

Amherst Public Art Commission

June 27, 2019

In Attendance: Eric Broudy, Amy Crawley, Ellen Keiter, Shoshona King

May minutes approved.

Chairperson's Report

Eric said three people applied to serve on APAC, although one was disqualified for being a non-resident. Bill will share their names after Town Council approval on Monday.

This is Eric's last meeting. He leaves with these thoughts:

1. Eric advised APAC keep the three percent impact tax on short-term rentals and hotel tax on its radar (65% of the tax revenue would go into a general fund, 35% toward affordable housing and infrastructure). It appears APAC is losing the fight to pass Percent for Art as currently written and, therefore, its ability to raise money. The tax may not provide a lot of money, but it would help.
2. The Cultural District leadership is in transition. Geoff Kravitz will become the next president and Bill will represent APAC (the Cultural District committee meets the third Tuesday of the month at the Jones Library). The Cultural District, which received a \$5k grant, used the money for ArtsWeek and to update the cultural district brochure; the remainder of funds will go toward an artist-centered event in the fall. MCC requires an annual report and the Cultural District must specify three goals it intends to accomplish in the upcoming fiscal year. Eric noted the Cultural District committee still has a lot of work to do to increase community awareness and support. It is looking to expand and diversify, and to attract dedicated volunteers who can get things done.
3. Don't forget to reach out to Erin Williams for support and guidance. Erin has done a tremendous job revitalizing the arts in Worcester.
4. Realignment Park remains a viable space for public art display.
5. Don't forget the Private Art policy, which is already written.
6. Don't forget the Town Gift Policy. Eric wrote a draft, which Bill will complete.
7. Don't give up on a performance space/venue.
8. Eric shared a mural project in Sarasota FL www.embraceourdifferences.org that he thought could be successful on the East Amherst commons (across from Fort River Elementary School) especially with a "back to school" theme.

9. APAC needs to build support in town hall for the Percent for Art bylaw! Eric said good progress has been made over the past six years, but APAC must continue with the new town councilors. He reminded the commission to emphasize art as an economic driver and recommended APAC quantify the impact of the arts on Amherst.

Treasurer's Report

No report.

Electrify Amherst

Amy convened the five-person jury (Ellen, Shoshona, Matt Grillo, Sean Cleary, and Lily Friedling) on Monday night to review the 11 applications.

The jury selected the following three artists and their locations:

Pam Acosta (utility box at the corner of Route 9 and 116)

Lauren Anderson (utility box on the Kendrick Park rotary at Triangle Street)

Melissa Pandina (utility box on the common)

Painting will occur in September.

Percent for Art

Eric reported on a recent meeting he had with Town Manager Paul Bockelman, Town Councilors Lynn Griesemer and Andy Steinberg, and comptroller Sonia Aldrich. Bill also attended. Paul, Lynn, and Andy cited concerns over town finances and said they cannot support the bylaw as currently written. They recommended APAC establish a new working group and come back with a revised bylaw. The new bylaw would then be presented to the Community Resource Committee, which vets proposed bylaws, then to the Finance Committee to determine its financial impact, then to the Governance, Organization, and Legislative Committee to check its language, and finally to Town Council for discussion and a vote.

Eric concluded the best way forward is to omit the rollover of unused income at a specific site (it was originally added to help fund performance art). Eric removed the clause from the bylaw. The ultimate goal is for the town to pass its own bill that won't require it to go through the Massachusetts state legislature.

Commission Name Change and Logo

No update.

Town Hall Gallery

A new exhibition, *Fiber Art Quilts by Dawn Allen*, will be installed next week.

Web and Social Media

Amy will promote the selected Electrify Amherst artists. She noted that APAC has more followers on Instagram than Facebook.

Other

APAC's next three meetings are scheduled for July 25, August 15, and September 12.

Meeting adjourned 1:30 pm