

MISSOULA PUBLIC ART COMMITTEE MINUTES

June 20, 2017 – 4:00 PM

Jack Reidy Conference Room

140 W. Pine, Missoula, MT 59802

Members Present: Julie Armstrong, Courtney LeBlanc, Taag Peterson, Kathi Olson, Cathay Smith, Peter Lambros

Members Absent: Helen Hallenbeck, Kia Liszak, Doug Olson

Others Present: Becca McCarron (Arts Missoula)

1. Call to Order at 4:10pm

2. No Public Comment

3. No Guest(s)

4. Approval of Minutes

a. April 18, 2017 - *Taag motions to approve minutes with corrections on Becca's hiring process made, Kathi seconds. All are in favor. Motion is Approved.*

b. May 16, 2017 - *Kathi's edit Suggestions: 6.c. change "taking a traffic signal box" to "funding", 6.l. Melissa's last name is: Madsen. With Kathi's notes, Julie motions to approve minutes with those corrections, Courtney seconds. All are in favor. All Approved.*

5. Artist's Freedom vs. Themed Work Discussion - Doug - *Discussion Tabled, Doug not present.*

6. Yearly Goals - Peter

a. Peter explains that he would like to be taking action steps towards moving these yearly goals into a format that allows the PAC to tackle them. Peter asks for clarification on how these items were constructed. Kathi reminds Peter that the committee discussed current projects and made predictions on what can take place this year, and what can take place in future years accordingly.

b. **YEAR 1: Outreach and Awareness: 1A. Creating monthly marketing PSA's.** Peter asks if there is a way to tackle a monthly Public Service Announcements. What is our PSA for this month for example? Peter suggests we make sure we are pushing information out into the public. Kathi says our PSA for this month is perhaps our public art guides and the TSB's. These announcements get out through different routes, social media, list connection, formal public service announcements, and multi-relationship lists. Peter mentions to Becca to look for opportunities to use on social media and publish monthly news, or regular news. Becca would be the point person for determining whether news is worthy of multi-relationship list, or a newsblast, etc. Peter asks Becca to put our public service announcements and yearly goals in a grid calendar format, in order to see our history and what we have accomplished. Kathi suggests a PSA could involve Tour Missoula App.

- c. **Outreach and Awareness 1B. Improve Website and 1C. Begin Public Art Education for Artists:**
Julie brings up education for artists and how it might be helpful to have information on our website that has educational artist resources. Kathi and Cathay might be able to add something in regards to the Copyright Informational Sessions, that will be occurring twice a year. The PAC suggests that Becca post on social media about the information the PAC has available (educational resources, etc.). Peter brings up the idea of having a professional come to an event, and asks what other educational ideas the PAC has. Julie suggests inviting a lecturer/speaker and having them speak about public private connections and helping artists navigate that. Peter suggests that the committee should email Becca if they have any specific educational resources she should include. Peter asks Becca to look over the **website**. Peter and Becca will be in touch each month in regards to the advancement of the website. He suggests to look into other public art websites and see how they are oriented. The PAC is welcome to send Becca links to sites they see that are successful.
- d. Courtney suggests creating an **opportunity for high school students** to learn what it means to be in art school, and that it is more complicated and in depth. She suggests giving extra credit to student seminar holders perhaps. Cathay suggests inviting professors to speak as well.
- e. The PAC discusses holding a **quarterly seminar** of sorts to educate people on public art. We could have a seminar on 1). how to write/apply for a proposal and 2). public and private partnerships for artists. Peter suggests having a seminar in September and January. 6pm at the City Council Chambers on a Tuesday evening was suggested as a location/time possibility for seminars. Courtney offers to spearhead the September seminar effort. Peter suggests to Becca to put these items in a calendar and in the yearly goals spreadsheet so that our efforts are trackable.
- f. Julie brings up the idea of **privately owned public art** and the notion of including that in our repertoire. Kathi and Peter express concern about not releasing personal addresses and home owners privacy if we follow this route. Julie adds that a woman that works for the Missoulian that takes beautiful pictures of privately owned public art, might be someone to get in contact with.
- g. **Outreach and Awareness: 1E: Establish a more formal connection to the U of M Art Department:** Courtney mentions that she has a connection to the University Art Department she can look into. Peter says the goal is to get a liaison to any meeting of their choice in the next 90 days and go from there. Taag asks what the objective of the connection with the University is? Peter says that it is to have lines of communication with an art pod in Missoula. We often have these ideas and such limited time to implement them, for example we need an artist, we need an idea, we need a list etc. Being connected to University personnel would allow us to reach answers to these questions faster, they also have access to grants, the State, and ways to execute that we do not. PAC suggests Becca reach out to Rafael Chacon and Jim Chapman.
- h. **Outreach and Awareness: 1D: Make Quarterly reports to Council and Governance 1B: Bringing Accounting and Professional Reporting to the Council:** Julie says the PAC should stick to our 1.5% for art. Peter says that the City wants to see results. The annual presentation was mentioned as a route that is more formal to present a report. Julie suggests that if the PAC wants more money, we would have to go and prove why we need and want more. Peter says he wants the PAC to have the discipline to create an annual report. Julie says typically annual

