

**Public Arts Board \* October 12, 2020 \* 4:00 pm, City Hall Building – Study Session Room**

**In Attendance:** Cheryl Lockstone, Liz Barfield, Taylor Wagner, Douglas Shaw Elder, Jud Foster, Amy Johnson and Lynne Siano

**Call to Order**

Lockstone called the meeting to order at 4:09.

**Welcome**

Guests: N/A

**Approval of Minutes**

Barfield noted that the financial report was off by \$6.99; Lockstone to reconcile before November meeting. Motion to approve the September minutes was provided by Barfield; seconded by Siano. The motion was unanimously approved without further discussion.

**Finances**

The finance report as of October 6, 2020 reflected the following:

- Current balance of \$75,001.97 (including \$538 in utility donations from September)
- Committed funds include \$4,000 for ongoing maintenance and \$18,600 for more bike racks for a total of \$22,600 total committed funds.
- NET available funds total \$52,939.97
- Other notes: \$2,181.99 from past months' utility donations was deposited on 9/30/20. There was also \$2,000 paid out to artists for the Artful Inlets (round #2).

Motion to approve financial report provided by Barfield and seconded by Siano. Approved unanimously.

**Item 1 – Utility Donation Update**

Foster talked to Anthony Francisco (Finance Director for the City of Norman) about the online option/feature to donate directly to the PAB when paying utility bills. Because of the current software that the City is utilizing, it may be that we have to "start over" with the program by "inviting" all residents to sign up [again] for utility donations OR simply wait until *brand new* software is permanently implemented by City.

Foster will do further research to find out more about the following considerations:

- Option to include button on NEW City website
- Option/cost of including PAB mailer with utility bill in mail and/or including it electronically with those who receive their bills that way; might also research option to mail updated PAB map/brochure (separately, at some point in the future)

In the meantime, Elder and Wagner will reach out to Michael Bendure (former board member) about changing the "bitly" link for PAB donations so that it is current. Others will continue to draft content, research pricing options, etc. for this piece of collateral and other marketing materials. The goal is to have something drafted, finalized and sent out to potential donors/supporters by end of 2020.

Lockstone would also like the board to brainstorm about different civic groups that the PAB can talk to about our missions/message/donations.

In addition, Wagner plans talk to Trent Brown at VisitNorman about gathering some drone footage of various PAB projects.

**Item 2 – Artful Inlets**

The execution of the project went well; have only heard positive feedback so far. There is a follow-up meeting schedule for November.

**Item 3 – Bike Rack Project**

Lockstone reported that there had been damage done to the "3 Hearts" rack outside of Sooner Pharmacy. Overall, structural damage was minimal, it simply needs to be reassembled and reinstalled. City staff is currently working on fixing it (with McPherson if needed) so that it can be reinstalled soon.

Lockstone additionally explained that McPherson was unable to complete the "Golden Mean" piece from the last round because of the artist's original orientation/intent. There is also an issue with color on "Up in the Air" from the same round. All that said, Lockstone, Barfield, and Elder hope to meet with McPherson soon to address issues and determine solutions for both pieces (before November meeting).

These decisions were communicated via email months ago but none of that was communicated to/between PAB and McPherson.

**Item 4 – NAC Public Arts Manager Report for NF % for Art Projects**

- Ruby Grant – According to Foster, the piece is being updated and the artist is currently working to determine the specific location within the park for installation. The piece *should* be here mid-November.
- Andrews Park – Three finalists have been determined.
- Multi-sport/Aquatic Center, Reaves Park and Griffin Park projects are in the beginning stages of planning.
- NOTE: Barfield wants to ensure that PAB is represented at these NF % for Art Project meetings (assuming we are, in fact, supposed to be there).

**Items 5 – Inventory Update**

Barfield explained that she met with Wagner to review our public art inventory. Currently making sure all ducks and bike racks are accounted for. There is some interest in updating the public art map as well. We plan to further investigate cost of printing, mailing, etc. There is also a huge need to put together a comprehensive database of all public art inventory.

**Item 6 – PAB NAC Update**

Lockstone reported that she, Barfield and Elder met with the NAC to determine the future of the PAB. The PAB has been given six months to achieve the following: increase funding, determine future projects and work on the longevity and legacy of PAB.

Gavaghan and Public Arts Manager Debby Williams (both of NAC) will no longer attend the PAB meetings for the next five months.

**Item 7 – New Business**

- a. **Outreach** - (aforementioned)
- b. **Planning Session** - Lockstone would like to schedule a meeting so that the PAB can determine/create a unified message. She would like board members to consider the following:
  - 1) What is the PAB story? (5-7 lines)
  - 2) Why are you on the PAB?
  - 3) Which PAB projects touch your heart?
  - 4) What projects are important to you?
  - 5) What would be your talking points to the public to promote the PAB?

Board members have been asked to address the questions above and send answers to Lockstone before the upcoming planning which has tentatively been scheduled for Thursday, November 5, at 4:00 p.m. in the Party Room of the Sooner Bowling Center. Barfield has graciously agreed to sponsor and provide the food.

- c. **PAB Report to the City** – N/A (forthcoming)

**Adjournment**

The meeting was adjourned at 5:20.

Respectfully submitted,  
Taylor Wagner