

MINUTES
CULTURAL ARTS COMMISSION
February 27, 2019

The Cultural Arts Commission meeting was called to order at 4:00 p.m. in the conference room of Town Hall, 39 N. Hickory Avenue, Bel Air, Maryland.

MEMBERS PRESENT: Kristien Foss, Chair
Sandy Schlehr, Vice Chair
Natalie Weeks
Brigitte Grubb
Carole Milan
Jeanne Close
Pat Riley

IN ATTENDANCE: Angela Robertson, Economic Development Coordinator
Trish Heidenreich, Director of Economic Development
Philip Einhorn, Town Commissioner
Liz Decker, Caprichos Books
Catherine Butrim, Recording Secretary

ADMINISTRATIVE MATTERS:

Approval of Minutes – January 16, 2019

Ms. Milan moved and Ms. Weeks seconded the motion to approve the minutes of the January 16, 2019 meeting.

The motion carried.

FY19 Budget Review

Ms. Robertson stated that, with Uncle Pete scheduled to perform in June, the FY19 budget balance would be \$3,364.00. Without Uncle Pete's performance, the FY19 budget balance would be approximately \$3,750.00.

UNFINISHED BUSINESS:

Irishman's Chorale

Ms. Robertson stated that volunteers are needed for Irishman's Chorale on March 9. She advised that the doors open at St. Mathew Lutheran Church at 6:45 p.m., and the volunteers should arrive by 6:30 p.m. Ms. Milan, Ms. Schlehr and Ms. Close agreed to volunteer for Irishman's Chorale.

Ms. Robertson stated that Irishman's Chorale has been promoted with a boosted Facebook post that ran for 12 days near the end of February, and another boosted Facebook post will run until March 9 as well as through a number of on-line calendars.

Tower Mural

Ms. Robertson stated that the estimate received from Deanne Lenehan to paint the mural was in the amount of \$15,600.00, which is significantly higher than anticipated. She stated that the Director of Finance advised that the Town could request three (3) estimates for the project. Ms. Robertson stated that she received an estimate from Terri Hardwicke in the amount of \$3,000.00-\$5,000.00; however, Ms. Hardwicke is unable to fit the mural into her schedule. Jack Pabis submitted an estimate in the amount of \$2,300.00. Ms. Robertson stated that Mr. Pabis sent examples of his trompe l'oeil work, which she distributed among the members. She advised that Mr. Pabis indicated that he would perform the work on site and is available to complete the project before the end of FY 2019.

Ms. Robertson stated that CAC must now speak with building owner Renato Buontempo about the mural. Ms. Foss and Ms. Fielder stated that they will speak to Mr. Buontempo. Ms. Robertson stated that she can create an information packet to give to Mr. Buontempo regarding the mural concept and its installation.

Ms. Schlehr suggested that the mural could also depict a bicycle with a wicker basket propped against the wall as shown in one of Mr. Pabis's examples if that would fit into the budget.

Ms. Riley moved and Ms. Schlehr seconded the motion to begin the process to secure Jack Pabis to paint the Tower mural depicting two windows and to accept his estimate in the amount of \$2,300.00.

The motion carried.

Public Art Honoring Alfred B. Hilton

Ms. Robertson stated that she has had several conversations with Mr. Hank Allen at the American Legion on Bond Street, and their committee has not yet determined a location, timeline or cost estimate for the public artwork honoring Alfred B. Hilton. She advised that she extended an invitation for him to present the concept and plan to CAC when it's formulated. Ms. Robertson stated that she did inform him that CAC can only sponsor an artwork that is located

within the Town limits. Mr. Allen advised Ms. Robertson that the American Legion is planning a small monument on Bond Street, but the main effort will likely be located elsewhere.

Maryland Arts Day Recap – Natalie Weeks

Ms. Weeks stated that she attended Maryland Arts Day to represent the Cultural Arts Commission. She stated that Governor Hogan has slated \$24 million in funding for the arts for FY 2020, and now it is up to the legislature to approve the funding increase. She distributed brochures and other information from the event.

Ms. Weeks stated that the keynote speaker was Stephanie Ybarra of Baltimore Center Stage. She advised that following the presentation, the group of local advocates met with four members of the Harford / Cecil County delegation where Ms. Weeks was able to speak with them about the activities of CAC. The group thanked the delegation for their support and advocated for them to approve the Governor’s recommended funding.

Ms. Weeks expressed her thanks to the Town of Bel Air for providing her ticket to attend Maryland Arts Day.

NEW BUSINESS:

Storywalk Presentation - Liz Decker

Ms. Decker, owner of Caprichos Books, presented a proposal for a story path at Rockfield Park. She stated that the Storywalk® Project was first developed by Anne Ferguson in Montpelier, Vermont to encourage reading while enjoying physical activity. She stated that a Storywalk® is pages of a picture book mounted on posts that guide the readers along a set path to read a story. Ms. Decker stated that she was drawn to this project because she thinks of Bel Air as her hometown, and she believes this project will fit in well with all the community events that take place in Bel Air. Ms. Decker proposed that the project be called “Tale Trail” because Storywalk® is a registered service mark owned by Ms. Ferguson.

Ms. Decker stated that setup would begin on September 3, and the official start of the project would be on September 6, which coincides with National Read a Book Day. The signs would be removed by November 1.

Ms. Decker stated that she is requesting a sponsorship in the amount of \$300.00 to cover the cost of the books, the mounting boards, the lamination and the stakes as well as any maintenance costs.

