



SALISBURY-ROWAN COUNTY CONVENTION & VISITORS BUREAU
204 E Innes Street, Ste. 120, Salisbury, NC 28144
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Name: Public Art Committee

Date of Meeting: August 14, 2015

Committee Chair: Barbara Perry

Date of Next Meeting: TBA

Committee Members Attending: Barbara Perry, Lynn Raker, Sue McHugh, Gretchen Witt, Doug Black, Diane Hundley

Tourism Staff: James Meacham, Melissa Murguz

Not Attending: Judy Kandl, Edward Norvell, Anne Scott Clement, Henry Jackson, Raemi Evans, Jane Creech

Barbara Perry called the meeting to order.

Perry discussed the possibility of changing the meeting time in order to facilitate a quorum because it's difficult for everyone to attend at 8:30 AM. The group considered various days and times that might work for the group. The committee decided to try to meet on the 4th Monday of the scheduled month at 11:30 AM, but not make it official until non-attending members could agree. Perry also inquired about making future meetings quarterly and then implement called meetings, as needed.

Budget

Perry expressed that the budget was short after adding everything up, including the Sculpture Show and additional markers for the History and Art Trail, even with the sale of four pieces. Perry met with Maggie Blackwell and inquired about requesting more money from the City of Salisbury because the Public Art Committee is not a fundraising group. Blackwell contacted the City Manager, Lane Bailey, and James Meacham, Director of the SRCCVB, about splitting the difference between what the PAC might potentially get and from the sale of items. If everything goes through then there will be adequate funds to do another Sculpture Show.

Lynn Raker addressed the budget and financials. The PAC received \$10,000 last year from the City of Salisbury through the CAC and will continue to request more. The Rowan Arts Council Grant and the Salisbury Community Foundation Grant were received with a total of \$13,000, helping to put on the Sculpture Show. The funds from local colleges helps to pay the stipends for the Sculpture Show and is considered revenue. Karl Rimer gave an unsolicited \$4,000 to do a George Washington sculpture, however the idea was not well received by PAC. Raker suggested to Mr. Rimer that the money could be used in another way in the historical public art realm. Any decisions to use Mr. Rimer's \$4,000 should be discussed with him first.

Raker stated that the expenses are primarily related to the Sculpture Show because there weren't any markers produced last year. Most of the Sculpture Show expenses result from the \$19,000 worth of stipends for 15 different artists and 19 sculpture pieces. The colleges paid \$9,000 of that expense. The ending total funds for last fiscal year is \$3,000.

Raker continued to discuss the financials for the current fiscal year, which included the carry-over of Mr. Rimer's donation of \$4,000. The City of Salisbury gave the PAC \$10,000 through the CAC and added \$2500 with the understanding that SRCCVB would match that amount. This is a total of \$15,000 from the City of Salisbury and SRCCVB. Raker submitted an application to the Robertson Foundation last winter and received \$2,500 for the Sculpture Show for the current fiscal year. The sculptural bike racks were sold to the Depot (Historic Salisbury Foundation) and the PAC received a commission of \$675. The bike rack artist lowered his price on the pieces as a donation to the PAC and HSF.

Raker stated that PAC received a check for \$30,000 for the purchase of Salisbury Foursome down near the interchange. A check has been authorized back to the artist for \$22,500. So, the PAC received \$7500 off of that sale. The current available balance is \$28,692.20. The projected expenses does not include the Sculpture Show, but only includes items talked about last year, such as the marker for Cornwallis and updating the PAC brochure.

Marketing

It was suggested that the History and Art Trail brochure needs updating and didn't feel the rack cards were very useful. Raker said there is a good draft that has been produced. The group discussed how to incorporate art and history within the brochure so that each is represented equally.

The committee conversed about the importance of updating the website to stay current within the digital marketing field. A successful website will give people an opportunity to donate as well. Visitors might also like the chance to donate in memory or in honor of someone. Raker conveyed the possibility of recognizing donors for larger donations with a small plaque along the History and Art Trail. However, some committee members were worried about excluding others that have also donated, but at a lower level. The website would be a good common ground to publicly

recognize an individual's donation. The group discussed various ways to include a donor recognition page and who could manage regular updates. Raker asked James Meacham about options for updating and maintaining the PAC website. Meacham stated the long term solution would be to wrap a new and improved PAC website into the \$200,000 being spent on a whole new digital infrastructure. Simple View is the firm that SRCCVB is leaning toward due to their capabilities of building microsites. Meacham conveyed that a short term fix for the PAC website could be considered with available funds and the committee should meet with the SRCCVB marketing team about information the PAC would need to gather for executing a new website.

New Projects

Raker provided information on new projects for the PAC. The library was contacted by a family who was interested in purchasing a sculpture and donating it to the library in honor of their parents. Perry and Raker met with members of the family and showed them sculpture pieces that might be appropriate. The family would like a more figurative type sculpture, such as children reading a book, and have about \$6,000 to spend.

Raker was approached by the Fire Chief, Bob Parnell, about the possibility of having a marker to commemorate 200 years of the fire department. Mr. Parnell would like something related to the firehouse on East Innes Street, which stood until 1902. The group asked Gretchen Witt to research any photographs or references that would provide some history behind the firehouse. The anniversary of the firehouse is 2017, so there is some time to plan for where the marker will go. One idea is to implement a kiosk for the PAC, which would also include the firehouse marker. However, the committee was unsure if Mr. Parnell would be comfortable with the marker being placed on a kiosk and not highlighted by itself.

The Yadkin River Veteran's Memorial Bridge project is underway and Raker has been working on the committee responsible for it. Specifics cannot be discussed until the Department of Cultural Resources makes formal presentations to the two counties involved. Once a meeting takes place in September more details will be provided. The selection committee for the Memorial Bridge has chosen an artist.

Raker stated that after the City Council comments session about the Confederate statue there was discussion about the possibility of the community coming together and initiating an effort to have some sort of representation for the heritage of others. The City Manager has asked the PAC to facilitate this initiative. Some members of the committee suggested to remove the base granite the statue currently rests on and re-install the statue without the text. Perry conveyed that the granite could be reused and a new, more relatable, text might be applied. However, some people may argue that the text is part of the Confederate statue's history.

Other Business

Raker shared a Winston Salem Journal article stating that Winston Salem was selected as one of two cities in the United States to receive funding to establish a community innovation lab, a new approach to solving tough social challenges by deeply integrating artists and artistic practices into a rigorously facilitated change process. Raker felt the basic concept behind the community innovation lab would apply to the PAC and suggested that the committee send a representative to Winston Salem for an Arts Council meeting to learn more about the details of the new lab.

Raker had the opportunity to tour 6th grade students through the various sculptures and was amazed at how interested the children were in the pieces. The students appreciated the materials that were used and excited to be up close and personal with the sculptures, especially after having the chance to touch the art as well.

Witt said the Cornwallis marker was ready to go with the funding in place and suggested that PAC dedicate it in February of 2016, which is the month that Cornwallis was here. Perry conveyed that the exact location at the home where the marker will be should be revisited and confirmed with the homeowners. Doug Black inquired about the deed of perpetuity so the marker stays in the selected location. Raker stated there would likely be an easement put in place. Perry will arrange a time with the homeowners to hold a meeting for determining the location of the marker.

There were no questions. The meeting was adjourned.

Respectfully submitted by:

Allyson Teague, SRCCVB Office Assistant