



Town of Clayton
Public Art Advisory Board Minutes
Tuesday, January 15, 2019 @ 5:00 PM
Wooten Room - Clayton Town Hall

BOARD MEMBERS PRESENT:

Sara Perricone, Chair
John McFadden
Tammy Murray
Larry Strevig
Jill Hunt
Clark Hipolito

STAFF PRESENT:

Stacy Beard, Public Information Officer **left at 5:48p.m.*
Heidi Holland, Deputy Town Clerk

BOARD MEMBERS ABSENT:

Maleah Christie
Elizabeth McLaurin

1 CALL TO ORDER

- a) The meeting was called to order by Ms. Perricone at 5:13 p.m.

2 APPROVAL OF MINUTES

- a) Draft Minutes
• November 20, 2018

ACTION: Adoption of November 20, 2018 Minutes

Motion: Board Member Murray
Second: Board Member Strevig
Vote: Unanimous

3 ELECTION OF NEW OFFICERS

- a) Election of 2019 Board Officers
Presenter: Sara Perricone, Chair
• Chair

Mr. Strevig nominated Sara Perricone to serve as the Chair. There were no further nominations. Ms. Perricone stated she was very happy to serve another term as Chair.

ACTION: Approval of Sara Perricone to serve as 2019 Board Chair

Motion: Board Member Strevig
Second: Board Member Hipolito
Vote: Unanimous

OLD BUSINESS

a) 2019-2020 Sculpture Trail Update

Presenter: Stacy Beard, Public Information Officer

- Approve Call to Artists
- Approve Timeline
- Review of Contract

Ms. Beard started the discussion on the Sculpture Trail Updated and distributed a timeline to the board members (see attachment). She stated she looked at other town's sculpture trails for new artist names in hopes of getting new artists involved. Many of the same artists return every year but would love for new artists to also become involved. She stated we need to think about who would be on the selection committee (which is a sub-committee), and this could be discussed further at the February meeting. The selection committee will be a sub-committee consisting of downtown business owners, two members from this board, and two council members. The sub-committee's recommendations of the sculptures would be brought to the Public Art Advisory board for approval and then to the April 1, 2019 Town Council meeting for presentation of recommendations.

Voting for the People's Choice Awards will begin next month. Ms. Beard suggested staying with Survey Monkey because of the compatibility of most platforms. There was question of where to announce the winner, last year it was planned during a concert however that concert needed to be canceled due to the hurricane. All agreed that April 12th would be a good date, as this will be during the 150th Birthday Celebration and a stage will be in place. Last year Kim Helmer took the voting to the schools to allow the students to vote on the sculptures, there was a great turn out of voting with the schools. Tammy Murray stated she would work with Ms. Helmer and the schools.

There was discussion about agreement between the town and the businesses and potential sponsorships. With having been no issues with the current agreement, it will remain as is. Due to the sculpture's size, a business may not be able to pick the location of the sculpture they have sponsored. There was brief discussion whether individuals/businesses could share the sponsorship fee, it was decided that would not be a problem. If that situation occurs, both the individual and business name would go onto the sponsorship plaque.

The 2018-2019 brochures are complete, Ms. Beard brought these and asked the members to distribute them out to the public and to local downtown businesses.

ACTION: Motion to Approve Call to Artists

Motion: Board Member Perricone

Second: Board Member Murray

Vote: Unanimous

b) Outdoor Student Public Art Update

Presenter: Stacy Beard, Public Information Officer

Ms. Beard gave a brief update on the Outdoor Student Public Art Project. Ms. Perricone asked Ms. Beard if she could get total cost of all material required for the project if we needed to purchase them. This would assist in budgeting purposes. Ms. Beard provided a few pictures of some of the fish that had been completed so far. Ms. Jeffrey's advised Ms. Beard that the project should be ready by the end of March with the thought of an April reception and having the fish installed on the trail May 1st.

- c) Piano Project Update
Presenter: Sara Perricone, Board Chair

Ms. Perricone stated she has someone who has an upright player piano on wheels that they wish to sell to us for \$200.00. This piano would be open to anyone that wanted to paint it. There will be more discussion on this project at the February meeting. Ms. Perricone stated she would love to see this in place and tie into the 150th celebration.