Ms. Decker stated that the picture book that would be used is *Wishes* by Andi Rowinski, a Maryland author and illustrator. *Wishes* is self-published, and there are no copyright issues. Ms. Decker stated that there would be approximately 20 signs with actual pages of this book mounted on them with two (2) pages to each board.

Ms. Decker stated that she has heard from people around Town that they would appreciate more family-oriented activities and events and that this project would promote literacy and healthy habits.

Ms. Weeks inquired how Ms. Decker intends to reach her audience. Ms. Decker stated that she works with Hulafrog, an internet calendar for children's events, and she will also submit the project to calendars in *Harford's Heart* and other publications and websites.

Ms. Fielder inquired about the age range of the audience. Ms. Decker stated that *Wishes* is for younger children, but all ages will enjoy this activity. She advised that if this project is well-received, she would like to install permanent structures that will allow the story pages to be changed. Ms. Decker stated that the structure also could depict stories with additional activities and movement instructions. Ms. Decker stated that this project would support Bel Air's designation in the Mid-Atlantic Healthy Eating Active Living (HEAL) campaign.

Ms. Robertson stated that she consulted with Kevin Small, Director of Planning, and he advised that temporary signs would be allowed at Rockfield Park. She did not request approval for anything that would be permanent. Ms. Robertson advised that this project timeframe would fall within CAC's FY20 budget. She stated that Ms. Decker has estimated the cost of the project to be \$300.00, but the materials may cost less. Ms. Robertson advised that the signs would not be around Rockfield Manor itself, but they will be on the walking path that is below the Manor.

The CAC members thanked Ms. Decker for attending the meeting and presenting this proposal. Ms. Robertson stated that she will provide Ms. Decker's contact information for the members.

After Ms. Decker exited the meeting, Ms. Fielder recommended that CAC consider if the project will appeal to a larger demographic than younger children and obtain more information about the execution of the project before voting to approve the project.

Ms. Schlehr stated that the stories could be changed to attract older children, and the project would likely generate more traffic on the path at Rockfield Park.

Ms. Robertson advised that the project would be marketed on the A&E District Facebook page. Ms. Fielder stated that the event could be marketed through the library as well.

Mr. Einhorn suggested that the project could take place at Shamrock Park because it has more traffic.

Ms. Grubb suggested that summer could be a better time to begin the project.

Ms. Milan stated that she would like to know what exactly is involved with the maintenance of the signs.

The members present agreed to table a vote regarding this project until next month. The members may email any questions for Ms. Decker to Ms. Robertson.

FY20 Authors and Artists Sponsorship

Ms. Robertson stated that Carol Deibel has reached out to several people who are interested in forming a committee to bring Authors and Artists back to the Armory; however, they cannot bring the event back without the support of the Town and CAC. Ms. Deibel has requested that CAC sponsor the Armory rental fee for the event, which is tentatively scheduled for November 2. Ms. Robertson advised that the event could qualify as one of the sponsorships for Armory rental in FY20. She stated that, if the event is sponsored by the Town, a request for assistance with set-up could be made to DPW.

Ms. Fielder moved and Ms. Weeks seconded the motion to sponsor the Armory rental fee in the amount of \$600.00 for Authors and Artists.

The motion carried.

FY20 House Party Sponsorship

Ms. Robertson stated that the Downtown Alliance has requested that CAC sponsor the Armory rental fee of \$600.00 for its House Party concert in October featuring Crack the Sky. Ms. Robertson advised that she attended their first House Party concert in February featuring Petty Coat Junction, which was very successful. She advised that CAC would be recognized as a sponsor for this arts-related event.

Ms. Riley inquired if there would be a cost to attend the event. Ms. Robertson stated that there would be a charge to attend and that any proceeds benefit the Bel Air Downtown Alliance.

Ms. Weeks and Ms. Fielder stated that CAC should not sponsor the full \$600.00 Armory rental fee as this will be a for-profit event but could consider a partial sponsorship. Ms. Riley, Ms. Milan, and Ms. Grubb indicated that they would rather not sponsor this event as it doesn't

meet all the outlined criteria and instead use CAC funds to sponsor the Armory rental for arts related nonprofit groups. Ms. Foss stated that CAC could consider a sponsorship of this event as a separate expense that is not included in the Armory rental sponsorships for arts related nonprofit groups.

Ms. Fielder stated that she would like to know if the event will have other sponsors and what fees those sponsors are being charged.

Ms. Robertson stated that she will inform the Alliance that the House Party concert does not meet the criteria for nonprofit Armory rental sponsorship and inquire if there are other levels of sponsorship and how sponsors will be recognized.

OTHER:

Free Little Library

Ms. Foss stated that she has about 150 books from the children at her school for the Free Little Library.

Ms. Foss stated that the CAC members should sign up to check on the Free Little Library every two (2) weeks beginning on April 1. Ms. Robertson advised that the CAC members do not have to check on the Free Little Library on the exact date they sign up for on SignUpGenius, but they may check on it anytime during that two-week period.

Ms. Fielder advised that there is a way to sign up for exact dates on an Excel spreadsheet.

Other

Ms. Robertson stated that John's Men's Clothing is opening on April 6 on Pennsylvania Avenue.

Ms. Robertson stated that CAC received a note from Adam Davis expressing his thanks for CAC's assistance with his Eagle Scout project.

ADJOURNMENT

The meeting was adjourned at 5:28 p.m.