

Approved as submitted

# Syracuse Public Art Commission

REGULAR MEETING

November 10, 2020

WebEx video conference

5:30 p.m.

## I. **Attendance**

Present: Ellen Blalock, Lauren Boldon, Emanuel Carter, Michael John Heagerty, Jimmy Monto, Dan Ward, Tina Zagyva.

Absent: Corky Goss, Nadiya Nacorda, Takarra Smith

Staff: Kate Auwaerter

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

The commission tabled the review of the July 28, 2020 minutes until the next meeting.

The commission reviewed the minutes of October 13, 2020. T. Zagyva made a motion to accept the minutes, which was seconded by J. Monto. The minutes were passed with one revision that E. Blalock was not in attendance at the October 13, 2020 meeting.

## III. **Old Business**

*No Old Business*

## IV. **New Business**

*No new applications*

## V. **Discussion**

### 1) Planning session follow-up and subcommittee discussion

- a. **Marketing subcommittee:** M. Heagerty reported that the subcommittee is working with Ruthnie Angrand, the city's communications director, on the new website for SPAC. The city has hired a consultant to redesign the entire city website. R. Angrand believes that the new site will be able to accommodate the functionality that SPAC wants for its site, which means that SPAC will not need to build a separate site. R. Angrand is also reviewing the proposed SPAC logo. She has established design standards for all logos across city departments and will share the standards with the marketing committee. E. Blalock asked if the whole commission would be part of the logo review, which was confirmed.
- b. **Fundraising:** K. Auwaerter and T. Zagyva reported that the fundraising committee had met. The committee discussed establishing two different

accounts. The first would be an endowment fund through the Community Foundation. This would be a long-range, growth fund the interest from which could be used to commission artwork and/or maintain the existing collection. The second fund would be project based and more flexible and would be established through TNT as the fiscal sponsor. T. Zagyva is looking into third-party vendors such as PayPal or Vinmo that could make it easy for people to contribute to the public art fund through the new website. K. Auwaerter was tasked to write a fundraising letter for SPAC to review. E. Carter was tasked with looking into other communities approaches to public art fundraising. In discussion, J. Monto said that he would be willing to sit on the fundraising subcommittee. He also suggested that it would be helpful to have seed money to start the fundraising effort for printing and postage. He said that he would talk to the Community Foundation to see if they would be interested in supporting this effort, which is linked to beautification of neighborhoods. E. Blalock suggested that SPAC should not rely too heavily on TNT and she wanted to make sure that SPAC is able to retain its identity and do its own fundraising. J. Monto noted that TNT is willing to assist SPAC as a fiscal sponsor, but has no plans outside of this assistance. Nonetheless, he and D. Ward noted that the close relationship between TNT and SPAC is written into the public art ordinance and so it makes sense for the two entities to partner on projects.

**c. Special Projects:**

- i. I-81 public art. E. Blalock, E. Carter and K. Auwaerter met to discuss I-81 and public art opportunities. It was quickly determined that more information was needed from NYSDOT to understand where the opportunities are for public art. K. Auwaerter was tasked with contacting NYSDOT and others to determine in what state of development the designs for the roadway stand. E. Blalock noted that it was a wide ranging discussion that included a discussion of lighting and signage (as they relate to wayfinding and I-81) and school property as opportunities for public art. (Note: E. Carter was present at the commission meeting, but due to audio problems was not able to add to this discussion.)
- ii. Mural Project. T. Zagyva reported that she had a conversation with Frank Malfitano about a proposal to install a series of murals of famous people who come from or are closely associated with Syracuse. She suggested that by partnering with F. Malfitano, this project could be a way for the commission to test how SPAC can work with the community to produce new artwork. The commission was in support of working on this project. E. Blalock said she would participate on the project with T. Zagyva. K. Auwaerter and D. Ward also had spoken with F. Malfitano as well and said they would be part of the project as well.
- iii. Geodesic Dome project. M. Heagerty introduced a new project to the commission. He reported that he had received permission from the city

to install an inflatable geodesic dome in Perseverance Park for the month of December. Not-for-profits and small businesses are invited to occupy the dome for a day to showcase their work or business. He suggested that SPAC should secure a day to share information about the public art program. In discussion, the commission members agreed that this was a good opportunity. J. Monto suggested that SPAC use the day to give away art supplies to kids in bags emblazoned with the SPAC logo. He said he would see if TNT has funds available for the supplies. D. Ward said he would ask the Downtown Committee for copies of the downtown public art walking tour book to place in the bags as well.

- 2) **Open commission seats.** K. Auwaerter reported that there are two vacancies on the commission: One is for the arts administrator seat and the other is a TNT seat, both are mayoral appointees. She requested that the commission submit to her recommendations for the vacant seats that she would submit to the mayor for his consideration.

VI. **Adjournment**

The meeting adjourned at 6:50 pm.