



151 Martin St., Birmingham, MI 48009

248-530-1800

VIRTUAL MEETING - PUBLIC ARTS BOARD

WEDNESDAY, FEBRUARY 10TH, 2021

6:30 PM

<https://zoom.us/j/99870916924>

(Click on Blue Link)

Or dial 1 1 929 205 6099, MEETING CODE 998 7091 6924

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 – February 10th, 2021
- C. Unfinished Business
 - 1. Public Notification Policy**
 - 2. 2021 Agenda Items and Goals**
- D. New Business
- E. Communication
 - 1. Wall Art**
 - 2. Public Notifications**
- F. Public Comments
- G. Adjournment

Upcoming PAB Meeting: April 21st, 2021

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

Public Meeting on Zoom – February 10th, 2021

A. Roll Call:

Members Present: Barbara Heller, Monica Neville, Annie VanGeldereren, Jason Eddleston, Linda Wells, Anne Ritchie, Natalie Bishae, Peggy Daitch

Members Absent:

Administration: Brooks Cowan, City Planner

B. Approval of Minutes – January 21st, 2021

Motion to approve minutes by Linda Wells, seconded by Annie VanGeldereren.

Yeas: 7 Nays: 0

The motion carried.

C. Unfinished Business

The first item of unfinished business was the discussion for recommending a public notification process for the Public Arts Board. The Board indicated that notifications for public hearings should be sent once a location and installation process is formalized. An initial discussion regarding the art piece and its context with the City should not require public notifications. The Board agreed that following the general public notification guidelines similar to what site plans reviews have to do is fair for public art. The Board believes that the public should be notified and have the opportunity to be involved in the public engagement process.

A motion was made by Anne Ritchie to recommend the suggested language to require a public notification process for any hearing regarding public art. The motion was seconded by Annie VanGeldereren.

Yeas: 7 Nays: 0

The motion carried.

The next agenda item was a study session for ways to recruit more funding to encourage art-on-loan and art donations to Birmingham. Financial assistance from the City may be limited due to budget approval and constraints, however the Public Arts Board is in partnership with the Cultural Council of Birmingham Bloomfield (CCBB) which is a non-profit organization. If a donor is interested in providing financial assistance for art in Birmingham, that money could go to the CCBB and then distributed to the artist.

The Public Arts Board reviewed a former donor sheet that was used in the mid to late 2000s to help attract financial donations. This document had a number of different donor levels and

donor appreciations associated with each level. The Public Arts Board discussed creating 3 to 4 levels of sponsor benefits, such as platinum, gold, silver, and bronze. A donor would receive various levels of acknowledgement based upon the amount provided.

Setting up an easy online donation capability was also discussed. The intent is to enable people who may be willing to contribute smaller amounts such as \$20 or \$50 and still give them a level of acknowledgement and appreciation. The Board asked staff to look into how the City could manage donations and handle sponsoring art, if possible.

The Board discussed how the end result of their sponsor program should make all donors feel appreciated, taken care of, and see some type of benefit for participating in the process.

D. New Business

No new business.

F. Communication

Wall art recommendations will be reviewed by the Design Review Board on March 3rd.

G. Comments

E. Adjournment

The meeting adjourned at 7:15 p.m.

DATE: March 17th, 2021

TO: Public Arts Board Members

FROM: Brooks Cowan, City Planner

APPROVED: Jana Ecker, Planning Director

SUBJECT: Recruiting Additional Funding

Pursuing additional funding from outside sources was identified as one of the Board's goals for 2021. Section 78-111 of the City Municipal Code states:

The public arts board shall have the responsibility to pursue sources of public funding for arts and cultural education, design competitions, special events etc., that may be necessary to advance the objectives of the public arts board. See [section 78-109](#). In fulfilling such duties, the public arts board may seek assistance from city staff, and others for the completion of applications for grants, scholarships and other sources of public funding, including the administration of such funds.

Chair-person Barbara Heller has provided a sponsorship opportunity application with different levels of financial commitment and recognition which is attached below. The Board may wish to recommend organizations for the staff to send inquiries to, as well as discuss pursuing various grants. A mix of private donors and public grants could be possible, however staff recommends having a clear understanding of the relationship between the City of Birmingham and the Cultural Council of Birmingham Bloomfield and where finances are kept and distributed from.

