

Allentown

*435 Hamilton Street
Allentown, Pa. 18101*



Minutes

Thursday, May 16, 2019

9:00 AM

5th Floor Conference Room

Arts Commission

1. CALL TO ORDER/APPROVAL OF AGENDA

In attendance were:

Commission Members:

Jane Heft, Chair, Billy Mack, Deborah Rabinsky, Sean King, Dan Diaz,
Mary Viola, Louis Holzman, Sharon Glassman, Tanya Tyler, Al Jacobsen,
David Mickenberg (via phone)

City Employees: Hannah Hart, DCED

Residents: Michele Izantoni, Matt Bloom, Ewuradjou Dawson-Amoh

Approval of Agenda

2. REVIEW & APPROVAL OF MINUTES

Minutes were reviewed and approved

3. PUBLIC COMMENT

4. STANDING COMMITTEE REPORTS

Marketing

- Louis reminded everyone that we need headshots and bios, just a few left that we haven't received
- Want to make sure that everyone is in agreement with what we are aiming to put out there on social media and formulating our thoughts with regard to the website
- Need to discuss putting the applicatoin for commission on the website
- Need to discuss roles, responsibilities, and what we are looking for
- Artist in Residency language approval?
- Logos are being built but we will discuss this in more detail next month
- Anything you feel would be good for the social media pages, photos, upcoming events, etc., please get to the Marketing Committee so it can be posted; in order for it to come on the feed, one of the administrators must post and share it
- Louis, Sean & Tanya have admin capabilities; Mary requested to be added as an admin as well
- There has been a fair share of content out there to solicit and share; good visibility; much more activity; lots of followers coming in on Instagram; steady incline with Instagram followers
- Need report from the (focus group) Artists Meeting that was held at the Arts Museum with regard to things we may want to add to the website; once we get the report we can look into what we can add to the website that they may feel are missing as resources
- Marketing Committee meetings are scheduled to take place the 4th Wednesday of the month; 5:30-6:30 p.m. at the Renaissance Hotel, Executive Lounge, 3rd floor

Arts Ovation

- Last year we had selected City Center as Philanthropy but part of requirement is you must be present to accept the award, so we went with Butz, who was the close second; for this year, City Center has been contacted and did agree to be the Philanthropy award winner this year; good thing is we can now pre-market because typically we go out for sponsorships with no award winners at the beginning; always easier to get sponsorships when we have award winners; sponsorships will be ready and distributed next week to all
- The Renaissance is on hold for 9/26; RFPs will be going out soon (hopefully this week); they are aware that our budget is the same as last year; but we are growing in attendance; sponsorships will be ready and distributed next week to everyone for sending out; the same list that received it last year will get it this year
- Meetings take place the 2nd Tuesday of every month at 12:00 p.m. at the Renaissance Hotel, Executive Lounge, 3rd Floor

Governance

- We reviewed the newly proposed ordinance and there are a few things they wanted to clarify to make sure that we are abiding by certain things: 165.08 states that the Mayor may enact his/her own rules and regulations pertaining to carrying out of duties as far as appointments; in this regard will the Mayor be contacting governance to discuss appointments or do the appointments just go through the Mayor and City Council; discussion on commission being made aware of all appointments so that we can be at City Council meetings when members are appointed; Mary will relay this information to Karen and asked to be notified of appointments
- Matrix – thinking we should expand the number of members, we are currently at 13 members and missing the 3 required in the new ordinance (Landscape Artist, Engineer & Finance Expert); let's propose 15-20 members; be prepared to explain why we need 15-20; need talent in various areas, etc.
- Discussion on what is and isn't an institution; define what an institution is and have this inserted in the matrix or the ordinance;

mold the definition around what we want the matrix to be so the matrix meets the institution definition for example “arts organization that provides the following services: education, public arts, not for profit, etc.”; need to have this in place so that our successors have this to refer to; governance committee will work on this and bring a working definition of “institution” to the next meeting to address & discuss; be careful of wording; better to have the ordinance written a bit simpler than the rules and regulations

- Jane will be sending Mary a list of things that need to be revised and/or added onto the website, such as commission application to website, new logo, etc.; also will be adding all committee meetings on the website
- The logo was discussed; new one being created
- Billy noted that on FB it stated the Arts Commission did a partnership with Vision 2030; Louis stated he shared this on FB; 2 city run organizations; this was a way of attracting people to come out and to highlight some of the artists; no formal partnership; was an open house for the Vision 2030 hub; a way to make it fun; paintings were in the window
- Governance Meetings will take place the first Monday of the month at 5:00 p.m., next meeting is Monday, June 3rd; will take place at Coffee House Without Limits or at Billy’s home