reports are made at the end of the Fiscal year, June and July. So, we are past the time for this current year. Peter wants to be able to look at the numbers and suggests a **July challenge of accumulating what we have accomplished over the last year. He would like to be able to give complete answers to anyone asking about the PAC financially and in terms of what we have accomplished.** Perhaps there could be a powerpoint made about our budget, what we have spent, and what the money was spend on, etc. (a digital report). Julie and Peter discuss that the PAC is potentially under Arts Missoula in terms of funding. Julie will double check this with the new accounting. Peter will work with Becca on pursuing our organizational goals.

- i. **Governance 1D: Create a Catalog and Condition Report:** Becca will add to next agenda: condition report, state to date. A discussion on cataloging condition of art pieces, what needs upkeep and what doesn't and where the PAC is at with this endeavor.
- j. **Governance 1A: Actively invite native representation onto committee** - PAC suggests reaching out to the Native American Studies Department at the University. This connection could kill two birds with one stone and achieve our University goals as well. Peter asks how we might deepen our reach, Kathi brings up the state percent for art relationship to the Salish-Kootenai Tribe. They have a cultural commision/state percent that exists. Peter suggests that when we are looking for art in Missoula, we look for native influence from neighboring counties.
- k. **Governance: 1E: Intentional Use of Staff and Chair Time:** Becca, staff, should start cataloging the work she is doing so the committee can get a better understanding of how she is using her time and how the PAC can best prioritize her time. Peter says he might not be the best chair because of his time constraints. Becca should add yearly goals to self fulfilling calendar, which fills in all the subpoint of the annual report.
- l. Yearly Goals will be added to agendas from here forward to continue the discussion.

7. PAC's contribution to Traffic Signal Boxes - Helen - Discussion Tabled, Helen not present.

8. Joshua Martel Mural Artist - Becca

- a. Becca explains that Joshua Martel and Dan Haugan are an artist duo that submitted an application. They are currently in San Francisco, but Joshua is originally from Hamilton. They are interested in painting a large scale, 20-50ft x 20ft mural. Joshua expressed to Becca that he is coming back to Missoula June 30th and upon the approval of the committee, he and his partner would stay as long as necessary to paint this mural. Becca opens up the discussion for the PAC's thoughts and if they would like to move forward with this project.
- b. PAC suggests we have a Q&A section of the website that informs artists on how to pitch their proposals to the committee.
- c. Kathi encourages the idea of a kickstarter in order for the PAC to create revenue for projects like this. She suggests possible mural locations. Kathi likes the idea of a mural and if we partnered with a location it could be a relationship where we all contribute and the art belongs to the city. Peter sums Kathi's remarks and expresses that we could approach businesses or locations for artwork and explain that we have a "pot of money" (after a kickstart) available for this project, and if they would like to work with us? Taag reminds the committee that a mural like this is a

large investment and not coverable by just a simple “pot of money” from one fundraiser. Kathi agrees, but believes it is still doable with kickstart-like efforts. Kathi also suggests being involved in a community fundraiser, and targeting for matching grants to award money to projects and artists.

