

**CITY OF LOVELAND VISUAL ARTS COMMISSION
SPECIAL MEETING**

THURSDAY, JANUARY 17, 2019 5:00 PM

RIALTO THEATER CENTER – DEVEREAUX ROOM, 222 EAST 4TH STREET, LOVELAND

The January 17, 2019 VAC special meeting was called to order at 5:06pm by Chairwoman Abbie Powers. Commissioners present: Angela Brill, Blas Estrada, Bruce Gueswel, Greg Hoff, Maryjo Morgan, Abbie Powers, Margie Rosborough, Sara Turner, Jade Windell and alternate Phyllis Moore. Loveland High Plains Arts Council representatives Bruce Boynton, Mac Juneau, Polly Juneau and Kristi Elyce, approximately 21 Loveland residents, Councilwoman Kathi Wright and staff liaisons Susan Ison and Suzanne Janssen were also present.

- A. Attendance:** All commissioners were present.
- B. Additions or Corrections to the January 17, 2019 Meeting Agenda:** Additions to VAC Business: D. The Foundry Parking Garage Elevator Doors and E. Downtown Event Power Cabinet
- C. Additions or Corrections to the December 6, 2018 Meeting Minutes:** Angela moved to accept the minutes as written. Greg seconded the motion. The motion passed unanimously.
- D. Citizen Comments:** No members of the public chose to comment on VAC business at that time.
- E. AIPP Budget:** The January 2019 budget was distributed and reviewed. The project list from 2018 was carried over into 2019 and will be updated with the final 2018 expenses.

VAC Business/Action Items

A. Loveland High Plains Arts Council (LHPAC) 2019 Proposed Donations: Bruce Boynton, President of the Loveland High Plains Arts Council Board of Directors, introduced himself, as well as Mac Juneau (Board Member), Polly Juneau (Board Member and Treasurer) and Kristi Elyce (LHPAC Executive Director). Additionally, he provided an overview of the 2018 Sculpture in the Park Show (SITP). Highlights included:

- Over 1100 guests attended the Patron Party; 318 sculptures, valued at \$658,000, were sold that evening
- Art sales for the weekend totaled close to \$1.8 million

Meeting attendees acknowledged the show’s success. Bruce recognized commissioner and staff’s volunteer efforts over the past year. Bruce stated that the success of the show will fund park improvements within the Benson Sculpture Garden at North Lake Park and allow for the purchase and installation of the six sculptures proposed. The proposed sculpture donations are valued at over \$260,000.

Kristi outlined the donation selection process, which includes an extensive jury review to ensure the safety and longevity of the artwork. This year, 106 sculptures were submitted from 52 artists for consideration. The initial applications were juried and scored by the LHPAC Board and a guest juror.

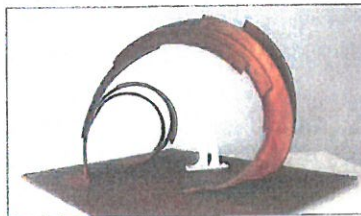
These submissions were narrowed down to 18 artworks. Those 18 pieces were then reviewed by a technical committee comprised of local industry experts. Diversity, safety, structural stability, the ability to withstand the Colorado weather conditions and public handling of the works were taken into consideration. The Board used the information obtained from the technical committee to narrow their selections to the six sculptures proposed.

The commission reviewed the following sculptures for initial impressions, concerns and queries.

Loveland High Plains Arts Council 2019 Sculpture Garden Additions



Caress
by Yenny Cocq



Confluence
by Joshua Goss



Slow Journey
by John Maisano



Over-worked & Underpaid
by Diana Mason



Inverted
by Gilberto Romero



Why Oh Why
by Jade Windell

Caress by Yenny Cocq: Yenny Cocq is a Santa Fe artist, first year Sculpture in the Park (SITP) participant. If accepted, this sculpture will be the first work of Yenny Cocq to be installed in Benson Sculpture Garden. This sculpture will be purchased for donation by Mac and Polly Juneau. Meeting attendees applauded the Juneaus for their generous donation. Angela Brill commented that the artist

was very mindful of presenting works for first-time art buyers at a variety of price point during the Sculpture in the Park event.

