

## Roanoke Arts Commission Minutes February 21, 2023

The Roanoke Arts Commission met on Tuesday, February 21, 2023, at 3:30 p.m. in the EOC, 1<sup>st</sup> Floor Municipal South, room 159 of the Noel C. Taylor Municipal Building, located at 215 Church Avenue, SW, Roanoke, Virginia 24011.

**COMMISSION MEMBERS PRESENT:** Ben Bazak, Valerie Brown, Laura Carden, Helen Dean, John Hitchins, Catherine Koebel, William Penn, Vice-Chair; Meighan Sharp, Chair; Pat Wilhelms and Karl Willers.

**COMMISSION MEMBERS ABSENT:** John Cornthwait, Donna Davis, Treasurer; Whitney Johnson and Betsy Whitney.

**OTHERS PRESENT:** Katherine Devine, Artist; Douglas Jackson, Arts and Culture Coordinator and Melissa Murray, Recording Secretary.

The Chair called the meeting to order at 3:34 p.m.

For the monthly RAC spotlight, Artist in Residence and Artist Coach Katherine Devine spoke about the *From Artist to Business Owner* workshop, volunteering with the Roanoke Valley Sister Cities and the Daisy Art Parade coming up April 15<sup>th</sup>.

**MINUTES:** The minutes of January 17, 2023 were before the body. No corrections necessary, the minutes were approved as submitted.

**TREASURER REPORT:** Treasurer absent. \$7,848.99 reported by Douglas Jackson. He noted one check in the amount of \$329.25 had cleared.

William Penn reported on behalf of the AFAC Committee that 28 applications for funding were received and that applicant interviews will be held March 16<sup>th</sup>. He also mentioned that he met some artists in residence and considers it a worthwhile program.

John Hitchins reported on behalf of the Collections Committee that they met at the Olin Hall Galleries at Roanoke College to see the regional art show collection with over 70 artists. He noted that they saw 2 or 3 that might be good purchases for the collection. He also mentioned that Youth Services at the Library gave well over 100 books for the Little Free Libraries.

Valerie Brown revealed on behalf of the Placemaking Committee the sculptures that were chosen by the panel for the 7 spaces available for the Elmwood Art Walk and 1 space available at the Raleigh Court Library. She noted that they would need to go thru the Purchasing Department for approval before the sculpture choices can be finalized. Following discussion, the RAC members approved the sculptures as submitted by the committee.

SUBJ: MONTHLY REPORT – February 21, 2023  
TO: ROANOKE ARTS COMMISSION  
FROM: DOUGLAS JACKSON, Arts and Culture Coordinator

**SOCIAL MEDIA -- @artinroanoke**

- Facebook: 3,705 Followers (up 20)
- Instagram: 2,028 Followers (up 24)
- Newsletter: 1,275
- YOTA registrations: 370
- Website
  - 2023 (to date): 1,546
  - 2022: 11,084
  - 2021: 4,829
  - 2020: 1,202

**PRESS & PRESENTATIONS**

- **Buzz4Good Arts+Education:** <https://www.youtube.com/watch?v=zLH742PiOZA>
- **Self-Portrait Videos**
  - [Maggie Perrin-Key](#)
  - [John Woodrum](#)
  - [Jane Gabrielle](#)
  - [Gerald Hubert](#)
- **Berglund Center - Heart of Gainsboro Project** (artist in residence & art matters grant)
  - [Dedication Program](#)
  - [Roanoke Times](#)
  - [RVTV](#)
  - [WDBJ](#)
  - [WFIR](#)
  - [WFXR](#)
  - [WSLS](#)
  - [WVTF](#)

**THE COMING MONTH +**

February 21 - YOTA Tuesday [www.roanokearts.org/meetings](http://www.roanokearts.org/meetings) -  
Municipal YOTA Gallery Talk, 6 PM  
February 28 - YOTA Tuesday - [Local Food, Local Art](#) (online)  
March 3-5 - Roanoke Arts Pop! - [Volunteers needed!](#)  
March 7 - YOTA Tuesday - Neighborhood Center Development  
March 14 - YOTA Tuesday - [Participatory Decision Making](#) at CoLab  
March 21 - Next RAC Meeting - At Hollins 'Eleanor D. Wilson Museum  
March 22- Dance Espanol at Berglund Center, 7 PM  
March 23 - Arts and Culture groups convening - collective marketing  
April 15 - DAISY ART PARADE!!!

**PUBLIC ART PROJECTS (Collections and Placemaking)**

Public Art projects carried over from previous year

- South Roanoke Library E-Branch Wrap – Chris Jones working with students. 100th anniversary of Crystal Spring. Should have image soon
- Holding \$3K for Safer Neighborhoods committee of Gun Violence Task Force
  - i. [www.Soulboxproject.org](http://www.Soulboxproject.org) - Artist in Residence will get plan together and advance. She's working with Valley View Mall and doing a workshop on April 4 with the YOTA artists.