5 NEW BUSINESS

- a) Greenway Decoration Procedures
Presenters: Kim Helmer and Larry Strevig

No report, this will be discussed at the February meeting.

- b) April Art Exhibit at the Clayton Center with the CVA
Presenter: Sara Perricone

The fish from the Outdoor Student Public Art Project will be on display in the lobby of the Clayton Center on April 1st, 2019. There will be a reception, held by Clayton Visual Arts, on Thursday, April 4th. This will give the students an opportunity to proudly display their work. This event is open to the public.

- c) Mural on Building
Presenter: Sara Perricone

The Chamber's Economic Development is creating protocols to determine what can be put up in the town. The planning board has approved Clark Hipolito to paint a mural on a building downtown (Rising Tide Builders). Once the board approves the design, it will then go to the Economic Development Committee for their approval. The idea for the mural is to make it cohesive with downtown and still tie in the 150th Celebration. This will be the first image people will see when coming into town from covered bridge.

ACTION: To Approve Clark Hipolito's Outside Mural

Motion: Board Member Murray
Second: Board Member Strevig
Vote: Unanimous

6 PUBLIC COMMENTS

7 ADJOURN

- a) With there being nothing further, the meeting was adjourned at 6:02 p.m.

ACTION: Motion to adjourn

Motion: Board Member Perricone

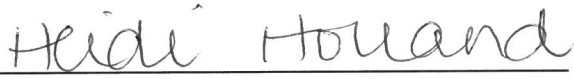
Second: Board Member Strevig

Vote: Unanimous

Duly adopted this the 19th day of February, 2019.


Sara Perricone, Chair

ATTEST:


Heidi Holland, Deputy Town Clerk
& Clerk to the Board

2019-2020 Town of Clayton Sculpture Trail Timeline

January

- Call to Artists Goes Out
- Review Members of the Selection Committee
- **Deadline for submission of Monday, March 5, 2019 at 5 p.m.**
- Send to wide-ranging audience (art groups, magazines, websites, etc.), post website story, begin social media campaign; Revise or Add to Distribution List

February

- Review applications as they come in for accurate information
- **People's Choice Awards – Begin Releasing Videos & Survey Link 1st Week of April – 2 per week**

March

- **Submission Deadline: Monday, March 5 at 5:00 p.m.**
- Prepare submissions for Selection Panel
- Submit selections for review to Technical Review including at art locations (Library/Parks & Recreation) to meet week of March 5th
- **Presentation and Selection Panel Deliberations and PAAB Vote on Recommendations: Tuesday, March 19, 2019 at 2:00 p.m. Public Art Advisory Board Meeting at 5:00 p.m.**
Select tentative locations for the 13 & 2 alternates (may be adjusted due to technical review)

April

- Alert Town Clerk so that item can get on Council agenda
- Present recommendations to Town Council: **April 1, 2019 at 6 p.m.**
- **April 2, 2019:** Contact artists about selection (or non-selection), notify them of locations and schedule delivery/installation/video shoots/write 13 plaque texts – **send to engraver**
- Discuss & finalize de-installation & installation schedule with Public Works Department
- Reach out to artists to advise of schedule and coordinate de-installation

May

- Send out news releases, social media promotions
- Revise brochure and get to printer – 1,000 copies
- Insurance Appraisals
- De-install and install artworks: **end of May – through mid-June**
- Video each artist upon installation

Notes on last People's Choice

- Photoshop composite images of the week's matchup for sharing on web, Survey Monkey and social media.
- Update website story with information about current week's matchup, photos of sculptures, artist bios, sculpture info, links to videos, etc... Add new story to website homepage.
- Reformat and adjust website story for Survey Monkey – update photos, videos and info each week
- Reformat and adjust website story for Facebook – sharing photos and inviting people to "Like" favorite sculpture
- Facebook post shared on Downtown Facebook page
- Survey Monkey shared multiple times on Town and Downtown Twitter accounts
- Follow-up Facebook post over weekend inviting people to vote on Survey Monkey