- d. Taag says that Joshua and Dan have written in their proposal that they know people who could help fundraise, they have a written up project, and seem to have connections. If there is some sort of collaboration that happens with them on a project, that might be a good opportunity for us as well.
- e. Julie suggests the artists could make the mural impermanent and paint it on vinyl so it can be placed on and off of the side of a building. That could be a great kickstart effort to get people excited.
- f. The PAC has concerns about the image and the notion of cultural appropriation. Courtney reminds the PAC that this is a mock up and the artists would surely be open to suggestions.
- g. Cathay brings up the idea of design standards and including wording in building efforts, so any wall over a certain height or width might be required to have public art. The PAC discusses how they could make an ordinance that this is allowed and encouraged, but not required.
- h. Taag asks what the benefit of having a transient piece is? Julie says it would be able to be moved as a building is being constructed, etc. Taag suggests it would add some ongoing fees moving the piece on walls, off walls, etc. Kathi says it is expensive, but it is doable. The issue to worry about would be the piece getting damaged.
- i. Kathi asks to create a subcommittee to look into creating a kickstarter/fundraiser. Then at the next meeting, they can discuss what possibilities are instead of waiting for the the 1.5% for art and grants. Becca should add kickstart funding to the agenda for July.
- j. **In conclusion the PAC would like Becca to ask Joshua and Dan: What their sources of funding are? If they can come to our meeting in July to further this discussion? If they are open to the committee's suggestions on their design? Are they open to the piece being transient? Becca and Kathi will contact location possibilities. The PAC does not want to make final decisions before they have more information.**

9. Dan Tabish and Airport Mural - Becca

- a. Becca explains that Dan Tabish is refurbishing a large mural that was painted by artist Les Peters in 1955. The mural was housed in the airport but is being taken down because of upcoming remodeling. Becca informs that committee that Dan Tabish is in the process of refurbishing the mural and is renting out airport hangar space to do so. He is looking for a place to store, but ultimately house and show this spectacular art piece. He would like to keep the 90ft piece in tact, as opposed to cutting it up. Becca says that Dan has discussed the new convention center as a possibility on the new fox site. The committee thinks this idea is good, but the site will probably not be available for another 3 years.
- b. The committee suggests possible locations and contacts for Dan Tabish: Julie suggests contacting Emily Bentley at the Missoula Fairgrounds, Dave Strohmaier at Missoula County, Jim

McCloud Real Estate Developer, Mercantile LLC - Andy Halloren, Bozeman, and Representative Alan McCormick, at Garlington.

10. Traffic Signal Box Update – Kathi

- a. Kathi reminds the PAC that the Traffic Signal Box applications are Due on June 30th. Becca and Kathi are going on the morning show on MCAT, Friday, June 23rd to discuss the Traffic Signal Boxes. Kathi reminds Becca that she will be emailing the selection committee the appropriate time frames to review applications coming up.
- b. Kathi briefly reminds the PAC of last weeks discussion of the possibility of the Public Art Committee funding one of the boxes in the future, she says we did not know if we had enough money to fund it. Helen had brought this discussion up last month and it may be a topic to partner with our kickstarter/fundraising discussion.
- c. Cathay asks Kathi to clarify whether or not the Traffic Signal Box application is open to just Missoula County. She makes the point that we might be excluding artists from neighboring reservations. Kathi says she has given this thought and narrowing the spectrum to Missoula County seemed reasonable since they would be asking artists to travel to Missoula for only the \$1000 that each artist's makes. Kathi expresses that she is trying to get the TSB project going in Kalispell and Bozeman which will broaden the spectrum of the applicant pool.

11. Parking Meter Project Update - Kia/Becca

- a. Becca updates the PAC on the parking meter project. She and Matt from Arts Missoula are continuing to work with Liz and Charlie Stevenson on the corner of Higgins and Pine. They are looking to install 3 parking meters. Becca and Matt are working with Doug Harby from City Engineering and contacting their landscaper, Lee, at Nature's Best to collaborate on the effort. Kathi explains that Doug Harby from City Engineering is helping because of the city rules on putting something in the right of way. He is helping Becca and Matt navigate that process.

12. MCAT Documentary Update - Courtney

- a. Courtney and Becca met with Heidi West with the Outdoor Cinema at North Missoula Community Development Corporation. **Heidi reached out to a sponsor, Tell Us Something who are already signed up to sponsor a show in September. The Outdoor Cinema and Tell Us Something would allow us to show our MCAT Traffic Signal Box Documentary on Friday September 8th, after the movie, A River Runs Through it.** In exchange, the Outdoor Cinema is looking for a partnership. They would like the PAC to promote them on our social media.
- b. Courtney says she and Heidi discussed the idea of a relationship between the PAC and the Northside Outdoor Cinema. Courtney expresses that “this could be a route for a project for next

year, and it's very generous that they have allowed us to collaborate with them without compensation".