**FY 2022-23 PUBLIC ART PLAN**

1. River's Edge - South Jefferson Bridge — \$25,000 - Selection panel happening this month, 9 submissions
2. Art in Place Phase 1 (public/private) — \$10,000
  - i. \$4K WRABA
  - ii. Dorothy Gillespie Mural conversations underway - Roughly \$40K
  - iii. Fielding Calls from interested parties - Dixie Products, Breadcraft
3. Art in Place Phase 2 (public infrastructure) — \$12,000
  - i. Melrose-Rugby / Brown-Robertson project – Tied now to Floodplain effort. Parenting with stormwater, parks and rec, schools, and neighborhood.
  - ii. Walnut Street bridge at Greenway
  - iii. Others — Need artist/neighborhood partnership and lead
4. Elmwood Park Sculptures — \$40,000 - panel recommendations today
5. Collection: 2D art by artists of color and diverse backgrounds — \$3,000
  - i. Roanoke Biennial - photographic tryptic “shirley card”

**Additional Projects**

1. Hidden in Plain Site / Henrietta Lacks support - fundraising complete, team developing outreach events for spring and summer) ([www.roanokehiddenhistories.org](http://www.roanokehiddenhistories.org))

**Potential Upcoming Projects**

1. Purchase of Sister Cities artists at Taubman (FY24), Roanoke College (FY24)

**Maintenance & Rotation**

1. Beneath the Roundhouse moving again by fans placed in the walkway. Artist came and inspected the piece.
2. Global Harmony repairs – in contact with Stephen Fairfield, Jim Hudson has given estimates, he will repair if we can get the CONCRETE REPAIRED FIRST. Followed up in Jan with Richard Taylor - he will do the work.
3. War Memorial being cleaned. Advance payment processed
4. MLK sculpture relief wax cleaned and reapplied, will hold off on sculpture per recommendation by Jim Hudson.
5. Yulandra Livingston work being hung in HR Training Room Municipal North

6. Grafitti on Arches. - young child, low to ground, artist notified
7. Damaged Hill Climb will cost \$5K to fix - First payment made, Artist picked up on 2/17.

## VI. Planning & Evaluation – Building up components for next Arts & Cultural Plan-

1. Arts Connect – Theme of recovery period and Arts and Cultural Planning. This is growing into our Arts & Culture plan framework.
2. Collective Organizational Planning
  - i. Adaptive Leadership Training FALL 22 completed.
  - ii. Arts groups convened on 2/16 re collective marketing
3. Arts based action planning—
  - a. Through YOTA
  - b. Bi-monthly Arts and Culture leader conversations happening in 2023.
4. Neighborhood engagement –
  - a. Through artists in residence and Art Matters Grants
  - b. Our Town *Arts Connect Neighborhoods* application FY23
  - c. Bloomberg application
  - d. Grants for Art Projects FY 24
5. Collective Marketing – BUZZ 4 GOOD upcoming
  - a. Economic Development with City Economic Development (in progress)
  - b. Art Matters – Social Impact: Equity, Justice and Inclusion - YOTA projects

## VII. GRANTS – Closing, Active, Awarded, Pending and in development

### *Active*

1. VCA FY 23 - \$4.5K – Closed – Alma Ensemble / awaiting payment, reached out to VCA
2. NEA GAP FY22 –\$25K – Accepted, matched with \$35K from City, Artist in Residence
3. ARPA NEA –\$150K Art Matters: Recovery Grants for Artists, \$140K spent
4. Gun Violence Mini-grant -\$9K for EnVision Center Artist in Residence
5. Services payments from Stormwater (\$6K), Parks and Recreation (\$6K) and Berglund Center (\$6K)

### *Awarded*

1. *NEA Grants for Arts Projects’ 23* – Continued artist-driven projects strategy. (\$20K). This round of artists in residence will be all aligned with the neighborhood centers strategy focused on neighborhood activation, neighborhood capacity development, and physical arts-based neighborhood improvements. **Match with \$20K from Percent for Art Funds** drawing on additional Percent for Art funds to implement larger physical projects developed through the effort. \$40K artists fees for artists and coaches; Percent for Art for project funds

### *Pending*

1. *NEA Our Town Grant* - Application in for \$75K, **Match commitment from City at \$75K** for *Arts Connect Neighborhoods* Strategy, RCE partner. April Notification.
2. **Bloomberg** Public Art Grant: <https://apply.bloomberg.org/submit> This **long-shot** grant will be positioned as the Arts Connect Neighborhoods strategy. Spring 23 shortlist notification, Fall full notifications

3. **NEA Grants for Art Projects for Daisy Chain Art Activations.** Match with \$100K from Percent for Art Funds and Emerging Neighborhoods Strategy

*Application in Progress*

1. **VCA Creative Community Partnerships Grant** - Due April 1 (AFAC determination.)

**BUSINESS FROM THE FLOOR:**

It was noted that the next meeting will be held at the Eleanor D. Wilson Museum at Hollins University.

There being no further business the Chair adjourned the meeting at 4:46 p.m.

Respectfully submitted by

Melissa C. Murray  
Recording Secretary