

Allentown

*435 Hamilton Street
Allentown, Pa. 18101*



Minutes

Thursday, July 18, 2019

9:00 AM

City Hall, 5th Floor Conference Room

Arts Commission

1. Call to Order

- Meeting was called to order at 9:05 a.m.

2. Review & Approval of Minutes

- Members reviewed and approved the June and July Minutes

3. Public Comment**4. Standing Committee Reports:****a. Marketing****Website:**

- Open discussion of the website to do list provided by Jane
- Plan to launch AAC website by January 1, 2020
- Development done in house by Create Director at CC Dave Myers word press platform determined easiest to update
- Sean advised on an implementation of an approval process for content to determine "who is responsible for what" - Plan to follow a process recently implemented by Allentown CED for social media

Branding:

- Obtain feedback on branding from AAC members and CED leadership
- Confirm that everyone received the proposed new AAC logo on June 21st

b. Arts Ovation:

- Judges will be reviewing nominations on July 29th
- Winners to be notified on August 2, 2019
- Discussion of nominations received and potential candidates
- Deb will share the list of judges which includes two past awardees
- Venue - Miller Symphony is the better deal, AV included
- Sponsorships - last year we began reaching out once winners were named

c. Governance:

- Difficult to get committee together during summer; a meeting is planned to be scheduled when Sharon returns
- Need to review commission membership list
- Matt Malozi - submitted and should be going to Leonard
- Ordinance revisions are in legal being reviewed; Janet Roth is also reviewing

d. New Initiatives:

- Hybrid process for 2019 public art program discussed by Sean
- Previously artists had an agreement with owner on using wall on installation; send out to artist; allow their creativity on recommending sites
- Jane is sending contract leasing between artist & property owner; maintenance
- Deb mentioned every 5 years to primer & seal; costs are inexpensive; \$200.00 average cost; \$500 for Red Tail Hawk Mural
- 5 year - adding new members; more updates in August
- Perhaps circle back with artists who did not get approved in the past
- Easton did a drive to identify public installation sites
- Grant submitted by CCA & PCA grant "creative communities"
- Focus on creative entrepreneurialism
- 25K for each year has to be matched

e. Finance:

- Account balance - \$16,222.77
- Discussion of the ovation scholarships - \$500 per high school student who is entering an art institution
- Building 21 included to scholarship list that includes Allen, Dieruff, Central Catholic
- What to do with monies - sponsoring of community events, example Arts Fest, etc.

f. Public Art:

- Wall on Hall Mural
- Walking Tour of the Urban Greenway - July 24th

Miscellaneous:

- Press release on new members once Matt M. is on board
- Moving forward on the LANTA meeting; get 3 cities together anticipate members welcome to attend
- ULI - September 10th - then public space - place matting

5. Commission Business

6. New Business

7. Adjournment

Meeting adjourned at 10:10 a.m.; Next meeting schedule to take place on Thursday, August 15, 2019 at 9:00 a.m., 5th Floor Conference Room, City Hall