



Lin Lisberger, Co-Chair
Julia Kirby, Vice-Chair
James Cradock
Jenna Crowder
Terry DeWan
Jere DeWaters
Alison Hildreth
Pandora LaCasse
Jessica Lipton
Councilor Dave Marshall
Tony Muench

Management & Administration
Alexander Jaegerman,
Planning Division Director

Caitlin Cameron
Urban Designer, Planning Division

PORTLAND PUBLIC ART COMMITTEE

Wednesday, November 20, 2013

4:00 p.m. – 6:00 p.m. Room 3, Portland Public Library

Attendance:

Lin Lisberger, James Cradock, Jenna Crowder, Terry DeWan, Jere DeWaters, Alison Hildreth, Julia Kirby, Jessica Lipton, Tony Muench (Staff: Caitlin Cameron, Alex Jaegerman)

Also in attendance: A member of the press (Carol McCracken from the Munjoy Hill News)

Not in attendance: James Cradock, Pandora LaCasse, Councilor Marshall

Call to Order: 4:05pm

Approve Minutes with from October 16, 2013

PROJECT REPORTS

- LANGLAIS – Lisberger

Ms. Lisberger reported that all eight Langlais pieces were approved by City Council on 11/18. Cameron inquired as to the final locations for the bears. Lisberger confirmed the Large Bear will be tested in Ocean Gateway for a year, Portland Public Library would temporarily take the Playing Bears although there was also interest from King Middle School. Lisberger asked committee to weigh in on the choice between the Portland Public Library and King Middle School based on the appropriateness and prominence of each space. DeWan asked whether one location was committed to first. Lisberger responded that the library was first. DeWan responded that a test run for a year at the library would be appropriate. Lisberger concurred and asked the whole committee if that was agreeable. General consensus in favor of testing the library location for a year.

Lisberger called for a committee to form in order to arrange the final placement of the sculptures. She also had called PATHS with an inquiry about making stands for the pieces from the wood shop. Things to do include getting stands built, helping with installation, and finalizing locations with the schools. Lisberger suggested LaCasse would be appropriate for this work because of her strong feelings about siting artwork. Muench, Lisberger, Kirby, LaCasse, and Hildreth will comprise the committee. Lipton suggested Patrick Costin as a contact at PATHS. Lisberger further mentioned that she was waiting for Kohler Foundation to sign the letter. Cameron explained that the letter has been changed and an updated version needs to be sent to Kohler to sign to then be returned to be signed by the City Manager.

- **Web Site Update – Cradock**

Cradock was not present. Hildreth commented that Cradock was going to fold into the website a map of temporary art sites.

Lisberger began a discussion about grant funding create a video loop to promote the collection. Kirby offered to look into appropriate grants. Lipton mentioned that NEFA is restructuring their grants at this time. Lisberger mentioned some January deadlines. Kirby asked for clarification on dollar amount sought. She suggested asking for \$5,000 or \$10,000. Lisberger asked the whole committee to weigh in suggesting that the project will likely be inexpensive. The appropriate strategy would be to ask for more than needed and settle for \$1,000 or \$2,000. Lipton offered to help Kirby with grants and suggested extra funding could go towards buying advertising space. Crowder mentioned she knows some people that will be good for production of this project.

- **Community Art – Brick Project (Lisberger)**

Lisberger began discussion about a proposal by ceramicist Ayumi Horie and documentarian Elise Pepple to replace missing bricks in the sidewalk with ceramic installations and tweets. Lisberger felt the artist should work with a subcommittee. Jaegerman felt the proposal should be vetted by an ad hoc group. He sent the proposal to the Department of Public Services to make sure the idea is feasible from a technical perspective. Hildreth asked whether the Site Subcommittee would be appropriate for this task. Lisberger responded that she thought they could. Help is needed gauging the scale and expense. The artist could partner with community groups and Elise Pepple seems more like a community engagement person. Lisberger further asked how much money the committee would want to spend on this. She further commented that in order to be an effective and noticeable installation, it would need to be widespread or else target one particular neighborhood. Muench commented that it could be interesting because the Site Subcommittee looks for sites for art and these are sites. DeWan asked whether they showed what it would look like. Lisberger described a stamped brick with a hashtag with a site-specific handle. DeWan further asked whether that would be durable. Jaegerman expanded that there are questions of feasibility and visibility. Cameron added that the idea of starting with one neighborhood group would probably have the best impact. Lipton agreed and added that the use of the hashtag might become dated. DeWan asked whether the committee could see a model or a prototype. Jaegerman added that the project is in a formative stage. Lisberger agreed saying right now they are trying to see if the idea is even feasible. She added that Horie is established in the ceramic arts. Lipton asked whether Horie has done public, outdoor work. DeWan confirmed that her resume stated an outdoor project. Lisberger asked for the Site Subcommittee to follow up. Hildreth asked whether Lisberger and Jaegerman discussed funding at all with the artist. Lisberger made the artist aware of the Community Art grant opportunity which is typically \$5,000 per year with match in kind or cash.

