

Allentown

*435 Hamilton Street
Allentown, Pa. 18101*



Minutes

Thursday, April 18, 2019

9:00 AM

City Hall, 5th Floor Conference Room

Arts Commission

Call to Order/Approval of Agenda

Meeting called to order at 9:03 a.m.

Agenda – copies passed out & reviewed by all

Review & Approval of Minutes

Minutes were reviewed, voted on and approved

Public Comment

Standing Committee Reports

A. Marketing

- Jane welcomed Mary to the Marketing Group; excited to bring her talents on board
- Louis reminded everyone about getting their bios and headshots to Tanya
- Mary completed her training and successfully posted the Agenda & Minutes to the City's website
- Working through logo concepts which we will discuss in further detail at May or June meeting
- Working on messaging and what to put out in the public
- Activity is going on in social media (FB, Twitter, Instagram); Dan thanked the committee for getting this moving and getting the Arts more visible in the community
- Discussion about the hashtag; handle is "Allentown Arts"
- Louis will check to see if Sharon is an administrator on one of the old web pages; need to get these revised/removed

B. Arts Ovation

- Jane handed out 2019 Arts Ovation Nomination forms, draft of 31st Annual Arts Ovation Awards Event & Sponsorship Overview (mailer)
- Jane spoke with Debra about judging & voting; will make the winners announcement more formal this year, full commission will be informed of selections prior to informing (for reaction)
- Event criteria hasn't changed much
- July 16 is deadline for nominations
- With regard to venue, RFP should be going out soon; considering a save the date mailer as well
- Need to do press release in the next month or two if possible; ok to do this without the venue

C. Governance

- Billy welcomed Olivia Trautman (Allentown resident & artist, former Emmaus Arts Commission member) to the committee
- Meeting notes went out to all this morning
- Scheduled a regular monthly meeting date - 5 p.m. on first Monday of the month at Billy's house
- Governance reviewed the proposed ordinance and discussed what should be covered in it; discussed goal setting & skill matrix; these need to be updated; will discuss in further detail at their next meeting
- Need to connect with Marketing; get their application on the website & put out a social media burst
- Discussed what to and not to send to the Mayor in the future; updated application was sent to the Mayor this morning
- Jane noted that anyone is welcomed to join committees/sub-committees as ad hoc

D. New Initiatives

- Sean discussed the past & future direction of NI; Norberto sent regrets

- for not being here today
- Needed jump off point with regard to AIR project; reconfigured a new timeline which would allow us to access the funding for this year; this was shared with Jane; discussion on funding available (65,000.00 total ask) & line item amount for management; Jane suggested that we should set a maximum of what the management fee would be based on what the ask is, not to exceed 10% of total program is; Sean noted this was based off last year's figures & the number projects as last year (5); Jane noted should be a percentage of overall
 - Permanent art – the writing should be changed to note “permanent” piece for the 1st project
 - Discussion on (interactive) City map showing everything the City owns - and working with PAC in the future - Trexler Trust grants are noted to be for restoration & maintenance of public sculptures; these must be on City property in order to obtain the grant funding; let's work with the City's Planning Department to establish where that project can take place & then put out an RFP for the project in hopes of gaining funding from Trexler for the (\$75,000) maintenance/restoration of that permanent sculpture; let's look into doing this project(s) in the neighborhood surrounding downtown neighborhoods; this way we start creating the neighborhoods & community involvement; current RFP is working along these lines (permanent sculpture at \$25,000); Parks & Rec also has grants/funding from Trexler for these things available to them
 - Discussion on working with New Initiatives on a “neighborhood building” campaign; this will get the neighborhood residents involved in beautifying & taking pride in their neighborhoods
 - Deb mentioned needing approval for the list of judges for the artists in residencies project
 - Dan D. noted no performance artists for the first \$50,000; he will check on the additional \$50,000 and get back to us; need 3 \$5,000 projects at least, can't really go much below \$15,000 & expect permanency; we did get a permanent piece of art from Pedro last year (at \$4,500); if we can go to council and demonstrate the permanency component and showcase arts in the community from this year, then maybe we can get a larger allocation in the future
 - Sean will get everything redrafted for review and approval

