

## **Public Art Commission Meeting Minutes**

A meeting of the City of Germantown Public Art Commission was held at ECD on  
Tuesday, February 20, 2024

### **1. Call to Order:**

Chair Amanda Littlejohn called the meeting to order at 5:05 pm.

### **2. Roll Call and Establishment of a Quorum:**

#### **Present:**

Albert Pope, Christopher Schmidt, Cara Sievers, Kevin Young, Linda Reyle, Alderman Mary Anne Gibson, and Amanda Littlejohn

#### **Absent:**

Mary Burrows, Mindy Fischer, and JD Graffam

#### **Staff:**

Cat Peña and Sheila Pounder

### **3. Approval of the Minutes from the December 14, 2023:**

The minutes from the December meeting were distributed prior to the meeting. A motion was made by Cara Sievers to accept the minutes as presented. The motion was seconded by Kevin Young and passed unanimously.

### **4. Citizens to be Heard:**

There were no citizens in attendance.

### **5. New Business:**

#### a. New Commissioner Appointment

Cat Peña informed the commission that Ben Guthrie rolled off of the commission and that Linda Reyle replaced his seat. The commission welcomed Linda to the team.

- b. Annual review of the Forward 2035 Plan  
Cat Peña informed the commission that city administration has asked all city commissions to annually review and adopt the Germantown Forward 2030 plan. Cat Peña explained that while public art can support many of the Key Performance Indicators, the Public Art Master Plan is directly referenced in the Quality of Life section. Cara Sievers made a motion to accept the Forward 2035 Plan, Christopher Schmidt seconded and it passed unanimously.
- c. 2024 Work Plan  
Cat Peña introduced the 2024 work plan to the commission. She explained that Administration and Parks & Recreation has asked that we push the Artist Residency program to a different fiscal year and that the main project focus in FY 25 will be on developing Creative Crosswalks in partnership with GMSD Elementary Schools. The presented 2024 Public Art Commission work plan is as follows:

**Projects:**

- Establish partnerships with GMSD schools to work with art teachers and their students to create crosswalk designs at each elementary school
- Develop Creative Crosswalk design curriculum
- Install Creative Crosswalks using designs from the GMSD partnerships
- Develop any projects we receive grant funding from

**Activities:**

- Identify and monitor public art funding sources such as:
  - Private development projects
  - Grants
  - General fund contributions
  - Donations/ sponsorships (ie. PAC contributions, community sponsorships, etc)
- Research funding mechanisms
- Establish and foster relationships with other city departments
- Establish a 5-10 year plan that follows the prioritized locations for iconic public art placement determined in the previous year

**Events:**

- Host any Creative Crosswalk events in tandem with GMSD schools.

**6. Project Updates:**

- a. 2024 Word Travels Sidewalk Poetry Contest  
Cat Peña shared the timeline for the next round of the Word Travels: Sidewalk Poetry Contest. The program will be announced to the public during the week of Feb 23, 2024 in coordination with the city's communications team, the

Community Library and GMSD. Commissioner Young asked that in addition to sharing information with GMSD schools that we also share that information with the private schools in Germantown.

The timeline that will be publicly shared is as follows:

**Accept new poetry submissions:** March 1, 2024

**Poetry Workshops at the Germantown Community Library:**

- Workshop (ages 9-15): Saturday, March 9th at 1 p.m.
- Workshop (ages 16+): Saturday, March 23rd at 1 p.m.

**Deadline to submit:** March 30, 2024

**Winners Announced:** w/o April 22 (National Poetry Month)

**Poem Installation:** May—June

Changes to this years program are:

- 2024 theme is *Transitions*
- We are hosting two poetry workshops with local creative writing teacher Anna Terry
- Submitted poems should contain no more than 300 characters (including spaces) and must not exceed 10 lines
- 2021 Finalists are ineligible to participate in this year's contest
- 2021 Semi-finalists are eligible to submit
- We will select 4 Finalists (2 adults & 2 youth) and 2 semi-finalists from each category. Each winner will receive a monetary prize.

The locations of selected poetry as well as the material/format of the installed piece will be determined at a later date.

Alderman Gibson asked that staff make arrangements to have the winners of the poetry contest recognized at an upcoming Board of Mayor and Alderman meeting.

b. *Shelby Canopy: Our Shared Connection* update (NEA Grant)

Cat Peña shared with the following data points she has been collecting to include in the upcoming Final Grant Report for the National Endowment for the Arts.

**Project reach:**

- 280 people directly engaged through the development, installation, and special events
- 13,224\* people visited the Shelby Canopy installations from Nov. 18-Feb. 29 (\*estimate)
- 1,595 unique visitors to the project website (to date)
- 521 people accessed our project Audio tours via the website and mobile app

**Marketing outreach:**

- Social Media:
  - 23K Video Plays + Impressions
  - 16.1K Users Reached

- 878 social interactions
- Newsletter: 20.6k Unique Opens
- Earned Media: 576,052 PR impressions
- Billboard impressions: 131,000 impressions

Cat Peña and Alderman Gibson expressed appreciation to the commission for their efforts during the installation of the Blue Trees project and are very proud of the project.

Cat Peña updated the commission that the possible collaboration with the Music Box School (i.e. a local music school) may not occur prior to the de-installation of the *Tree Tones*.

The commission engaged in a brief discussion about the deinstallation plan for *Shelby Canopy*. Shortly after April 19th, *Tree Tones* will be removed from the project site and staff will work to donate chimes to local schools and will allow the artists to retain any remaining chimes.

Commissioner Schmidt asked what will happen if the Blue Trees have not fully faded by the completion of the project. Should that occur Staff will renew the temporary signage permit to allow the informative signage for Blue Trees to remain in place for another 6 months. All other project signage will be removed.

## **7. Reports:**

- a. Chairwoman's Report: Amanda Littlejohn - No report
- b. Alderman Liaison Report: Mary Anne Gibson  
Alderman Gibson encouraged commissioners to update each PAC calendar invite to inform staff of whether we will have a quorum for each meeting. She also shared information about the upcoming Bluebird Festival and Easter Egg events.
- c. Beautification Liaison Report: Albert Pope, Beautification Commission  
Commissioner Pope shared information about the upcoming Arbor Day event. A short discussion occurred about the connection between the Shelby Canopy project and it was suggested that it would be great if the Public Art Division could participate in this event in some way to cross promote the installations on the Greenway. In addition he encouraged Public Art Commissioners to attend the next Beautification Commission meeting on March 6th if they wanted to share any creative ideas about possible city beautification projects.
- d. Design & Review Liaison Report: Christopher Schmidt  
Commissioner Schmidt shared that the Design & Review commission is working to update the signage ordinance to address signage that popped up during the pandemic that

allowed businesses to designate a series of parking spaces for pick-up or short term parking.

- e. Parks and Recreation Liaison Report: Kevin Young, Parks & Recreation

Commissioner Young shared that the Parks And Recreation Commission has been on break and did not have any updates at this time.

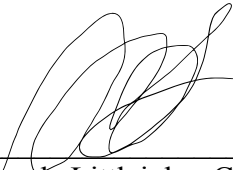
**8. Announcements:**

- a. The next meeting will be held at ECD on March 19th, 2024 at 5:00 PM.

**9. Adjournment:**

The meeting was adjourned at 6:21 p.m.

**Minutes approved by:**



\_\_\_\_\_  
Amanda Littlejohn, Chair

Date: \_\_\_\_\_