- c. Taag asks how the video is coming along. Courtney explains to the PAC that the video is great and she will reach out to Scott from MCAT and discuss this possible opportunity to see if he is open to us showing it at this venue. Courtney will ask if he is available to come to the July PAC meeting.
- d. Kathi brings up the idea of a collaboration with Arts missoula, City of Missoula Public Art, and and the Northside. We could have an installation of painted parking meters on the northside that would link all three parties.
- e. Julie is concerned about the documentary being shown after the movie. She suggests Courtney pushes to play it before the movie begins. Courtney agrees, but makes the point that showing the documentary beforehand might make for a longer showtime. Peter suggests the idea of making the entire event begin earlier so there is a larger window to show the documentary and movie. Courtney will check with Heidi on these options.
- f. Courtney would like the PAC to partner with the Outdoor Cinema, and to show our documentary on Friday, September 8th. As well as consider making this a long time partnership and beginning a conversation on what possibilities are for next year. Today she is just getting a pulse of what the PAC thinks of this idea.**
- g. Kathi suggests that we need an "OK" from the MCAT to finalize anything, and that the partnership is a great idea. She says perhaps we can feature artists at some point.
- h. In sum, the PAC is ok with Courtney moving forward with this endeavor. Courtney will have another meeting with Heidi before July to hash out details. Courtney will also reach out to Scott from MCAT to fill him in and get his approval. Kathi suggests that Courtney send the link the the TSB documentary to the PAC.**

13. Public Art Guide - Kathi (Signing Letters to Advertisers)

Kathi begins signing letters, Kathi and Becca will edit the letter headings.

14. Announcements, News, or Upcoming Events - *No announcements, news, or upcoming events to report.*

15. No Comments.

16. Adjournment 5:58pm

The City makes reasonable accommodations for any known disability that may interfere with a person's ability to participate in this meeting. People needing assistance should provide advanced notice to allow adequate time to make needed arrangements. Please call Heidi Bakula at (406) 552-6003 or write her at Mayor's office, 435 Ryman, Missoula, MT 59802 to make the request known.

STRATEGIC PLANNING GOALS 2017-2019

Mission: The Public Art Committee affirms the city's role as an advocate to public art, fosters and enriches the aesthetic of the City of Missoula, values and promotes the contributions of artists to the community and furthers the objectives of Missoula City Ordinance 3221.

Vision: The Public Art Committee envisions a community where art and artists are valued, and where public art is integrated into the fabric of our place, and enhances the quality of life of its citizens.

YEAR 1-2017

Outreach and Awareness

- A. Create monthly marketing PSAs
- B. Improve website
- C. Begin public art education for artists
- D. Make quarterly reports to council
- E. Establish a more formal connection to U of M art department
- F. Engage in community feedback

Governance

- A. Actively invite native representation onto committee
- B. Bring accounting and professional reporting to council
- C. Create annual planning and follow plan
- D. Create a catalogue and condition report
- E. Intentional use of staff and chair time

Quality

- A. Increase art call submissions

Fundraising and Project Development

- A. Pursue the idea of joining county
- B. Increase staff time
- C. Deepen our relationships to other Public Art Committees for inspiration and funding ideas
- D. Actively seek out grant funding
- E. Enrich private/public partnerships

Projects

- A. One big project per year- form committee
- B. Public Art Guide
- C. Parking meters

D. Lighting for Crossings

E. Lighting for Perseverance and Passage

F. Traffic Signal Boxes

YEAR 2- 2018

Outreach and Awareness

- A. Create a public art scavenger hunt
- B. Continued public art education for artists
- C. Create a friends of public art volunteer group
- D. Enrich relationships with local artists by holding artists events

Quality

- A. Hit maintenance harder

Fundraising and Project Development

- A. Continue to increase staff time
- B. Enrich private and public partnerships

Projects

- A. One big project per year
- B. Sculpture Park
- C. Live art/painting and music
- D. Community interactive art

YEAR 3- 2019

Fundraising and Project Development

- A. Continue to increase staff time
- B. Ask city for project specific money

Projects

- A. One big project per year
- B. Bench project