On February 10th, 2021, the Public Arts Board began discussing efforts to expand their donor recruiting efforts. The board wishes to create a program that makes donors feel appreciated and provides some type of benefit to participating in the fundraising process. After reviewing an older donations document, there was general consensus that appreciation levels should be condensed into 3-4 levels such as platinum, gold, silver and bronze.

Having online donation capabilities was also discussed – encouraging some kind of program allowing smaller donations such as \$10 or \$20. Upon review, staff recommends that this be done through the Cultural Council of Birmingham Bloomfield's website. Birmingham's public art website could direct interested donors to the organization's website. City staff is willing to be involved in pursuing available grants for public art in a formal process from official organizations, however staff recommends keeping individual donor funds separate from city government.

Examples mentioned of other organizations who recruit public art and funding for other cities include Public Art Fund for New York City and Art in Public Places for Miami-Dade County. Public Art Fund NY has a "Support" section on the website that includes the option for a one-time

donation or a recurring donation. It has a prompt asking how the donor would like to be acknowledged. Meanwhile Art in Public Places Miami has a number of ways to coordinate funding and opportunities for artists. Links to both organizations are below for further information.

<https://miamidadepublicart.org/>

<https://www.publicartfund.org/>

Staff recommends the Board have a discussion regarding the following for recruiting additional funding:

- 1.) Relationship between Cultural Council of Birmingham Bloomfield in recruiting additional funding.
- 2.) Cut-off amounts for different levels of acknowledgements (ie. Gold, silver, bronze, etc)
- 3.) What kind of benefit each level of donor should receive (ie, plaque, gift card, online post, etc)



SPONSORSHIP OPPORTUNITIES

_____ **Be a Public Art exhibition sponsor \$25,000 & up**

- Recognition on rotating program sculpture plaques (minimum of 4).
- All the benefits from the previous levels (Logo & Name recognition over a 2-year period).

_____ **Bring a Public Art sculpture to Birmingham (over a two-year period) \$7,500 & up**

- Join the installation team and watch as the sculpture is placed in situ.
- All the benefits from the previous levels (for two years)

_____ **Adopt a site for Public Art (over a two-year period) \$4,500 & up**

- Be an ad hoc member of the selection committee to select a public sculpture for the site.
- All the benefits from the previous levels (for two years).

_____ **Adopt a Public Art sculpture (for a one-year period) \$2,500 & up**

- Recognition for one year on all printed and promotional materials and on the Art in Public Spaces Webpage on the City of Birmingham website

_____ **Public art Heroes – support Public Art educational programs in Birmingham \$50 & up**

- Recognition for one year on the Art in Public Spaces Webpage on City of Birmingham website.

_____ **Buy or donate a Public Art sculpture for Birmingham Price Negotiable**

- Permanent Recognition on plaque at site of the sponsored sculpture
- Logo & name recognition on all printed & promotional materials, and Art in Public Spaces Webpage on City of Birmingham website.

_____ Name: _____

Organization (if applicable): _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone Number: _____

Please Return this form & make checks payable to:

Cultural Council of Birmingham Bloomfield, 929 South Eaton Street, Birmingham, Michigan 48009

Please call 248-822-4030 to make credit card donations or for more information regarding opportunities to support other public art programs in Birmingham through the Cultural Arts Council Birmingham Bloomfield. *The Cultural Council Birmingham Bloomfield is a 510 (c) (3) non-profit organization. Contributions are tax-deductible.*



MEMORANDUM

Planning Division

DATE: March 17th, 2021

TO: Public Arts Board Members

FROM: Brooks Cowan, City Planner

APPROVED: Jana Ecker, Planning Director

SUBJECT: Arts & Crafts Packages

The Public Arts Board has previously wanted to participate in the Birmingham Farmers Market and promote art with various arts and crafts activities. Covid-19 restrictions have prevented the board from doing so because the Farmers Market now operates in a drive-thru manner. The Public Arts Board has suggested creating arts and crafts packages to hand out at the Farmers Market.

Staff recommends suggestions for what should be included in the arts and crafts packets.



MEMORANDUM

Planning Division

DATE: March 17th, 2021

TO: Public Arts Board Members

FROM: Brooks Cowan, City Planner

APPROVED: Jana Ecker, Planning Director

SUBJECT: Communications

1. Pyramid Earth is tentatively scheduled for installation around the end of April or early May, 2021.
2. The wall art policy proposal was reviewed by the Design Review Board. The Board was mostly in favor of the proposals, however they postponed a motion and want more clarity on which alleys are eligible for art work.