



Town of Clayton
Public Art Advisory Board Minutes
Tuesday, January 24, 2023 at 5:00 PM
Wooten Room, Town Hall
111 E. Second Street

Board Members Present:

Sara Perricone, Chair
Kathleen Nobles
Kristin Ryan
Angie Bryan
Kim Helmer
Tammy Murray
Dane Martin
Clark Hipolito
Carrole Mulkey Dayton

Staff Present:

Heidi Holland, Town Clerk
Nathanael Shelton, Communications Officer
Porter Casey, Council Member

Board Members Absent:

Howard Manning
Joseph Slaton

1 CALL TO ORDER

- a) Ms. Perricone called the meeting to order at 5:04 p.m.

2 APPROVAL OF MINUTES

- a) Approval of Draft Minutes
- November 15, 2022
- Presenter:* Heidi Holland, Town Clerk

Approval of Minutes

Motion: Board Member Helmer

Second: Board Member Murray

Vote: Unanimous

3 ACTION ITEMS

4 OLD BUSINESS

5 NEW BUSINESS

- a) Review of the Sculptures (*Chosen by the Selection Committee*)
Presenter: Jim Davis & Sara Perricone

Jim Davis, of Sculpture in the Landscape, was present. He stated 2 large pieces needed to be picked for the round-a-bout and the new location at the corner of Main Street and Highway 70. For the location at Main Street and Highway 70, there is limited space due to sewer lines.

The Selection Committee met today at 2:00 p.m. and chose their recommendations of the sculptures for this year's trail. Mr. Davis shared the unanimous choices. He stated 10 are unanimous but one is really questioned (Chat), there may not be a good place for it. 5 alternates have been chosen. The decision of the location is decided when speaking with Public Works to determine which pad the sculpture would fit. He stated there were 57 entries from 7 states.

There was board discussion on the pieces the Selection Committee chose. The pieces the board decided on are:

- Reflex - Suggested for the Round-a-bout
- Trinity - Suggested for Main Street and Highway 70
- Three Moons
- Teal Variable
- Wonder
- Mr. Hithere
- Pixel
- Pop Fly
- Apollo's Scorn
- Cycle

Mr. Davis stated he would send out notices to the artists tomorrow.

b) Media Marketing Committee

Presenter: Sara Perricone

Ms. Perricone stated Mayor McLeod had suggested this committee. This committee consists of

Dane Martin, Kristin Ryan, Sara Perricone, Clark Hipolito, and Kathleen Nobles.

Kristin Ryan has agreed to chair this group. She comes to the board with a background in marketing. Tonight, would be working on a plan of where this committee would go. She stated she would like to know what is working, what is not and what type of exposure the Town wants.

Nathanael Shelton, Communications Director was present. Ms. Perricone asked Mr. Shelton what his department doing to support the public arts and the Sculpture Trail. Mr. Shelton stated he interviews Mayor McLeod and the artist during installation and shares those on YouTube and social media. He stated his department designs the brochure and pushes that out several times throughout the year. He stated there is also a TikTok series on the Sculpture Trail. Ms. Ryan during the week of install of the new sculptures, if is there a way to have a hot button on the website that allows citizens to know the install is happening.

Ms. Mulkey-Dayton shared information on a city that had different walking tours that was shared on Facebook and received a lot of positive feedback. She stated we need to figure out how to reach the 55+ and older group. It was suggested to allow the Public Art Advisory Board have its own Facebook page. Ms. Nobles stated half the people in this Town have no clue what is going on in this Town. Ms. Ryan stated the goal tonight is to get eyes on Clayton.

Mr. Shelton stated we have a lot of tools, just need to know where to put the focus. He stated his department is working on welcome packets for new Clayton residents and are also rolling out a mass communication tool that would allow the Town to share information to the citizens via texts. He stated he wants to make sure the art pieces are a part of that.

There was discussion on radio advertising and putting an ad in the News & Observer. Mr. Hipolito stated this would make the Town look creditable. He stated we should call on our State magazine, Johnston Now and other popular publications. Mr. Martin stated the hot button on the website is a good idea. He stated the website should be a priority, a hub that contains the information. Mr. Hipolito stated there is an Art of Clayton Facebook page that was created but not used very much. Ms. Ryan stated someone on this committee could need to manage that. Ms. Perricone asked Mr. Shelton if we could have a hot button on the main page, Mr. Shelton stated he would have to look at it, right now the website is using a template. Mr. Martin stated if someone posts once a day on the Art of Clayton Facebook page, maybe after time it would blow up. Ms. Perricone suggested the board take pictures and post on this site often. Ms. Perricone stated this committee needs to meet often to get this off the ground.

6 ADJOURNMENT

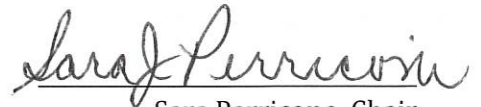
a) Adjourn

With nothing further, the meeting was adjourned at 6:23 p.m.

Motion: Board Member Ryan
Second: Board Member Nobles
Vote: Unanimous

Motion to Adjourn

Duly adopted this the 21st day of February, 2023.


Sara Perricone, Chair

ATTEST:



Heidi L. Holland, CMC, NCCMC
Town Clerk

