

Approved as submitted

# Syracuse Public Art Commission

REGULAR MEETING

December 8, 2020

WebEx video conference

5:30 p.m.

I. **Attendance**

Present: Ellen Blalock, Lauren Boldon, Emanuel Carter, Jimmy Monto, Dan Ward

Absent: Tina Zagyva

Staff: Kate Auwaerter

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

The commission tabled the review of the July 28, 2020 and November 10, 2020 minutes due to a lack of a quorum.

III. **Old Business**

*No Old Business*

IV. **New Business**

*No new applications*

V. **Discussion**

Committee Reports:

1) **Marketing & Communications:**

L. Bolden reported that she had had a productive conversation with Ruthnie Angrand (director of communications) regarding the public art website. The committee will work with R. Angrand to design the public art site as part of the total redesign of the city's website. They also discussed creating a social media presence for the commission. Before this can happen, anyone with administrative access to the accounts will need to attend a social media tutorial. Consistency of message and content will be important and anyone posting will need to follow the city's guidelines.

They also discussed the logo design. R. Angrand asked for a couple variations of the logo which will help lead to a brand sheet. She was also interested to see how the logo would appear when paired with the other city agency logos ("brand lock-ups"). L. Bolden is developing landscape and portrait versions of the logo as well as the branding sheet. R. Angrand recommended that the commission start first with social media (Facebook and Instagram) with the website development to be developed early in 2021.

2) **Special Projects:**

Downtown Mural Program. A subcommittee (E. Blalock, E. Carter, T. Zagyva and K. Auwaerter) have been working with Frank Malfitano on his proposed mural project for downtown Syracuse. The proposal is to commission a series of murals of famous people associated with Syracuse. F. Malfitano has narrowed it down to two murals, one celebrating

sports and the other will be dedicated to arts and culture. Work has focused on developing a timeline, community engagement possibilities, identifying potential artists, site selection, budgeting and a communications/media strategy.

Geodesic Dome Day. J. Monto reported that the Downtown TNT sector agreed to fund a joint TNT-SPAC art supply giveaway at the Geodesic Dome on Perseverance Park. Bags with logos and art supplies had been assembled and would be given away on December 18, 2020 at the dome.

- 3) **Open commission seats.** K. Auwaerter reported that she had four names of potential candidates for the open commission seats. She will contact the individuals and forward their information to the Mayor.

VI. **Adjournment**

The meeting adjourned at 6:30 pm.