



151 Martin St., Birmingham, MI 48009  
248-530-1800

## NOTICE OF MEETING - PUBLIC ARTS BOARD

**PLEASE TAKE NOTICE** that a meeting of the Public Arts Board will take place on **Wednesday, June 20<sup>th</sup>, 2018 at 6:30 p.m.** in conference room 202/203 of the Municipal Building. Approved minutes of this meeting will be available on the City's website at [www.bhamgov.org](http://www.bhamgov.org).

THIS NOTICE IS GIVEN in accordance with Act 261, 1968 Public Act 267.

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### **MEETING AGENDA**

***\*\*\* Board members who are not able to attend this meeting are encouraged to notify the staff representative in advance for consideration of a quorum. \*\*\****

- A. Roll Call
- B. Approval of Minutes – May 16<sup>th</sup>, 2018
- C. New Business
  - 1. **Group Reports**
  - 2. **Budget Spending**
- D. Communication
  - 1. **Installation of *Sound Heart***
  - 2. **Installation of *Eastern Hophornbeam***
- E. Public Comments
- F. Adjournment

### **Upcoming PAB Meeting: July 20<sup>th</sup>, 2018**

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**NOTE:** Persons with disabilities that may require assistance for effective participation in this public meeting should contact the City Clerk's Office at the number (248) 530-1880, or (248) 644-5115 (for the hearing impaired) at least one day before the meeting to request help in mobility, visual, hearing, or other assistance.

*Las personas con incapacidad que requieren algun tipo de ayuda para la participacion en esta sesion publica deben ponerse en contacto con la oficina del escribano de la ciudad en el numero (248) 530-1800 o al (248) 644-5115 (para las personas con incapacidad auditiva) por lo menos un dia antes de la reunion para solicitar ayuda a la movilidad, visual, auditiva, o de otras asistencias.*

## Public Arts Board Minutes

Rooms 202 & 203 Birmingham City Hall – May 16<sup>th</sup>, 2018

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### A. Roll Call:

**Members Present:** Rabbi Baruch Cohen, Monica Neville, Linda Wells, Barbara Heller, Amelia Barrie (Student)

**Members Absent:** Mary Roberts, Jason Eddleston, Anne Ritchie, Cole Wohlfiel (Student)

**Administration:** Jana Ecker, Planning Director  
Brooks Cowan, City Planner

### B. Approval of Minutes – April 21<sup>st</sup>, 2018

Motion to approve the meeting minutes as amended for April 21<sup>st</sup>, 2018 was made by Linda Wells, seconded by Rabbi Baruch Cohen.

**Yeas: 6            Nays: 0**

The motion carried.

### C. Committee Report

The Public Space Activation Committee created a survey to gauge Public Art Board members' interest in various projects and whether or not they would be willing to volunteer. Members of the Board filled out the survey and submitted their response to the Planning Department. The results were tallied and then reviewed by the Sub-Committee, who created a ranking of projects and suggested group members for each project based upon who volunteered. The projects were prioritized and divided up as such:

Alleyway Project: Rabbi Cohen, Jason Eddleson, Cole Wohlfiel, Amelia Barrie

PAB Branding: Monica Neville, Anne Ritchie

Public Art Tours & Lectures: Barbara Heller and Linda Wells

Art Gallery Tours: Rabbi Cohen and Jason Eddleson

Artistic Self Expression: Natalie Bishai, Rabbi Cohen, Amelia Berry, Cole Wohlfiel

Free Pianos: Jason Eddelson, Rabbi Cohen, Amelia Berry

The Public Art Board members then agreed that each group would complete a goals, implementation plan, and budget form for review at the next meeting.

### D. New Business

The Public Arts Board discussed changing the sub-committee name from "Public Space Activation Committee" to the "Forward Planning Sub-Committee." It was decided that the word 'Forward' would be removed, and the name would be "Planning Sub-Committee."

Motion was made by Rabbi Baruch Cohen to change the name of the Public Space Activation Committee to "Planning Sub-Committee." Motion was seconded by Monica Neville.

Motion Passed 6-0

The Board considered how to spend their \$5,000 budget for the remainder of the year. They were notified that they had yet to use any funds, and need to do so before June 30, 2017. It was decided that each project group that had been determined in the committee report would submit a budget request. These requests would then be reviewed and allocated at the next meeting.

