

BROOMFIELD PUBLIC ART COMMITTEE

Minutes July 10, 2013

Meeting Summary

The Public Art Committee (PAC) discussed the 2014 Art for Awhile Sculpture Program, the update on Broomfield Choice voting, the placement of Global Supremacy, the 2013 project and Gerry Case's photography project.

Roll Call

Present: Tom Duckett, Roxanne Macke, Fran Milner, Carolyn Romero, Gary Sherrer, Mary Ann Burns, Jacquelyn Connolly, Councilperson Bob Gaiser.

Absent: Councilperson Martha Derda

Others in attendance: Karen Gerrity, Cultural Affairs Manager and Cheryl German, Cultural Affairs staff.

Agenda Minutes

Meeting was called to order at 7:38 p.m. by Fran Milner, vice-chair.

APPROVAL OF AGENDA

Gary Sherrer made a motion to approve the agenda. Mary Ann Burns seconded. The motion passed unanimously.

APPROVAL OF MINUTES

Carolyn Romero made a motion to approve the minutes. Gary Sherrer seconded. The motion was passed unanimously.

REPORTS

Art Benches & Sculptures

The Committee discussed the stewardship program and selected sculptures to review.

Committee Member	Sculptures	Condition / Issues
Tom	Birds, 1STBANK Center Art for Awhile, Brozovich Beacon	Brozovich Beacon is lighting up.

Staff Reports and Updates

Karen Gerrity informed the committee that we did not receive the NEA grant. Karen briefly reviewed upcoming events, the 1STBANK Art for Awhile installation and the updated PAC calendar.

Fran Milner reported on the Brozovich Beacon Plaque. The committee has selected the placement for the bronze plaque. A QR code will be designed similar to the previous metal printed plaques. Fran will be meeting with Morgan Awards.

Bob Gaiser reported on his trip to Vail. From his trip, he discussed an idea for children/family themed art transitioning inside and outside of the new HHS building. Bob also suggested that the committee attend the July 16, 6 p.m., City Council Study Session to review the McKay Landing Parks and Open Space development.

Unfinished Business

Discussed Art of Awhile Call for the 2014 Sculpture Program

Due to the success of the program, Carolyn Romero made a motion to increase the stipend amount to \$750 (from \$650). Roxanne Macke seconded. The motion was passed unanimously. The committee also agreed to include language in the Call to emphasize the size of the sculpture. Visual presence is required. The committee recommends minimum of 3 feet requirement in one direction. The committee would also like to include information on the past purchase of AFA selections.

Fran Milner suggested that the committee should start thinking about purchasing a sculpture from the current Art for Awhile pieces. Staff will send out the current list of AFA sculptures to the committee for their consideration. The committee will discuss this possibility at the next meeting.

Placement of Global Supremacy

The committee has selected Quail Creek Park (behind King Soopers) for the placement of Global Supremacy - in the triangular grass section, in the middle of the tall grasses. The plinth needs to be a small, non-climbable, steel base about 3 feet high. Staff will get plinth quotes for the next meeting. Staff will notify Parks and Recreation about placement to check for any unforeseen issues.

Update Broomfield's Choice

Cheryl German reported 522 votes have been cast. Many have included great comments. The artwork is well liked. Each sculpture has received votes. Voting will end on July 17th. The artist will be recognized on July 24, 7 p.m. at the Summer Concert Series, Broomfield Amphitheater.

2013 Project

The idea of a sculpture trail is being considered for Commons Park. A field trip will be planned with Parks and Recreation Director, Nancy Harrold, to look at placement possibilities. High traffic areas with parking and easy accessibility are preferable.

The committee will attend the preview night of the Loveland Sculpture show on August 9th. The event is from 3-8 p.m. The committee will meet at 2 p.m. at the library to drive to Loveland.

The committee discussed the process of purchasing sculpture for the City and County of Broomfield. Next meeting, the committee will discuss the sculptures previewed, sculpture trail concept and develop a plan to submit to City Council in September.

Update on Photography Project by Gerry Case

Gerry has almost completed taking photos of all the permanent public art pieces. He will be delivering a USB drive to staff by the end of August. He asked for direction with the video. The committee decided on a short 2 to 3 minute video with music - no voice over. The committee would like subtitles with the name of work/title, artist's name, location, year purchased. They would like Gerry to include Broomfield, Colorado on location since the video will be posted on YouTube, Channel 8, City website, Chamber of Commerce and Facebook.

Adjournment

Jacquelyn Connolly made a motion to adjourn. Tom Duckett seconded. The motion passed unanimously. The meeting was adjourned at 8:55 p.m.

Approval		
Minutes Prepared by Cheryl German	, Staff	
Approved by	, Vice-Chair	



JOINT BROOMFIELD PUBLIC ART COMMITTEE (PAC) AND OPEN SPACE AND TRAILS ADVISORY COMMITTEE (OSTAC) MEETING REGARDING PUBLIC ART IN OPEN SPACE

Minutes July 10, 2013

Meeting Summary

The Public Art Committee (PAC) and Open Space and Trails Committee (OSTAC) met to discuss public art in open space and develop shared guiding principles for placing public art in open space.

Roll Call

PAC Present: Tom Duckett, Roxanne Macke, Fran Milner, Carolyn Romero, Gary Sherrer, Mary Ann Burns, Jacquelyn Connolly, Councilmember Martha Derda, Councilmember Bob Gaiser.

