



Quick Report

Chapel Hill Public Arts Commission

April 11, 2012

Members Present: Scott Radway, Vice Chair; Christopher Beacham; Rebecca Brenner; Daniel Cefalo; Lisa Goldstein; Alexander McSpadden; Hudson Vincent, Jennifer Wales

Members Absent: Nancy Kitterman, Chair; Zachary Kohn

Staff Present: Jeff York (Liaison), Steve Wright

Agenda Item	Discussion Points	Motions / Votes	Action
Call to Order	The meeting was called to order at 5:40 p.m.	None	None
Add Agenda Item	Request made for additional agenda item re: Parks Master Planning Document	The Commission moved and unanimously voted.	Agenda item re: Parks Master Planning Document added.
Approval of February and March 2012 Quick Reports	The February and March 2012 Quick Reports	The Commission moved and unanimously voted.	The February and March 2012 Quick Reports were approved as written.
2020 Comprehensive Planning Goals Revisions	Commission discussed public and cultural art sections of the current draft, and Commission edits and additions to the current draft.	The Commission moved and unanimously voted.	Staff authorized to submit finalized CHPAC edits and additions by deadline.
Recommendations for the Parks Master Planning Document	Commission considered language of distributed document (attached) recommending public art elements to include in the Parks Master Plan.	The Commission moved and unanimously voted.	After edits of the document are completed it will be submitted to the Parks Master Planning group.
Public Relations and Social Networking	Commission considered the Social Media Proposal (attached).	The Commission moved and unanimously voted.	Proposal options #1 and #3 will be pursued.
Response to Citizen Petition about Huether Artwork	Commission considered petition and a response to it (response attached).	The Commission moved and unanimously voted.	After review of final memorandum, Kitterman may submit it to Council.

Agenda Item	Discussion Points	Motions / Votes	Actions
Public Art Staff Reports	Public and Cultural Arts projects and programs.	None	None
Public Arts Office Volunteer Committee Reports	Public and Cultural Arts projects and programs.	None	None
Review and Recommendation for CHPAC Membership	Commission considered applicants for appointment.	The Commission moved and unanimously voted.	The Commission recommends Town Council reappoint Daniel Cefalo, Lisa Goldstein and Hudson Vincent to the CHPAC.
Calendar of Work Updates	None	None	None
Other Announcements / Public Comments	None	None	None
Adjournment	The meeting's adjournment	The Commission moved and unanimously voted.	The meeting adjourned at 7:10 p.m.

Art in Parks & Recreation
(Recommendations for the Parks Master Planning Document)

Art, if planned and implemented properly can add dimension to the park and greenway experience. Art can entice exploration and reveal nature, highlight the senses, mark natural changes or offer an aesthetic approach to park and greenway infrastructure.

We (the Public & Cultural Arts Commission) recommend the following.

When planning for new parks, greenways, or facilities, or renovations or expansions to existing park inventory, art should be considered as part of the planning and design process by:

- a. broadly identifying opportunities for integrating art into the context of park inventory
- b. identify sources of funding for incorporating the art(percent for art program funds, park bond, possible in lieu of funds, etc.)
- c. involve artists early in the planning process for determining contextual appropriate locations and projects. Projects might include, artist-design amenities, play spaces, artist-in residence, landscape design, etc.
- d. incorporated art should reflect the Town values of sustainability and environmental stewardship
- e. incorporated art should follow established guidelines for community involvement and education
- f. The Public & Cultural Arts Commission develop a public art overlay plan based on the Parks Master Plan document to address the above.



CHPAC Publicity Committee Social Media Proposal

Drafted by Hudson Vincent and Steve Wright — 3/29/12

The CHPAC Publicity Committee discussed the creation of the following three Facebook accounts, and seeks Commission action on which option or options to follow, if any:

I. Chapel Hill Arts (URL will be “www.facebook.com/chapelhillarts”)

A. Purpose

1. To promote awareness of and participation in Chapel Hill and Carrboro area arts and cultural events.
2. To publicize and support the work of the Chapel Hill Public Arts Commission, UNC arts organizations, and other Chapel Hill and Carrboro area arts and cultural organizations and artists.

B. Policies

1. Sponsorship

- a) The Chapel Hill Arts Facebook page shall be a collaboration between the Chapel Hill Public Arts Commission and the University of North Carolina Student Government.
- b) The logo of the page will read “Chapel Hill Arts”. Directly underneath the logo, there will be an “About” section explaining the purpose of the page and its sponsors.

2. Users

- a) Chapel Hill and Carrboro area arts and cultural organization, artists, and interested parties. The Chapel Hill Public Arts Commission and/or the Town of Chapel Hill’s Public and Cultural Arts Office may use their separate Facebook presences (sections 2 and 3 below) to post events to this site, if these sites were created.

