

ATTENDING: Jan Grant, Peter Jacobi, Scott Jones, Jean Kautt (arrived late), Patricia Pizzo (arrived late), Lynn Schwartzberg, Paul Sturm, Craig Widen  
ABSENT: Alain Barker, Martina Celerin, Sandy Clothier,  
EX OFFICIO: Miah Michaelsen (City staff liaison); Susan Sandberg (City Council liaison)

Scott Jones called the meeting to order at 5:02pm

#### **PUBLIC COMMENT**

none

#### **APPROVAL OF MINUTES from March 21, 2012 and April 11, 2012 and May 9, 2012**

Jan Grant noted that she was not present at the March meeting

Motion by Paul to approve minutes as corrected; second by Craig; motion passed unanimously

#### **TREASURER'S REPORT**

Municipal Arts Fund (account 402) balance = \$66,638.52

Arts Commission Operating Fund (account 403) balance = \$10,657.14

#### **STAFF REPORTS – reports by Miah Michaelsen**

- \$300 of Arts Commission Operating Fund (account 403) were used to pay for repairs made to “Animal Island” B-Line Trail sculpture to correct for graffiti vandalism to the art
- \$500 costs will be forthcoming to pay for created signs asking people to NOT climb on Dale Enochs “Bloomington Banquet” sculpture (also to be pulled from Arts Commission Operating Fund)
- New BEAD website will be up & running in next 30 days; created by Fine Light
- Interns: Jessica working on BEAD social media; Sophia working on how public art is presented on BEAD website

#### **NEW BUSINESS – reports by Miah Michaelsen**

##### **South Walnut Street Gateway**

- South Walnut Street streetscape project will provide %-for-the-arts funding for new public art for a gateway on the streetscape; construction is coming along very quickly, so turnaround on public art also may be very quick, with site-specific request for a specific landing pad on streetscape; south of Second & Walnut will be “gateway” artwork location; \$25,000 budget (same as Fourth Street gateway)

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#### **Bloomington Urban Enterprise Association (BUEA) Zone Arts Grant**

- BUEA Zone Arts Grants: COB was approached by the urban enterprise zone board (Doris Sims) to help create a public arts grant for the zone; August 15 is application deadline for arts project that can benefit businesses and residents in urban enterprise zone; project-based; all are eligible with proviso that at least one applicant must work or live in the zone; 50% match by applicant with at least 25% cash (including COB grant funds as a funding match option)
- Looking to give away \$12,000 in first round, with maximum award of \$4,000 per project
- Zone drawn by federal government based on income and tax base
- Press release about BUEA/BEAD joint Urban Enterprise Zone Arts Grant program can be found online at [https://bloomington.in.gov/documents/viewDocument.php?document\\_id=6814](https://bloomington.in.gov/documents/viewDocument.php?document_id=6814); Grant application can be found on BEAD site at [https://bloomington.in.gov/sections/viewSection.php?section\\_id=72](https://bloomington.in.gov/sections/viewSection.php?section_id=72)
- Thanks to Jean Kautt (who sits on the BUEA Zone Board) for making this new arts grant program happen

#### **OLD BUSINESS – reports by Miah Michaelsen (except as noted)**

##### **Americans for the Arts/COB Arts & Economic Prosperity IV Study Results**

- Along w full report and custom report for Bloomington, there are 378 pages of national data
- Bloomington arts generated \$72.3million in revenue in 2011, up from \$44.5million in 2005
- \$52.3million generated by arts organizations, plus \$20million by arts events
- Arts activity generated 3,430 FTE jobs; \$63.6million in HH income

- Bloomington is in Group B of the study & report
- Bloomington arts organizations spend \$52.3million into local economy
- 4K volunteers donated 143K hours of work on arts
- \$20million generated in direct expenditures by audiences on peripheral consumption (non-arts-related expenditures)
- 674,295 total local resident arts attendees; 284,873 total non-resident arts attendees; 959,168 total arts attendees
- 30% of residents would have traveled elsewhere to attend similar arts; 41% of non-residents would have traveled elsewhere to attend similar arts; high numbers = importance of keeping/attracting arts \$\$ here
- 54.6% of attendees are artists/arts creators
- Susan Sandberg mentioned that City Council is considering approving evening and weekend metered parking fees in order to generate funds to help maintain parking garages & parking amenities; will this put a chilling effect on arts attendance downtown?