Subcommittee Reports

- **GOVERNANCE/BOARD DEVELOPMENT SUBCOMMITTEE – Lisberger**

Discussion of Americans for the Arts (AFTA) membership. Lisberger listed the benefits from membership and cost is \$50 per year. Jaegerman stated that it is basically the professional organization for the PPAC and we've dealt with them before to access AFTA survey and data. As with most things, the benefit comes from the amount of time you spend with the materials. Lisberger said she would ask Jennifer Hutchins whether Creative Portland has a membership which PPAC might access. The general consensus was that the membership would not be worthwhile to the group.

- **COMMUNICATIONS SUBCOMMITTEE REPORT – Lisberger**

Lisberger announced that Kim Block agreed to do a celebrity Art in Our Front Yard. Lisberger

further asked whether the committee should be seeking grants for this project. Lipton asked whether this project and the PSA video might be combined into one grant application. Lisberger responded that they should look into that option. She further asked whether the committee should pay the celebrity guests. Kirby agreed an honorarium would be appropriate. Kirby elaborated that there should be a humorous component to the videos whether outtakes or costumes, etcetera. Lisberger agreed that they should combine the grant efforts and ask for more money for the videographer and honorariums.

Kirby updated the group about the email list although she had not, yet, coordinated with Cradock on this effort. The committee now has a Mailchimp account to disseminate information. Lisberger then asked, how does the committee get people to join. Kirby responded that the committee is getting more and more likes on Facebook and growing interest. If we do more fun events this interest will grow exposure.

Lisberger also suggested the committee will need to do some kind of event once the Langlais pieces are in place. The committee needs to figure out how to pay for public relations. Suggestions included bear costumes, t-shirts, banksy-style murals, cardboard cutouts, “where’s the bear now?” to increase exposure.

Lisberger also commented that the Communications Subcommittee needs to meet about general public relations.

- **SITES SUBCOMMITTEE – Hildreth & Cradock**

Relocation of Cloud Couch – Lisberger announced she would be presenting the proposal to move the Cloud Couch to the Historic Preservation Board that evening. Lisberger asked what other committees need to be visited. Cameron said she would have to check the list in the handbook. Jaegerman suggested the Parks Commission. Lisberger also mentioned she had had a conversation with Vivian Beer about the relocation and the artist consented. Lisberger went on to explain that after the approval of the committees, the matter would go before City Council for approval which also meets the public meeting requirement. Jaegerman stated a report would need to be written soon to Council for approval.

Congress Square – Muench updated the committee. The subcommittee developed a list of goals for art in that space, however, because the site is in flux, it makes a big difference in design and the subsequent art installation. The subcommittee is holding back until the future of the site is known. The subcommittee also suggests fundraising rather than using the city budget because of the prominence of the location. Hildreth added that different strategies for the money would be appropriate. She further asked about the timeline and what the PPAC role is in the redesign process. Jaegerman updated the group that the City is currently in the interview process but will do a check in to make sure the committee will be on schedule. Hildreth asked whether the design firm would create proposals for both alternatives. Jaegerman said they can’t afford to do that. They will either proceed or put on hold. McCracken asked when Rockbridge will make a decision on whether to move forward. Jaegerman said he has not talked to Rockbridge so unsure. Lisberger asked the entire group about budget allocation decisions for the Congress Square art piece(s). Hildreth felt there was no point in continuing with Congress Square until we know so the group might continue looking for other sites. There are certainly options such as pulling the Congress Street corridor together with a common language and patterns. DeWan emphasized that the committee has to be realistic – it will take at least a million dollars for a piece in Congress Square based on other examples. Lisberger added that financially, the committee has to be realistic about how deep the pockets are in this city for fundraising. Kirby asked whether they had considered

Maine artists which might be a lower cost. Hildreth replied no. Lisberger asked the committee how ambitious should they be. DeWan said we should be very ambitious and interview process should include questions about fundraising and involving the artist from the beginning. Jaegerman added that once the City selects a firm, we can ask to have an early conversation about these issues. It is complex with many moving parts and will not be a linear path. Kirby added the sentiment that it is always good to save money. Jaegerman stated that we will continue to have conservation expenses and asked how much significance do we want invested. Lisberger concluded that she didn't think the committee should aim for one million dollars.

Other Business

- Hildreth inquired about the water fountain restoration in Lincoln Park and whether the committee ought to get involved.

Hildreth and Lipton leave at 5:30pm.

- Lisberger mentioned the Maine International Conference on the Arts as a source for grants. Crowder volunteered to research grants.
- Kirby attended the Sea Level Rise conference and briefly described that event. Four zones were identified on the waterfront that will be impacted. The question being tackled was how to develop in the future with sea level and storm surge threats. Every group wanted to see implementation strategies, including public art, that could withstand water incursion. The consensus was for walkable, accessible, historic, design with nature, and scenic landscape strategies.

Kirby leaves at 5:43pm.

- Lisberger began a discussion about whether there should be a percent for art policy in place for developers. The general consensus was that the committee should look into it. Lisberger asked for volunteers to do research. Muench volunteered.

Meeting adjourned 5:46pm

Next meeting is Wednesday, November 20, 2013