3. Privacy

a) Open profile

- (1) Any Facebook user can ‘post’, ‘like’, or ‘share’ on the Chapel Hill Arts page.

C. Management

1. Moderators

- a) The Chapel Hill Arts Facebook page shall be moderated by representatives of the Chapel Hill Public Arts Commission and the Arts Advocacy Team of UNC Student Government.

2. Account Access

a) Account Access will only be given to two groups:

- (1) Selected members of the Chapel Hill Public Arts Commission’s publicity committee.
- (2) The Arts Advocacy Team of UNC Student Government

D. Launch

1. Timing

- a) The Chapel Hill Arts Facebook page shall be launched August / September 2012, to coincide with the return of UNC students.
- 2. Promotion
 - a) This new site will be promoted at this time by The Arts Advocacy Team, The Chapel Hill Public Arts Commission, and The Town of Chapel Hill's Public and Cultural Arts Office, among others.

II. Chapel Hill Public Arts Commission (URL to be determined)

- A. Purpose
 - 1. To publicize and support the work of the Chapel Hill Public Arts Commission and the Town of Chapel Hill's Public and Cultural Arts Office.
 - 2. To promote awareness of and participation in Chapel Hill and Carrboro area arts and cultural events.
- B. Policies
 - 1. Sponsorship
 - a) The Chapel Hill Arts Facebook page shall be administered by members of the Chapel Hill Public Arts Commission.
 - b) The logo of the page will read "Chapel Hill Public Arts Commission". Directly underneath the logo there will be an "About" section explaining the purpose of the page and the Commission.
 - 2. Users
 - a) Chapel Hill and Carrboro area arts and cultural organization, artists, and interested parties. The Chapel Hill Public Arts Commission would be the primary posters, with other interested parties posting also, including the Town of Chapel Hill's Public and Cultural Arts Office if it had a separate Facebook presences (sections 3 below).
 - 3. Privacy
 - a) Open profile
 - (1) Any Facebook user can 'post', 'like', or 'share' on the Chapel Hill Public Arts Commission page.
- C. Management
 - 1. Moderators
 - a) The Chapel Hill Public Arts Commission Facebook page shall be moderated by select representatives of the Chapel Hill Public Arts Commission. Town of Chapel Hill Public and Cultural Arts staff would not moderate the page.
 - 2. Account Access
 - a) Account Access will be given to select members of the Chapel Hill Public Arts Commission. Town of Chapel Hill Public and Cultural Arts staff would not have account access.
- D. Launch
 - 1. Timing
 - a) The Chapel Hill Public Arts Commission Facebook page could be launched as soon as the Commission wished to do so.
 - 2. Promotion

- a) This new site may be promoted by individual members of The Chapel Hill Public Arts Commission through their personal Facebook accounts and other methods, and by larger Commission and Office publicity efforts, including mention in electronic newsletters, on the Office's web pages, and in press releases and other materials. Other artists and arts organizations would hopefully spread word of the page as well.

III. Town of Chapel Hill's Public and Cultural Arts Office (URL to be determined)

A. Purpose

- 1. To publicize the work of the Chapel Hill Public and Cultural Arts Office.
- 2. To promote awareness of and participation in the public and cultural arts of the community.

B. Policies

1. Sponsorship

- a) The Chapel Hill Public and Cultural Arts Office Facebook page shall be sponsored by the Town of Chapel Hill.

2. Privacy

a) Limited profile

- (1) Only authorized Office staff may post to this page. Other Facebook users may 'like' and comment on posts, but nothing more.

C. Management

1. Account Access

- a) Only authorized Office staff may access the administrative end of this Facebook page.

2. Moderation

- a) Designated Office staff will monitor this page in accordance with the Town Social Media Policy.

D. Launch

1. Timing

- a) Public and Cultural Arts Office Facebook page may be launched shortly after the Commission decides upon a Facebook strategy.

2. Promotion

- a) The Public and Cultural Arts Office will promote its Facebook page through its email list, website and other means. Arts Commissioners and other area artists and arts advocates may also recommend this page through their personal Facebook accounts.

MEMORANDUM

TO: Roger L. Stancil, Town Manager

FROM: Jeffrey J. York, Public Arts Administrator
Butch Kisiah, Director, Parks & Recreation Department
Nancy Kitterman, Chair, Chapel Hill Public Arts Commission

SUBJECT: Response to a Petition by Martin Rody concerning Public Art at 140 West

DATE: April 30, 2012

PURPOSE

The purpose of this report is to provide a response to a verbal petition to Town Council made on March 19, 2012 by Martin Rody regarding the proposed Gordon Huether artwork for 140 West Art Area II.