OSTAC Present: Rob Bodine, James Haedrich, Annette Cislo, George Zack, Jay McKeral, Patrick Tennyson, Bill Olney, Councilmember Mike Shelton

Others in attendance: Kevin Standbridge, Deputy City and County Manager; Kristan Pritz, Director of Open Space and Trails; Karen Gerrity, Cultural Affairs Manager; and Cheryl German, Cultural Affairs staff.

Agenda Minutes

Meeting was called to order at 6:02 p.m. by Kevin Standbridge, Deputy City and County Manager.

INTRODUCTIONS

Each person introduced themselves and described something that they appreciate about Broomfield.

ROLES

Kevin Standbridge discussed the roles of the Public Art Committee and the Open Space and Trails Advisory Committee and read from the Municipal Code sections 2-42-010 and 2-82-010. The role of each committee is to be an advocate for their specific area.

City Council's role is that of the ultimate decision maker. Council reviews recommendations from the committees to make decisions. The staff role is to support and back up the committees and provide information needed for the committee's' decision making. A further role is to facilitate discussions with the committees to build consensus. Our goal this evening is to develop guiding principles to shape how we work together in the future.

SUMMARIES OF DISCUSSIONS

Rob Bodine, Chair of OSTAC, provided a brief summary of OSTAC discussions to date regarding Public Art in Open Space. Rob provided a history of past experience working with PAC to create the bench project in open space. He briefly discussed the process of OSTAC involvement. He noted this as a positive experience and is looking forward to working with PAC in this process.

Rob provided a starting list of guidelines/concepts for public art in open space that OSTAC would like to discuss with the PAC: blends in with the environment; natural materials with neutral colors; small size, human scale; subtle; could have environmental purpose; could have educational purpose. Rob suggested the two overlooks in the Field north of the Broomfield Community Center called "Season Cycle" is an example of a project that fits the guidelines. OSTAC is very interested in how the PAC selects sites and works of art.

Fran Milner, Vice-Chair of PAC, provided a brief summary of the PAC discussion to date regarding Public Art in Open Space. Fran discussed how the PAC is very conscious of how things are placed in the environment. The committee selects a site, develops a theme and lets the artists interpret the theme. PAC allows the artist to be the artist. Art itself is education. Tom Duckett noted that the Brozovich Beacon is an example. PAC looks for art that will invoke an emotional response, be welcoming to the community, contribute to the environment, and enhance the quality of life for Broomfield.

DISCUSSION BY POINTS OF SHARED INTEREST WITH PAC AND OSTAC

OSTAC members discussed how open space itself evokes an emotional response. They would like to find a balance of emotional response while enhancing the space. They would also like PAC to consider reserving the "crown jewels" of open space for future generations of Broomfield so that the land is left as open space. The thought was that public art is appropriate on some open space sites but there are certain parcels where it would be appropriate to leave the open space as it is or with perhaps only trails, and other typical open space uses.

In discussing the selection of art, PAC acquires art through three methods. 1) Call for Entry 2) Direct Purchase 3) Commission of Artist. Not all art projects have to have a theme. Art can be used to attract people to a trail, to energize them for their workout, to give them a thoughtful place to view the open space. There are all kinds of art - permanent and temporary. Art can be used in very thoughtful ways. Successful art is welcoming, contributes to the space and invokes an emotional response.

37% of Broomfield is Parks and Open Space. The goal is 40%. The question is where to place public art. PAC appreciates the notion to preserve certain open space properties. OSTAC finds value in figuring out where art will best fit and where it doesn't fit. PAC is interested in OSTAC providing suggestions regarding which open spaces will be enhanced by public art.

Kevin Standbridge suggested we have incremental steps to the public art process 1) Site Selection Process and 2) Art Selection Process. To create a successful program, PAC would like OSTAC to be a part of the site selection process. OSTAC has agreed to develop a list of five places that would work for public art in their August 22 meeting. PAC will send the list of

potential sites it has identified for public art. PAC is invited to attend the August 22 OSTAC meeting.

Each open space parcel is compared to open space suitability criteria that were developed through the open space master planning process. These criteria are found in the Open Space, Parks, Recreation and Trails Master Plan. It was recommended that this information be reviewed in the site selection process. Listed below are the guidelines suggested by OSTAC. These guidelines are only meant to be guidelines. (OSTAC also clarified that their intent was not to say a project had to respond to every guideline. For example, the environmental education guideline is a potential purpose the artwork could have. As noted later in the meeting, there might be some unique situation where, as an example, a certain material is not "natural" but the material would be very beautiful in an open space setting. The group generally agreed that this flexibility is important).

Public Art in open space:

- subtle
- incorporated into the site--blends well and does not standout
- is made of natural materials and uses neutral or natural colors
- is small/human scale
- could have an environmental purpose
- could be incorporated into improvements on the open space such as concrete in trails, benches, bridges, fencing, pavilions, as examples
- located at activity areas such as trailheads where the art will be easily accessible and visible
- could provide environmental education

OSTAC noted that access to the art is an important consideration so that citizens can see the art. High traffic areas such as trailheads have strong visibility and easy access that are well-suited for public art locations.

Members from both committees concluded by agreeing that they work together based on the premise that "public art in open space is okay."

Next Steps

- Plan to determine viable sites for public art.
- Continue the conversation and keep lines of communication open.
- Participate in the process. OSTAC will meet on August 22 to discuss potential open space sites for public art. PAC will meet on September 11 to discuss the information and consider possible themes for the potential sites. OSTAC and PAC members are invited to attend each other's meetings.

Adjournment

7:30 p.m. Kevin Standbridge adjourned this meeting.