

VISIT ROWAN COUNTY

SALISBURY, NORTH CAROLINA

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ROWAN COUNTY TOURISM DEVELOPMENT AUTHORITY

204 E Innes Street, Ste. 120, Salisbury, NC 28144
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Name: Public Art Committee

Date of Meeting: May 22, 2017

Committee Chair: Barbara Perry

Date of Next Meeting: Sept. 25, 2017

Committee Members Attending: Gretchen Witt, Jenn Selby, Edward Norvell (Conference Call), Jane Creech, Barbara Perry, Sue McHugh and Karen Alexander, Judy Kandl, Anne Scott Clement, Alyssa Nelson

Tourism Staff: Tara Furr

Not Attending: Henry Jackson, Doug Black, Raemi Evans,

Barbara Perry called the meeting to order at 11:35 and introductions were made around the table.

Perry reported the minutes of the May 22, 2017 meeting were available for approval. The minutes were approved as sent.

Treasurer's Report

Alyssa Nelson distributed copies of the budget. Barbara Perry briefly reviewed the budget year-to-date noting the revenue and expenses. Perry mentioned that there were some carryover funds from 2016-17 year, also \$10,000 from City of Salisbury, the CAC (restricted) grant, RAC grant, SCF grant and the Town of Spencer purchased a sculpture in the amount of \$2800. Perry noted that the Overman plaque was purchased and has been placed in the Chestnut Hill Cemetery. Edward Novell purchased the plaque as the City nor would the County allow the plaque to be placed on municipal property. Total revenue \$40,195.42.

Perry reviewed the expenses, which were for the Washington sculpture, Goodman's installation costs, the 2016 Sculpture show winners, and expenses relating to the brochures and the

reception. Total expenses were \$41,329.66. Current balance is -\$84.26. The funds from RCCC, Catawba and Livingstone have not been received yet.

There are several projects/expenses projected and still pending of \$4800. The remaining balance is \$2925 plus the revenue due from the colleges. The budget cycle is ending in June. Alyssa Nelson reported that the City Finance Department shows remaining funds of \$5000-\$6000 and she is aligning the backup documents for the remaining balance prior to the Finance Dept. issuing the final balance amount.

Jenn Selby offered the assistance of the RCCC Design and Printing program in the design of the various collateral pieces needed for the Public Art Committee.

Alyssa Nelson discussed the redesign of the Sculpture Show brochure for the coming season since it has been the same design for four years.

Anne Scott Clement asked about the grant funds and spending the funds within the same year that the organizations receives the funds (Ex: SCF & Grassroots). Perry said that the City funds are always expensed first and then the grant funds are used.

Perry reported that Robertson Foundation awarded \$1000 to the committee for the coming year. These funds will be used in the West End for a proposed sculpture at the community entrance.

Rain Works Project

Jane Creech gave a brief history of the Rain Work Project and updated the committee on the outcome of the project. PAC granted \$300 toward this project affiliated with Shive Elementary. The children are super excited about the project and on June 3rd they will implement the project on the four corners at the square. The project is visible for about 15 minutes and then will not be visible again until it rains. The project will be visible for 3-4 months. Alyssa mentioned that the sidewalks are being worked on and they may need to move their work down a little bit from the corners.

History & Art Trail

Gretchen Witt reported that she, Barbara and Lynn met and with Bob Parnell and the Fire Historian from the Salisbury Fire Department regarding 100th year anniversary of the Salisbury Fire Department.

They discussed a possible plaque. Witt said she suggested an upright plaque off of the ground, like the one at the Hall House. Currently, Witt is researching the information for the plaque. The location will be in the parking lot next to the jeweler on E Innes Street which was location of the original fire department. The Fire Department is raising funds for the plaque. Witt said that an

information brochure may be developed to accompany the plaque as well. The Fire Department would like to do the dedication sometime in October 2017.

