



Lin Lisberger, Co-Chair
Julia Kirby, Vice-Chair
James Cradock
Jenna Crowder
Christopher Devlin
Penny Harris
Alison Hildreth
Pandora LaCasse
Councilor Dave Marshall
Tony Muench
Corey Templeton

Management & Administration
Alexander Jaegerman,
Planning Division Director

Caitlin Cameron
Urban Designer, Planning Division

PORTLAND PUBLIC ART COMMITTEE

Wednesday, October 15, 2014

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

Attendance:

James Cradock, Jenna Crowder, Penny Harris, Alison Hildreth, Pandora LaCasse, Julia Kirby, Tony Muench
(Staff: Caitlin Cameron, Alex Jaegerman), Christopher Devlin present but not appointed by Council
Not in attendance: Lin Lisberger, Terry DeWan, Councilor Marshall

Call to Order 4:05pm

*Approve Minutes from September 18, 2014 Cradock moves, LaCasse seconds, unanimous (7-0) approval
(Terry DeWan, Councilor Marshall absent).

Project Reports

Langlais:

The big bear was installed on 10/14 in Ocean Gateway. A base still needs to be created. The lighting situation remains to be worked out.

LaCasse reported that three heads remain to be installed next week. The elephant stations were removed and Lisberger installed clasps to the feet to prevent damage. Crowder has started posters for the Jetport and will pass along to Lisberger. Cradock mentioned that the lights at Deering High School have been adjusted and Cradock will check on it to make sure it is what the PPAC wants.

LaCasse offered the idea that a brochure could be made from the poster content. Kirby mentioned that school open houses are a good opportunity to get information to parents. LaCasse asked whether PPAC could provide posters at each school. Cradock offered to visit schools during events to pass out educational materials. LaCasse reminded the group of the "Where's the Bear" scavenger hunt idea or similar to promote the works. Kirby suggested that student council presidents could do presentations to classmates. Muench mentioned that many people do not understand or appreciate Langlais artwork because it is easily dismissed as folkloric or primitive. Cradock also mentioned that he and Lisberger added new Langlais images to the website but more pictures are needed.

Portland Brick:

The applicants, as of this meeting, are still putting together the application materials requested. The

applicant will present at the November meeting, hopefully for a final decision on funding for the project. Hildreth asked whether there will be an audio component to the project. Crowder answered that yes, the storytelling component is audio on the website.

Governance Subcommittee:

Christopher Devlin was the new member selected by the Nominations Committee and will be approved by Council at the 10/20/14 meeting. Also, Terry DeWan has chosen to step down from the committee because of time constraints. His position is appointed by the City Manager and his replacement will not need to be approved by Council.

Communications Subcommittee:

For Art in Our Front Yard a subcommittee needs to be formed – Kirby volunteers to be on the subcommittee. Hildreth asked whether the celebrity speakers will be site-specific. Kirby responded that yes, specific celebrities are being suggested for specific artworks. Hildreth clarified that she meant to ask whether the fundraising sources might be site-specific, meaning local businesses might be more inclined to donate funds to the project if they are near a public artwork. LaCasse asked whether the celebrity presentations would be a one-time event that is recorded for posterity and publicity. Kirby responded that she believed that to be the case. LaCasse asked whether the PPAC could get a loan of a company's videographer as a possible financial strategy.

Website: Cradock, on the topic of the website, requested that the work on the website be spread out with one point person selected. There is a need to bulk up the website content – for example, Cradock expressed the desire to build up the picture content using the best pictures from flickr or Instagram to drive traffic to the website.

CultureNOW: Cameron asked whether the PPAC is in support of participating in the CultureNOW website, Museum without Walls which would list all the pieces in the Portland Public Art collection as a guide to visitors. Members were in support of participation as long as there was no cost. Cameron agreed to pursue the opportunity.

Sites Selection Subcommittee:

The Congress Square Art Selection Panel will meet this month for a site walk and discussion. Muench will bring a site walk map and the Kevin Lynch "Walk around the block" as tools for the site walk. The discussion will focus on examples that have been collected and types of art that are preferable.

Temporary Art: Cameron announced the Bloomberg Public Art Challenge grant opportunity. The grant is up to \$1 million for two years to support temporary art. It is open to cities of 30,000 or greater in population. Some potential partners and ideas include musical swings from Montreal, TEMPO, rotating murals. LaCasse asked whether there could be more than one idea/artwork – Cameron responded yes. It was proposed that this grant application will probably need to coordinate with the PPAC goals for Congress Square. Cameron will be organizing a meeting to discuss whether Portland wants to apply for this grant.

Budget Discussion: PPAC members were asked to discuss goals for future budget allocations and how to accommodate additional sites and requests for public art. Hildreth stated that the first priority should be getting Congress Square done. LaCasse agreed that the Congress Square process would be completed through the winter and that next year's CIP contribution should be added to the Congress Square budget for acquisition. After that, a new pool of money could go to another project/site. Cradock asked whether it was a goal of the PPAC to spread the collection to other neighborhoods that don't have as many pieces. Hildreth stated that the city needs something significant that puts the city on the map – that is what the PPAC is aiming for with the Congress Square acquisition. Cradock mentioned Councilor Marshall's concern

about the perception of spending a lot of money on art. There are other sites that have been identified as potential sites such as the USM rotaries, Woodford's Corner. Cradock added that it makes sense to set a financial goal for Congress Square but to use a little money for other strategic installations. LaCasse reminded the group that this kind of strategizing is the role of the Sites Selection Committee. Temporary Art can also play a role in these objectives. LaCasse added that perhaps a good exercise would be to map out potential future sites and timing for art in those places. Hildreth added that there should also be a discussion about which sites are more appropriate for temporary or permanent art.

Other Business:

Temporary Art: The group discussed ways to publicize and promote temporary art guidelines. Kirby asked whether there are listserves of artists that PPAC could access such as MECA. Crowder suggested doing a series of info sessions about Temporary Art Guidelines like SPACE Gallery is doing for the Kindling Fund. Kirby suggested First Friday Artwalk as a good opportunity to be out passing out information. LaCasse suggested having a table at the MECA holiday or art sale events. Hildreth suggested adding language to the website such as, "The City of Portland is currently accepting applications." LaCasse mentioned that the new TEMPO curator discovered a few things that need to be corrected or changed in the Temporary Art Guidelines. Devlin suggested that the Temporary Art Guidelines could be promoted to other New England schools such as RISD as an opportunity for students. Hildreth proposed that the City put out press releases and publicity when temporary art pieces are installed. Cradock suggested a temporary art gallery page on the website. Hildreth concurred stating there should also be links to the artist's websites.

Jetport Curator: A discussion on the proposed Jetport Curator position focused on a draft letter from Paul Bradbury. LaCasse suggested a strategy of allowing the Jetport Curator sit on a subcommittee and participate in that way since non-members are allowed to participate in subcommittees. Kirby stated that it is the role of the PPAC to manage the Jetport collection and that a non-voting PPAC member position should not be created. Harris stated that it was asking for trouble with this job description without offering to pay and she was not in favor of creating this position.

The group reached a consensus that the PPAC response should emphasize the PPAC role at the Jetport and public art in the city generally. Cameron will ask Jaegerman and Lisberger how to revise the letter description of the curator position to better align with the current roles and responsibilities of the PPAC. Hildreth added that the PPAC should have a formal thank you to June Lacombe for her work at the Jetport. LaCasse added that the PPAC did thank the donor already. Kirby volunteers to be on the new subcommittee created for the Jetport.

Adjourn at 5:45pm

Respectfully Submitted:
Caitlin Cameron