



Minutes

3:30 p.m., April 20, 2017

Room 326, City-County Building

1. Call meeting to order and establish quorum

- a. Members present: John Moore, Chip Clawson, Ed Noonan, Susan Raucy Steffens, Chris Riccardo, Mitch Carroll
- b. Staff present: Mary Vandebosch
- c. Guest: Kathy Macefield

2. Approve minutes from March 16

a. Motion: Mitch moves to accept the minutes from March 16, Susan seconds; motion passes.

3. Spring Art Walk May 5

- a. Holter will host
 - i. Thanks to Chris and Holter for inviting HPAC to return.
- b. Member schedule
 - i. 5 – 7 pm (incl. setup): Susan, Ed, Kathy, John (until 6:30)
 - ii. 7 – 9 pm (incl. clean up): Chip, Mitch
- c. HPAC will feature: Traffic Signal Boxes Call for Artists, Parking Garage Mural Update (w/ poster) and Applications for HPAC committee membership
- d. Refreshments
 - i. As the Holter will be offering substantial refreshments for the Art Walk, Committee members will not bring any of their own.

3. Parking garage mural

- a. Progress with artist
 - i. Contract has been signed by Arcy and City of Helena; still pending: confirmation from artist that he has independent-contractor exemption for insurance purposes.
- b. Schedule
 - i. Artist intends to begin work during the first week of July.

4. Traffic signal boxes

- a. Call for Art is out; deadline May 11
 - i. Mary reports that there have been many questions; she brought four for the Committee's consideration:
 1. Q: Is DPI figure based on template at full size?
A: Yes.

2. Q: Can artwork imagery accepted for project be sold as prints at Farmer's Markets?

A: No.

3. Q: Can photographic images be submitted for project?

4. A: Yes

Q: What distinguishes a "vector-based pdf"?

5. A: Committee will investigate

b. Selections on May 18

i. Mary will confirm number of submission as deadline approaches and determine whether or not the deadline needs to be extended.

c. Two notes: Mary suggests that Committee members encourage prospective applicants visit the HPAC website; A local TV station provided unsolicited publicity for project.

5. Chalk Up Helena planning

a. Becky submitted an email report:

i. Most print and online advertising has been prepared; focus will be on TV and newspaper publicity as date of event approaches

ii. She will confirm with Lasso the Moon that we can use their storefront as a "home base" for the event.

b. Attracting professional artist: A variety of issues related to inviting a professional artist were discussed:

i. While the "conventional" channel could be pursued (i.e. contracting through the City), Chris suggested the possibility of working through the Holter (which would like to be more involved anyway); this would possibly take the form of HPAC awarding a grant to the Holter in the amount of the artist fee and professional-category prize purse (plus other incidentals?)

ii. Regarding timeline: John expressed concern about whether there was still enough time to attract a professional artist – Chris is going to reach out to contacts in Florida in coming week.

iii. The logistics of including a professional category in the event were discussed: Chip recommended raising the entry fee for the professional category to \$25 and offering a cash prize; Committee members discussed a prize of between \$300 and \$500; Chris also proposed that the winner have the opportunity to have a small exhibition at the Holter; It was also proposed that the professional visiting artist be the judge for the professional category. Chip expressed an interest in working to attract artists from the local street/graffiti-artist community.

1. Motion: Chip makes a motion to include a professional competitive category for participants in the event, Susan seconds; motion passes.

2. Regarding partnership with the Holter, Ed recommends investigating possibility before making any formal decisions or taking any action as a Committee

- c. Judges: Three potential candidates have been proposed:
 - i. Chris Riccardo (Holter, HPAC)
 - ii. Andy Hunthausen (L&C County Commissioner)
 - iii. Maureen O'Shaugnessy (1+1=1 Gallery)
- d. Theme: Chip proposes "Illusion" as the event's theme for this year.
 - i. Motion: Ed makes a motion that "Illusion" be this year's theme, Chris seconds; motion passes
 - e. Inventory of chalk: John will take inventory
 - f. Prizes: Prizes will be awarded for 1st place in each category; John will approach Downtown Helena and other local businesses for possible prizes; Chris offered membership to the Holter.
 - g. Publicity: Mary suggested creating a Save the Date flyer to be handed out at the Art Walk; John will prepare.

6. Budget planning

- a. Possible installations FY 2018
 - i. John shared that he has learned that no specific proposals/line items need to be established as part of City's budgeting for HPAC.
 - ii. Chip shared his proposal for a potential major sculptural installation for 2018: \$12,000 artist fee; sculptural piece in City park (either Women's Park or Constitution Park); Chip proposes that this be an open call with no theme, but an "entry way" piece for the park might be suggested. John will check in with the Parks Department regarding location.

7. Public comment

- a. Susan thanked Mary for all of the time and energy she puts into supporting the Committee.
- b. Chip's exhibition is still on display at the Myrna Loy Center; Mitch's wife, Lindsey Meyers Carroll, will have an exhibition with an opening reception during the same night as the Art Walk (5:30-7:30 pm, May 5th).
- c. Susan's son will be in town during the summer; he is an opera singer living in New York City and she is hoping he will offer a small performance.

8. Next meeting May 18

- a. Topics to include: Determine prize level for professional category; Review FY 2018 budget; John and Becky will revise registration form for Chalk Up to reflect addition of professional category.

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