

Approved 5/2/19
by Maryjo Morgan

CITY OF LOVELAND VISUAL ARTS COMMISSION
VAC RETREAT
THURSDAY, APRIL 4, 2019 4:00 PM
LOVELAND MUSEUM, 503 N. LINCOLN AVENUE, LOVELAND

The April 4, 2019 VAC retreat was called to order at 4:08 pm by Chairwoman Abbie Powers. Commissioners present: Angela Brill, Bruce Gueswel, Greg Hoff, Maryjo Morgan, Abbie Powers, Margie Rosborough, Sara Turner, and Jade Windell. Blas Estrada and alternate Phyllis Moore were absent. Sean Hawkins (Executive Director, Loveland Downtown Partnership/DDA), Councilwoman Kathi Wright and staff liaisons Susan Ison and Suzanne Janssen were also present.

- A. Attendance:** Reflected above.
- B. Additions or Corrections to the April 4, 2019 Meeting Agenda:** Addition: Railroad Avenue Bridge/Joe Norman.
- C. Additions or Corrections to the March 7, 2019 Meeting Minutes:** No additions or corrections were noted. Sara moved to accept the minutes as written. Angela seconded the motion. The motion passed unanimously.
- A. Sean Hawkins, Downtown Development Authority (DDA):** Introductions were made. Because of the shared visions, Sean felt collaborations between the VAC and the DDA could be very beneficial to the community. He provided an overview of several Downtown Development Authority goals, specifically citing the following DDA projects:
- A new three-story development to be built at the corner of 4th Street and Garfield that will go to City Council for review in late April. This is the first major project undertaken by the current DDA staff.
 - Improving public spaces is a top priority as the overall look of downtown is a bit faded and could use a refresh.
 - City infrastructure needs also need to be updated, which can prove difficult for new property owners.
 - Summer event programming for The Foundry Plaza.
 - Alleyways: The alleyways pose multiple opportunities for adding aesthetic and safety improvements through artwork, Tivoli lighting, etc. Sean shared several examples of alleyway artwork in other communities, specifically Tin Pan Alley in Bend, Oregon.
 - Sweetheart Alley: The DDA staff recently met with design consultants about alleyway improvements; however, no timeline has been determined for this alley.
 - Creative intersections (examples included several painted crosswalks) are often used as traffic calming measures and are simple solutions to safety concerns, while adding to community aesthetic.

There was general discussion regarding the ghost signs visible on several downtown buildings; however, there is little/no information available regarding the history of those (former) advertisements/murals.

There was enthusiastic agreement regarding future collaborations with the DDA. Murals were seen as a logical starting point, particularly the long expanse of wall along Railroad Avenue leading to Artspace. Sean indicated that several downtown building owners have embraced downtown alley improvements and have made financial donations to the DDA for the effort. Sean reported that engineering and utilities assistance is needed as the DDA moves forward with the alley improvements.

- B. Joe Norman, Railroad Avenue Bridge:** Artist Joe Norman presented his updated proposal for *Hawk Windmills*, which was originally accepted and commissioned in 2016. Due to construction delays, the public art component was not executed. The bridge is now complete; however, the project is no longer feasible to fabricate/install *Hawk Windmills* for the original budget. Joe provided a new project budget that included modifications to the original proposal. Those changes included:
- 1) increasing the number of sculptural elements from 2 to 6
 - 2) reducing the pole size from 10' to 6'
 - 3) increasing the size of the birds from 3' to 4' in length.

Commissioners made several positive comments regarding the design changes. Citing the need to review *Hawk Windmills'* budget increase and processes, Abbie recommended the commission evaluate *Hawk Windmills* in conjunction with the other 2019 City capital projects.

There was general discussion and motion by Bruce to accept the revised budget/proposal as submitted. Greg seconded the motion. Discussion ensued regarding the change in the project scope and budget as the commission would likely have held a competition for a project budget of this scale. Additional comments focused on the lower visibility/traffic of the Railroad Avenue Bridge compared to other roadway projects, as well as the need to understand the budget impact (particularly as it pertains to adding new downtown improvements). Bruce retracted his motion pending further discussion (later in the meeting).

Later in the meeting, the commissioning of *Hawk Windmills* was reevaluated. After much discussion, it was determined to compensate Joe for the design hours and any additional costs incurred for the engineered drawings. Staff will encourage Joe to submit his application for the 37th Avenue bridge project when the RFQ is released in 2020.

- C. Susan Ison: Capital Improvement Project Ballot Initiative:** Susan reported that 34,000 surveys had been mailed to Loveland residents regarding the proposed Capital Improvement Project ballot initiative for 2019. The response rate has been very high and feedback will be gathered until April 13. Additional phone surveys will begin on/about April 5. Based upon the feedback received, the CIP Task Force will make the recommendation to City Council on whether to move the ballot initiative forward.
- D. Maintenance Endowment:** Staff plans to meet with the City Attorney and Finance Director on April 5 to discuss the maintenance endowment. A report will be given at the next meeting. Susan recommended a formal motion be made regarding the establishment of the endowment. Additionally, a process for adding discretionary funds to the endowment should be discussed once the fund is established.

Maryjo moved to allocate AIPP funds received from the Broadband to the establishment of an endowment for maintenance. Sara seconded the motion. The motion passed unanimously.

- E. Budget Allocations:** Commissioners reviewed the current monthly budget. Staff indicated that DAAS and DeWitt Godfrey have both received their initial project payments. The amount of

discretionary money available is roughly \$87,000.