New Initiatives

- Dan D. – at last meeting recommendations for the 2019 Artists in Residencies program were submitted; these were reviewed internally; there are some recommendations with regard to identifying specific public locations where we could have public installations throughout the city (high impact); trying to get public interactive art as the focus for 2019 Artists in Residencies; working with parks and recreation and other departments to narrow down possible locations and then this information will be provided to the New Initiatives to iron out the details
- CED allotted amount is \$50,000 for now; Phase II (Mayor’s 50,000.00) will be laid out at a later point; \$25,000.00 for one major permanent/ semi-permanent project, \$15,000 for single permanent/semi-permanent project (attempting to find a location for this projects); it has not been decided what artist will be doing these projects, there was only a

suggestion of getting something on loan from Steve Tobin; Dan K. objects to this idea

- Need an outlined comprehensive plan as to where the art is going to be placed; this will go to New Initiatives Committee; then we iron out the location to be used and do call of the artists; trying to be as transparent as we can; Dan D. has been working with internal staff at the City in an effort to identify possible locations for these projects; locations will be provided to New Initiatives to review once suggested public spaces have been identified; PAC will need to work with city to make a decision for the location(s); anyone with suggestions as to locations, please provide Dan D. with your suggestions; Dan D. to get a list of proposed sites from the city and will provide the list to New Initiatives no later than June 3rd; New Initiatives will schedule a meeting to discuss locations after they receive the list from the City

Finance Committee

- Balance \$13,922.17, plus a \$300.00 sponsorship (in Jane's honor) from the Broadcasters Association; Dan D. will have this deposited this week; this is great compared to last year's balance

5. NEW BUSINESS

- New revised Ordinance was presented at the last meeting; we asked that everyone review the proposed ordinance and bring with them any comments or questions in writing; David did send a compiled list from the Public Art Committee; as expected the PAC is not recommending the merger of the groups; some of the statements in the document are unfactual; there were lots of complaints from Park & Rec. & Friends of Rose Garden; complaints were pertaining to sculpture restoration that were supposed to be restored and things just got dropped off in parking lots and have been sitting there for years; boy/girl sculpture is one the pieces, wood was purchased that sat and is now rotting and twisting; Rick is starting to compile photos because Parks & Rec is disturbed at the lack of attention that is being given to sculptures and restoration, maintenance, etc.; city has been requesting a city sculpture listing/report for two years
- Per direction from City Managing Director, Mary requested outside art sculpture listing from Dan K. who advised he would provide same by June 3rd; Jane advised that Janet at Trexler Trust will be provided with a copy of this list once received; we all need to work together
- Discussion that the Arts Commission has been revitalized; we have new members, trying to be more cohesive and active; trying to merge AAC and PAC in an effort to create a better reporting structure
- There is also concern that funding is being awarded (to PAC) and it is being awarded inside the group; it is not going out for RFP or restoration
- Dan noted that 12 years ago, Trexler called him in to help with the ordinance, do the inventory and do the work; Trexler advised Dan that he was to do the work; Dan provided Trexler with a budget, etc.; per Dan K., Trexler will not provide the funding to the city (this is understood); however, the money is being awarded to the city through the fiscal agent of the art museum; this will remain the same; city is not requiring that Trexler provide funding to the city; Leonard is not expecting funding to come to the city; it has to go through a non-profit but is still on behalf of the city's sculpture
- Discussion on trying to streamline and ensure progress, gearing up projects, Hamilton Connector, etc.
- Trying to create a process and more formality; we need to know when PAC

meetings are and we would like it to act like a city agency, not like a not for profit; this is where the concern is because it is a city agency; we want to move forward, and have the opportunity to place all the art, etc.; PAC needs to live by its ordinance, need shared reports, etc.

- Hannah discussed the city is trying to be more involved and proactive; city staff support has been provided; city is trying to improve public art and to make the commission better; trying to improve procedures and policies; there will be questions and problems, that is expected, but we will get through it
- Dan K. to get city sculpture list to Dan or Mary by June 3rd; Dan D. will get a list to Sean/NIC pertaining to possible locations for permanent/semi-permanent project
- Discussed importance of transparency, communications, reporting, etc.; minutes should be in a file for all to access at any time
- Public Art Committee will be added as an Agenda item for future AAC meetings; PAC needs to supply reports, etc.

Guest Speaker – Michele Izantoni

- Working on this year's cultural festival in arts park; will take place September 14th at in Arts Park this year; will have caricatures, belly dancing, henna, etc.; city helped with sponsoring some things for her last year for this event; she has noticed an improvement in getting assistance from the city with regard to arts projects, events, etc.
- Played last year's video; video done by LCCC students that opened a business together; looking for opinions with regard to where improvement may be needed and looking for interns, volunteers, etc.
- Jane noted that she could assist with advertising the festival on the rotation on the big LED screen at Centre Square; Louis offered to share event on AAC social media pages once we receive packet/flyer, etc.

6. ADJOURNMENT

Meeting adjourned at 10:40 a.m.