

MINUTES
CULTURAL ARTS COMMISSION
March 16, 2022

The Cultural Arts Commission meeting was called to order at 4:05 p.m. in the second floor conference room at the Bel Air Armory, 37 N. Main Street, Bel Air, MD 21014.

MEMBERS PRESENT: Kristien Foss, Chair
Sandy Schlehr, Vice Chair
Carole Milan
Pat Fielder
Jeanne Close
Peg Lucas
Nicki Jergensen
Brigitte Grubb

IN ATTENDANCE: Angela Robertson, Economic Development Coordinator
Trish Heidenreich, Director of Economic Development
Donna Kahoe, Town Commissioner
Elizabeth Janney, *Bel Air Patch*
Catherine Butrim, Recording Secretary

ADMINISTRATIVE MATTERS:

Approval of Minutes – February 16, 2022

Ms. Grubb moved and Ms. Close seconded the motion to approve the minutes of the February 16, 2022 meeting.

The motion carried.

FY22 Budget Review

Ms. Robertson reported that there have been no new expenditures since last month.

The remaining balance in **Marketing** is \$1,379.46.

The remaining balance in **Public Art** is \$2,000.00.

UNFINISHED BUSINESS:

Bel Air High School Public Art

Ms. Robertson reported that she had a discussion with Blaise Sedney and shared photos and measurements of the wall at Bel Air High School (BAHS) with him. She shared the photos of the wall with the CAC members.

Ms. Robertson reported that Mr. Sedney felt that the project would be a good opportunity for the BAHS students to create a mural, but the project would not be the best use of the wall

printer. Mr. Sedney advised that the wall would be more conducive to artwork that would be viewed from a distance with wide swaths of color without a great deal of detail. Mr. Sedney advised that the wall printer prints in great detail, and it can only reach up to 12 ft. without scaffolding. The wall at BAHS is 18 ft. tall. Ms. Robertson advised that the wall also has areas that are recessed, and the wall printer can only accommodate 1/4 in. of depth differential.

Ms. Robertson reported that Mr. Sedney was interested in using the wall printer for other projects, but he was not interested in moving forward with this particular project.

Ms. Jergensen advised that the BAHS students would not be able to take on this project this school year.

Ms. Fielder suggested that a billboard or canvas could be used for the project rather than applying artwork to the actual wall.

Ms. Weeks suggested that a mural featuring an arrangement of colors would be appropriate for the students to paint.

Ms. Robertson advised that the entire wall is 120 ft. long, but it has natural break points.

Ms. Robertson advised that she has not spoken to the owner of the building about the mural. Ms. Lucas advised that the building is owned by a corporation.

Ms. Close recommended that this project be put on hold until the owner of the building can be contacted to obtain permission to apply a mural to the building.

Ms. Robertson stated that she will attempt to contact the owner of the building.

Ms. Foss stated that this project is a wonderful opportunity because hundreds of people travel the driveway for sporting events at BAHS.

Ms. Robertson shared photos of a wall further back the drive adjacent to the bus lanes that would also be a good opportunity for a mural, but this wall does not face the cafeteria at BAHS.

Ain't Misbehavin' Big Band Comedy Show

Ms. Robertson reported that the Ain't Misbehavin' Big Band Comedy Show will be held at the Bel Air Armory on March 30 at 7:00 p.m. Ms. Milan, Ms. Lucas, Ms. Weeks and Ms. Fielder have volunteered to be at the event. Ms. Robertson advised that volunteers should arrive at 6:30 p.m. She reported that 86 tickets have been sold.

Take a Chance on Art

Ms. Robertson reported that Harford Artists is very grateful for CAC's sponsorship for Take a Chance on Art, which will be held on March 26 from 4:00-7:00 p.m. She advised that she will email the members to confirm who will be attending Take a Chance on Art, so tickets may be purchased with funds from the CAC marketing account.

NEW BUSINESS:

Office Street Pocket Park Public Art

Ms. Robertson reported that work on the Office Street Pocket Park is beginning this spring which will include installation of the kinetic sculpture purchased by CAC in FY20. Director of Planning, Kevin Small, is requesting that CAC provide funds for a pedestal for that sculpture. The proposed pedestal is a 24 in. cap on a 3 ft. tall brick base. Ms. Robertson provided the specs from Mr. Small's plans. The pedestal will cost \$2,864.00.

Ms. Close inquired if there will be lighting for the sculpture. Ms. Lucas advised that lighting was included with the entire project, but much of the electric was cut out because the bid received was higher than anticipated. Ms. Kahoe advised that the contractor will be putting conduits in the ground, but the Town Board may consider using reserve funding to complete the entire project.

Ms. Weeks moved and Ms. Lucas seconded the motion to provide funding for the base of the kinetic sculpture in the Office Street Pocket Park in the amount of \$2,864.00.