Confluence by Joshua Goss: Joshua is a Greeley sculptor and five-time participant in SITP. If accepted *Confluence* will be Joshua's first sculpture placed in Benson Sculpture Garden. This work is a Cor-ten, abstract work. When questioned, Kristi indicated that the sculpture would be installed at ground level and would not be installed upon a Cor-ten base.

Slow Journey by John Maison: John is a four-time participant in SITP. It was noted that Marilyn Davis donated funds towards the acquisition of this artwork in memory of her husband Darrell.

Over-worked & Under-paid by Diane Mason: Berthoud artist Diane Mason is a 13-year participant in SITP. If accepted *Over-worked & Under-paid* will be Diane's first sculpture placed in Benson Sculpture Garden.

Inverted by Gilberto Romero: *Inverted* is a bronze abstract from Santa Fe artist Gilberto Romero. Gilberto is a 10-year participant in SITP. If accepted, *Inverted* would be Gilberto's first sculpture installed in Benson Sculpture Garden. Gilberto has been one of the top sellers in SITP for several years.

Why Oh Why by Jade Windell: *Why Oh Why* is sculpted from Colorado Yule marble by Loveland artist Jade Windell. Jade is a four-year participant in SITP. If accepted, this sculpture would be Jade's first installation in Benson Sculpture Garden. When asked about the term "Yule marble," Jade explained that Yule is the last name of a gold miner who discovered the large vein of marble. The marble in that area now carries that miner's name, and is also Colorado's state rock.

Commissioners were reminded that all questions and concerns about these proposed donations should be expressed that evening. There were no additional questions. Public feedback will be solicited through a legal notice in the Reporter-Herald newspaper. All public feedback will be shared prior to the vote taken on February 7.

B. The Foundry Parking Garage – Artists Design Concept Presentations: Commissioners were given the original RFQ for the project prior to the commencement of the artists' design presentations. To allow time for a public feedback process, the artist presentation materials will be on display in the Museum lobby through February 5. Voting decisions for this project will be done at the February 7 VAC regular meeting.

a. 5:30pm – DAAS: *My Favorite Things*



Daas began his presentation by sharing many images of his past public artworks. He describes himself as a muralist and a public artist, having worked in the field for the past 18 years. In the past, Daas had a studio in St. Petersburg, FL where he did large corporate mural work for Harley Davidson and other commercial entities. In 2008, he moved to Japan to work for Universal Studios and later began creating other large-scale outdoor public artworks. Daas now works internationally, most recently in Indonesia, Portugal, Nepal and Tibet. Recently, Daas began telling community stories through the use of a young girl's image within his artwork.

Lincoln Avenue Façade: The artist describes *My Favorite Things* as a reflection of his design style. After researching Loveland, Daas chose specific elements unique to the community. The Loveland HeArts, Devil's Backbone, Longs Peak, Mt. Meeker, wildlife hiking, birds, wildflowers, with the mountain range in the background, are all reflected in his design. This design illustrates a young girl painting a Loveland HeArt sculpture with her favorite things about Loveland. Daas chose bold colors he felt fit well with the existing architecture of downtown Loveland.

Second Street Façade: The juncture of the Lincoln Avenue/Second Street corner carries the theme onto the Second Street, encouraging the viewer to venture down the street. This design incorporates Devil's Backbone and other Northern Colorado images. The Second Street façade has a large, colorful expanse of the Colorado mountain range, flora, fauna and birds.

Daas shared a video of new augmented reality technology designed for murals through an app (LARA), which could be used to encourage participation in programs/events held at The Foundry.

Timeline: App. 35 days. Once the concrete is primed and cured (10 days), his crew (2 assistants and Daas) can move quickly to finish.

