

Roanoke Arts Commission Minutes September 19, 2023

The Roanoke Arts Commission met on Tuesday, September 19, 2023, at 3:30 p.m. in the Economic Development Conference room, 117 Church Avenue, SW, Roanoke, Virginia.

COMMISSION MEMBERS PRESENT: Ben Bazak, Laura Carden, Becky Carr, John Cornthwait, Donna Davis, Treasurer; Jim Davis, Helen Dean, Charlene Graves, John Hitchins, William Penn, Vice-Chair and Meighan Sharp, Chair.

COMMISSION MEMBERS ABSENT: Catherine Koebel, Ilsa Saavedra-Rogan, Karl Willers and Lauren Woodson.

OTHERS PRESENT: Shaleen Powell, Executive Director of Roanoke Cultural Endowment; Douglas Jackson, Arts and Culture Coordinator and Melissa Murray, Recording Secretary.

The Chair called the meeting to order at 3:32 p.m.

Shaleen Powell gave an overview of the Roanoke Cultural Endowment, which is a non-profit community endowment formed in January 2015 by resolution from Roanoke City Council as a private-public fund comprised of both city dollars and private dollars. Their vision is to foster a vibrant community where arts and culture are accessible to all and valued as a critical component of a healthy economy and region. The goal is to raise \$20 million through public and private contributions. The endowment will award grants to arts & cultural organizations once the endowment reaches \$20 million.

MINUTES: The minutes of July 18, 2023 were before the body. No corrections necessary, the minutes were approved as submitted.

TREASURER REPORT: \$7,348.99 reported by Donna Davis, Treasurer.

William Penn reported on behalf of the AFAC Committee that Opera Roanoke and Jefferson Center sent thank you letters. He noted that work begins soon for the upcoming fiscal year.

John Hitchins thanked other RAC members on behalf of the Collections Committee for helping with the *It's Here! The Roanoke Portrait Project*.

It was noted on behalf of the Placemaking Committee that there is no report this month.

Meighan Sharp reported on behalf of the Executive Committee that there are some payments that need RAC approval before being processed. Donna Davis listed the following payments: ARTSPACE Creative Community Happy Hour event singer \$250 and dancer \$350, \$85 for food at the *It's Here! The Roanoke Portrait Project* event, \$250 for a Blue Ridge Literacy sponsorship and \$195.86 to reimburse Doug Jackson for the new RAC member orientation lunch.

Approved unanimously as submitted.

Ayes: RAC Members Ben Bazak, Laura Carden, Becky Carr, John Cornthwait, Donna Davis, Jim Davis, Helen Dean, Charlene Graves, John Hitchins, William Penn and Meighan Sharp - 11

Nays: None-0

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

SOCIAL MEDIA -- @artinroanoke

- Facebook: 4,068 Followers (up 94)
- Instagram: 2,229 (up 44)
- YOTA Newsletter: 1,526 (up 210) - 45% Open Rate
- YOTA registrations: 400
- Website 2023 (to date): visitors: 1,818 – views: 3,146

PRESS & PRESENTATIONS

- Arts Commission orientation, 9/7
- Old Southwest Neighborhood July Meeting
- RNA August Meeting
- Artspace Visit 9/12-14
- City Council, 9/18/23: [Facebook video](#)
- [Roanoker](#) articles on the arts in Roanoke:

THE COMING MONTH

- Sept 19 - [Artists in Residence Online Gathering](#) (every 2 weeks), 6 PM
- Sept 21 - [Artist by Bus Reading with the Latinas Network](#) at Book No Further, 6:30
- Sept 27 - [Art by Bus Celebration](#), 10:30 AM, 3rd Street Station
- Oct 3 - Placemaking Committee, 11 AM
- Oct 3 - [Artists in Residence Online Gathering](#) (every 2 weeks), 6 PM
- Oct 4 - [Henrietta Lacks Dedication](#) - full info coming...hold the date
- Oct 5 - Collections Committee, 11 AM
- Oct 17 - Next RAC Meeting
- Oct 17 - [Artists in Residence Online Gathering](#) (every 2 weeks), 6 PM
- Oct 21 - [Rhythm & Rhyme Festival](#) - Melrose Plaza 11-2
(Our Youth Poet Laureate will be announced!)
- Oct. 28 - Blue Ridge Literacy Celebration, 12-2, St. John's, 1 Mtn AVE
RSVP Aho Salem@brlit.org, 540-265-9339

