



SPECIAL MEETING
MARCH 8, 2012
THURSDAY, 12: 00 PM
TOWN HALL

The Waynesville Public Art Commission held a Planning Retreat on March 8, 2012. Members present: Chairman Jan Griffin, Sarah Jane League, David Blevins, Ed Kelley, Diana Laursen, and Sylvia Everett. Also present: Assistant Town Manager Alison Melinkova and meeting facilitator Janis Allen.

The meeting was called to order at 12:10 p.m.

Review of the Organization and History of the WPAC

Alison gave a brief overview of the WPAC, and its placement as a citizen advisory board to the town's elected Board of Aldermen. The WPAC has to follow the same legal framework as the rest of the town, including open meetings and public records laws and purchasing policies and laws. In addition, there are policies adopted by the WPAC in the past, which must be followed. If the current membership would like to change the policies, they can do so with a vote. A packet was distributed detailing some of these requirements and policies.

Jan then gave a status update of the WPAC projects. They are currently considering an art panel in the mini-park, and the arch project should be underway shortly. The signage for the art pieces needs to be installed. To date the fundraising for the arch project is at \$3,700. And finally there remains a desire to move the Folkmoot piece, although they are still searching for a new location. Jan reminded the commission members that they must make a recommendation to the Board of Aldermen for their final approval.

Arch Project Update

Ed met with Town Streets and Sanitation Supervisor Daryl Hannah at the Mini-Park to take elevations for the arch installation. Some changes will have to be noted on the plans.

Folkmoot Piece Resiting Update

Dave stated that in February the WPAC voted to move the piece to the First Baptist Church parking lot location, if one parking space could be acquired. But in recent discussions with Mayor Brown it appears his mind has changed about that location. Mayor Brown suggested an alternate location by the County Courthouse or another location in that area. At present time the Commission may not want to spend its political capital pushing for one of the previously suggest locations and instead take a look at the Courthouse locations. The objections of the Town staff and Mayor are real, and the Commission has worked well with the Town on previous

projects. Dave is a little concerned about placing the Folkmoot piece by the trees at the Courthouse due to vandalism issues and thinks it needs to be more in the open, perhaps in front of the Justice Center. Ed said he still had images he could paste into any photos Dave takes. Jan said her main concern is to place the artwork where it can be appreciated. Sylvia asked if there was an issue about placing it on the County's property. Dave said that there has been some informal discussion but that ultimately it would be up to the Town to work out the arrangement with the County.

Presentation from Facilitator Janis Allen

Janis said she hoped that some of her questions would help focus the Commission on their macro projects. She then began to lead the group through her PowerPoint presentation, and hardcopies were provided to the Commission members. The first slide asked the question "What is the Value of Public Art?" Dave began, saying that it gives sense of community. Sarah Jane said it was to enrich public space and make it look nice. Dave also said it announces our history as half the population in mountain towns are probably not native and don't know the value of mountain music, for example. Also, as the Commission raises money, the group that makes the donation is buying equity into the whole idea of public art. Jan said it encourages our artists, not just locally but in the whole region. Sylva said it encourages people to use public spaces, which creates a safe environment with people outside. Ed said art is a basic human need and part of our community.

Janis completed the discussion by reminding the commission that these values are the centerpiece of what they do- the Commission does important work in preserving the culture.

Introductions & Agenda Review

Janis Allen reviewed the agenda for the day and asked for any changes or comments. None were made. The members then introduced themselves to Janis.

Small Group Work

Attendees volunteered to be in one of two groups for the purpose of brainstorming different topics that would serve as a basis for the retreat conversation. Group A was to devise a calendar for the projects, divided by length of time it will take to complete. Their goal was not to figure out how to accomplish projects, but how to define – time for completion or other criteria. Group B was tasked with identifying methods to track the progress of projects – the type of visual record and the frequency of reporting. After 25 minutes, the two groups reconvened and reported.

Group A: Calendar - Jan, Ed, and Sylvia presented the schedule below:

Short-term projects 6-12 months	Long-term projects are 12-36 months
<ul style="list-style-type: none">• Arch sign• Relocation of Folkmoot piece• Research Locations & meet with Hazelwood merchants for idea gathering• Booths at art festivals/fairs	<ul style="list-style-type: none">• Minipark wall piece• 2013-2015 art piece• Create a guide to public art pieces
<i>Public Awareness</i>	
<ul style="list-style-type: none">• Establish a fundraising committee	

Ed said that one gap he sees is that the commission hasn't listed or considered long-term fundraising efforts the commission, and how those may be tied in with community outreach. Community awareness was missing, but that should be a continuous process, and could include outreach to other groups, like Rotary and Altrusa. Ed said they could develop a standard PowerPoint presentation that any member could take and show. The goal is to get more people interested and protective of public art. Sylvia wondered how much overlap there might be between the group membership of all the different clubs. Sarah Jane said there might be some, but you do have a lot of people on various boards. There was discussion that the Minipark piece should be the 2013 project and so the next project might need to be pushed back a year. Everyone agreed that it's good to have a clear picture of what they are doing.

Group B: Progress Tracking – Dave, Diana, Sarah Jane

Sarah Jane reported to the group that Dave pointed out that the WPAC initially had a schedule and process to define and complete the activities and projects. Group B built off of that idea and added in responsibility, and the inputs and outcomes of activity and how it feeds into the next activity. There was discussion of how best to provide a backup for each person responsible for an activity. This led to a discussion of the use of online tools to share information, rather than emailing pages back and forth for printing. Alison said the Town did not have existing online tools to use, but that a free service like Google Docs or Dropbox might work.

