

Public Art Committee

Wednesday, April 11, 2012

7:30PM

Meeting Room, Lafayette Public Library

Minutes

Present: Rachel Hanson, Chair; Susan Booker, City Liaison; Alan Crandall, Vice Chair; Pamela Sherrick, Treasurer; Steve Kracha, City Council Member

1. Public participation: None
2. Meeting called to order at 7:30 p.m.
3. Minutes of the March 20, 2012 meeting – **Motion by Alan Crandall to approve. Pamela Sherrick seconds. Motion approved.**
4. Governor's Award Video
 - a. Booker reports that a three-minute video was requested and funded by Colorado Creative Industries to show during the presentation luncheon in Breckenridge on Friday. With the assistance of Rachel, Alan, Jenn (the Downtown Coordinator), and Jocelyn from pARTiculars, a video was prepared. Booker previewed the video for the Committee.
5. Interview – PAC applicant, Carol Park. A 15-minute interview was conducted by all present.
6. Comprehensive Plan Revision
 - a. Booker reports that the Comprehensive Plan revision is "in process" through appropriate channels, and she will notify the Committee when there is anything to report or action is required.
7. Update on Whimsy and Surveying our Future
 - a. Rachel reports that the proposal from Geoff, the artist who created Surveying our Future, for the number of medallions he could construct for \$5,000 has not been received to date.
 - b. Rachel reports that she and Booker met with Mike, the artist who created Whimsy, and John Cohagen, the owner of the Atlas Valley shopping center. Installation, landscaping, and lighting are all being donated by John Cohagen. Mike will deliver and assemble the piece on site. The piece will be installed in the green area at the northwest corner of the property close to the intersection of 95th and Arapahoe. PAC will need to provide signage with a dedication and other incidental costs. At a future meeting, the PAC will discuss an unveiling and reception at Atlas Valley.
8. Art on the Street 2012
 - a. Locations and Installations:
 - i. Booker reports installation is going out to bid on the City website, including dates for installation and alternates. For future AOS, Booker recommends that a document or procedure be in place prior to bidding, that artists must to commit to with regard to installation dates.
 - b. Pete D'Oronzio Property Proposal:
 - i. Booker presents a proposal for pea gravel around the site and native plants. If possible an electrical line can be run to tap into the street lamp for power (needed for the April Charms piece that is to be installed at this location). Otherwise wiring will come from the Left Hand Acupuncture Building. Pete D'Oronzio has indicated he is willing to grant an easement for the site. Booker is meeting with the City Landscaper, Bill, regarding the location. The Committee discusses the rough estimate of \$2,000 to complete the work. Alan asks if the costs can be spread over more than one year. Booker will gather more information, and the Committee agreed to a special meeting about funding if needed.
 - c. Meet the Artist Reception
 - i. The Committee discusses all of the pros and cons of the dates and venue choices for the Meet

the Artist Reception that are outlined in the following matrix.

Site	Date/Time	Challenges	Benefits	Open Questions
Lafayette Florist	Friday, Aug 17 (Fri before Peach Fest)	<ul style="list-style-type: none"> • Senior Art Show willing to relocate but also holding event this night. • Arts!Lafayette liquor license can only be held for one site. They will be using for beer garden at Fest Plaza. • Lot has a down grade that will make setting up food and tables challenging. • Desire to build upon sophisticated and tasteful approach to the event – may be down scaled with choreography of event with Sr Center. 	<ul style="list-style-type: none"> • Lafayette Florist has already agreed to allow us to use parking lot and facilities and power. • Tent will be set up by City. 	
Festival Plaza/Starkey Building (use inside Starkey building for food and porch for wine/drinks)	Friday, Aug 17 (Fri before Peach Fest)	<ul style="list-style-type: none"> • Distraction of other events in near vicinity. • Challenges with roping off area for alcohol consumption. • More confined space to organize food and beverages. • Limited outside space. No tent for outside in case of rain. 	<ul style="list-style-type: none"> • Runs right in to Art Night Out. • In same location as last year. • No need for tent set up. 	1. Ok to have 2 liquor licenses at same location (beer garden and wine in Starkey)?
	September 21 (Art Night Out)	<ul style="list-style-type: none"> • Need for tent set up. 		
	July 20 (Art Night Out)	<ul style="list-style-type: none"> • Need for tent set up. 		
	July 11 th (Weds Summer Concert Series at Fest Plaza)	<ul style="list-style-type: none"> • Need for tent set up. 		
Sr Gomez Upstairs				
VFW		<ul style="list-style-type: none"> • Desire to build upon sophisticated and tasteful approach to the event – may be down scaled with this location. 		
Tutti & Festival Plaza (Happy hour downstairs with artist or \$30 dinner then public awards at Festival Plaza)			<ul style="list-style-type: none"> • Allows for more intimate interaction with the artists. 	