Ms. Milan requested that the cost of the kinetic sculpture be noted, so CAC will know how much they have invested in the entire project. Ms. Robertson advised that the cost of the kinetic sculpture was \$1,600.00 which would bring the total cost for the project to \$4,464.

The motion carried.

Ms. Kahoe advised that the Office Street Pocket Park should be completed by May or June.

Lions Club Public Art Proposal

Ms. Robertson reported that the BAHS students, through the Bel Air Lions Club, have submitted an application for approval of the concept art for a mural to be completed on the shed used for Christmas tree sales on Kelly Avenue. The Lions Club is not requesting funding from CAC for the project.

Ms. Robertson shared the concept art, which depicts a collage of scenes highlighting the close partnership of the Bel Air Lions Club, BAHS, and the Bel Air Police Explorers over many

years of selling Christmas trees as an integral part of the Bel Air Christmas holiday experience. The mural will face the tree lot but not Route 24. The mural will be 23 ft. wide and 6 ft. high and painted with exterior latex paint by the BAHS students.

Ms. Weeks moved and Ms. Close seconded the motion to approve the concept art for the mural submitted by the BAHS National Arts Honor Society students for the shed on Kelly Avenue.

The motion carried.

Armory Sponsorship Rates

Ms. Robertson reported that CAC has sponsored Armory rental fees from the Marketing account for eight (8) events over the last three (3) years, including rates of \$600.00, \$600.00, \$400.00, \$600.00, \$600.00, \$600.00, \$600.00 & \$400.00.

Ms. Robertson reported that the Town Board did approve an Armory lease rate increase for nonprofit organizations to \$75.00/hour for Monday - Wednesday and \$100.00/hour for Thursday-Sunday events. She advised that the Armory Sponsorship Application does not delineate sponsorship levels, but it does include fields for the total rental fee and the amount the organization is requesting from CAC.

Ms. Fielder stated that a flat amount should be applied to all Armory rental fee sponsorship requests to be fair to all the organizations requesting sponsorship.

Ms. Close inquired how much funding CAC starts the fiscal year with in Marketing. Ms. Robertson advised that CAC began with \$4,350.00 in the Marketing account this fiscal year.

Ms. Robertson advised that CAC should consider what an average Armory rental fee would be at the new rate and take into consideration that some events, Authors and Artists, for example, are free and do not have another source of income to draw upon.

Ms. Weeks and Ms. Milan advised that they feel Armory sponsorship requests should be considered on a case-by-case basis.

Ms. Foss inquired if CAC should put a limit on the amount of funding it will provide for Armory rental sponsorships. Ms. Robertson advised that presently there is no language in the application addressing how much funding CAC would provide. Ms. Robertson also noted that there are limited funding resources available for arts organizations.

Ms. Heidenreich advised that the members could place a cap on the amount CAC will provide for Armory rental sponsorships with a disclaimer that special consideration may be

given dependent on the event and circumstances. She advised that this would enable CAC to plan and program what it would like to do during the year, and it would allow CAC to more aggressively market for sponsorships.

Ms. Robertson advised that the organizations pay the Armory for their events, and the organizations then submit an invoice to CAC for reimbursement in their approved amount.

Ms. Weeks suggested that the CAC members take some time to consider what they would like to do in relation to amounts provided for Armory rental sponsorships.

Ms. Robertson advised that, in addition to Armory rental sponsorships, the Marketing account funds have also provided the first prize for the Quick Draw event at the Plein Air Festival, musicians for events, Irishman's Chorale, the Ain't Misbehavin' Big Band Comedy Show, attendance at Maryland Arts Day, rack cards, advertising and shopping bags for Authors and Artists. She advised that based on past requests, it is reasonable to expect four (4) Armory rental sponsorship applications within a fiscal year.

Additional discussion about Armory rental sponsorships was tabled for next month's meeting.

OTHER:

A&E District Update

Ms. Robertson reported that the Kite Festival will be held on April 9.

Ms. Robertson reported that the Farmers Market will begin on April 9, and the hours have changed to 8:00 a.m.-noon. The Farmers Market will hold Arts Month in April and November. She advised that she has advertised the application to local artists for Arts Month.

Ms. Robertson reported that the A&E Advisory Board will meet in April, and the CAC members should let her know if they have any items that they feel should be considered by the A&E Advisory Board for the District's FY23 task list.

Ms. Robertson reported that the opening reception for the *Awakenings* exhibit at Harford Artists Gallery has been rescheduled for this coming Saturday.

Other

Ms. Foss reported that Ms. Schlehr, Ms. Jergensen, Ms. Lucas and she attended the dedication and presentation by the National Commander of the American Legions for the Alfred B. Hilton mural at Post #55 last Saturday. The dedication included a history of Post #55 and

background about the ways the American Legion advocates for veterans. The CAC members who attended stated that they felt honored to attend the dedication.

ADJOURNMENT:

Ms. Weeks moved and Ms. Close seconded the motion to adjourn the meeting at 5:16 p.m.

The motion carried.