Sarah Jane presented a list of what type of plans are needed.

1. Define overall process
 2. Develop Project Plans
 - a. Arch
 - b. Moving Folkmoot Piece
 - c. Mini-Park Wall
 3. Develop a Schedule for Other Tasks
 - a. Outreach
 - b. Fundraising
 - c.
 4. Develop WPAC Presentation
- (Identify: Who, What, When, How)

At this time, 2:25 p.m., Diana had to leave the meeting.

Two additional small group exercises were now held, with each group reporting back to the larger group after 25 minutes of brainstorming time. Group C was to identify what types of backups were necessary for projects, and how to determine when they kick in. Group D was to identify what types of subcommittees might be useful.

At 2:45 p.m. Commission member Bill King entered the meeting.

Group C: Backup Process - Ed and Dave.

Ed said he chose this group because he had a lot of files and information that's only available to him on the Arch Project. He pointed out that you'll always have someone who knows more than anybody else, but there should always be someone in the group who receives a backup of that person's information. There was discussion of what type of file formats are most easy for sharing, as well as the desire to keep hardcopies of some documents. Sarah Jane suggested that once the project schedule is created the project team can be built so that everyone on the team can help provide support and backup. It appeared to be the consensus of the group that electronic records should be kept in a format that would make them easily editable for reuse for other projects.

Group D: Subcommittees – Sarah Jane, Sylva, and Jan

This group suggested three standing committees: Fundraising, Community Awareness, and Strategic Planning or Visioning. The last committee would have the task of looking at the upfront work and how it ties into the projects already discussed. Dave gave a brief overview of how the subcommittees had worked in the past. Subcommittees won't work on a small board with strong personalities if every committee member wants to review every detail of the subcommittee's work: *Everyone's got a spoon and they're stirring at the same time*. But at the same time there were subcommittees who took an idea or a small part of a project, a specific item within the plan, to execute.

There was a discussion on how subcommittees might work, if everyone understands and agrees that some details aren't up for debate at every meeting. If it's clear that the subcommittee has a defined role then you don't have to rehash everything – the only item up for debate would be the subcommittee's report, not its purpose or method of working.

Community Communication

There was a discussion of the reasons why great communication with the community was necessary. There is confusion between the Arts Council and the WPAC. Also, as a public body that serves the community, greater awareness will aid fundraising efforts. The WPAC has a responsibility to hear from the community – it's not the role of the WPAC to impose something on the community that it doesn't want.

Janis then asked what happens when there is misinformation in the community. This led to a discussion of the campaigns during the 2011 Board of Aldermen elections when there were advertisements and letters to the editor. Also, when there is misunderstanding people will go to the Mayor and Aldermen, not the WPAC members. Janis then asked what happens when there is a lot of negative misinformation. The discussion then centered on how this will eventually erode public support – and the WPAC relies on the public to do its work. It could even lead to division within the group and scapegoating of members. Jan said she did have a situation where she was able to talk to a woman who wrote a letter about the Arch project who was more comfortable with the project once she had more information. But what she did was what any of the Commission members would have done – listened to the lady's concerns first.

Group Exercise – What questions do you get as a Commission member from the general public?

This led to a discussion of potential questions/ comments and answers.

- My tax money is being spent not only on art, but ugly art!
 - o We all have different ideas about art and beauty. What does it mean to you?
 - o All the money used for the art is raised from the public – it's not tax dollars.
- Why would you choose to have that Folkmoot piece made?
 - o Folkmoot has been a part of my visits to the mountains, and many people enjoy having dance groups come and be a part of the community. We thought that contribution needed to be recognized.
 - o It might be a little conceptual, but it's colorful and has movement. The flags represent the international character of the festival.
 - o And the red reminds us of the ribbons and streamers from the dancers, and the poles remind us of the groups who dance on the poles, as well as those who use drums and drumsticks.
- Why don't you use only Haywood County artists?
 - o We have a lot of wonderful artists in Haywood County, but not as many who work in a medium that can withstand the weather.
 - o We want to go for the best quality and best artist to portray a certain theme
 - o I'm sure you've noticed that we've also selected a n oil painting, quilt, ceramic piece and photo, all by local artists. So where appropriate local artists are used.
- What does that design mean?
 - o Each piece has different designs and they mean different things to different people.
 - o Movement of dance, musical heritage
- Where can I find out what it all means?
 - o Plaques (once Alison has the Town place them)
 - o Town website
- How did you pick that??
 - o It was a process that involved a lot of committees and community members. It's a better outcome than if you just had one person pick out each project.

Creation of an Action List

Janis referred attendees to a table in their agenda packets, titled *Actions and Positive Results*. The group partially completed it.

Action	Who	By When	Progress (what I've completed so far)	Positive Comments from Individuals
Outlive of Overall Process	Sarah Jane	April 12		
Research Locations	Bill			
Community Awareness	Sylvia			
Cookbook	Jan			
Bids – Arch	Ed			
Folkmoot	Dave			

Selected Readings from “You Made My Day”

Janis Allen is the coauthor of the book, “You Made My Day: Creating Co-Worker Recognition and Relationships.” She had each commission member read a passage that was applicable to this group on how to show the value and recognize the specific efforts of each member. The focus was on giving genuine recognition, as well as dealing with negative people. Janis then had everyone write down a specific positive behavior/contribution from every other commission member to illustrate the value each one contributes to the group as a whole.

Charles Mills entered at approximately 3:45 p.m.

The meeting was adjourned by consensus at 4:15 p.m.

Secretary, Alison Melnikova

Chairman, Jan Griffin