- ii. To eliminate the cost of the tent, the Committee discusses scaling back the event in 2012 and returning to use of the Starkey Building and the surrounding lawn area as the location—with pop-up canopies to protect food and beverages and a cordon around the area to allow for wine service. Booker confirms that as many as 8 canopies may be available for use.
- iii. The Committee also discusses possibly contracting again with Augustina's Winery so that ARTS!Lafayette will not have to obtain another liquor license.
- iv. After a thorough discussion of the possible venues and dates for the event, the Committee narrows the choice down to Wednesday, July 11, prior to the Summer Concert at Festival Plaza. **Motion by Pamela Sherrick to approve. Alan Crandall seconds. Motion approved.**

d. Brochure – Volunteer Needed

- i. Alan agrees to be responsible for task of cutting out artwork images for brochure. A bid will be requested from Krisha, who has indicated she cannot donate her services as she has in prior years.

e. Summer Reading Program Mapping Activity – Volunteer Needed

- i. Rachel will speak with Ashley about leading this effort since Ashley is familiar with the program at the Library.

f. Adopt a Pedestal Update

- i. Alan is working on the mockups, which should be completed next week, for an initial presentation to Boulder Hospital.

9. Art Night Out Volunteers Needed

- a. Rachel reports that volunteers are needed for Art Nights Out and encourages Committee members to contact anyone who might be interested in helping. Any volunteers interested in assisting with the sponsored beer garden by taking money, checking IDs, and serving beer must have mandatory police department liquor training. She will be sending information out on Lafayette Police Department scheduled training classes on April 28th and May 20th.

10. Possible Small Grant for Utility Boxes

- a. Booker reports that the City Code Enforcement department is tired of painting utility boxes to remove graffiti; so the idea was broached of a possible small grant to creatively paint the boxes. Unfortunately, she reported that Xcel Energy prohibits this; so the project will not go forward.

11. Retreat in May

- a. Booker reports that a joint LCAC/PAC retreat to plan the 2013 budget process will be scheduled in May. She will send out a Doodle invite with possible dates and times.

12. Interview – PAC applicant.

- a. A second scheduled interview was not conducted as the applicant withdrew his name from consideration as he was more interested in volunteering with a nonprofit organization serving the broader arts community.
- b. The Committee discussed the qualifications of the first applicant, Carol Park, and whether to recommend her to the City Council as a new member of the PAC. **Motion by Alan Crandall to approve. Pamela Sherrick seconds. Motion approved.**
- c. Booker will send out an additional call for volunteers to serve on the PAC to fill the remaining openings for alternate members.

13. Tabled items – continue to table.

14. Reports

- a. Chair: Rachel reports that she, Booker, Alan, and Lisa will be attending the Colorado Creative Industries summit in Breckenridge on Thursday. Other members of the LCAC and the City Council will join them on Friday for the Governor's Art Awards luncheon.

- b. City Council: Steve reports that he and Booker were late for the meeting as they attended a reception at the Governor's Mansion in Denver at which the Governor (who cannot attend the CCI luncheon) noted that the City of Lafayette was a winner of the Governor's Arts Award. Steve noted that next Tuesday evening the City Council will present an award to the LCAC and PAC as Volunteer groups of the year. He also reported that info is now being presented to the City Council for 2013 budget planning.
- c. Staff: Booker reports that the towns.woman sign has been received and Matthew is planning to install it soon. Also, she reports that Rachel and Jenn Ooton have been working hard with her on planning for the 2012 Art Night Out season.
- d. Treasurer: Pam reports that there is no new data to review since Booker reviewed the 2012 budget at the last meeting.
- e. LCAC: Booker reports that there will be a Discover Lafayette Booth at Art Nights Out. Local businesses should be encouraged to provide business cards and coupons for the booth.
- f. ARTS!Lafayette: Rachel reports that the nonprofit has applied for a sales tax license, received five liquor licenses for the Art Nights Out, and received a donation from Particulars.

15. Motion by Pamela Sherrick to adjourn. Alan seconds. Motion approved. Adjournment: 9:45 p.m.

16. Next meeting date Wednesday, May 9, 2012, 7:00 p.m.

Submitted by Pamela Sherrick

Rachel Hanson, Chair