentence explaining that each public art project has its own set of goals and the state of "excellence" for each project will vary. They have also suggested a written paragraph explaining the relationship between the Cultural Advisory Board and the Public Art Committee, how they coordinate with each other, and what their defined roles are. This will help further the defined roles for the CAB/PAC liaisons. The Committee wishes to draft language that clarifies members are volunteers and don't necessarily act on behalf of the City, but rather, are a collective group of creative individuals in the community that come together to brainstorm and give suggestions on public art and do not have final say on the selection of artists or projects. Furthermore, the creation of a "Who We Are" section and a "Process Hierarchy" section would be helpful to residents trying to understand who the Public Art Committee is and what their roles are.
- iii. The creation of a checklist (internal or external) to make sure that the Committee is making decisions based on the core values established. By listing 3-4 points under each core value, the Committee can work to create criteria that helps determine how integrated these values are in the decision-making process. Moving forward, conversations around whether or not the Cultural Advisory Board and the Public Art Committee be separate entities will continue. Members will work together with the City to determine the pros and cons of being separate boards.

- iv. The Governance Committee will work to tweak the language to fit the suggestions brought by members of the Public Art Committee and will share out their changes at the upcoming meeting in May.
- ii. Adoption of Statement
 - i. Instead of a formal adoption of the Mission Statement, the Public Art Committee has reached consensus to move forward using the draft language as guiding principles for the Committee's responsibilities as well as the trajectory for the City of Durham's Cultural and Public Art Program. The Committee will work to finalize this language before presenting it to the Cultural Advisory Board for approval.

III. Task Force Team Annual Goal Recommendations, Stacey Poston

- i. Discussion and Voting
 - i. PAC members organized into their respective Task Force Teams (Capacity Building for Local Artists; Community Engagement, Communication, and Outreach; Advocacy and Project Cultivation) to determine 3-5 priority goals to accomplish in the next fiscal year.
 - ii. Share Out
 - 1. CAPACITY BUILDING FOR LOCAL ARTISTS
 - a. *Mentor/Mentee Guidelines*
 - i. A document to bring into public space to start using as an example for artists
 - ii. BWSG excellent example of apprenticeship component
 - b. *Research on artist training through survey*
 - i. Find out what artists are looking for in terms of professional development and other support services
 - ii. Survey should only take a few more weeks
 - iii. Using information from survey to determine actionable items
 - c. *Compiling evergreen artist resource documents to live on the Public Art Program's website*
 - i. Example of an ideal portfolio/application/CV/etc.
 - ii. Mentor/Mentee example documents from BWSG artists
 - iii. Information from survey to help guide what evergreen documents to create
 - iv. Guides on how to photograph artwork and upload them in high quality

- v. CAFÉ guides
- vi. Visual elements to help make content more digestible
- 2. ADVOCACY AND PROJECT CULTIVATION
 - a. *Info packet on the benefits of public art*
 - i. The creation of a research-based packet with links to specific case studies on the benefits of public art including: economic impact, public safety, activation of public spaces, health, equity, quality of life, etc.
 - b. *Develop materials to facilitate matchmaking between artists and property owners*
 - i. Using the Raleigh Mural Project as an example
 - ii. Connecting people who have space for public art and want it with people who make public art but don't have a site
 - iii. Will work closely with the Capacity Building for Local Artists Task Force Team to ensure cohesive materials
- 3. COMMUNITY ENGAGEMENT, COMMUNICATION, AND OUTREACH

Members not present at the Retreat. This Task Force Team will determine their priority goals at a separate time.
- 4. GOVERNANCE COMMITTEE
 - a. *Mission and Value Statement*
 - b. *Board Chair and Vice Chair Role Descriptions*
 - c. *Rework resolution to align City and County policies and advocate for a 1.5-2% budget allocation for public art projects*
 - d. *Identifying partners for fiscal sponsorship and fundraising*

Moving forward, the Task Force Teams would like to establish firm, quarterly deadlines to match goal setting. These deadlines will be set within each individual group to align with their action plan. These check-ins will allow members to ask the questions: "What happened? What didn't happen? Why? Do we want to continue?" The Task Force Teams are to use the next subcommittee meetings to establish timelines for each of their goals and bring these dates with them to the PAC meeting in May. These dates will then be funneled into a large, collaborative calendar to help guide the structure of future meetings and work plans for each Task Force Team.

IV. Nuts and Bolts Re-Orientation, Stacey Poston

- i. Budgeting and Funding Sources

- i. 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. These projects usually come from specific City departments. The City has a 5-year plan for CIP that can be looked at to scope out opportunities for public art (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 at E Chapel Hill and Main St. Public voting opens in May and is open to anyone living, working or studying in Durham. 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. There is an upcoming development agreement between the City and Blue Heron developers for a \$13,000 commitment to public art in their apartment complex (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)

ii. Project Queue

- i. The “Current Projects” spreadsheet presented at the Retreat was dated as of 4/15/2019. There is currently a need for a PAC Representative for these projects: CM Herndon Mural Project, Durham Convention Center Garage Doors, Museum of the Moon, Parrish Street Planters, SmART Ground Plane Art for Pedestrian Street Crossings, Solid Waste Management Truck Washing Station, The FENCE Youth Photography Grant, Art in Neighborhoods, Miracle League Ballpark, E Chapel Hill Street, and Fayetteville Street Corridor.
- ii. There currently are not enough public art projects being done in brown/black neighborhoods across Durham. The Public Art Committee should start thinking about innovative ways to integrate public art into various neighborhoods rather than only using City resources.
- iii. Committee members expressed concerns around their involvement in the initial planning process of the Museum of the Moon. The Museum of the Moon is an extensive public art project that involves four days of programming at the end of October and beginning of November. The City kick-started the planning of this project because of its large number of moving pieces and anticipated impact on Durham’s local businesses, traffic, and creative ecosystem. The Public Art Program will need several volunteers from the Public Art Committee to help with the planning and execution of the event. More information on the specific tasks and timeline to come.

