

# MINUTES

## COUNCIL DOWNTOWN MASTER PLAN COMMITTEE

Wednesday, June 22, 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  
Billy Parrish, Heart of Brevard Representative (via Zoom)  
Lee McMinn, Citizen Member  
Parker Platt, Citizen Member

Staff Present: Wilson Hooper, City Manager  
Paul Ray, Planning Director  
Denise Hodsdon, City Clerk  
Becky McCann, Communications Coordinator

Guests: Melanie Spreen, DTMP Project Manager

Media: Jon Rich, *Transylvania Times*

### A. Welcome & Call to Order

Committee Chair Gary Daniel welcomed everyone and called the meeting to order at 4:02 PM.

### B. Certification of Quorum

Quorum was certified by City Clerk Denise Hodsdon.

### C. Approval of Agenda

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

### D. Approval of Minutes of May 8, 2023 Meeting

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

### E. Continued Discussion re Clemson Plaza/Public Art

The Committee continued its review and discussion of the draft Call to Artist and

Application for Clemson Plaza Public Art Installation (copy attached).

There was continued discussion about funding of a project. It was noted that public art and a water fountain were both part of the original design plan for Clemson Plaza. Ms. Dinkins felt that the fountain should come before public art. Mr. Daniel noted that if there was an opportunity for private funding of art in Clemson Plaza, without using City funds, it would not be diverting funds from other City projects. Ms. Bentley noted that there are grant opportunities to potentially fund both of those projects. Mr. Ray mentioned that the TDA has expressed willingness to contribute toward the fountain.

Ms. Dinkins said I think the fountain is a piece of art as well so we should have a call for that too. Mr. Ray thought that was a good idea because First Victory, the general contractor who built Clemson Plaza, was interested in doing the fountain piece, although it was pulled out of the project and would be bid in the future, but they weren't able to find somebody to build that exact design that was originally approved in Clemson Plaza. He thought if we are interested in doing the fountain, we may need to come up with a new design.

Mr. Daniel said what we need now is a motion to accept the Call to Artist. At this moment we are just talking hypothetically about the fountain and the artwork, so we can talk about those further when we actually have something concrete to discuss. Motion by Mr. McMinn, seconded by Ms. Dinkins to send the draft Call to Artist and Application for Clemson Plaza Public Art to Council with a recommendation to approve. The motion carried unanimously.

#### **F. Special Event Committee Update**

Ms. Bentley reported that she has had some preliminary conversations with Chief Bobby Cooper and Paul Ray, but they have not yet convened the committee. They will look to meet after July.

#### **G. Update re Main Street Project**

Mr. Ray reported that the temporary striping will begin on Sunday morning. Landscaping will continue on Monday, Tuesday and Wednesday of next week, weather permitting. New poles will be installed on Wednesday and the final walkthrough is scheduled for next Thursday. He is still waiting to hear from NCDOT as to when they will start redoing the ADA ramps and the paving. Mr. Hooper said the remaining old trees will be removed by Public Works and they are doing that late at night and early morning. Mr. Hooper mentioned that we need to figure out a way to permanently acknowledge TDA's contribution to the project.

Mr. Hooper gave an update on the Times Arcade Alley project. He explained that last year the City had applied to the State for ARPA grant funds for two stormwater projects; one being Times Arcade Alley and the other was streambank restoration on the Tannery property. This week when we put out our bid for the Norton Creek streambank restoration contract, we realized that the money we had been saving for

the Tannery streambank wasn't going to be nearly enough. Staff has asked the State for approval to reappropriate the \$575,000 of ARPA grant funds previously dedicated to Tannery streambank to the Times Arcade Alley, which would give us \$700,000 toward that project. Mr. Ray added that Staff has applied for a \$250,000 Golden Leaf grant and we expect to hear about that in August.

Ms. Bentley mentioned that a number of businesses and property owners have asked about our plan for downtown weeding. While we have all these new beautiful improvements, it feels like a few things that are part of routine maintenance have gone to the wayside during construction. Mr. Hooper said he plans to work with staff to figure out how we most effectively deploy our resources to keep downtown beautiful. He thinks the ultimate solution will involve City forces, downtown businesses and perhaps an Adopt-a-Green Space group or two.

Mr. Parrish mentioned that at some point we need to communicate to the public what changed in terms of parking downtown and asked when we may be able to do that. Mr. Hooper said it would be his preference to publicly announce the parking management strategy after we get further along with the proposed employee parking, when we get more of a sense of how many spaces we will have after restriping, and when we have a timeframe for implementing our new enforcement measures. He anticipates being able to have information by the end of summer. Ms. Bentley added that she and Paul Ray are looking at some possible solutions, such as street banners, to direct folks to available parking lots. As a reminder, Melanie Spreen noted that the fundamental principle of the design of the Master Plan, especially this first phase, was really trying to direct people to the outer parking lots and get them to walk one or two blocks. She mentioned that a comprehensive signage plan is important and in addition to parking, with her involvement with the Destination Infrastructure Committee for TCTDA, there is also interest in comprehensive signage and strategy about bikes with more bike racks and bike parking. She said that committee will want to come to this committee and help move that forward, as they do have funding for that.


#### H. Set Date for Next Meeting

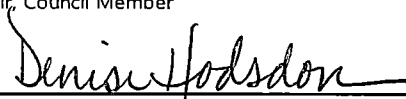
The next meeting of the Council Downtown Master Plan Committee was scheduled for Wednesday, August 9, 2023 at 4:00 PM.

#### I. Adjourn

There being no further business, the meeting was adjourned at 4:43 PM.

Minutes Approved - August 9, 2023

X   
\_\_\_\_\_  
Gary Daniel  
Chair, Council Member

X   
\_\_\_\_\_  
Denise Hodsdon  
City Clerk

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.

Artists should consider the following in their proposals:

- Acknowledge and celebrate the history of the Clemson Plaza.
- Include positive images of black, brown, white, and other people of color in our community.
- Incorporate storytelling and community themes that are inclusive of all members of the Brevard community.
- Create an installation that will be accessible to all members of the community, including those with disabilities.
- Creativity counts! Murals, sculptures and use of multimedia elements, such as film or theater, to create an immersive and engaging installation are encouraged!

Interested artists should submit a proposal that includes the following (see application for full details):

- A detailed description of the proposed installation, including materials, dimensions, and a timeline for completion.
- A portfolio of previous work that demonstrates the artist's ability to work with multimedia elements and create engaging and inclusive installations.
- A budget for the proposed installation, including estimated expenses for materials, labor, and other related costs.

Proposals should be submitted to the City of Brevard by [insert deadline]. The selected artist(s) will be notified by [insert date].

We look forward to seeing your creative proposals and working together to create a public art installation that celebrates the history and community of the Clemson Plaza.

## 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.

- 15) Provide approximate timeline to compete the project.
- 16) Do you have liability insurance for such a project?
- 17) Attach samples of past works (up to 10 images) with brief descriptions

By applying for this project, if selected, you are agreeing to enter discussions about the art pieces, accept some modifications, if needed, and to be contractually obligated to design, install, and fully complete the work, to a standard agreed, by a date agreed, for compensation to be agreed in advance with the panel of jurors. Any art selected will be attributed to the artist and the ownership of the art will belong to the City of Brevard for payment and use in this project. The artist's authorship of design and concept will be acknowledged.

- Yes I understand these requirements or
- I will need more information and will still apply for consideration.