

## **Amherst Public Art Commission**

June 21, 2018  
Meeting Minutes

In attendance: Eric Broudy, Amy Crawley, William Kaizen, Ellen Keiter, and Rene Theberge

The Commission approved the May meeting minutes.

### Chairman's Report

Eric acknowledged Rene's leadership and complimented his revitalization of the Commission. He said there are three interested applicants. Currently the Commission is only permitted five members (a quorum plus one). The full complement of seven members can be seated after the new Town Council is sworn in. William will be on leave from August through December, 2018.

Eric noted that past APAC meeting minutes need to be posted on the Town website. He will set up a meeting with IT so he and Ellen can learn how to do this.

### Cultural District

A new Cultural District sign has been posted on Main Street, bringing the total to two; there are two additional signs yet to install. The state, however, has since redesigned the signs and will need to supply new ones. The current two signs are displayed on metal highway stakes; Eric will inquire if they can be re-mounted on wooden poles (the Design Review Board will require approval). He is still hoping the BID will reimburse the \$250 he paid to register the signs.

At the last Cultural District meeting, the group divided itself into two working sub committees. One will handle external issues such as community programming, public relations, marketing, and a calendar of events, while the second committee will negotiate internal issues like setting policy, collecting data, and fundraising. The separate sub committees have not yet met.

Eric distributed a chart identifying key arts organizations in town. He noted the Amherst Cultural Council is a funding entity only (it is a local office of the Massachusetts Cultural Council). Eric asked Commission members to consider whether there is a better organizational model to create synergy among the independent organizations. William recommended a shared goal or project to bring the groups together. Can APAC initiate more projects and identify the appropriate partners to facilitate?

### Beacon Development

Last week Beacon Development broke ground on a 130-unit housing development with retail shopping in the Mill District. Eric attended the event, which had a good turnout and generated much excitement about the project. Molly Lockwood

recommended Eric reach out to Darcey Jamison at Beacon about the possibility of including public art in the project, although she cautioned it may be too late. Eric is considering “later” additions, such as decorative bike racks or artist-designed benches.

Archipelago is planning a new building on Spring Street. They included public art in their approved drawings for the Triangle Street apartments. Eric wants to understand why this component never came to fruition. He will reach out.

### Budget

William reported a balance of \$632.28.

### North Common Renovations

William attended the first public hearing about the North Common renovations. The most pressing issue was the north parking lot, which is in bad disrepair, and how it could be redesigned or moved to create a green space in front of town hall. The entire project is budgeted at \$900,000 with money from the Community Preservation Act. William noted that public art was included on the preliminary landscape drawings submitted by Weston and Sampson. He will attend subsequent hearings to keep public art discussions on the table.

### XTCA: Cross Town Contemporary Art

All 13 outdoor projects are installed. Eric will follow up with Loretta Yarlow at UMass to ensure APAC receives proper recognition. A symposium is planned on September 22, followed by a parade.

### Electrify Amherst

Amy announced the artist application is live on the website. She sent the call for artists to the Hampshire Gazette, Mass Live, the Amherst Bulletin, Springfield Republican, Greenfield Reporter, Valley Art News, etc. The application deadline is July 15. Cowls donated gift certificates and Leader contributed paint toward the installations. A question was raised whether APAC can paint on the boxes to promote the project, something to the effect of “Paint this Box!”

### Town Hall Gallery

Amy reported that all purchases from Town Hall Gallery exhibitions are made directly between the buyer and the artist. The artist then writes a check to APAC at the end of the exhibition to pay the commission. Eric asked if APAC should handle purchases and reimburse the artist. Amy said the current arrangement is working well, although it is on good faith. The steps to Town Hall will be redone and the main entrance will be closed for several weeks.

### Other business

Eric distributed archival brochures about the brick tiles installed around town. Amy noted the Cook Fountain in Sweetser Park needs refurbishment. The artist who created the poetry windows called Eric for a status update and asked if the

technology is still working. She teaches art at a university in Tokyo.

Next APAC meetings: July 19, August 16, September 20.

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Meeting adjourned 1:30 pm