

Amherst Public Art Commission Meeting – October 20, 2014 -- Town Room, Town Hall
Present: Eric Broudy, Bonnie Isman, Rene Theberge, Rachel Hankinson, Kamil Peters

Chairman Rene Theberge called the meeting to order at 12:05 PM.

1. We reviewed the minutes of the meeting of September 24, 2014 with additional discussion on the vote to charge artists a \$20 fee for Art Walk advertising. The minutes were approved.
2. Chair's Report. Rene met with Sarah la Cour about BID funding to help with the public art map. She encouraged him to write a funding request to the BID, which he did. Rene asked Rachel to research prices for hanging systems and lighting for the Town Hall Gallery to improve the experience for artists and visitors. He indicated that BID may fund improvements. Rene introduced the idea of temporary art installations, and Sarah supported this approach. Kamil asked about insurance coverage for a temporary installation. This is one of many details to be worked out in future agreements with artists. Rene also talked with Carol Ross, Media and Climate Communications Specialist for ARPS, about possible joint projects.
3. Treasury. Rachel reported \$50.09 in APAC's account. The current exhibit will be coming down on Oct. 31. Rene pointed out that the artists agree to pay a 20% commission to APAC on any sales.
4. Public Art Report. Eric reported that 20 people have agreed to attend the meeting on October 23 from 10 – noon. Handouts will be prepared by the Town Manager's office, and Town Manager Musante will welcome everyone. The end result of this meeting will be to prioritize needs for public art, to discuss Amherst as an arts destination, and to get feedback on possible future action. Actions may include requiring a % for art in Town capital projects, establishing a cultural district, improving communication and coordination of art efforts, and reaching out to specific audiences with focus group discussions. All members of the Commission are welcome to attend.
5. Mapping project. Rene sent out the list of what we have now by email. Rene received information on additional public art sites at UMass from Daniel Grant. We need to add photos for some artwork, such as the Tiffany windows at the Unitarian Universalist Society and the salamander at Mill River Recreation Area. Rene will make assignments. Bonnie will invite Mike Olkin, GIS Administrator, to our next meeting to discuss design of the online map and creation of QR codes.
6. Exhibit Schedule. Rachel pointed out that artists were paid a \$100 honorarium to help them exhibit at Town Hall in past years. The source of the funding is unknown. The call for next year's exhibits will include a fee of \$20 per artist to ensure promotion in all Art Walk publicity.
7. Website Update. No updates have been made. The November exhibit information will be sent to Kris Pacunas, and Rene will enter the Art Walk reception in the Town's online calendar. Bonnie and Rene will track down our elusive webmaster.
9. Other Business. Notice of the Bloomberg Philanthropies Public Art Challenge was sent to APAC from Town Hall. Amherst qualifies for this opportunity (up to \$1 million over 2 years). We discussed Amherst's strengths as an applicant and what would be required to put together a detailed application. This grant could provide a forum for poetry, artwork, and performance on many topics, such as race relations, town/gown issues, drinking, and violence. Eric will write up a background sheet on the Bloomberg Challenge for the Public Art meeting, and Rene will talk to Carol Ross about it.

The next meeting will be on **Wednesday, November 19 at 10:30 am** at Town Hall.

Adjourned: 1:35 pm

Submitted by Bonnie Isman