The roundtable discussion agenda item was moved to allow commissioners time to express their priorities for 2019

- F. Winter Holiday Council:** Councilwoman Kathi Wright discussed the recent restructuring of the Winter Holiday Council, which will host new holiday displays in December 2019. Dwayne Webster Park, South Shore Scenic Parkway and the Civic Center will be the primary focus display areas. The decorations will be a combination of reusing lights/fixtures from past displays and newer (LED) lighting displays. In early summer, the Winter Holiday Council will release an RFP for artists to create holiday vignettes at the Civic Center. While many details have yet to be determined, artists will be paid an honorarium to create their design concepts, which will be on display for a minimum of 30 days. Artists will retain all of the LED lights and supplies at the end of the display period.

Kathi asked the VAC to consider funding the first year of the program, with the hope that community sponsorships fund the project in future years. A more formal request may be made once a few more details have been confirmed. A committee will be formed if the VAC agrees to fund the project.

- G. Roundtable Sharing:** The following projects were of particular interest to the group.
- Councilwoman Kathi Wright: Winter Holiday display, alleyway beautification, crosswalks and The Foundry Plaza wall
 - Abbie: Maintenance endowment, crosswalks, murals – including a temporary mural project (painted on the road), bus shelter artwork
 - Maryjo: Publish a Loveland Mural book, which could be expanded to the larger collection, wrap trash trucks wraps (child-designed), alleyway lighting
 - Angela: Loveland Creative District and how the VAC can support, increase visibility and promotion of AIPP; an app art tour of concentrations of the collection, animate murals, etc. to activate, clean and beautify alleyways (!!), a transportation project with YAC
 - Sara: Crosswalks, mural on the north wall of The Foundry parking garage
 - Jade: Downtown beautification
 - Greg: Brick roadways in alleyways, engineered drawings/plans exist from prior efforts
 - Bruce: Alleyways – really make an effort to make them safe and appealing and an additional, smaller mural at The Foundry by artist Patrick Milbery. This idea will be addressed in the context of all downtown murals.
 - Margie: Projection art in alleyways – perhaps projected images of AIPP artwork or feature artists' work
 - Susan: Projected art, at least one downtown crosswalk (4th and Railroad), holiday decorations

- H. International Sculpture Week:** Commissioners were reminded of the City Council International Sculpture Week proclamation presentation on April 16, 6pm, in City Council Chambers.

Interest in and scheduling for, the State of the Art event has proved difficult. After discussion, it was suggested that the event be rescheduled, and expanded to celebrate all of the community arts/artists. To host this event, the VAC will seek a collaborative project with another arts organization.

April 27th, Youth Sculpture Workshop, Set up at 9:30am, 10:30am workshop start time: Cardboard and paper from the 2018 ISC Youth Workshop was brought to the meeting to create youth sculpture kits. Kerri Ertman, Jack Kreutzer and Jade will be the guest artists.

I. 2019-2020 Capital Projects: Project Prioritization: Staff asked for the commission to prioritize AIPP projects in order to maximize personnel and focus project priorities:

- 1) Downtown projects, particularly murals (permanent and temporary): Particularly funding downtown mural projects. There was discussion about reducing the number of Transformations cabinets painted in 2020 to two and realign those funds into downtown murals.
- 2) At least one artistic crosswalk: The beautification of alleyways: Suzanne will arrange a meeting with Sean Hawkins to address downtown projects.
- 3) Support of the Loveland Creative District: A VAC letter of endorsement of the Loveland Creative District would be very beneficial for the application process.

General conversation is reflected in the above commissioners' comments. It was agreed that commissioners would review the 2019-2020 Capital Project List and determine priorities at the May 2 meeting. The Artist Celebration event will be a discussion item for the capital projects.

Council Report

Councilwoman Wright reported the following items:

- A. Veronica Patterson was recently honored as Loveland's First Poet Laureate.
- B. #Live Loveland received their \$100K grant.
- C. The second reading for the purchase of the Reporter-Herald building successfully passed.

Information Sharing

- Susan described a collaboration between CDOT and McWhinney Enterprises for a Transit Station along I-125. With entrances at either side of the highway, pedestrian tunnels will lead to a median in the center of the interstate. The site presents an ideal opportunity for artwork and promoting the City; however, no AIPP funds are collected for this endeavor. McWhinney Enterprises will seek additional beautification opportunities within the tunnel system and for the platform. Susan will meet with artist Kendra Fleischman to discuss possible options (and expenses) associated with a video projection project. Angela offered to forward the names of several additional artists to Susan. Angela also reported that Kendra Fleischman and three other light artists would be on exhibit at Artworks in May.
- Susan reported that she is still in search of a bronze pour photo for The Foundry parking garage elevator doors. Additionally, she shared with Sean that the VAC has considered adding a mural along the (west-facing) "Paseo" at The Foundry.
- Maryjo reported that a few tickets are still available for the Alternatives to Violence Fundraiser Breakfast is on April 16. Leslie Morgan Steiner will be the keynote speaker.
- Angela reported on Artworks Loveland activities: 1) Ronda Stone's portrait exhibit on aging will open in April. Ronda will speak on April 30. 2) In mid-April, Bob Campagna will host a student exhibition at Artworks. 3) Artworks' trip to Santa Fe has one available opening.
- Bruce mentioned that, while stopping at the Julesburg NE Visitor's Center, he noted there are no Loveland brochures on display.

Adjournment: The meeting adjourned at 7:18pm