PUBLIC ART PROJECTS (Collections and Placemaking)

Public Art projects carried over from previous year

FY 2022-23 PUBLIC ART PLAN Carry Forward

1. South Roanoke Library E-Branch Wrap – 100th anniversary of Crystal Spring. Getting Chris Jones in touch with Blue Ridge Stamp – need to pin down final date
2. Holding \$3K for Safer Neighborhoods committee of Gun Violence Task Force
3. River’s Edge - South Jefferson Bridge — Wrapping up, watch for celebration coming!
4. Art in Place Phase 1 (public/private) —
 - i. Fielding Calls from interested parties, carrying forward proposals through Mural program. Jon Murrill will meet with Placemaking Committee
 1. Dixie Products
 2. Breadcraft
 3. Old Southwest - Rescue Station
 4. B&D Comics
 5. Melrose-Rugby / Brown-Robertson project –
 6. Walnut Street bridge at Greenway?
5. Elmwood Park Sculptures —fully turned over. Need to start a social campaign
6. Donations :
 - i. Jimmy Deck piece in courthouse (pending information) carried forward acceptance
 - ii. Loan of Mr. James Tarpley, Angel of Grandin Village (loan only for now)
7. Hidden in Plain Site / Henrietta Lacks support - fundraising complete, team developing outreach events for spring and summer) (www.roanokehiddenhistories.org) EVENT DATE - Oct. 4
 - i. Will need to accept into the collection

2024 Public Art Plan:

- Art Action Grants
- Mural Program
- Art in Place Program
- Street Art at Landsdown
- Artist in Residence Projects
- Arts Connects Neighbors
- 2025 Show Development

Potential Upcoming Projects

1. Purchase of Sister Cities artists at Taubman (FY24?)
2. Meeting with WVCC STEAM engineering lab

Maintenance & Rotation this year**Pending**

1. Damaged artwalk piece: START by Scott Froshauer

VI. AFAC -

1. FY 24 Grantees notified. Have requested all 1st, or full requests in month of July, requests coming in
2. Need to review funding program for simplification and revisions

VII. 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. Theme of Daisy Art parade “Fall in Love through the Arts.
2. Collective Organizational Planning
 - i. Adaptive Leadership Training FALL 22 completed.
 - ii. Doug leading collective marketing Task Force
 - iii. Buzz4Good economic development episode to include “It’s all Here” song by Bryan Hancock, JP Powell and others
 - iv. \$7,000 in planning funds- RCE (\$4K) + RAC (\$3K)
3. Arts based action planning—
 - a. Bi-monthly Arts and Culture leader conversations – NEXT October
4. Neighborhood engagement –
 - i. What would it look like to reactivate and improve Roanoke’s neighborhoods through the arts?
 1. Through artists in residence and Art Matters Grants
 2. Through artists in residence
 3. Our Town *Arts Connect Neighborhoods* application
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

VIII. GRANTS – Closing, Active, Awarded, Pending and in development*Active*

1. NEA GAP FY22 –\$25K – Accepted, matched with \$35K from City, Artist in Residence One more payment cycle to go – Closing soon
2. ARPA NEA –\$150K Art Matters: Recovery Grants for Artists, \$140K spent
 - i. Need to close in November
3. Gun Violence Mini-grant -\$9K for EnVision Center Artist in Residence - \$3K remaining, rolling over to prepay fall artist services -
 - i. Need to do a final city report

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—mentoring younger artists. **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.
2. *NEA Our Town Grant* - \$75K, **Match commitment from City at \$75K** for *Arts Connect Neighborhoods Strategy*, RCE partner.
3. **VCA Creative Community Partnerships Grant** - Due April 1 (AFAC determination - Mish Moves + Spot on Kirk).

Pending

1. **NEA Grants for Art Projects for Daisy Chain Art Activations.** Match with \$100K from Percent for Art Funds and Emerging Neighborhoods Strategy
2. *NEA Our Town - Arts Connect Neighbors Phase 2*

BUSINESS FROM THE FLOOR:

It was noted that the November RAC meeting will be held at the Virginia Museum of Transportation and the January meeting may be held at the Taubman Museum.

There being no further business the Chair adjourned the meeting at 4:45 p.m.

Respectfully submitted by

Melissa C. Murray
Recording Secretary