E. Finance Committee

- Current balance remains \$13,922.17; the income from Arts Ovation was \$29,442.18 & the expenses were \$14,020.01; still have two outstanding sponsorships; Dan will reengage with them; in good shape leading into Arts Ovation

Commission Business

A. Arts Commission Ordinance Discussion

New Business

- Ordinance revision discussion; last stamped in 1982; it has been 37 years since the Arts Commission ordinance has been changed; times are changing; we have social media, different reporting methods, etc.; accordingly, this ordinance revision is timely
- Ordinance changes were initially discussed at a meeting back in the summer and our requests, comments and concerns were presented to Leonard, Dan and Hannah who took the lead in working with the Mayor's office deciding what makes sense
- PAC was created a few years ago for a purpose; this was primarily created for the purpose of funding through Trexler Trust
- As Leonard was reviewing both ordinances he noticed some missing parts from both the PAC and AAC where they should overlap; for example in the PAC they require an Engineer, Landscape Architect, Financial Accounting Expert, which is what we have missing on the commission as far as talents and abilities; these are really important positions to have if we want Allentown to become known as a city that is known for artwork and placement
- We are working to streamline the process as far as governance & how it works, the committees & sub-committees
- The new suggested ordinance has been drafted; this will bring the PAC officially under the AAC, as an official subcommittee; this will enable overlapping talents to be utilized by both; also brings about the reporting structure being more transparent & process oriented; more formal approach
- All meetings minutes and agendas will now be listed on the City's website
- Deb, Dan K. and David would remain as members on the PAC and the rest of the PAC would become ad hoc members of the AAC; only privilege ad hoc members would not have at the AAC meetings would be voting privileges
- PAC would still act exactly as they do now; their rules and regulations would be adopted under the Arts Commission and would not change unless they need to be updated; rules and regulations will remain separate from the ordinance
- Jane reviewed the drafted ordinance in detail with the commission members
- AAC will remain at 15 commission members, including the Engineer, Landscape Architect, Financial Accounting Expert; 3 year terms with one possible renewal term; all sub-committees will be required to have a minimal of 6 meetings per year with reports; current commissioners can nominate potential commissioners, membership qualifications will be reviewed by Nominating & Governance Committee, and then go to the Mayor and City Council for the final approval procedure
- Deb will review the proposed ordinance with PAC members at the next meeting Tuesday and get their input/comments and bring them back, in writing, to the May AAC meeting; the commission will review them and then submit any questions or concerns to Leonard and the Solicitor's office
- Leonard has set a schedule for getting the ordinance reviewed and agreed upon by PAC & AAC; this should be no later than the June AAC meeting and then the ordinance can be presented to City Council in July
- Leonard spoke with Janet Roth from Trexler Trust and she is aware of

the city intentions and why

- Hannah began to draft adopted rules and regulations; she took information from last year's flow chart of all committees & their responsibilities; AAC nomination and election documents should be incorporated into these; all of this must be handed in for review in conjunction with the newly proposed ordinance; here is more flexibility in changing regulations than revising ordinances; ordinance revisions require City Council approval
- Any comments are to be brought to May meeting in writing and discuss, if acceptable will run through the city solicitor's office. Revised ordinance presented to commission on June, then on City council's agenda in July
- Discussion on a central location where all documents can be stored; separate from the city drive
- Dan and Mary will be acting as liaisons; when parks, planning or police need to become involved; these two will be your City contact people; they can assist with leading meetings and streamlining everything
- Brief discussion on the LCCC mural that will be up for review by PAC
- Jennifer Keeble from Phantoms Charities will be joining the PAC meeting to introduce the concept of painted benches at American Greenway and where the benches will be placed; 7 schools will be involved and each have a bench; Parks & Recreation benches will be used
- PPL will be launching/funding an Urban Trail - a 2 mile and a shorter 1 mile trail in June; developed around health and fitness; there will be police monitoring for safety, etc.
- Reception tonight from 6-8 at Arts Museum where they will look for community input on 10 murals that have been chosen for review and consideration; 5 will be chosen

Adjournment

Meeting adjourned