

MINUTES

COUNCIL DOWNTOWN MASTER PLAN COMMITTEE

Wednesday, May 8, 2023 – 4:00 PM

City Hall Council Chambers

Members Present: Gary Daniel, Chair, Council Member
Geraldine Dinkins, Vice Chair, Council Member
Nicole Bentley, Heart of Brevard Executive Director
Lee McMinn, Citizen Member

Absent: Billy Parrish, Heart of Brevard Representative
Parker Platt, Council Appointed At-Large Member

Staff Present: Wilson Hooper, City Manager
Denise Hodsdon, City Clerk
Becky McCann, Communications Coordinator

Guests: Kristie Nichols, Resident

Media: Jon Rich, *Transylvania Times*

A. Welcome & Call to Order

Committee Chair Gary Daniel welcomed everyone and called the meeting to order at 4:00 PM.

B. Certification of Quorum

Quorum was certified by City Clerk Denise Hodsdon.

C. Approval of Agenda

Motion by Mr. McMinn, seconded by Ms. Dinkins to approve the agenda as presented. The motion carried unanimously.

D. Approval of Minutes of March 8, 2023 Meeting

Motion by Mr. McMinn, seconded by Ms. Bentley to approve the minutes of the March 8, 2023 meeting as presented. The motion carried unanimously.

E. Update re Clemson Plaza/Public Art Subcommittee

Ms. Bentley shared an overview of the committee's goals and membership (copy attached). Currently membership includes representatives from the Mary C. Jenkins Community Center and the Rosenwald Community. Those two members would change out to represent the stakeholders in neighborhoods if and when these projects pop up again. She also shared a draft Call to Artists and Application Component which could be used for any public art call to artists that we wanted to initiate, as well a draft Round 1 Call to Artist and Application for Clemson Plaza Public Art Installation (copies attached). She noted that the subcommittee did not suggest an actual project, however they are prepared to do more work if this committee would like them to actually suggest a type of project. She said the subcommittee felt that that is a big space and she thinks most people have their mind on a mural or a series of mural installations, but there were conversations about multi-media elements - film, theater, and sound - that the subcommittee did not necessarily want to restrict the project. However, she said if this committee wants us to do so, we will go back and try to expand on the idea of installations that would be movie poster size of 40 x 60 inches. Those could either be painted by the same artist or multiple artists; installed to the wall in a way that would allow the option for them to be replaced easily; and without painting directly on the wall, we are also able to preserve the integrity of the building as it is. Ms. Bentley added that this is a project where the subcommittee would like to unite community through an installation that celebrates our rich cultural history and incorporates the story of Clemson Plaza while emphasizing storytelling, community and the incorporation of film and/or theater.

Ms. Bentley explained that the process would be to go through a first call to artists where we would ask them to complete the application. If they are selected, there would be a stipend offered in subsequent rounds and they would be expected to work with the subcommittee as well as stakeholder committees for public input.

There was discussion about funding of a project and Mr. Wilson asked if the committee was okay with proceeding knowing that at some point we will have to talk about money and figure out how to pay for it, or is the preference to set a budget so we can tell the artists that their proposal needs to be within the budget. Ms. Dinkins noted that this project does not have a timeline and the project doesn't have to be done this year or next year. She suggested it should be a public/private partnership with a fundraising component. Ms. Bentley agreed that there is no timeline, but noted that there is an opportunity that while we have this momentum with the Moms Mabley dedication and the potential statue at the Mary C. Jenkins Community Center, we have got a nice amount of buzz around this. She thinks there is an opportunity that if the right project comes out that there will be opportunity for private participation. Mr. Daniel recommended postponing further discussion until the next meeting when all members are present.

F. Application for Public Art – Cup & Saucer Mural

Ms. Bentley reviewed an application from Cup & Saucer for a mural on the exterior side wall of their business. Cup & Saucer was a recipient of a Duke revitalization grant for beautification of outside spaces and would like to use that for a mural depicting a block party with a variety of activities taking place such as basketball, music, dancing and grilling. Billy Smith would be the artist and it has received approval from the property owner. Motion by Mr. McMinn, seconded by Ms. Dinkins to forward the application to City Council with a recommendation for approval. The motion carried unanimously.

G. Review of Committee Member Applications

The committee reviewed three applications received for the two committee seats with terms expiring at the end of May. Lee McMinn and Parker Platt have both applied for reappointment and a third application was received from Reba Osborne, who had applied for multiple committees including Downtown Master Plan Committee. Mr. Hooper explained that the applications will go to the Finance, Human Resources and Citizen Appointment Committee together with feedback from this committee. Following discussion, feedback was that since Lee McMinn and Parker Platt have both served just one term, the committee suggested that they both be reappointed in order to provide continuity at this time. However, Ms. Dinkins noted that because there is a desire to get new people involved in committees, we should keep Reba Osborne's application on file should another opportunity arise.

H. Set Date for Next Meeting

The next meeting of the Council Downtown Master Plan Committee was scheduled for Wednesday, June 14, 2023 at 4:00 PM.

