

Session 13-06 a Special Meeting of the Public Arts Committee was called to order on October 17 2013 at 5:07 pm by Chair Angie Newby at the Homer City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

PRESENT: COMMITTEE MEMBERS APLIN, NEWBY, MILLER AND GRONING
PARKS AND RECREATION ADVISORY COMMISSIONER DEB LOWNEY

ABESENT: COMMITTEE MEMBER FELLOWS
PARKS MAINTENANCE ANGIE OTTESON

STAFF: RENEE KRAUSE, CMC, DEPUTY CITY CLERK I

APPROVAL OF THE AGENDA

Chair Newby requested a motion to approve the agenda.

GRONING/MILLER – SO MOVED.

There was a brief discussion.

The agenda was approved by consensus of the Committee.

PUBLIC COMMENTS REGARDING ITEMS ON THE AGENDA

There were no public comments.

RECONSIDERATION

There were no items for reconsideration.

APPROVAL OF THE MINUTES *(Minutes are approved during regular or special meetings only)*

A. Meeting Minutes for Special Meeting on September 12, 2013

Chair Newby requested a motion to approve the minutes from September 12, 2013.

GRONING/MILLER – SO MOVED.

There was no discussion.

The minutes were approved as presented by consensus of the Committee.

VISITORS

There were no visitors scheduled.

STAFF & COUNCIL/COMMITTEE REPORTS/ AND BOROUGH REPORTS

A. Staff Report 13-06

Ms. Krause reported that the request for \$100,000 was not included in the proposed 2014 Budget and that it probably would not be included in later by Council due to other pressing budgetary requirements. Discussion then ensued on the status of the annual budget request for the \$5000 which included the additional \$2000 to replace that amount that was appropriated from their existing account funds during

the 2013 budget process. This may mean that the Committee will not have funding available for any activities in 2014.

Chair Newby stated she had no problem going to Council to advocate for their funding. The committee then centered the discussion on the issues that made it so difficult this year to budget citing the additional revenues surely received from all the construction work going and the crews brought in to Homer to construct the natural gas line.

Some points made were the need for additional staffing to maintain the new amenities, higher costs all around and lower revenues predicted for 2014.

Chair Newby stated she would have no problem asking for a 1/8 of 1 percent mil increase. It was noted that all the Property Taxes went to the Schools so it would have to be designated for something otherwise the schools were the only ones to benefit.

Ms. Krause did state that on a brighter note, Dan Nelsen, Project Manager on the restroom project stated he had enough cost saving to put an additional mural on the Bartlett/Pioneer Restroom. The "Beings of the Bay" from Melisse Reichman will be installed also.

The committee members were very pleased to hear this bit of good news.

B. Email from Chair Newby to Seward Mural Society

Chair Newby stated that she has received no responses from her inquiry regarding the murals and/or Mural Society in Seward. She has decided to make a field trip to Seward to see if she can meet with someone regarding their program and how it is set up.

C. Report on the Homer Arts Association

The correct name is the Homer Arts and Culture Alliance. Ms. Groning reported that this group has been meeting monthly. They have discussed producing a joint publication that would list the programs and contact information. She has been more concerned with the larger view that includes parks and recreation. Ms. Groning is trying to merge the recreation and arts groups especially regarding the need of a space or building. She noted that these entities would both benefit from the infrastructure and stability thereof. She also commented that they could probably find a lot of money within the existing budget to support both community recreation and arts. She mentioned the catalog that is produced by Mr. Illg. This is a publication that can include available arts programs for little effort. These are exploratory ideas. They still have to get all their organizational efforts done. She noted that they are finding that it difficult to attend one more meeting but it is necessary. They haven't really advocated effectively for it such as establishing a schedule to speak before council, etc.

There was a brief discussion on the difficulties on getting volunteers, working with others such as ReCreate Rec and other cultural groups. The Council on the Arts has the biggest umbrella but the smallest budget. It was noted that such other entities as in Seward are really organized and funded.

Ms. Groning noted that the City does fund quite a few items but more pieces of the pie are always wanted.

Points in the discussion noted that it was a revolving door - one group comes in advocating for services but when it comes time to pay for those services the louder group that comes through the door saying that it doesn't want to pay for it. The group that advocates and wants the services and amenities must stay in front of Council and also support that they are willing to pay for those amenities. It is not necessary to have parks, trails and recreation or culture, art, etc. It was agreed that there was a quality of life aspect that should not be overlooked. These "extras" are why people choose to live at the end of the road and they need to be willing to pay for it.

Ms. Groning also reported that they are thinking about holding the Artrageous event but having it more of an Eco Festival to include all the fringe groups but it is slow. Sometimes it does get a bit proprietary interests and concerns.

There was no further discussion.

PUBLIC HEARING

There were no items for public hearing.

PENDING BUSINESS

- A. Uniform Signage
 - 1. Procurement Policy
 - 2. Concept and Design
 - 3. Locations
 - 4. Content

Ms. Aplin noted that she will need to leave very shortly as she is overbooked.

Ms. Krause explained that according to her notes and minutes there was no definite designation on what signs the group wanted to have done now. But she wanted to confirm which signs, the sizes, if the committee has a preferred font, color palette, shape and a preference on material used.

The committee proceeded to review previous decisions on which parks will get what signage:

- Bayview Park – 2' x 3'
- Jeffrey Park – 2' x 3'
- Louie's Lagoon – 2' x 3'

Possible Funding outside Sources:
Rotary - Ben Walters Park – 3' x 4' -

- Unique Signage will be needed for
- WKFL – 2' x 3'
 - Karen Hornaday 4' x 5'

Separate Funding for the following:
Old Town Artist in Residency Project - Bishop's
Beach Park
Gist Park

Signage proposed for a later date - Mariner Park

The committee showed a preference for the following shapes:

2, 4, 5, and 8 of the proposed shapes – which amounted to rectangular in shape with the top portion being raised slightly in a curved design for #2, a higher curve such as a small rounded hill for #5 or a straight edge in for approximately 12-18 inches then a rounded curve for #8.