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### **Switchyard Park Master Planning**

- 2 Master Plan conceptual renderings have been produced by Rundell Ernstberger Associates (REA)
- Component areas in park: "great lawn", 1 or 2 performance amphitheater area(s) w concert staging, linear skate park w community garden, large public art sculpture installation area, water feature w splash pad; all landscape and passageway designs will be artfully designed; art+design will predominate in construction
- REA will present one final design to City Council in September, 2012
- Lynn is BAC rep on the Steering Committee; Miah is BAC rep on the Technical Review Committee
- Budget yet to be determined for final project
- Scott advised that design around performance area needs to support easy load-in and load-out of large instruments (tympani, double bases, etc)
- Scott also advised that audience area of performance area needs to support robust water drainage for rainy situations
- Jean: did REA and COB think we had good turnout for public feedback? Miah: yup

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### **Public Art Master Planning (PAMP) Update**

- Committee met last Thursday; process now is getting down to nitty gritty; we need a final definition of public art; we need agreement on values; then discussion and agreement of component elements
- What is Public Arts? – feedback: Scott would like mention of availability or accessibility of art; Jan: Do you mean available or accessible? Scott: accessible is the better addition; Peter: it should be presented with the intention of making it available to the public; accessible comes later

#### DEFINITION:

- **Definition** revised wording:  
"Public arts is defined in the plan as any mode of temporary or permanent artistic expression or process funded through any source produced with the intention of making it available to the public."

#### VALUES:

- **Artistic Diversity** revised value statement:  
"Bloomington should be a showcase for artistic diversity welcoming artists and audiences of all ages and levels of experience, and engaging with artwork in all disciplines and media."
- **Arts and Engagement** value statement: OK as is
- **Bringing the Arts into the Community** value statement: OK as is
- **Cost/value of the arts/artists** value statement: OK as is  
Scott advised against using JSOM research data (due to flaws in the methodology), and spoke against use of multipliers in studies and reports; this section should speak to how arts impact studies can be useful: the ways in which quantified data can be used accurately and effectively
- **Space** value statement: OK as is
- **Networking/Information/Communication/Education** value statement: OK as is  
Miah hopes BAC stands before City Council every year to speak about economic health and impact of the arts as part of consistent communication effort

- **Transparency & Communication** value statement: OK as is  
How does BAC conduct its business and how can entities engage with that?
- **Resource Development** value statement: OK as is  
How does COB view use of public resources and funds?

Miah: at July BAC meeting, need to spend time as BAC identifying how we want the public to work with us and engage with us; we will need to hammer out the process for engagement

Scott: I think some of the smaller VALUES categories might fit into fewer, larger categories so it may give the reader a better, clearer idea of how these pieces fit together. NEW CATEGORIES (5 instead of 8):

1. Artistic Diversity
2. Arts Engagement and Bringing Arts into the Community
3. Cost/Value of the Arts/Artists
4. Space and Resource Development
5. Networking, Information, Communication, Education, and Transparency

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### **New Commissioner Selection and 2012 Officers Selection**

#### **Report by Scott:**

- Sally Gaskill is our new commissioner
  - We had discussed a Vice-Chair...do we still want or need that? What is this role?; Lynn does not like this idea; Miah reminded BAC that we already passed a motion in support of creating a Vice-Chair
  - Craig: Vice-Chair can provide 1) back-up leadership for meetings/commission; 2) improved succession planning for BAC chair position; 3) assistance to Chair as needed
  - Scott suggests that Chair runs BAC (meetings, general activity) and Vice Chair manages BAC grant process & reviews
  - Miah: if you add an Individual Artist Grant to the stable of BAC grants, that will be three grant cycles that a "grants vice-chair" can manage
  - Lynn agreed with this concept
  - Slate of officers: Chair = Jan Grant; Vice-Chair = open; Treasurer = Craig; Secretary = Martina
- Motion by Peter to accept slate; second by Lynn; motion passed unanimously  
Vice-Chair as yet to be filled; congratulations to our new 2012-13 BAC officers

### **ANNOUNCEMENTS**

- Patty Pizzo asked about BRAINS; Miah: in middle of October, brains will be de-installed and returned to Jill Bolte-Taylor, who will decide their fate
- Lynn: Bloomington has been nominated for Rand McNally "Best Food City"; "Bloomington Banquet" sculpture will be site of the start of the "Best Food City" judges visit

**MOTION TO ADJOURN:** by Craig; second by Paul; meeting adjourned by Scott at 6:52pm.

#### **Next meetings:**

Mon, July 2	5:15pm	Public Arts Master Plan Committee meeting @ ESD Conference Table
Wed, July 11	5pm-6:30pm	BAC monthly meeting @ McCloskey Conf. Room
Wed, Aug.8	5pm-6:30pm	BAC monthly meeting @ McCloskey Conf. Room
Wed, Sep.12	4pm-5pm	BAC pre-meeting grant support Q&A session @ McCloskey Conf. Room
Wed, Sep.12	5pm-6:30pm	BAC monthly meeting @ McCloskey Conf. Room
Wed, Oct.10	5pm-6:30pm	BAC monthly meeting @ McCloskey Conf. Room (grant review mtg)
Wed, Nov.14	5pm-6:30pm	BAC monthly meeting @ McCloskey Conf. Room
Wed, Dec.12	5pm-6:30pm	BAC monthly meeting @ McCloskey Conf. Room