### **Communication**

Kroger notified the Planning Department that they have received architectural renderings for the installation of *Soundheart*. Now they need budget approval for installation costs in order to proceed with the last step of installation.

The Eastern Hophornbeam was approved by City Commission, the artist needs to submit detailed drawings of the footings and footing attachments for final approval by Engineering and Building Department.

### **Comments**

Holiday Market has eight volunteers so far to help knit covers for the granite balls in Shain Park. They will be installed after Thanksgiving and then removing them early January.

## **E. Adjournment**

The meeting adjourned at 7:45 pm

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Brooks Cowan  
City Planner



# MEMORANDUM

Planning Division

**DATE:** June 20<sup>th</sup>, 2018  
**TO:** Public Arts Board Members  
**FROM:** Brooks Cowan, City Planner  
**APPROVED:** Jana Ecker, Planning Director  
**SUBJECT:** Project Group Reports

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Members of the Public Arts Board prioritized projects they would like to pursue, and indicated which projects they would like to volunteer for. At the Meeting on May 16<sup>th</sup>, 2018, Board members were divided into the groups below:

Alleyway Project: Rabbi Cohen, Jason Eddleson, Cole Wohlfiel, Amelia Barrie

PAB Branding: Monica Neville, Anne Ritchie

Public Art Tours & Lectures: Barbara Heller and Linda Wells

Art Gallery Tours: Rabbi Cohen and Jason Eddleson

Artistic Self Expression: Natalie Bishai, Rabbi Cohen, Amelia Berry, Cole Wohlfiel

Free Pianos: Jason Eddelson, Rabbi Cohen, Amelia Berry

It was decided that each group would fill out a general project goal, implementation plan, and budget for the next meeting. So far reports have been received from the Art in the Alley group, Public Art/Self Expression group, and the Marketing/Branding group. The reports are attached below for your review.

# Public Art Board Projects Report

June 11, 2018

1. **Project Group:** Public Arts Board Branding

2. **Members:** Anne Richie, Monica Neville

### 3. Short Term Goals

### Deadlines

- |   |               |
|---|---------------|
| a. Logo/tag line (explained)              | June 20, 2018 |
| b. Poster layout/budget approval          | June 20, 2018 |
| c. Brochure/map layout/budget approval    | June 20, 2018 |
| d. Map layout/budget approval             | June 20, 2018 |
| e. Outdoor banners layout/budget approval | June 20, 2018 |
| f. Packing materials/budget approval      | June 20, 2018 |
| g. Print quantity/price                   | June 20, 2018 |

### 4. Long-Term Goals:

- |   |                                   |
|---|-----------------------------------|
| a. Poster/brochure local distribution   | September - November 2018         |
| b. Use of PAB branding in all public facing situations, including print, digital, social and events | September 2018 +                  |
| c. Paid merchandise   | Spring 2019 (plan in development) |

### 5. Implementation Plan:

- |                          |                           |
|--------------------------|---------------------------|
| a. Approve layout/budget | June 20, 2018 PAB meeting |
| i. Photography           | July 2018                 |
| ii. Layouts/copy         | July/August 2018          |
| iii. Printing/production | August 2018               |
| b. Merchandising plan    | Feb 2019 PAB meeting      |

### 6. City Departments to Partner With:

- a. Retail
- b. Library
- c. Community House
- d. Police/Fire
- e. City of Birmingham digital
- f. City of Birmingham social
- g. Anyone who wants to! More the merrier!

**7. 2018-2019 Budget Request:**

<b>ITEM</b>	<b>QTY</b>	<b>SIZE</b>	<b>SPEC</b>	<b>\$ EST</b>
i. Poster	1000	18" X 24"	Full color	\$750.00
ii. Brochure/map	2,500	8.5" X 14"	Full color, folded	\$800.00
iii. Flyer	2,500	8.5" X 11"	Full color, flat	\$600.00
iv. Banners	5	3' X 6'	4-color w/grommets	\$500.00
v. Packing tubes	100	3" X 24"	With end caps	\$120.00
vi. Brochure holder	50	Standard	Perspex	\$80.00
vii. Artwork/file prep				\$400.00
<b>TOTAL</b>				<b>\$3,250.00*</b>