Maintenance: Paint is professional grade exterior paint. It was noted that dark colors tend to fade faster than lighter hues. The depth of saturation may reduce over time but will likely retain 85% of the original color. The mural can be touched up easily as the paint is rarely blended. A detailed map of the colors used on the mural (including the manufacturer color code) will be provided.

Daas generally does not clear coat his murals as the sealant will often break down before the paint. If sealant is reapplied every four years or so by the City, the longevity will be greater.

Miscellaneous: Lighting of large-scale murals is not common; however, additional lighting could be added later (by the City). Daas felt that ambient light would be sufficient.

Paint lines are double layered with crisp lines. Mural images will be readable up close as well as from a distance. Viewing from the hotel, one would have a view of the entire Second Street mural façade.

Daas will store materials on-site in a POD.

b. 6:00pm – Priscila DeCarvalho



Priscila, originally from Brazil, has lived in the United States for 24 years and currently resides in New York. Priscila works in multiple disciplines (painting, drawing, sculpture, murals and site-specific artwork), working closely with communities to develop her design concepts. Her current focus is on public art, recently completing a large project for the MTA in New York City. Priscila shared several images of her past public artworks, varying in scope, subject matter, social-political themes and inspiration.

Lincoln Avenue Façade: Priscila's proposal was developed after researching the history of Loveland noting that the railroad, agriculture and the Great Western/sugar beet industry served as her primary inspiration for her abstract design. The Rocky Mountains, Loveland's topography and abstracted shapes of Loveland's lakes and ponds serve as the background design. This unique design would encompass the middle section of the Lincoln Avenue façade.

Second Street Façade: The remainder of the parking structure is treated with gradations of color. She described the overall look as a dynamic, colorful depiction of the City.

Timeline: Priscila is available to return to Colorado when the weather permits. Three weeks are needed to complete the painting process.

Maintenance: A UV anti-graffiti coating would be placed on the mural to protect the surface.

Miscellaneous: Priscila would install an LED lighting strip above the mural on Lincoln Avenue. Priscila was open to alternative color treatments for Second Street and Lincoln Avenue, if desired.

c. 6:30pm – Patrick Milbery -

Foundry Parking Garage Mural Mockup - Lincoln Avenue (East) Option One
Foundry Parking Garage Mural Mockup - Lincoln Avenue (East) Option Two
Foundry Parking Garage Mural Mockup - Second Street Wall (South)



Patrick introduced himself and Hunter Stevens (Director of Operations) and explained the structure of his collaborative, community-based company, So-Gnar. Patrick then shared several images of his past artwork. One example involved 450 elementary school kids that shared in the painting of a

mural onto a parking garage located near their school. The project was highly collaborative with the neighborhood residents, elementary schoolchildren and the Downtown Denver Partnership in Denver. So-Gnar has worked with several large corporations including Coors Brewing Company, Summer X-Games, Ford Automotive, Budweiser, local Colorado breweries and several ski areas.

Lincoln Avenue Facade: Patrick used the City flag/logo as the framework for the overall design, capitalizing on the blue sky and green pastures with the mountains visible in the background. Two design options were presented for this facade:

Option 1 incorporated a portrait of William Loveland, founder of the Colorado Central Railroad, and for whom the City was named. Below the central figure is a geometric heart in tones of pink and grey. The various tones of pink represent the “highs” of love (sharing your love, planning for your future with those you love), while the greys representing the more challenging sides of love (heart break, struggle, learning/re-learning how to love, etc.). Patrick described the glowing aura behind the heart as leading the viewer’s eye into the parking garage as one follows the foreground imagery of the Colorado landscape. The left side of the façade leads to abstract interpretation of the landscape. Option 2 focused upon the agricultural history through sugar beets and the cherry industry are the focal point and reflected in the central image of the two birds sharing cherries. Layers of spray paint are used to give depth and vibrancy of the artist’s wildlife process.

