



March 14, 2012

Quick Report *DRAFT*

Chapel Hill Public Arts Commission

Members Present: Nancy Kitterman, Chair; Scott Radway, Vice Chair; Christopher Beacham; Rebecca Brenner; Hudson Vincent

Members Absent: Daniel Cefalo; Andrew Gerschutz; Lisa Goldstein; Alexander McSpadden; Zachary Kohn; Jennifer Wales

Council Liaison: Lee Storrow

Staff Present: Jeff York (Liaison), Steve Wright

Agenda Item	Discussion Points	Motions / Votes	Action
Call to Order/Introductions	The meeting was called to order at 5:30 p.m. Commissioners & guests introduced themselves.	None	None
Approval of Quick Report	The February 2012 Quick Report	No vote was held due to lack of quorum.	None
2020 Comprehensive Planning Update and CHPAC Support	The first draft is ready for CHPAC review. An ad-hoc committee may form to draft a review memo of the 2020 draft for the CHPAC's consideration in April. Memo is due prior to 4/24. 2020 mtgs are scheduled for 3/20 & 4/12.	None	None
PR & Social Networking	The Publicity Committee's recent report	None	None

Agenda Item	Discussion Points	Motions / Votes	Actions
Legal Issues for Commission Agendas, Minutes & Proxies	No proxy votes allowed; Quick Reports are the only official record of the meeting. Agenda rules discussed.	None	None
Carrboro Arts Commission Vision	The Summary of Strategic Planning Session January 21, 2012 (attached)	None	None
Public Art Staff Quick Reports	Public and Cultural Arts projects and programs	None	None
Public Art Volunteer Committee Reports	Public and Cultural Arts projects and programs. A Public Art statement was distributed (attached).	None	None
Calendar of Work Updates	CHPAC recommendations for appointments and reappointments to the CHPAC will be made at the April meeting. Commissioners seeking reappointment need to submit their applications to Communications and Public Affairs soon.	None	None
Other Announcements / Public Comments	None	None	None
Adjournment	The meeting's adjournment	None	The meeting adjourned at 7:20 p.m.

Summary of Strategic Planning Session January 21, 2012

The objective of the Carrboro Arts Committee Strategic Planning Session is to perform a creative review of the role of the arts in the Carrboro community. Following a survey of the members of the Committee, four questions were identified for relevancy and development potential:

1. In what ways can the arts be promoted in Carrboro?
2. How can the arts and business community interact to support Carrboro's economic growth?
3. In what ways can funding for the arts be accomplished?
4. In what ways can the quality and energy of the Arts Committee be maintained?

These questions were the focus of the meeting. As a summary and a matrix for further development and refinement, these notes are presented as a work-in-process:

- Column One itemizes various general ideas.
- Column Two identifies an initial step toward developing specifics for action.
- Column Three identifies individuals who have volunteered to act as facilitators and/or contacts.

1. Promoting the Arts

Articles about "soul" of art	Public publications (newspapers, etc.) with frequent/recurring article by key people about why art makes Carrboro unique	
Communications Social media: Facebook, etc. Web pages consolidated An online art presence	A complex area requiring extensive review, integration and maintenance (e.g., Shop Carrboro Online)	
Consolidate with groups of artists		
Public art Street art, bicycle path art Murals Controlled graffiti Artists at work "live" Kiosks for art Unused spaces	Refer: art "summit" is underway as a beginning for several areas Space needs, opportunities Open areas, storefronts, etc. (e.g., Carr Mill Mall)	Chris Freestanding display available from Arts Committee, Colan
A Carrboro Artist-in-Residence		
Talent shows All media The "best" in town Neighborhood	Expansion of Carrboro Day Various "competitions" Costume Day(s)	A start: Nicolette
Grant discovery and creative grant writing	Especially for unique, human interest, high visibility, capable of generating a lot of attention from the press.	
Social media campaign		Chris

2. Business/Economic

Summit: All groups working together	Economic detail Search for venues, for "unused" spaces Make venues "easier", simpler	Chris, Jackie on economic development with Annette
Arts Committee member on Economic Development Commission		
Business community member on Arts Cmte		
Motel tax and "points" for art (development)		
Shop small businesses ETSY for art web	Also shop online perspectives	

3. Funding

Joint creative exercise in business space	Example: Wine and Dine	
UNC Entrepreneur program	Investigate	
"Ritzy" art party	Fundraiser	
Silent auction Live auction	Unusual donations, exotic, high publicity social events	
Sale items	T-shirts, calendars, banners, bumper stickers, etc.	Check conflict of interest
Grant writing (especially high-visibility directions)		

4. Arts Committee

Recruit business representative	With art, creative credentials	
Excite/inform/stimulate Committee members	Invite "guest" for commentary, inspiration, etc.	
Recruit grant writer/researcher		
Expand committee meetings beyond administrative maintenance		Chris

This is a framework and a start toward a more comprehensive and visible Arts Committee

Public Art statement.docx

"Urban design and community life provide the framework for Public Art. Public Art informs the population and creates the visual statements about who we are as a community and what values we treasure.

The broader gestures of urban design and urban planning determine the footprint and the scope of our visual, artistic community. Public art looks at the cultural issues, social issues (current and historic contexts) community imagination, local lore, resident archetypes, and human factors as defined by the touch and feel of space. Related issues include pedestrian safety, wayfinding, anticipation of destination, vista, identity, lighting, landmarks, and nodes, greening and of course beautification.

Taken as a whole, public art is an interdisciplinary form that operates between disciplines, translating technical, safety, maintenance, and functional requirements into opportunities for imaginative interplay that serve both the "requirements" and the community.

Public Art provides more than design and materials. It provides a point of view sensitivity and a daring quest to reveal our truest collective voice."¹

¹ Vicki Scuri Siteworks
Broward County Florida
Public Art Report