Witt reported that she is working on the History & Art brochure along with City staff (Fern). The latest map that Witt received is incorrect so there are corrections that must be made to the map and a few minor edits to the text. Witt said the design is very close and once these edits and corrections are made, the brochure should be ready to print. Perry reported that there are funds earmarked for the brochure in the budget.

Witt asked the committee about the “sponsors” section on the brochure. The committee agreed that “ongoing partners” might be better wording for those partners that continue to sponsor the project.

Mural

Perry reported that she was approached by the David Post in January regarding the Mural. Janie Allen had made a presentation and had asked Council about PAC taking over the Mural. Perry met with Pullium and got all of the Mural financial files to review. There is outstanding debt for the last painting session in 2015 and the current balance in the Mural account is around \$1000. Perry said that she met with Post and told him PAC could not take over the Mural as there was a significant amount of debt outstanding and PAC did not have the funds to pay that debt.

City Council then requested that Perry report on public art and where public arts stood on the Mural. Perry said that she then received a call to meet with the City Manager about the Mural. David Post was working on reducing the debt. Perry said that she gave the report to Council on public art and said that PAC was looking into taking over the Mural.

Perry said that there were multiple items that needed to be considered including contacting the building owners, the artists, and calculating the actual cost of the maintenance costs. Perry said that she is working on all of these items.

There was discussion on how individuals are selected to be on the Mural and if this will be offered as an option in the future or the piece finished - with no additions. Witt asked if the Mural can be sealed if it is ever deemed “finished”. Anne Scott Clement said there is a new application that might possibility seal the painting. Clement said she would contact the company and ask about that product. Once the Mural was completely updated, the finished painting could then be sealed.

McHugh said that she was briefly involved with the Mural and said that the artist would come every five to seven years to do a refurbish of designated sections. The painting was too large to refurbish in one paint session of two weeks. McHugh said that it was a challenge to raise the

amount of funds for the refurbishment in recent years as some of the major contributors were passing away.

Perry said that Pullium and the RCTDA office has been filing the 990 forms and keeping track of the bank account statements, however the Allen's maintained the checkbook and made the payments for expenses etc. Perry said that Janie Allen told her that \$12,000 was owed to the artist. Perry said that the City Manager wants a definitive amount required for maintenance and the maintenance schedule outlined prior to making a decision as to whether the City will take over the maintenance of the Mural. Perry said that she was continuing to work on researching this project and will meet with the David Post and the City Manager later in the summer.

Arts & Ag 2018

Tara Furr distributed the proposed calendar of events for a 2018 initiative called Arts & Ag. The planning is in the early stages but will consist of a year-long event celebrating Rowan County Arts and Agriculture. The goal is to bring Arts to the Farm and the Farm to the Arts. The event will kick off in April 2018 and conclude with a harvest event in November 2018. The TDA will be funding the initiative. The next step for staff is to meet with the various Arts and Ag partners to work on developing the exact programming for the events. Furr said that staff would like to work with the Sculpture Show to integrate the show into this initiative since the show is such an impactful local art event. Jenn Selby asked about having artists submit specific pieces that would fit with the agricultural landscape at some of the partners (Patterson Farm, Lazy 5, Vineyard). The cost to install a piece within the city is \$1250 each. Perry noted that the cost in outlying areas could be a little more, so plan for \$1250-\$1500 per installation. The stipend per piece may also need to increase for "special pieces". Selby and Perry noted that perhaps 3-4 pieces from the total show be dedicated to Arts & Ag initiative.

Other Business

Alyssa Nelson reported that she is working with the Rose Society about a possible sculpture purchase to celebrate their 125th anniversary.

Nelson reported that she is still talking with artist about picking up the Eagle sculpture piece. The piece has been here for three years. It was suggested that a stipulation be put into the future Sculpture Show forms/contract about the length of time a piece can stay in place after a show.

Adjourn

There were no questions. The meeting was adjourned at 1:45pm.
Respectfully submitted by:
Lesley Pullium