

## Roanoke Arts Commission Minutes October 17, 2023

The Roanoke Arts Commission met on Tuesday, October 17, 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, Catherine Koebel, William Penn, Vice-Chair; Meighan Sharp, Chair; Karl Willers and Lauren Woodson.

**COMMISSION MEMBERS ABSENT:** Ilsa Saavedra-Rogan.

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

The Chair called the meeting to order at 3:30 p.m.

Douglas Jackson gave an overview of funding sources for the Roanoke Arts Commission.

**MINUTES:** The minutes of September 19, 2023 were before the body. No corrections necessary, the minutes were approved as submitted.

**TREASURER REPORT:** \$7,153.13 reported by Donna Davis, Treasurer. She noted that the \$195.86 check reimbursing Douglas Jackson for the new RAC member orientation lunch cleared and that 3 checks are outstanding.

William Penn reported on behalf of the AFAC Committee that work begins soon for the upcoming fiscal year and that they will meet briefly after this commission meeting concludes.

John Hitchins reported on behalf of the Collections Committee that they met October 5th and spoke about updating the online catalogue which Meighan Sharp will assist with and that she also developed an intern description because they hope to get an intern in January. It was mentioned that Judge Ferguson wants to do a temporary art show with young people in the court system, that a schedule has been made for the 3<sup>rd</sup> Monday gallery talks and that RAC members should think about and share ideas for what they'd like the next type of show/call for artists to be that will go out in May or June.

It was reported on behalf of the Placemaking Committee that the River's Edge Mural ribbon cutting is October 28<sup>th</sup> at noon. It was noted that they have been working with Doug on the Arts Connects Neighbors project and received approximately 100 apps from about 70 artists and are deciding which ones will be in the catalog.

Meighan Sharp reported on behalf of the Executive Committee that there are 3 expenses that need to be approved. Donna Davis listed \$366.91 for the Sister Cities reception food, \$500 to reimburse Doug for 20 copies of David Ramey's book and up to \$800 for the October 28<sup>th</sup> River's Edge Mural reception refreshments.

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, Catherine Koebel, William Penn, Meighan Sharp, Karl Willers and Lauren Woodson - 14

Nays: None-0

SUBJ: MONTHLY REPORT – October 17, 2023  
TO: ROANOKE ARTS COMMISSION  
FROM: DOUGLAS JACKSON, Arts and Culture Coordinator

**SOCIAL MEDIA -- @artinroanoke**

- Facebook: 4,098 Followers (up 30)
- Instagram: 2,264 (up 35)
- YOTA Newsletter: 1,641 (up 113) - 48% Open Rate
- Website 2023 (to date): visitors: 8,602 – views: 19,121

**PRESS & PRESENTATIONS**

- Virginia Tech Arts Leadership Class, 9/26
- City Planning Roundtable, 10/10
- Third Monday Gallery Talk, 10/16: Meighan Sharp
- City Council, Art by Bus, 10/16

Artspace Visit

[Artspace Blog](#)  
[WFIR](#)

Hidden in Plain Site

[WSLS](#)  
[WFXR](#)  
[WDBJ](#)  
[RVTV](#)  
[Roanoke Times](#)  
[WVTF](#)  
[Cardinal News](#)

Thiago Valdi

[RVTV](#)  
[WFXR](#)  
[WDBJ](#)

Roanoke Arts Commission

[Roanoker Podcast](#)

**THE COMING MONTH**

- Oct. 17 - Oct 30: Arts Connect Neighbors coaching sessions
- 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. 26 - Walking Tour for Regional Partnership
- Oct 28 - River's Edge Mural Dedication, Noon
- Oct. 28 - Blue Ridge Literacy Celebration, 12-2, St. John's, 1 Mtn. AVE  
RSVP Ahoo [Salem@brlit.org](mailto:Salem@brlit.org), 540-265-9339
- Oct. 31- [Artists in Residence Online Gathering](#) (every 2 weeks), 6 PM
- Nov. 2, 11 AM Collections Meeting
- Nov. 4, Swoon Opening Event at the Taubman
- Nov. 7, 11 AM Placemaking Committee
- Nov. 9, 3 PM, Executive Directors Gathering

**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 — Oct 28, noon celebration
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 on the [following resources](#):
    1. Assessment tool
    2. List of potential sites
5. Elmwood Park Sculptures —fully turned over. Need to develop the next call Fall 24
6. Donations:
  - . Jimmy Deck piece in courthouse (pending information) carried forward acceptance
  - i. Loan of Mr. James Tarpley, Angel of Grandin Village (loan only for now)
  - ii. New Gillespie loan at Berglund – needs contract
  - iii. Henrietta Lacks– needs documentation and commission & Council

**2024 Public Art Plan:**

- Art Action Grants
  - Courthouse temporary show
- Mural Program
- Art in Place Program
- Artist in Residence Projects
  - Street Art at Landsdown
- Arts Connects Neighbors
  - Nearly 100 submissions
- 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
2. Jim Hudson repairing Global Harmony soon
3. Have some pieces from self portrait project in my office for return.

