



BROOMFIELD PUBLIC ART COMMITTEE

*Minutes
November 13, 2013*

Meeting Summary

The Public Art Committee (PAC) discussed the 2013 Commons Sculpture Trails project, Gerry Case's photography project, and conducted a 2014 Planning Session.

Roll Call

Present: Roxanne Macke, Carolyn Romero, Gary Sherrer, Jacquelyn Connolly

Absent: Tom Duckett, Fran Milner, Mary Ann Burns, Councilperson Martha Derda

Others in attendance: Karen Gerrity, Cultural Affairs Manager and Cheryl German, Cultural Affairs staff.

Agenda Minutes

Meeting was called to order at 5:56 p.m. by Gary Sherrer, Chair.

APPROVAL OF AGENDA

The agenda was approved by consensus.

APPROVAL OF MINUTES

Carolyn Romero made a motion to approve the minutes. Roxanne Macke seconded. The motion was passed unanimously.

REPORTS

Art Benches & Sculptures

No reports.

Staff Reports and Updates

Karen Gerrity informed the committee that we received the Brozovich Beacon Plaque. Fran Milner and Karen will meet with Parks Department to plan placement.

Art for Awhile installations are complete. We have also received the AFA plaques. These will be installed by Parks and Jim Taylor at 1STBANK. Special thanks to Bill Cooksey and the Parks Team for their amazing support.

The Broomfield Enterprise published an article on the Art for Awhile installations. This was reprinted in the Daily Camera. Staff has received great feedback from patrons visiting the Art for Awhile sculptures.

Staff created a visual timeline to help plan 2014 and 2015 projects.

Unfinished Business

2013 Project Update - Commons Park Sculpture Trail

The concrete vendor will start preparing the pads for the Commons Park Sculpture Trail on Monday, November 18. Karen has scheduled with the artists and progress is on track.

Boris Kramer will arrive on Tuesday, November 19th to measure, build the forms, pour the concrete pads. He will install Dancing Family on Thursday, November 21st.

Gerry Case Images and Video Update

Staff showed the video created by Gerry Case. The committee would like subtitles with the name of work/title, artist's name, location, year purchased. They would like Gerry to include Broomfield, Colorado on location since the video will be posted on YouTube, Channel 8, City website, Chamber of Commerce and Facebook.

New Business

2014 Planning Session

The committee reviewed each project and agreed below. They will review each project further and allocate funds in the December 11th meeting.

Art on Loan

- Continue program as is--typically costs around \$10,000 annually
- Purchase a piece annually as appropriate.
- Consider adding an artist stipend for the 1STBANK wall exhibits. New committee members will review last year's applicants. Discussion will continue in December.
- Agreed to insure 1STBANK wall exhibits pieces.
- Staff added more time between the call and the installations of AFA Sculptures
- Jacquelyn Connolly recommended videotaping installations.
- Agreed to have a conversation on where we want to see the program go and how to expand program in the future.
- Will consider variety of art sizes and larger pedestals in future
- Consider including educational component in future. Include kids programs. Committee will check into other successful programs with children.

Commons Park Sculpture Trail

- All agreed to hold a big event to promote the trail and honor artists and pieces.
- Add piece(s) in 2014 by a. call for entries on CAFÉ, b. purchasing from art on loan program, or c. direct purchase.
- Annual maintenance needs-time to hire outside vendor. Karen will check into pricing and prepare information for the December meeting.

Open Space

- Find appropriate site and piece. Utilize map created by PRAC.

HHS Building (Planning to Design in 2014, projected building in 2015)

- Plan to meet with HHS Director Debra Oldenettel in January.
- Appoint a PAC member(s) to be liaison to HHS design team to discern opportunities.
- Conduct a call when appropriate for an outdoor or entryway piece.

Education/Marketing/Outreach

- Prepare a marketing plan for Art for Awhile and Commons Sculpture Trail
- More community outreach needed. Discussed hiring marketing / publicity firm. Staff felt that they could do this in house and the majority seemed to agree.
- Create comprehensive brochure using GC images, ask GC to photograph new pieces
- Continue/Expand/Change *Walk in the Art* program

Adjournment

Meeting ended at 8.37 p.m.

Approval

Minutes Prepared by Cheryl German, Staff

Approved by _____, Chair