V. **Break**

VI. **Activity**, Alex Benson

i. Activity

- i. PAC members self-organize into four groups around the City of Durham’s Project List Queue to prioritize potential public art projects using \$25,000 as the set funding pool to work from. Members use strategic thinking to determine potential opportunities for fundraising, partnerships, and other key elements for planning.

ii. Share Out

- i. After a 20-minute brainstorming session, PAC members share out their priority project lists to the rest of the Committee. Some groups edited out projects that seemed to already have some sort of funding or support, some edited out projects led by outside artists, and some groups opted out of projects that fell under general operation or to the guidance of other departments. Their priority project lists are below:

1. GROUP ONE

- a. Mostly smaller projects to spend the \$25,000 on
- b. Public art signage
- c. Professional Development
- d. Most expensive project: Durham Mural Crew Project
- e. Assigned butterfly garden and environmental art to DPR
- f. Seed funding for bus shelters and justice-involved projects
- g. Partnerships: Branding for DPAP

2. GROUP TWO

- a. Two major projects to be cross-department funded/planned:
Parrish Street Lighting to come out of OEWD and bus shelters to come from the Transportation budget
- b. Suggested project: Underpass Mural by County Building for \$7,000
- c. Website, social media
- d. Public art signage
- e. Temporary sculpture projects

3. GROUP THREE

- a. The “Neighborhood Public Art Menu”, a list of various projects that people can do in their neighborhoods to help get art outside of institutionalized settings.

- b. Temporary projects include: pop-up free performances, signal box murals, Candy Chang’s “Before I Die…” installation, Rainworks ground-plane murals, temporary yarn bombing, neighborhood crosswalk murals, storm water drain murals, the FENCE, youth photography grant, sidewalk poetry project, and other neighborhood-led projects suggested by residents

4. GROUP FOUR

- a. Youth Arts Mentorship – referencing Durham Mural Crew and funding for FENCE youth photography mentorship event
- b. Professional Development Funding
- c. Bus Shelter project – something more elaborate with a higher impact
- d. Projects that bring awareness around a larger community or global issue (Example: storm drain ground plane murals)

iii. Voting

- i. PAC members worked to determine which project suggestions should be prioritized through a voting method where each person has 3 votes.

VII. **Lunch**

VIII. **Group Reports and Wrap-up, Katie Seiz**

i. Mission Statement

- i. The Governance Committee will work to tweak the language to fit the suggestions brought by members of the Public Art Committee and will share out their changes at the upcoming meeting in May.

ii. Task Force Teams

- i. Each individual Task Force Team established priority goals and action items for the upcoming calendar year.
- ii. Due to member absentees, the Community Engagement, Communication, and Outreach Task Force Team will meet at a separate time to determine their priority goals.

iii. Current Project List

- i. There is currently a need for a PAC Representative for these projects: CM Herndon Mural Project, Durham Convention Center Garage Doors, Museum of the Moon, Parrish Street Planters, SmART Ground Plane Art for Pedestrian Street Crossings, Solid Waste Management Truck Washing Station, The FENCE Youth

Photography Grant, Art in Neighborhoods, Miracle League Ballpark, E Chapel Hill Street, and Fayetteville Street Corridor.

- iv. Project Prioritization Activity
 - i. There are overlapping themes within the project prioritization between all four groups that presented: Professional Development for Artists, Art + Sustainability, Art + Transportation, Youth + Art, Public Art Signage, and Public Art Projects in Neighborhoods. The City will work with the Public Art Committee to streamline these prioritizations into actionable goals for the next year. More information to follow.

2019 Retreat Activities

Task Force Team Annual Recommendations

Overview: PAC members organize into their respective Task Force Teams (Capacity Building for Local Artists; Community Engagement, Communication, and Outreach; Advocacy and Project Cultivation ONLY - the Governance Committee will meet a separate time with the City). Through group discussion, each group will:

- Determine 3-5 priority goals to accomplish in the next fiscal year
- Determine measurable objectives for each goal
- Determine action items

Then, each Task Force Team will share out their priority goals and action items

Finally, the PAC will pass a motion accepting the Task Force Team priority goals and action items for the upcoming calendar year (2019)

Goal(s): Identify top 3-5 goals established in priority order with measureable objectives and action items that will ultimately shape the PAC 2019 Work Plan for each Task Force Team

Materials: Large sheets for individual Task Force Team brainstorming, pens, highlighters, vote dots

Activity: Projects

Overview: PAC members will self-organize into four groups around the City of Durham's Project List Queue. For thirty minutes each group will:

- Review previously funded projects and projects suggested by artists, Public Art Committee members, and the Public Art Program
- Determine prioritization of upcoming public art project ideas using \$25,000 as the set funding pool to work from



- Members should use strategic thinking to determine potential opportunities for fundraising, partnerships, and other key elements for planning

Then, each group will be asked to present their list of projects to be funded with the fictional \$25,000

Finally, all PAC members will be asked to vote to identify the highest priority projects in the queue

Goal(s): Identify which projects are high-priority for the Public Art Committee and establish goals for the Cultural and Public Art Program during the next fiscal year

Materials: Project card deck, large sheets for brainstorming, pens, highlighters, vote dots