The giant heart (on both options) could also serve as a great background for the public taking photos during their time in Loveland. The heart (and the love it represents) is an important message to the public.

Second Street Facade: The sunset portrayed on the right side of the mural meets the left side of the Lincoln Avenue façade and continues the theme onto Second Street. The elk and cherry tree silhouettes create depth and pay homage to Loveland’s history. The elevation of land follows the natural rise in elevation within the City. Patrick feels that murals are a gift to the community, enhancing one’s commute and become iconic of a town. Patrick felt that sculpture and metalwork in Loveland have created a vibrant arts community that could be further enhanced by legacy mural work.

Budget/Materials: Patrick reviewed the budget and materials to be used. He expressed that the longevity of the mural begins with a strong foundational layer using Block Fill, which prevents paint from peeling or lifting from the concrete. Benjamin Moore exterior rated latex paint has been used on 40+ murals by So-Gnar. A two-layer UV protective coating would be applied to the finished mural for long-term protection by maintaining color-fastness of the paint and creating a barrier to vandalism. This protective coating should last 10+ years.

Timeline: Eighty to one hundred hours is typical to complete each mural. Several date ranges were provided for the commission’s consideration. All options offered completed works before July 4. A tentative schedule:

- Phase 1: Block Filling: 2-4 days
- Phase 2: One day to block-in the images and creating the framework
- Phase 3: 12-13 hours days are typical. The spray paint would set within 1-2 days.
- Phase 4: UV protective coating

Miscellaneous: The artists will commute in each day from Denver and Fort Collins.

- d. Discussion: Michael Hogan (Facilities Manager) expressed his pleasure at receiving a map of colors provided by Daas. He expressed concern about maintaining the gradient of paint layers shown in DeCarvalho's wall treatment. Michael added that the spray paint used in Milbery's work may be difficult to match but he would be confident with that treatment as Patrick has painted many murals in Colorado and planned to use a UV protective coating.

There was general consensus that:

- 1) The material chosen for the base layer of paint is key in the mural painting process.
- 2) The entire surface of the parking garage should be painted with a design.

The figurative images shared were favorably received by several commissioners.

Commissioners were asked to bring the proposal images to the Foundry site to envision the finished project. Commissioners praised the approachability and energy expressed, and the research undertaken by the candidates. One building owner referenced his pleasure at seeing at least one design (Daas) that would feel fresh each time it was viewed and that it captured a true sense of Loveland.

There was discussion about UV protective clear coat.

Artist materials will be on display in the Museum lobby until February 5, 2019. There will also be a survey available for public feedback. Staff reported that all of the artists have been exceptionally responsive and engaged throughout the design phase.

- C. International Sculpture Day 2019:** The Visual Arts Commission will commit to the following activities in conjunction with International Sculpture Week (April 19-27, 2019). The commission will assist with executing these ISC celebration activities:

- 1) The "*State of the Art in Loveland*" event will be held on April 24, 2019 at the Rialto Theater. Committee members (Blas, Jade, Greg and Sara) and staff will meet with Jane DeDecker on Tuesday, January 29 to plan the event.
- 2) A City proclamation will be created for City Council adoption
- 3) A Youth Workshop will be held on Saturday, April 27, 2019 at Studio Vino at Centerra.

- D. The Foundry Elevator Doors:** Staff reported that Sean Hawkins suggested enhancing The Foundry elevator doors using paint or creative surface wraps. Staff suggested using historic photos of sculpture and/or the foundries. Each panel could include a historic information giving the viewer greater understanding of the role of the bronze industry within the community. This item will be addressed at a future meeting.

- E. Downtown Event Power Cabinet:** The cabinet frame has been installed and the artwork, titled *Legacy*, has been delivered to the Power Department. Installation of the artwork is expected within the next week. Staff is in the process of approving the plaque text. Staff has not yet received a sample of the insulator to cast.