The shape of #4 was rectangular with a round bump protruding from the top left hand edge approximately 6-12 inches where the city logo could be placed quite conveniently.

The committee agreed that they liked the font used on the Bishops Beach signage or the airport lettering. It was believed the font used on the proposed Bishops Beach sign was Serif. The airport lettering was determined to be Times New Roman. After a brief discussion they agreed on a palette of mariner blues/green and the inclusion of the city logo.

It was preferred to go local artists and then recycled products.

It was noted by staff that the amount available for funding is \$3000. Ms. Krause stated that the Procurement Manual allows for soliciting a bid from one vendor but since there is more than one company available locally she strongly recommended soliciting bids from three vendors.

Commissioner Lowney wasn't sure how it would happen but insuring that the committee give consideration for the inclusion of the signage that indicates the amenities available at the individual parks or trails. It was noted by Chair Newby that the committee was not taking on the role of placing parks and recreation signage just to create collaboratively on a sign design that can be used consistently

throughout the city and placement initially at the parks that require signage now for the amount available currently.

Ms. Groning inquired about soliciting designers who could then design a sign which could then be used as a template for remaining signage.

It was noted that the draft document included in the packet will be submitted to three companies of the committee's choosing or at the discretion of staff. After a lengthy discussion the committee requested staff to solicit Dan Coe, Lost Things Designs, Alaska Express/Printworks and Kammi Matson. It was agreed that they submit the request to a designer who may well submit a design that can be implemented for all signage in the city for a sum of \$500 and it would be well worth that amount plus allow them to get a sign or two completed since they may get even more money from the Parks & Recreation Commission.

There was concern expressed by Commissioner Lowney on getting the design for Jack Gist Park completed also since the funding for it was separate.

There was still discussion on submitting separate proposals requests for the smaller signs and for the unique signage; what the proposal request for the smaller 2 x 3 signage with the proposed fonts adopted and using maritime color palette. Then depending on what is received they can submit for Jack Gist Park.

Chair Newby requested that the signage reflect something to show the Public Arts was involved. Ms. Miller agreed. Ms. Groning was not too sure about the idea. A brief discussion ensued regarding placement of a logo or acknowledging the committee's involvement. Ms. Miller proposed the statement, "Public Art Dollars at Work".

It was agreed by consensus to have this line included on the signs.

B. Budget Discussion 2014

Chair Newby stated that they held this discussion under the staff report but felt that each member should "Buddy-up" with a Council member to advocate for their budget.

Ms. Miller agreed to approach Council members Roberts and Zak

Ms. Groning bowed out due to time constraints.

Chair Newby took on Councilmember Howard and Van Dyke. Chair Newby stated Councilmember Howard said she had a project for the Committee so she will see what the project is about while talking to her about their budget request.

Ms. Aplin agreed to approach Councilmember Burgess.

Commissioner Lowney stated she knows Councilmember Lewis but since she is not a formal member of the Committee but just here working with them on the signage. Chair Newby stated that Commissioner Lowney could approach him based on the joint efforts of the two groups and explain why the budget is needed. This would advocate for her commission and the committee. Commissioner Lowney agreed she could do that.

NEW BUSINESS

A. Memorandum date October 2, 2013 from Katie Koester Regarding Our Town Grant and the Baycrest Overlook Improvement Project

There was a brief discussion on seeking out grants that would provide funding for this Project. It was noted that Ms. Aplin will contact Emily Lochart to see about possible funding from Federal or State partners and opportunities that may be coming up for 2014. The committee will try to look out for grants from other sources then approach City Council for funding in the manner of the Old Town Project.

It was also noted that they could break the project into phases in order to get it funded. It would be easier to sell a \$2-3000 cost to a department than a whole cost. It was commented that what was addressed was establishing a font and color palette, etc. Then they could submit signage, etc.

It was agreed that since they had funding in hand it was a win-win situation all around for the City and Council did not hesitate to give the group additional funding.

INFORMATIONAL MATERIALS

- A. 2013 Strategic Plan
- B. September 2013 ASCA News
- C. Budget Schedule
- D. Memorandum dated September 7, 2013 to City Manager Re: Proposed Request for Proposal for Old Town Sculpture
- E. Memorandum dated September 7, 2013 to City Manager Re: Proposed Signage for Bishop's Beach

There was a brief comment regarding inclusion of the ASCA newsletter in the packet.

COMMENTS OF THE AUDIENCE

There was no audience present.

COMMENTS OF THE CITY STAFF

There were no comments from staff.

COMMENTS OF THE COUNCILMEMBER *(If one is assigned)*

No councilmembers were present.

COMMENTS OF THE CHAIR

Chair Newby asked for consideration of scheduling a worksession before the next meeting. Chair Newby commented on the partnership working on the signage.

COMMENTS FROM THE COMMITTEE

There were no comments from members of the committee.

ADJOURNMENT

There being no further business to come before the Committee Chair Newby adjourned the meeting at 6:32 p.m. the NEXT REGULAR MEETING IS SCHEDULE FOR NOVEMBER 14, 2013 AT 5:00 P.M. at City Hall Conference Room Upstairs, 491 E. Pioneer Avenue, Homer, Alaska.

Renee Krause, CMC, Deputy City Clerk I

Approved: _____