

## PAB Retreat

### MAINSITE

January 14, 2019

- 1) Review & Evaluate Current and Projected Financial Information & Evaluate Budget
  - a. Lockstone prepared and distributed a Projected Budget for the upcoming calendar year. The PAB's balance as of 1/4/19 (including October-December utility donations) is \$60,772.99. With projected utility donations for the year totaling \$10,200, the PAB's total projected funds is \$70,972.99. With \$32,250.00 committed to rack cards (for PR efforts), another round of bike racks, general maintenance of the current collection, the upcoming artful inlets initiative, the mosaic name plate to be installed at Lions Park, *and* the PAB's annual administration fee, projected *available* funds for 2019 total \$38,722.99 (this number does not include the cost of any skate park touch-ups which could essentially be taken out of maintenance anyway; it also doesn't include any honorariums or costs associated with any "new"—or, rather, newly painted—ducks).
  - b. There was some discussion regarding any potential costs related to the Public Arts Master Plan (PAMP). It was determined that the PAB would ultimately be responsible for funding the project so it remains pertinent that the PAB (*and* the PAMP Steering Committee) consider several possibilities for funding sources—even if that means organizing and drafting the plan ourselves in an effort to keep costs minimal.
- 2) Review Current 4-year Strategic Plan
  - a. Discussion of the current strategic plan remained ongoing throughout the meeting. The resounding consensus from the group was that we focus on the PAB's *current* collection and already *ongoing* projects (i.e. artful inlets, bike racks, and *maybe* ducks) before tackling any additional projects that may prove too complicated or expensive for time being (especially until a direction and funding for the PAMP have been determined).
  - b. In the meantime, the PAB will focus most of its efforts on increasing utility donations and enhancing its exposure overall. Various initiatives include the following:
    - i. New rack cards - These include utility donation information as well as a brief history of the PAB. Rack cards can be picked up by PAB members from the Firehouse Art Center and then distributed.
    - ii. NAC video – Although this video is for the NAC's use *only*, the PAB hopes to borrow from it and/or create something similar (and shorter) to help with PR. The video would not only be posted, but also played at various civic club meetings if/when PAB members attend in an effort to promote PAB projects and funding.
    - iii. Utility Donation PR campaign – Bendure suggested that the PAB create and utilize one, single, clear and concise message that could be translated into a variety of media (social media, in-person, publications and other collateral). This

will help the PAB remain consistent with its PR and fundraising efforts throughout the foreseeable future.

1. A committee was formed to begin drafting language and materials. Committee members include Bendure (Chair), Elder (and his GoPro), Lockstone, and Wagner.
2. Additionally, statistics such as those provided by AFTA and OFTA may also be worth highlighting.
- iv. Speaking engagements – Once a sort of “PAB-branded” PR campaign has been put in place, PAB members will be tasked with speaking to various civic clubs and individuals about participating in the utility donation program.
  1. Richardson suggested that each PAB member really consider, “What does the PAB mean to *me*? Why is public art important?” in an effort to help with message and delivery.

### 3) Discuss Master Planning Process

- a. The PAMP Steering Committee will meet again on Thursday, January 17, to further discuss and consider the following:
  - i. Define the needs of the MP and form committees if/as needed
  - ii. Create overall budget/potential funding sources
  - iii. Possibility of drafting the MP “in-house” to reduce costs (but still must consider *some* kind of funding source)
  - iv. Identify community stakeholders

### 4) Review Documentation & Maintenance of Public Art

- a. Williams and Richardson have been going through the PAB’s public art collection for the purposes of archiving, maintenance and preservation. Our current collection includes 28 total pieces (this number does *not* include anything too temporal such as the bike racks and ducks—nor does it include anything owned by the University of Oklahoma).

### 5) Review of Norman Forward Projects

- a. Central Library – A title for this piece has finally been determined: “Flock.”
- b. Ruby Grant Park – The public art budget for this NF project will be approximately \$50,000. Completion of the project is set for June 2020.
- c. Future dedications – Kramer suggested that some mention of the PAB at future public art dedications might help increase our exposure.

### 6) Public Art is Smart

- a. Teachers remain enthusiastic about this program. PAIS is halfway through the curriculum for “Prairie Wind” which will be released later this year.
- b. Kramer stated that it would be great to see PAIS in every school in Norman. Williams reiterated that the program is free and easily accessible. Siano suggested that teachers

reach out to the NPS Foundation if they are ever in need of matching funds for similar initiatives.

7) Discussion of Utility Awareness

- a. **PLEASE REFER TO “2) b.” ABOVE.**

8) Evaluate and Discuss Current Art Projects

- a. Ducks – Elder plans to further research the Visual Artists Rights Act (VARA) and then contact those artists responsible for the original artwork found on a few of the ducks where the paint has faded or been damaged throughout. It is his hope that the ducks can be stripped of their original artwork and that the duck forms can simply be redesigned and repainted by other artists in the near future. Future contracts with artist will include verbiage regarding the “lifespan” of their work on the duck(s) and how to handle future repairs.
- b. Bike racks – Originally, the call-for-artists was going to go out on March 1, however, until further clarification and information can be provided by the fabricator regarding powder coating and the treatment/upkeep thereof, this project may be temporarily put on hold. Richardson plans to meet with McPherson—our current fabricator—to further discuss these issues. It was additionally mentioned that it may be worth talking to Fowler a bit more regarding *his* preferences regarding the utilization of the grant money that was originally intended for more racks.
- c. Artful Inlets – The call for artists is supposed to go out on January 15

9) Discussion of Previous or Additional Art Projects

- a. Sculpture – N/A (nothing specifically mentioned)
- b. Mosaic – once title determined, then plaque can be installed
- c. Mural – N/A
- d. Community Projects –Discussed the possibility of applying for a grant through the Schwartz Family Foundation. Cheryl Lockstone will meet with Kate Beirman a local representative of the family foundation to discuss grant timelines and possible public art projects that would align with the foundations mission.

10) Open Discussion for Future Goals & Objectives

- a. Discussed throughout meeting and included within overview above.

11) Adjournment

- a. At approximately 6:15 p.m.