

## Norwalk Arts Commission Minutes - April 14, 2015

**Present:** Tony Velez, Becki Christopherson, Chris Bradley, Lynn Massey, Jeff Price, Susan Wallerstein, Diane Jellerette, Nori Grudin

**Absent:** Kathy Hebert, Sophia Gevas,

**Guests:** Maribeth Becker, Julyen Norman

Meeting called to order 8:37am.

February Minutes - Jeff moved, Susan 2nd, approved unanimously

**Introduction of new member, Nori Grudin** - Got involved as WPA docent, works for Tauck Tours in the air department, native of Norwalk. She has social media skills she is willing to contribute to the commission. Susan reminded everyone of the process and form (on website) for recruiting new members.

**Financial Report** – Group reviewed three status of three funds in MUNIS: a) regular operating budget – balance \$5,2010 b) Capital Project - \$12,000 administered by Historical Commission/David Westmoreland; \$7,312 balance c) NEA grant \$8,200 balance; authorized extension through 8/31/15.

### Reports & Updates

- **Norwalk Arts Festival:** Becki volunteered to take the lead on the Norwalk Arts Festival 6/27-28.
- **Public art & social media:** Public Art on Instagram and print - value added, public art collection end up on Instagram (a photo album site) to make it accessible. Hoping for a Briggs intern to do this project. Lynn - How would the project happen? Works like social media; Print - will we want to make more hard copies of the inventory? To be continued
- **Chair's Report:** Teacher staff development day, economic development, state grant meeting, meeting with mall developers (GGP) which Chris Bradley also attended.
- **Public Art Policy and Inventory** – sharing and discussion about final edits by commission members, including exceptions/exemptions suggested by Sophia Gevas regarding educational programs, existing or committed projects; and Jeff's suggestion about appraisal and maintenance endowment (page 10). Specifically next version should delete requirement for notarized appraisal and require detailed maintenance plan before accepting gift (but not endowed fund). Discussion about formalizing Arts Commission to be positioned for growth and possible future cultural affairs staff/consultant. Next steps include meeting with key department heads to get their input, buy-in, and discuss how best to ensure long-term commitment to arts and culture. Motion to accept the draft policy with changes - Lynn; Jeff - second; passed unanimously.

- **Inventory** – Consultant, Julyen Norman reported there are still a few more entries, details, and corrections to make. Susan reported latest draft is on the website.
- **Signage and Digital Media Update** – Consultant, Julyen Norman, described the process which involved reviewing existing signage. He suggested WPA murals need to be addressed first, attracting more comment and attention; downtown murals on privately owned buildings, not sure we can do anything about that since we don't own the buildings; Traffic Graphics should have a small sign describing the program and the artist. Library is a special project with a lot of different signage styles. Library will be addressed in the digital media plan. Public works in general don't have any signage or wrong signage. Met with redevelopment to talk about way finding signs for various attractions. No designs at this point; these signs will be large and funky and colorful - they are artwork. Our signs are not artwork, they are information, going for a quiet, modest museum-type sign.

Commission members reviewed and discussed different signage options e.g., serif, sans serif, porcelain enamel, anti-graffiti/maintenance free, etc. Windsor in Seattle is current city vendor. Need bylines; QR codes can be attached easily, and cell phone tour can be added. Susan suggested commission wait for digital report before finalizing signage. Nori suggested signs should include year painting/art completed as well as artist birth/death dates. Suggestions: Need samples for WPA and non-WPA pieces, consider involving James Sylvester, consider future of signage as technology based, color vs. black & white, include NAC logo? Besides basic signage plans include more detailed information piece.

- **Digital Plan** - Julyen presents an outline of the report, which is not done yet. Will need a sub-committee to hash out the many options. Lynn - please include public schools presentations under "Getting the Word Out." Nori - encourage people to take pictures and use hash tags to share the artwork.
- **Mayor's Gallery** – Following discussion, Jeff, Susan and Tony volunteered to develop request for services to recruit and select a curator – to include four installations, broad stroke themes, etc. Jeff and Tony reported the panels have been constructed and installed. Thanks to Tony Home Depot donated the materials so project under budget.
- **Poet Laureate** - Chris explained background. PL is traditionally a long term appointment (CT is 20 years); motion to endorse a PL with the public library taking the lead, recommend to mayor - Jeff; Lynn; passed unanimously.

### **March minutes/reflection**

The arts commission members took a moment to share reflections on the March meeting.

Lynn made motion, unanimously approved, to adjourn at approximately 10:00 AM.