Staff Updates

- A. **Police Regional Training Institute:** Jurors were reminded to vote on the top 10 finalists by January 22. The artist with the highest score will be hired to work with the Project Design Team.
- B. **Maintenance Endowment:** Susan has not been able to locate a model municipal art maintenance endowment; however, she will likely recommend modeling the AIPP endowment after other City of Loveland endowments, such as perpetual care funds.
- C. **Housing Authority Sculpture 2019:** Staff will oversee the process to commission a sculpture for the Loveland Housing Authority in honor of Sam Betters' 40+ years of public service. Commissioners were given a copy of the artist Request for Proposals for their review. Several VAC members may be interested in serving on the LHA artwork jury if there is need.
- D. **Marianna Butte Donation:** John Kinkade will complete the AIPP donation paperwork and present this proposed sculpture at the February 7 meeting.
- E. **Trash Enclosures, The Foundry:** The three responses for the trash enclosure bid were deemed unacceptable; therefore, another bid process is underway.
- F. ***The Screaming Dreams of Flowers* by Jan R. Carson:** There was no update on this project.
- G. ***Trigon* by Mary Bates: Lighting:** The lighting ballasts have been ordered by Dickenson Electric. Installation is expected in mid-to late February.
- H. ***Wings* by Joe Norman:** Dickenson Electric is testing the wiring to ensure all ballasts are working properly.
- I. **Railroad Avenue Bridge Project:** Due to bridge construction delays in 2017, Joe Norman will re-present the original 2016 design concepts for the Railroad Avenue Bridge during the March VAC meeting. At that time, he will also offer sculptural components for the bridge for the commission's consideration.

City Council Update

City Councilwoman Kathi Wright reported on the following City council issues:

- Since the passing of the new Larimer County Mental Health Initiative, a group, comprised of City Councilors and other key individuals involved in the mental health field, has formed to develop a Mental Health Policy Council. Loveland's City Council has not yet determined the Loveland representative.
- Capital Improvement Plan Initiative: This issue will be discussed at the January 26 City Council Retreat. The original list of City capital projects will be reviewed and evaluated for inclusion. Commissioners were encouraged to reach out to their City Councilor to express their opinions. A public feedback survey will likely be a part of the final selection process.
- The new Winter Holiday Council met to discuss future plans for holiday decorations in Loveland. There is a desire for local artist involvement in the process of creating unique holiday décor. Community Marketing Commission monies may be available for this project.

- Phase One of the (Pulliam) Community Building rehabilitation will begin in March. This project will be done in two phases. Contractor bid estimates are coming in within projections.
- Anadarko has contacted the City about future fracking in Loveland.

Information Sharing

- The Loveland Feed & Grain grant has been extended into 2019.
- Susan read aloud Ashley Kasprzak’s January 3 Letter to the Editor regarding *High Plains Dreamer* by James Johnson to commissioners.
- Positive letters to the Reporter-Herald newspaper were encouraged.
- Suzanne reported about a January 30th planning meeting for 2020 Voices & Visions: *Women and the Vote*, a grassroots effort for a year-long celebration of the 19th Amendment.
- Creative District stakeholder meetings will be held late February through March
- Suzanne reported that a student will write a news article for the Mountain View High School about *High Plains Dreamer* by James Johnson.

Adjournment: Greg moved to adjourn the meeting at 8:06pm. Meeting length = 3 hours

Important VAC Dates

Regular VAC Meeting Dates at the Loveland Museum

March 7	April 4	May 2	June 6	July 4: Move to the 11th (?)
August 1	September 5	October 3	November 7	December 5

Thursday, Feb. 28, 2019, VAC 2019 Retreat, 4:30pm, Rialto Theater Devereaux Room

Wednesday, April 24, 2019, 6:30pm, State of the Art in Loveland: Public Event, Rialto Theater

Saturday, April 27, 2019, International Sculpture Day Youth Workshop at Studio Vino in Centerra

Thursday, 9/19, 2019. 6:30pm, AIPP Appreciation Event: Susan Ison

