

SALISBURY
ROWAN COUNTY
Authentic North Carolina

SALISBURY-ROWAN COUNTY CONVENTION & VISITORS BUREAU
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Name: Public Art Committee

Date of Meeting: November 12, 2015

Committee Chair: Barbara Perry

Date of Next Meeting: January 25, 2016

Committee Members Attending: Edward Norvell, Lynn Raker, Jane Creech, Barbara Perry, Gretchen Witt, Sue McHugh, Henry Jackson, Raemi Evans, Anne Scott Clement

Tourism Staff: Lesley Pullium, Allyson Teague

Not Attending: Judy Kandl, Doug Black, Diane Hundley, Paula Bohland

Barbara Perry called the meeting to order at 8:40 AM.

Perry made a correction to the minutes, including the addition of Judy Kandl's attendance at the previous meeting and the addition of Paula Bohland to the list of committee members.

Lesley Pullium introduced Allyson Teague, the new SRCCVB Office Assistant.

Motion: Gretchen Witt made the motion for the approval of the minutes with the stated corrections.

Second: Motion was made and seconded to approved minutes of the August 14th meeting; vote to approve was unanimous.

Motion: Approved

Treasurer's Report

Lynn Raker stated that expenses in the 2015-2016 budget were due to Sculpture Show awards being paid in the current fiscal year, paying an honorarium to the Sculpture Show judge, and having the bronze plaques cleaned and waxed. The current account totals \$25,592 with projected expenses of \$39,000, including funding that would come from colleges which participate in the 2016 Sculpture Show. Some of the expenses will come in the next fiscal year, assuming another large Sculpture Show takes place.

Raker said that Karl Rimer is still a big proponent for having large historical figures as sculptures in the downtown area, but the PAC is not sure if it will be appropriate. It was discussed that Rimer's donation could be used in a different way for some kind of historical marker, such as George Washington's stay in Salisbury. Raker conveyed that Rimer was not committal about how the \$4,000 could be used. Rimer enjoyed the Sculpture Show during a visit to Salisbury this summer, so the donation could possibly be granted toward the next Sculpture Show. A proposal should be sent to Rimer about the decided allocation of the \$4,000 in order to gain his approval.

Sue McHugh suggested that PAC look into a Crowdfunding initiative for the Sculpture Show. Historic Salisbury attempted to use the GoFundMe website for some houses being renovated, which generated \$500. Many times a Crowdfunding site works well with video that presents a specific project. Edward Norvell discussed the potential for this type of initiative to build a lot of community support, even with smaller gifts of \$10 to \$20. Gretchen Witt informed the committee that although Crowdfunding is a good idea, the main problem to overcome is maintaining the website. The committee agreed that the current website needs to be updated and the efforts involved would be worth it. Raker stated that the PAC's Facebook page could be utilized to spread the word about upcoming Sculpture Shows and draw attention to a potential Crowdfunding initiative. McHugh felt that social media will allow sharing to bigger groups and can grow interest organically as friends of friends continue to share information. Pullium also suggested that Tara Ludwig, SRCCVB Marketing Director, could post PAC's information for donation possibilities on the CVB Facebook page. The committee decided to bring more information about a Crowdfunding initiative to the next meeting in order to collaborate further before moving forward. In addition, the PAC will need to find out if the City of Salisbury will allow the committee to raise funds through a GoFundMe page and advertise it on Facebook. McHugh conveyed that the Arts Council might be able to help the PAC maneuver any obstacles.

History and Art Trail

Gretchen Witt stated that there are only five History and Art Trail brochures left. More brochures need to be published as the rack cards are not as effective for visitors wanting to follow the trail. Raker shared that a design has been created but it has been difficult to fit all the information needed within the brochure. The PAC has not moved forward with the new design due to funding restraints. Originally there were 5,000 History and Art Trail brochures printed. Anne Scott Clement suggested that the current design should be printed to have as an interim instead of nothing at all. Plaque photographs are not included in the new design because they couldn't be read due to the small print, and the information has been updated. Raker said that it would cost around \$1,200 to print another 5,000 brochures. McHugh asked if the concepts of history and art should be separated, but Perry reiterated the goal of the PAC is to present history and art in combination with one another throughout the community. McHugh wondered if the committee has ever considered trying to partner with the Historic Salisbury Foundation. Perry conveyed that a representative for the Historic Salisbury Foundation needs to be identified to participate in the

efforts of the PAC. McHugh stated that Anna Moorefield could be approached to assist on the committee for the new History and Art Trail's brochure. Perry will call a meeting within the next few weeks to discuss the new brochure design further. Raker will contact Fern about helping to execute the new design for the brochure to be published.

Witt discussed the Cornwallis plaque in further detail. The wording for the plaque is complete, but there is some concern from the owners of the home where the plaque will be displayed about whether or not visitors will mistake their home for the home that Cornwallis actually stayed in on that site. Raker shared that Carol Palmer, owner of the home, had a question about the accuracy of the dates on the plaque. However, the history confirms the dates in February. Witt proposed that the plaque ultimately read "Cornwallis made his headquarters at the corner of West Bank and South Church Streets" and leave out "in the home of Maxwell Chambers". The committee agreed with Witt's proposal and also agreed to keep the dates as listed on the plaque, "February 4 to 7, 1781".

Motion: Gretchen Witt made the motion for the approval of stated changes on the Cornwallis plaque.

Second: Edward Norvell

Motion: Approved

Witt suggested having the dedication for the Cornwallis plaque on Friday, February 5th at 3:00 PM and have a reception at the Rowan Public Library. The committee will consider having the dedication around 12:00 PM if there is adequate funding to provide lunches. The DAR and SAR should be on the list of groups to receive invitations.

Sculpture Show

Raker discussed the 2015 Sculpture Show. Whitney Peckman, a local artist, was the appointed judge. The first place artist was Steven Hayes, whose piece is located at Livingstone College. Second place was Todd Frahm with a sculpture at Catawba College. Third place was Ray Katz's sculpture at Yadkin Bank on East Innes Street. Each winner has received a letter as a notice of their awards with a check for the award. A press release will be sent out soon.

A decision needs to be made about installation and reception dates for the 2016 Sculpture Show before sending out calls for entries. Easter falls on March 27th, 2016, the last weekend in March, so it might be best to wait until April 1st, which is a Friday. This will allow the artists to be present in Salisbury for the whole weekend.

Other Business

Perry stated that the full committee will not meet in December, but will plan to meet in January. Two new members will be appointed to the PAC, including Jenn Selby, who tentatively left the

committee due to a conflicting work schedule. In the future the committee decided to use the same format as the Rowan Arts Council, meeting four times a year to include a lunch. This will allow for the possibility of having a more diverse group. Perry stressed that some individuals have trouble attending an 8:30 AM meeting, so a lunch meeting would make more sense. Perry proposed the 4th Monday of each month at 11:30 AM. The PAC will meet on January 25th, April 25th, September 26th, and November 28th, unless a meeting needs to be called for an unexpected reason.

Motion: Edward Norvell made the motion for the approval of stated changes to the PAC meeting schedule for 2016.

Second: Raemi Evans

Motion: Approved

There were no questions. The meeting was adjourned at 9:45 AM.

Respectfully submitted by:
Allyson Teague, SRCCVB Office Assistant