

Approved as revised

# Syracuse Public Art Commission

REGULAR MEETING

October 13, 2020

WebEx video conference

5:30 p.m.

I. Attendance

Present: Lauren Boldon, Emanuel Carter, Michael John Heagerty, Dan Ward, Tina Zagya.

Absent: Ellen Blalock, Corky Goss, Jimmy Monto, Nadiya Nacorda, Takarra Smith

Staff: Kate Auwaerter

II. Regular Meeting called to order at 5:30 p.m.

In the absence of quorum of commission members, no vote was taken on the meeting minutes.

III. **Old Business**

*No Old Business*

IV. **New Business**

*No new applications*

V. **Discussion**

Planning session follow-up and subcommittee discussion.

The marketing subcommittee (L. Boldon, M. Heagerty and T. Zagya) presented a new logo concept for the commission. The logo includes simple line drawings representing 2 and 3-dimensional art forms and the human form. The design is deliberately simple so that it can translate into any medium. The commission members were very positive of the draft design noting its creativity and simplicity. K. Auwaerter said that she would forward the design to the City's communications director, Ruthnie Angrand, for her review and comment.

The subcommittee also presented the framework of a new website for the public art commission. The goal is to create a site that is a one-stop-shop for anyone interested in public art in the city with three main user types in mind: artists, "explorers" and patrons. For artists, the site would include information such RFPs/RFQs for public art projects, available locations for public art, and the public art application process. For "explorers", interactive mapping could show where public art is located and information about the public art collection. The patron portal would include how to get involved and support public art through donations.

The site is very rudimentary at present. The idea is that this site would be linked to the city's website. M. Heagerty mentioned that there may be an opportunity to work with ABC Creative to help flesh out the content of the site and its structure. He also noted the need for good visuals for

the site, including images of current public art as well as potential sites where art could go. (Permission from property owners would be required.)

The subcommittee also wants to initiate a SPAC blog that could include weekly updates. They suggested that each SPAC member contribute to the blog, perhaps taking responsibility for updates over the course of a month.

K. Auwaerter reported that the Syracuse Onondaga Planning Agency is developing a map of all publically owned property in the city. She will provide it to the marketing subcommittee when it is completed to see if this type of base mapping would be useful for the website.

K. Auwaerter also reported that the fundraising and special projects subcommittees had not yet met, but she would help convene those meetings shortly.

VI. Adjournment. The meeting was adjourned at 6:20 p.m.