



# Public Arts Advisory Committee Minutes

**January 19, 2024**

**Study Session**

**8:30 am–1:00 pm, Siskiyou Conference Room**

**51 Winburn Way**

**Minutes**

*This condensed agenda ensures that the committee covers critical areas within a tight window, reviewing past achievements, strategic planning, and community engagement. Integration of lunch with goal-setting discussion makes efficient use of time, creates a balance between formal and informal interactions.*

<b>Committee Members Present:</b>	<b>Liaisons &amp; Staff Present:</b>
Chair, Ken Engelund	Jennifer Chenoweth, Associate Planner
Beca Blake	Brandon Goldman, Director Community Development
Tessa Elbettar	
Cassie Preskenis	<b>Liaisons &amp; Staff Absent:</b>
Stanley Smith	Councilor Gina DuQuenne
Heather Warden	Stef Seffinger, Parks and Rec Commissioner
<b>Committee Members Absent:</b>	<b>Special Guests:</b>
Laura Bloom	Peter Finkle

**8:30 Welcome and Brief Introductions (30 minutes)**

- Grab coffee/tea and pastries, and get settled
- Welcome by Chair Engelund
- Select note taker (whiteboard)
- Pre-order lunch (if haven't already sent entrée request to Jenn)

**9:00 Review of the Previous Year's Achievements (30 minutes)**

*List on whiteboard*

- Condensed presentation on key achievements
- Brief discussion on successes and processes
- List projects in progress and brief updates
  - 1. Neighborhood Public Art – ODOT Boxes (3 Locations)**
    - **Call for Artist templates created**
  - 2. MAP I - medallions installed**
  - 3. Micah Blacklight sculpture events**
    - **Library forum**
    - **Rotary Club presentation**

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- Juneteenth fundraiser
- Parks Foundation funding and support
- 4. John Pugh Mural Events
  - John Pugh Studio events and fundraisers
  - Rotary Club presentation
  - Fiscal sponsor found
- 5. Rack Cards distributed
- 6. StoryMap revised
- 7. Crosswalk art initiated, task group formed
- 8. MAP II task group formed and actively meeting
- 9. "South End" art discussed
- 10. Butler-Perozzi Fountain restoration endorsed

9:30 Stretch Break -----15 minutes-----

## 9:45 Challenges and Frustrations (15 minutes)

*List on whiteboard*

- Note specific challenges and issues (not a gripe session)
  1. Funding (25K?)
    - a) No maintenance budget
      - i. Should have maintenance of art in reserve fund
      - ii. Next budget cycle would be good opportunity to create line item for maintenance under Administrative Budget
      - iii. There is no line item specifically for Public Art; it is only funded through General Funds
      - iv. Makes it difficult to plan for specific projects
    - b) No clarity – general funds
      - a) Would be good to have clarification of how much funding PAAC can spend in a given year
  2. Lack of Community Engagement
    - a) Help with posting and notifying public of projects
    - b) Lack of community engagement
    - c) News items posted by Dorinda via Community Development Staff Liaison (Jenn)
      - i. Monthly newsletter sent in utility bill
      - ii. Daily news items on website
      - iii. Idea: submit monthly update from PAAC
  3. Policies
    - a) Are there any policies that are barriers to art?

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- Adaptations and areas to pursue
  - a) PAAC to submit monthly update to City News for community engagement
  - b) Get clarification on budget; how much funding is available for given year and encourage creation of line item for supporting future public artwork projects and ongoing maintenance of existing and future public artwork

## 10:00 Visioning for 2024: New and Ongoing Projects (1 hour 30 minutes)

List on whiteboard

- Bring your ideas to present (10 minutes per each new project)

### Visioning Brainstorming Session

1. Formal maintenance plan for public artwork (PAAC collection)
2. Promote public art by presenting proposals, processes, and update to City Council every month
3. General public art outreach to the community
  - a) First Friday - engage with this event
  - b) Engage with school district, SOU, and create videos (for StoryMap)
  - c) Social media presence?
4. Ephemeral art installations
  - a) Art activations
    - i. Site specific sculptures
    - ii. Mailbox art
    - iii. Fiber art
5. Grant for mailboxes art
  - a) Could be a policy issue with something we don't take ownership of?
6. Focused responsibility for Placemaking
7. Gain a Public Works ex-officio liaison to PAAC
8. Proposal for PAAC to receive regular budgeting updates for known and planned expenditures
9. Strategic partnership with the businesses for additional murals
  - a) Networking through Chamber
  - b) Some potential resources to support this
  - c) Individual networking
10. Ashland Art Week
11. 10,000 Feet - Ashland as an at destination
  - a) Bringing in younger artist
  - b) Host an art month

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- c) Example, Johua tree visual arts festival
- d) Burning man artwork by Ashland locals

## 12. Define the Culture

- a) Mainstreet America
- b) Further focusing on Main Street – Main Street art festival
- c) Temporary street art
- d) Communicating ideas
- e) Using strategic plan to lobby the council
- f) Ashland Art Destination Place “Art Festival”

## 11:30 – 12:15 Lunch with Discussion – Enjoy Delivered Lunch

Informal Lunch Discussion

- Round table discussion → Answer this: “If you could choose anyone to have dinner and conversation with who would you pick and why?”
- Continue discussion of projects, strategies, visioning, and community engagement goals

## 12:15 Stretch Break -----15 minutes-----

## 12:30 Prioritize Importance of and Order of 2024 Projects/Activities (20 minutes)

List on whiteboard

### Tie for first:

- **Public Art Outreach, Engagement, and Strategic Partnerships (#3)**
  - ✓ **Non-profits**
  - ✓ **Businesses**
  - ✓ **Jurisdictions**
  - ✓ **Educational institutions**
- **Proposal for PAAC to receive regular budgeting (#8)**
- **10,000 Feet – Ashland as an Art Destination, “Art Activations for Art Destinations” (#11)**

### Tie for second:

- **Formal maintenance plan for public artwork (#1)**
- **Ephemeral art installations (#4)**
- **Placemaking (#6)**
- **Define the Culture (#12)**

## 12:50 Wrap Up (10 minutes)

- Tie up loose ends and ideas
  - **Could we get a generic PAAC business card for outreach?**
  - **Meet with other communities’ Public Art Committees within the Rogue Valley – Talent, Medford, Grants Pass, etc. to discuss Placemaking**

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- **Collaboration with SOU**
  - **Finge Festival – uses SOU facilities – could other events be hosted at these facilities?**
  - **\*\*\*Collaboration with other organizations and building relationships and partnerships is important\*\*\***
  - **Form two new tasks groups:**
    1. **Outreach and Community Engagement Task Group – Heather and Peter**
    2. **Art Activation Task Group – Tessa, Cassie, Beca**
  - **Important Artwork to be Completed:**
    1. **Building from and promoting visibility for ODOT boxes**
    2. **John Pugh and Micah Blacklight – privately funded event**
    3. **Medallion event in the Spring (MAP II Task Group to plan event – Heather is interested in assisting)**
  - **Potential February Agenda Items:**
    1. **Task group proposals of what will be worked on over the next year or timeline (Task Groups)**
    2. **Box/Google Drive Information Review (Jenn)**
    3. **ODOT Utility Box artists selections**
    4. **Motions 1) Public Works ex-officio or liaison to PAAC and 2) Focused Responsibility for Placemaking**
    5. **Maintenance Plan Development**
- Copy (take photo) whiteboard notes to review
  - All – round table feedback on Study Session
  - Closing comments by Chair

### **1:00 Conclude**

Thank you for your public service, participation, and time.