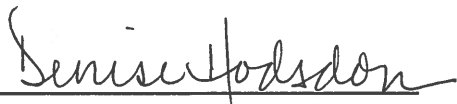
I. Adjourn

There being no further business, the meeting was adjourned at 4:39 PM.

X 

Gary Daniel
Chair, Council Member

Minutes Approved - June 22, 2023

X 

Denise Hodsdon
City Clerk

DRAFT: May 8, 2023

Public Art Subcommittee Overview

The Public Art Advisory Committee is a subcommittee of the Downtown Master Plan Committee composed of representatives from the City of Brevard, Heart of Brevard, TCARTS and neighborhood stakeholders. The committee provides guidelines and recommendations to the Downtown Masterplan Committee on matters relating to the administration, acquisition, and inclusion of public artworks in the City of Brevard. The board reviews and makes recommendations regarding potential projects and assists staff in drafting public art ordinances/guidelines. This board advises the DTMPC and staff regarding implementation of the City of Brevard's Public Art Policy.

In 2021 City Council adopted a new Public Art Policy and Application Process at its February 2021 meeting. The new policy requires public art--defined as art on publicly- or privately-owned non-residential property that is visible from public streets and pedestrian walkways--to be approved by City Council prior to installation. To beautify public areas, enhance the quality of life for Brevard citizens, attract tourism, promote arts and culture, and encourage businesses to locate within the city, thus expanding Brevard's Economic base, it is the policy of the City of Brevard to promote public art, where appropriate, through the implementation of a clarified process and design guidelines.

- Brevard Public Art Policy and Guidelines:
<https://www.cityofbrevard.com/482/Public-Art-Policy>

Call to Artists Components

- Project Description and Requirements
- Regional restrictions for selection
- Medium Requirements
- Size/Dimension restrictions
- Timeline
- Budget
- Artists Stipend
- Selection Overview
- Contractual Obligations
- City of Brevard Public Art Policy and Guidelines
- City of Brevard Sign Ordinance

Sample Application Questions

- 1) Artist Contact Information
- 2) Please attach your artists statement (750 words or less)
- 3) Artists Website and/or social media handles
- 4) Do you make your living as an artist? Y/N
- 5) Do you consider yourself a professional or amateur artists?
- 6) Project that you are proposing Mural, Sculpture, Other (provide brief description)
- 7) Have you ever completed a large-scale public art project before? Y/N
If yes, please provide date of completion, address and photos
- 8) We intend for the public art to last for many years and to be created in accordance with appropriate industry standards. Are you familiar with these standards? Y/N
- 9) If proposing a mural, do you have experience in mural techniques? Y/N
If yes, please describe (750-word limit)
- 10) Project Proposal: Please describe your proposed project including any images or symbolism (750-word limit)
- 11) How does your proposal meet the goal of this project, as outline in the Call to Artists (750-word limit)
- 12) Proposed size of the project (in square feet and any unique requirements).
- 13) Please provide Sketch 11x14 (or larger) color rendition of the proposal
- 14) Provide approximate cost and/or budget of the proposal.
Please note that the compensation will be fairly determined based on standards, size, quality and project budget. If selected a detailed budge will be required and a stipend will be offered in subsequent rounds. This application is initial round to determine the best fit(s) to advance toward the final selection.

DRAFT: May 8, 2023

Round 1: Call to Artist and Application for Clemson Plaza Public Art Installation

Amateur and Professional Artists ages 18+ located in Western North Carolina are encouraged to apply. Submissions for murals and for another piece of public art will be considered, juried, and final pieces selected by a community panel.

Installation scheduled [Confirm Year]

Applications Due [Insert Date]

The Clemson Plaza Public Art Project aims to bring the Brevard community together through the power of storytelling. The project will feature a public art installation that celebrates diversity and promotes community through any medium. The installation will be placed at the Clemson Plaza, a prominent public space in the heart of downtown Brevard, NC (79 West Main Street Brevard NC).

The City of Brevard is seeking artists to create a public art installation that celebrates Brevard's rich cultural history and incorporates the story of Clemson Plaza while emphasizing storytelling, community and the incorporation of aspects of film and/or theater. The proposed artwork will be designed to be engaging, inviting, beautify public areas, enhance the quality of life for Brevard citizens, attract tourism, promote arts and culture, and encourage businesses to locate within the city.

Clemson Plaza has a rich history, having been used as a theater and community gathering space since the 1930s. We are looking for artists who can help us celebrate this history while also engaging with the broader community.

Proposals should include a detailed description of the proposed artwork, including sketches or renderings, and a budget for the project. Artists should also include a description of their experience and their vision for how the artwork will promote community engagement and celebrate diversity. Applications and proposals are available here [insert URL] and due by [insert date].

The selected artist will work closely with the Public Art Advisory Subcommittee (PAAS) to develop and implement the artwork through a series of discussions and modifications, including meeting with community stakeholders. PAAS will provide support in identifying grant funding, obtaining necessary permits, and promoting the artwork to the community.

The artwork will be designed to reflect the unique history and culture of Brevard. The goal of the project is to create a space where residents and visitors can come together to celebrate the diversity and richness of Brevard's culture.