

Public Arts Board Minutes

Public Meeting on Zoom – March 17th, 2021

A. Roll Call:

Members Present: Barbara Heller, Monica Neville, Annie VanGeldereren, Anne Ritchie, Natalie Bishae, Peggy Daitch, Marla Kaftan, Nora Sherifaj (Student Rep)

Members Absent: Jason Eddleston, Linda Wells, Hadley Lovell (Student Rep)

Administration: Brooks Cowan, City Planner

B. Approval of Minutes – February 10th, 2021

Motion to approve minutes by Annie VanGeldereren, seconded by Anne Ritchie

Yeas: 7 Nays: 0

The motion carried.

C. Unfinished Business

The first study session item of the meeting was a continuation of discussion of incentives to recruit donors and sponsors for public art. Staff included an example of benefit levels that the BSD has for sponsoring events such as concert in the park and movie nights. The PAB liked the format of 3-4 categories reaching different tiers of incentive rewards, and the visual appearance of a bar chart demonstrating different incentive levels. Staff indicated that a rough draft example would be brought to the next meeting before it was cleaned up and put into a presentable manner.

While discussing different incentives that could be available, examples included leveraging Birmingham's website to provide acknowledgement and exposure, including a name on a plaque, partnering with BSD, and providing a tour were a few ideas brought up. Putting on a focused event such as "Birmingham Art Day" as a fundraiser event was also brought up. For high end donors, it was suggested that an event be held somewhere like BBAC as appreciation. Staff indicated that the City government could only be responsible for certain items and that it should be worked out as to what items the Cultural Council are responsible for versus what items the City can handle. The suggested ideas would be included in a table for next month's meeting.

The next item for discussion was arts and crafts ideas for the Farmers Market in 2021. The PAB indicated an interest to hand out crafts projects that could be taken home and done – they didn't want any projects that required sitting and/or congregating. A number of different crafts projects were brought up. It was determined that the best process would be to have everyone email idea to staff who would then create a list for the April Meeting. The Board

could then pick their favorite 4 or 5 to hand out every month. The Board all agreed that this was more efficient.

D. New Business

No new business.

F. Communication

G. Comments

E. Adjournment

The meeting adjourned at 7:15 p.m.

APPROVED