**VI. AFAC -**

1. Committee reviewing application
2. Schedule now available [here](#)

**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—
    - . Bi-monthly Arts and Culture leader conversations – NEXT October
    4. Neighborhood engagement –
    - . 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
      - . Arts Connect Neighbors – Antsey Hodge is the creative team for the episode.

**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 - Need final 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.** \$100K, Match with \$100K from Percent for Art Funds and Emerging Neighborhoods Strategy
2. NEA Our Town - Arts Connect Neighbors Phase 2 - \$50K

**Volunteer Opportunities** - Got your t-shirts ready? : )

Saturday, October 21, 2023 - Rhythm and Rhyme - 11 to 2

- B-roll
- Library slots

Saturday, October 28, 2023 - Mural Dedication - Noon -1

- Help gathering food...Sam's Club Card anyone?
- Set up & clean up
- Ben's right hand person

**Spotlight: Funding Streams**



Advocating for arts and cultural initiatives & investment	Developing and implementing the City's Public Art Plan	Advancing the City's Arts & Cultural Plan	Guiding City investments in arts and culture
<ul style="list-style-type: none"> <li>• Commission members*</li> <li>• Executive Directors' Roundtable</li> <li>• Roanoke Cultural Endowment Partnership                             <ul style="list-style-type: none"> <li>◦ Economic Impact Study</li> </ul> </li> </ul> <p><i>*Commission members are the primary asset in all categories: increasing collective impact by convening partners, asking key questions, encouraging a strategic long view, advocating, and working on committees to connect the arts to a broad range of City goals, partners &amp; resources.</i></p>	<ul style="list-style-type: none"> <li>• <b>Percent for Art</b> (18-year annual average FY 2007-2024 = \$66,500)</li> <li>• NEA GRANTS                             <ul style="list-style-type: none"> <li>◦ CA 19 (\$10K)                                     <ul style="list-style-type: none"> <li>▪ Arches</li> </ul> </li> <li>◦ GAP 21 (\$10K)                                     <ul style="list-style-type: none"> <li>▪ SE Greenway</li> </ul> </li> <li>◦ Some crossover with other NEA grants</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Emergent Strategy - stakeholder, learning network, strategy, and partnership development</li> <li>• <b>NEA GRANTS</b> <ul style="list-style-type: none"> <li>◦ GAP 22 (\$25K)                                     <ul style="list-style-type: none"> <li>▪ Artists in Residence</li> </ul> </li> <li>◦ GAP 23 (\$20K)                                     <ul style="list-style-type: none"> <li>▪ Artists in Residence</li> </ul> </li> <li>◦ OUR TOWN 23 (\$75K)                                     <ul style="list-style-type: none"> <li>▪ Arts Connect Neighbors</li> </ul> </li> <li>◦ ARPA (\$150K)                                     <ul style="list-style-type: none"> <li>▪ Art Matters Grants, Self-Portrait Project, YOTA documentation &amp; marketing</li> </ul> </li> </ul> </li> <li>• <b>City Resources ('20-'24)</b> <ul style="list-style-type: none"> <li>◦ Match fund \$110K</li> <li>◦ Dept. Contributions \$25K</li> <li>◦ Planning Department</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Program (AFAC) Grants</b> budget line - Approx. (\$340K, 17-year average, \$309K)</li> <li>• Virginia Commission for the Arts (<b>VCA</b>) (Annual \$4,500 match)</li> <li>• <b>Special, rare funds</b> <ul style="list-style-type: none"> <li>◦ CARES \$450K</li> <li>◦ ARPA \$1M</li> </ul> </li> </ul>

**BUSINESS FROM THE FLOOR:**

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

There being no further business the Chair adjourned the meeting at 4:38 p.m.

Respectfully submitted by

Melissa C. Murray  
Recording Secretary