

Public Arts Board

Rooms 202 and 203 Birmingham City Hall – July 19, 2017

Meeting called to order at 6:39 PM.

A) Roll Call –

Members Present: Rabbi Baruch Cohen, Barbara Heller, Monica Neville, Mary Roberts, Linda Wells

Student Members Present: Celeste Demps-Simons, Sarah Evans, Cecilia Trella

Members Absent: Jason Eddleston, Anne Ritchie

Administration: Sean Campbell, Assistant City Planner,
Jana Ecker, Planning Director

B) Approval of Minutes – June 21, 2017

Motion by Linda Wells, seconded by Mary Roberts to approve the June 21, 2017 minutes with the following changes:

The elimination of "Chalk Project" and insertion of "Birmingham In Stitches" between "the" and "is" in the second sentence of the second paragraph under New Business, Dexter Rock Project.

Yeas: 5 Nays: 0

The motion carried.

Celeste Demps-Simons noted that her last name was spelled incorrectly as "Demps-Simpson" in the minutes.

Motion by Linda Wells, seconded by Mary Roberts, to amend the June 21, 2017 minutes and all minutes from forgoing meetings.

Yeas: 5 Nays: 0

The motion carried.

C) Unfinished Business

Updates to the Rules of Procedure

Barbara Heller pointed out that the spacing between words in the document appeared inconsistent. Jana Ecker stated that the reason the spaces appear that way is because the text has been justified, which is a formatting style required by the City.

Ms. Heller asked whether it was possible to amend the rules of procedure to include language about the Board's attendance expectations and to allow the Board to consider the removal of a member on the basis of recurrent absences. Ms. Ecker advised that removing a board member is ultimately the City Commission's decision but it would not hurt to include something that simply states that continuous attendance is expected and encouraged. The Board expressed mixed sentiments towards this addition. Ms. Heller referenced the minutes from the May 22, 2017 City Commission meeting when one of the Commissioners suggested a minimum attendance requirement as a consideration for eligibility for re-appointment. Ms. Ecker stated that the City Commission considers multiple factors when it comes to re-appointment. Further discussion and action on this matter died.

Rabbi Cohen suggested eliminating the term limits for Chairpersons and keeping the 3-year term limit for the Vice Chairperson to keep things consistent over the long-term scope of the Board. Monica Neville, while voicing her support for the revision, questioned what the procedure would be if the Chairperson wishes to step down. Ms. Heller replied that the Chairperson would not accept the annual re-election or could resign if they so choose. Linda Wells remarked that the Vice Chair position is important because it engenders a higher level of responsibility. The Board agreed upon Rabbi Cohen's recommended change.

Motion by Rabbi Cohen, seconded by Monica Neville, to remove the term limit for Chairperson in the rules of procedure.

Yeas: 5 Nays: 0

The motion carried.

The Board reviewed the informational promotional piece on the Public Arts Board that was prepared by Sean Campbell. The Board was pleased with the design and layout of the piece and had no comments to that effect. Ms. Heller advised that the sculpture *L.O.L.* by Kirk Newman is privately owned by Greenleaf Trust and that it would be courteous to make sure that the owner is okay with the Board using a photo of it in the informational piece. The Board had no further comments on the informational piece.

Ms. Heller presented several materials from the original Art in Public Spaces program, including a logo and informational brochure. Ms. Heller asked staff to circulate copies of the materials with the rest of the Board members.

D) New Business

Public Arts Board Alternate Members

Mr. Campbell advised that on May 22, 2017, the City Commission moved to amend the Public Arts Board ordinance to add two alternate positions. The Commission gave direction regarding alternates being required to attend all meetings, explaining that by being present in the room, it will elevate the status of alternates, promote comradery between the alternates and the regular board members, establish continuity in discussions, and allow alternates to be fully prepared. Further, it was proposed that every member of a board or committee who misses a meeting be required to either read the minutes or watch the video of the meeting in order to keep up.

Ms. Ecker advised that the City Commission would be appointing alternates in the near future.

E) Committee Reports

Public Space Activation Subcommittee Report

Ms. Neville provided a summary of the Subcommittee meeting. She explained that four main topics were discussed. The first topic was the social media component for the Public Arts Board. It was discussed that an Instagram and Facebook account would work well to this end and that a Gmail email address would need to be created in order to operate these. Jason Eddleston offered to put together the accounts for these platforms. The next step would be to establish guidelines to maintain a desired image and reputation, determine what content can be posted or be filtered out, and assign specific responsibilities to the designated administrator. Additionally, content related to the Birmingham Rocks Project would be posted through these outlets rather than creating a separate account.

Ms. Ecker advised that any activity that occurs on social media on behalf of the City must comply with the City's social media policies. Ms. Neville inquired whether the best route to ensure those policies are met is to create PAB-specific social media guidelines. Ms. Ecker replied that it would be a good route so long as they stay within the scope of the City's policies. Rabbi Cohen explained that he was under the impression that someone from the City could provide public relations support for PAB functions. Ms.

Ecker stated that the City is in the process of hiring a communications person who could maximize the reach of the accounts while overseeing them in coordination with the designated administrators. The Board directed the Subcommittee to explore social media further at their next meeting.

Ms. Neville explained that the Subcommittee would like to move forward with creating a Birmingham Rocks Project. She offered to put together a brochure with illustrative pictures as an additional piece to the social media guidelines. These materials would be attached to a memo to the City Commission for approval. Ms. Neville inquired whether a PowerPoint presentation would be helpful for the City Commission meeting. Ms. Ecker remarked that it is not necessary but if the Subcommittee wanted to put one together they could.

Rabbi Cohen explained that putting together a meditation group that meets in the parks is a concept that could accompany the rocks project. He added that this is not of utmost priority at the moment but is envisioned in the long-term scope of activities.

Birmingham in Stitches Committee Report

The Board reviewed a progress report on the Birmingham in Stitches event. The report includes the names of people who will be volunteering for the event, important dates, and target donors who have been contacted about gift certificates. Ms. Heller added that the scheduled dates are contingent upon weather. She also added that the Board reserves the right to ask volunteers to take down various knitted pieces if they experience deterioration from weather.

Mr. Campbell informed the Board that the Birmingham Shopping District would issue two press releases on the Birmingham in Stitches event. One would call for volunteers and the second one would be simply promotional and be posted closer to the event.

F) Communication

Ms. Heller informed the Board that she looked at Ms. Neville's Pinterest account that focuses on artistic crosswalks. She explained that she would try to schedule a meeting with a City Commissioner to discuss the possibility of applying this concept to Birmingham crosswalks. Ms. Ecker advised that she brought this idea up to the Multi-Modal Transportation Board, who makes recommendations for crosswalk design standards, and that while they like the idea in concept, there is still ongoing discussion about what kind of materials must be used to stripe the crosswalks. Thus, a more focused discussion about artistic crosswalks would have to take place later once the MMTB has resolved other pressing issues.

Ms. Heller reported that the Charity Poker Tournament at Five Star Lanes generated about \$4,000.

Ms. Ecker advised that there are some issues with the sidewalk contractor which has delayed the pouring of the concrete pad in Barnum Park. It would likely be another several weeks before the contractors pour the pad.

Rabbi Cohen asked the student representatives if they would like to volunteer on the Public Space Activation Subcommittee and to suggest any public art ideas that could be explored. There are no volunteers at this time.

G) Public Comments

No public comment.

H) Adjournment

With no further business being evident, the meeting was adjourned at 7:59 PM.

APPROVED