

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.

Committee Members Present:	Liaisons & Staff Present:
Chair, Ken Engelund	Jennifer Chenoweth, Associate Planner
Beca Blake	Brandon Goldman, Director Community Development
Tessa Elbettar	
Cassie Preskenis	Liaisons & Staff Absent:
Stanley Smith	Councilor Gina DuQuenne
Heather Warden	Stef Seffinger, Parks and Rec Commissioner
Committee Members Absent:	Special Guests:
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. MAPI medallions installed
 - 3. Micah Blacklight sculpture events
 - Library forum
 - Rotary Club presentation



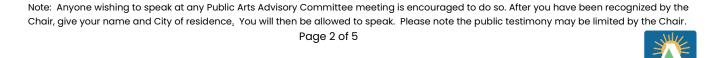
- Juneteenth fundraiser
- Parks Foundation funding and support
- 4. John Pugh Mural Events
 - John Pugh Studio events and fundraisers
 - Rotary Club presentation
 - Fiscal sponsor found
- 5. Rack Cards distributed
- 6. StoryMap revised
- 7. Crosswalk art initiated, task group formed
- 8. MAP II task 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?





- 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 Bainstorming Session

- 1. Formal maintenance plan for public artwork (PAAC collection)
- 2. <u>Promote public art</u> 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 <u>Placemaking</u>
- 7. Gain a Public Works ex-officio liaison to PAAC
- 8. <u>Proposal for PAAC to receive regular budgeting updates</u> 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





- 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:

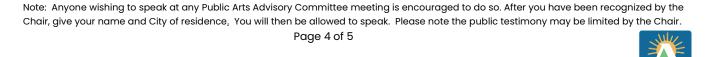
- Public Art Outreach, Engagement, and Strategic Partnerships (#3)
 - ✓ Non-profits
 - ✓ Businesses
 - ✓ Jurisdictions
 - ✓ Educational institutions
- Proposal for PAAC to receive regular budgeting (#8)
- 10,000 Feet Ashland as an Art Destination, "Art Activations for Art Destinations" (#11)

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
 - o 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





- o 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***
- o Form two new tasks groups:
 - 1. Outreach and Community Engagement Task Group Heather and Peter
 - 2. Art Activation Task Group Tessa, Cassie, Beca
- o 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:
 - 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.