*\*Estimate only, subject to final design, stock approval and printing vendor.*

## Public Art Board Projects Report

1. Project Group: Alleys, Vias, Passerway Development
2. Members: Rabbi Cohen, Jason Edleston, Cole Wohlfel, Amelia Berry
3. Short Term Goals: PAB & other necessary approval to move forward with concrete proposals.
4. Long-Term Goals: ① Develop park-like aesthetics - benches, lighting, landscaping (garden) - for Merrill to Brown passerway by <sup>private</sup> parking structure; ② Develop teen/student destination space at (included preference):
5. Implementation Plan: ① General PAB approval to proceed; ② Work out plan & budget, involving students & local ~~artists~~ artists (carpenters, landscapers, artists, etc.); ③ social media solicitations
6. City Departments to Partner With: PAB, Private alley owners, Planning Dept, Parks & Rec, Shoppers District
7. 2018-2019 Budget Request: TBD

In order of preference: (a) plaza across from Peabody house, North side of Brown, behind Theater; (b) plaza by Life Via; (c) plaza, North side of Brown, across from "220" (Merrill) & entrance to Merrill to Brown passerway; (3) ~~locate~~ <sup>locate</sup> alley where it meets Maple identified as prime space for wall art installation.

## Public Art Board Projects Report

1. Project Group: Public Art / Self Expression Projects
2. Members: Rubi Cohen, Natalie Bishoi, Amelia Bury
3. Short Term Goals: ① Art projects for kids at 3 of the Concerts in Shain Park - 6/29, 7/25, 8/15. ② City "Icon" Banners; ③ Participation in 9/15-16 Common Grounds Art Fair
4. Long-Term Goals: ① Painted rock stream; ② Bird Houses; ③ Chalk in Park event
5. Implementation Plan: ① PRAB Approval, ② Work out projects & budgets, ③ Coordination / Approval from other City Departments / Event planners
6. City Departments to Partner With: Parks & Rec; Shoppers District; Common Grounds (non profit organization)
7. 2018-2019 Budget Request: \$550 for:  
For concert projects: (a) \$50 chalk only, or (b) \$150-\$200 for chalk plus coloring pages, or (c) \$550 for chalk & more elaborate projects (theme based: peace sign art for ~~Pop Rock~~ Pop Rock concert; Beatles coloring pages for Beatles band; dream catchers for Country Music concert)  
Others TBD





# MEMORANDUM

Planning Division

**DATE:** June 20<sup>th</sup>, 2018  
**TO:** Public Arts Board Members  
**FROM:** Brooks Cowan, City Planner  
**APPROVED:** Jana Ecker, Planning Director  
**SUBJECT:** Budget Spending MEMO

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The Public Arts Board was allocated \$5,000 in the fiscal year 2017/2018 budget. The Board has yet to use this money, and may do so before June 30<sup>th</sup>, 2018, which is the end of the fiscal year for the City of Birmingham. Board members were asked to submit budget requests related to their project group for budget review. Board members may also wish to suggest spending items for projects the Public Arts Board would like to support.

Budget requests so far include:

Art Board Branding Committee	\$3,250
Public Art/Self Expression	\$550
Alley's and Passageway	TBD



# MEMORANDUM

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Planning Division

**DATE:** May 16<sup>th</sup>, 2018  
**TO:** Public Arts Board Members  
**FROM:** Brooks Cowan, City Planner  
**APPROVED:** Jana Ecker, Planning Director  
**SUBJECT:** Installation of *Soundheart*

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Kroger has received architectural schematics for the foundation pad, have submitted an installation budget request and are waiting on approval. Once the installation funds are approved they will be able to do the installation.



# **MEMORANDUM**

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**Planning Division**

**DATE:** May 16<sup>th</sup>, 2018

**TO:** Public Arts Board Members

**FROM:** Brooks Cowan, City Planner

**APPROVED:** Jana Ecker, Planning Director

**SUBJECT:** Eastern Hophornbeam

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The Eastern Hophornbeam's installation agreement was approved by the City Commission on May 14, 2018. The City is working with the artist in order to get the appropriate foundation and foundation attachment plans in order to pass the review of the Engineering and Building Department.