

FINAL

**CITY OF LEBANON
ARTS & CULTURE COMMISSION
MINUTES, NOVEMBER 24, 2020
REMOTE VIA MICROSOFT TEAMS
LebanonNH.gov/Live
6:30PM**

MEMBERS PRESENT: Jessica Giordani (Chair; Citizen Rep. Ward 3), Bill Dunn (EDC Rep.), Devin Wilkie (Citizen Rep., Ward 2), Rebecca Foster (Citizen Rep., Ward 1), Nick Gaffney (Arts Org. Rep.-AVA Gallery), Sherry Fiore (Alt.), and Karen Zook (City Council Rep.)

MEMBERS ABSENT: Joe Clifford (Vice Chair; Arts Org. Rep.-LOH) and Ben Van Vliet (Arts Org. Rep.-UVMC),

STAFF PRESENT: David Brooks, Planning & Zoning Director, Paul Coats, Recreation and Parks Director

1. CALL TO ORDER: Chair Giordani called the meeting to order at 6:30pm

A. Review of meeting procedures and NH RSA 91-A "Right-to-Know" requirements.

Mr. Brooks shared the State directive and participation details for the online meeting in Microsoft Teams. All speakers identified themselves.

2. APPROVAL OF MINUTES: October 27, 2020

***A MOTION by Ms. Zook to approve the October 27, 2020 Minutes as presented.
Seconded by Mr. Gaffney.***

Roll Call Vote:

Members voting in favor included: Chair Giordani, Ms. Zook, Mr. Dunn, Mr. Wilkie, Ms. Foster, Mr. Gaffney, Ms. Fiore

****The Motion was approved (7-0)***

3. OTHER BUSINESS:

A. Discussion Re: Wordmark Artist

Chair Giordani gave an update on the status of the wordmark project. Artist Sarah Ettinger provided several draft designs which were reviewed by the Publicity/Marketing committee. Chair Giordani showed images of the draft design that the committee selected. The design utilizes bold, bright colors that are easily recognizable and are not already associated with other area institutions. The wordmark is designed to be displayed in a variety of formats, including in print, on webpages, banners, t-shirts, etc.

Mr. Dunn noted that the committee was in complete agreement in supporting the selected design, which did not occur with the other draft designs. Tommy Reidy liked the sculptural aspect and that different people can see different things in the design. He felt it would serve the Commission well over time in growing brand awareness.

Mr. Gaffney stated that his first reaction was positive. He liked the colors and how the design reflects the letters, but also stands on its own without the words. Other members expressed

support for the design. Chair Giordani noted that once the design is presented to the public, there may be opportunities to allow the community to further interact with the imagery.

Ms. Foster asked when the finished product will be ready. She noted that the design could be added to the Graffiti Wall project as a first use. Chair Giordani noted that the final product is due in December. Mr. Coats agreed that using the wordmark on the Graffiti Wall project makes good sense. He said the final sign for the Graffiti Wall could be delayed until the wordmark is ready.

Mr. Gaffney asked if Ms. Ettinger will provide a style guide to accompany the use of the wordmark. Mr. Reidy confirmed that the RFP included an expectation of deliverables in various formats. Mr. Dunn suggested that the wordmark design to be used on the Graffiti Wall could be accelerated by the artist and other formats could follow later.

Mr. Coats was asked to keep the Commission apprised of the timeline for the Graffiti Wall project.

Mr. Dunn moved that the Lebanon Arts & Culture Commission accept the presented wordmark and design by Sarah Ettinger as presented by the subcommittee. Seconded by Ms. Zook.

Roll Call Vote:

Members voting in favor included: Chair Giordani, Ms. Zook, Mr. Dunn, Mr. Wilkie, Ms. Foster, Mr. Gaffney, Ms. Fiore

****The Motion was approved (7-0)***

Chair Giordani said she would inform the artist of how enthusiastically the design was received.

B. Discussion Re: Review of NRT-Greenway Tunnel Trail link

Mr. Brooks provided an update on the capital project and overview of the tunnel construction. The City Engineer recently indicated that work on the tunnel is scheduled through April and possibly May, so it may not be possible for artists to access the space much before that time. The City Engineer also noted that funds available for contingencies are dwindling as the project proceeds, but it is not yet known whether excess funds will be available or how they will be used.

Mr. Wilkie noted that the Programming committee is ready to work on a plan for a grand opening event, but they don't know what can be done and may not know until the tunnel can be accessed to see the walls, lighting, etc.

Mr. Gaffney suggested that an RFP process should be considered to get artists engaged early in the year so they have time to plan and prepare once access to the tunnel can be obtained. Mr. Coats asked if Chair Giordani recalled the submissions from the original Greenway art contest as some of them seemed more appropriate for inside the tunnel rather than in the open air setting along the Greenway. He asked if it was known where some of those submissions might be located now. Mr. Gaffney said he would ask if AVA has those pieces. Mr. Dunn suggested that artists be advised that there should be no sense of permanence until the Commission sets up rules on the rotation of art installations.

4. COMMITTEE REPORTS:

A. Exploratory Funding and Processing: (K. Zook, R. Welsch, S. Fiore, B. Van Vliet)

No report.

B. Civic Art: (J. Giordani, S. Fiore, B. Dunn)

No report.

C. Programming: (K. Zook, D. Wilkie, R. Foster; N. Gaffney)

Ms. Foster noted that she met with Mr. Wilkie and Mr. Gaffney to discuss the tunnel and the Graffiti Wall. They assisted the Recreation Department with the installation last weekend. She noted that a little bit remains to be completed including ordering a Rules panel. She mentioned the possibility of a soft opening in the winter with a grand opening later in the spring.

Mr. Coats noted that a citizen who saw the installation work underway was very excited about the project and was eager to get started decorating one of the panels.

Ms. Foster mentioned having the Valley News present for the soft opening and the Recreation Department will handle press releases. Mr. Gaffney confirmed he'd spoken with some artists and expects to talk with others. He mentioned the possibility of having Lebanon art teachers and classes participate. He asked if the Graffiti Wall is unofficially open for anyone or should there be some rules and invitations to get things started. Mr. Coats recommended that some semblance of order should be established. He thought the basic ground rules could be installed on a temporary basis until the final sign is prepared.

Ms. Fiore liked the idea of designing the rules in the same manner as the panels themselves rather than just printing them out. Mr. Gaffney asked if there are any funds available to cover the cost of materials for the initial artists. Chair Giordani thought the spirit of the project was to simply allow people to come and create. Mr. Coats noted that there might be a small amount of funds available to cover the cost of paint. Mr. Dunn suggested reaching out to local hardware stores and paint suppliers for donations. Mr. Gaffney asked if particular types of paint work best on the panels. Mr. Coats said it was his understanding that almost any type of paint should work well.

D. Publicity/Marketing: (J. Clifford, J. Giordani, R. Foster)

No report.

E. Data Collection: (D. Wilkie, R. Welsch, B. Van Vliet)

No report.

5. OPEN TO THE PUBLIC:

Mr. Brooks asked if the Commission wants to hold its December 22nd meeting or if it should be rescheduled due to the holidays. Commission members agreed to hold the meeting as scheduled.

6. ADJOURNMENT:

A MOTION by Mr. Gaffney to adjourn the meeting.

Seconded by Ms. Zook.

Roll Call Vote:

Members voting in favor included: Chair Giordani, Ms. Zook, Mr. Dunn, Mr. Wilkie, Ms. Foster, Mr. Gaffney, Ms. Fiore

****The Motion was approved (7-0)***

The meeting was adjourned at 7:27 pm.

Respectfully submitted,
David Brooks
Planning & Zoning Director