BACKGROUND

On March 12, 2012 artist Gordon Huether presented to Town Council his proposed artwork design titled *Tar Heel Blues*. After a few general questions about specific colors and tree shape, Council received the information and authorized staff to move forward with subsequent phases of the project. On March 14, 2012 a similar presentation was made by Jeffrey York, Public and Cultural Arts Administrator to the Community Design Board (CDC), on which Mr. Rody serves. The CDC reacted favorably to the design. The proposed artwork was developed by the artist with extensive review and comment by staff members from the Planning, Engineering, Inspections, and Public Works departments, Ram Development Company, and Cline Design. An appointed Public Art Review Committee with a diverse membership, including a former CDC member, also reviewed the design. Further review and approval was made by the Public Arts Commission.

DISCUSSION

Mr. Rody's petition elucidated several areas of dissatisfaction with the project. We offer the following responses to Mr. Rody's petition:

1. Priority should be given to artists from first Chapel Hill, then Orange County, then North Carolina, and then other states.

Gordon Huether was selected for the artwork commission in February of 2008 by a diverse committee of Chapel Hill citizens: representatives of the developer, an architect, landscape architect, an ineligible artist, Town Engineer, and the Assistant Town Manager from a field of 66 candidates; two were from North Carolina; one was from Chapel Hill. The proposal request encouraged NC artists to apply. One of the three finalists was from Chapel Hill. The selection process was in accordance with all guidelines established by the Percent for Art Program.

Huether was selected based on his qualifications, experience, and the aesthetic appeal of his work.

Artists, like architects, landscape architects and other consultants to the Town are selected to provide the highest quality services to the Town. The Public Art Program hires a variety of local and national artists depending on who will provide the highest quality art for the money available for a specific project. Local artists from Chapel Hill, the Triangle, and North Carolina receive payment for participating in our Community Art Program, Artist in the Schools Program, Sculpture Visions, past Percent for Art projects, Scrapel Hill and other exhibitions organized by the Public Arts Office. Local artist are commissioned whenever possible. However, establishing a hierarchical priority system for the selection process limits the Town's options for superior art projects.

2. Approval of the artwork should be in the hands of Council.

As defined in the Council-approved Public Art Guidelines, Council is apprised through official memoranda when the artist is selected and at the preliminary design stage. This did occur. The Public Art Review Committee is involved at every step of the process and updates the Town Manager at each step. The Public Art Review Committee and subsequently the Public Arts Commission with a Council Liaison only make recommendations. Council ultimately has the decision making authority. Council vested an appointed, diverse Public Art Review Committee with aesthetic recommendation authority.

3. The location selected for the artwork is not appropriate. People will not be able to get far enough back to view the artwork as the artist intended.

The selected location of the artwork was set by the developer and the consultant to the overall development project for the Town, Marvin Malecha, Dean of the School of Architecture at NC State University, and was advertised in the original request for qualifications distributed in 2007. The artwork's placement on the wall serves different design functions. At least 90% of the 48' piece can be seen from the Rosemary Street side east plaza as well as from Rosemary Street. The artwork visually leads one into the retail shops in the arcade, which are not visible from the plaza or the street. The developer and artist are happy with the location. The height of the sculpture is dictated by different brick courses of the wall itself.

4. The design was not of the quality to best represent Chapel Hill.

The metal boxes that create the artwork are of varying thicknesses, so the line of boxes is articulated and dimensional. They are designed to take advantage of the light and shadows, which will create a different look and feel at different times of the day. The unpainted tree design on many of the steel boxes will gain a patina over time, again creating variation in the box design. The blue boxes will be broken up with a series of red boxes for contrast. Multiple layers of automobile paint, factory applied, will create a durable, smooth and professional looking surface, far from the description of a painted blue line.

The artist was asked to respond to the site, consider light and shadow and to make a connection to the community. His abstract tree designs were inspired by a strong feature of Chapel Hill's landscape and the dominant color is in response to the Town's pride in UNC.

FISCAL NOTE

The artwork is funded by the Ram Development Company. The project represents a portion of the One Percent for Art considered as part of the Development Agreement between the Town and Ram. Ram has committed \$627,000 to art in two locations at 140 West. This Art Area II artwork commission is for \$100,000. The Town will own the artwork and will be obligated for its care and maintenance. Twice-yearly cleaning of the artwork with an off-the-shelf automotive cleaning product will be required. No extraordinary maintenance will be necessary. Not including labor, maintenance costs will be under \$50 per year. The artwork will be insured, by the Town's insurance policy through the League of Municipalities. Cost to insure the art work will be \$354.

NEXT STEPS

Mr. Huether will continue to work with the Public Art Review Committee on the design development and subsequent phases of the contract based on Town staff, Council, and public comments.

RECOMMENDATION

That Council receives and considers this report.