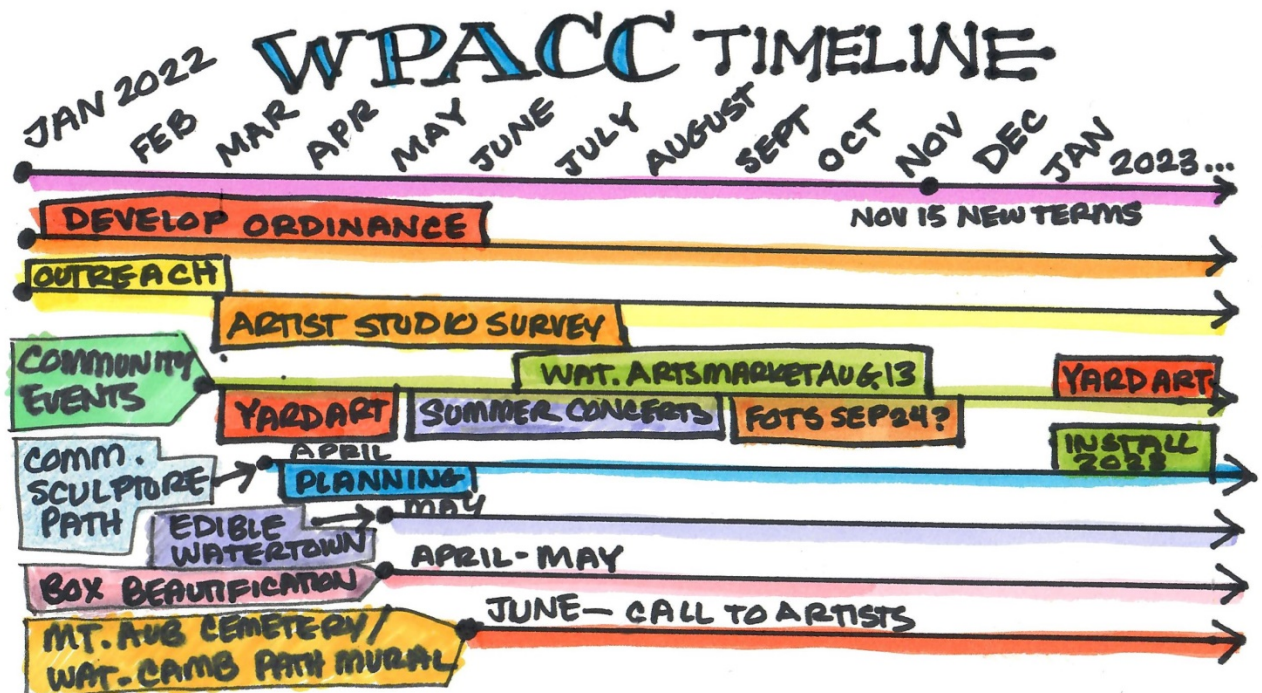


Watertown Public Arts and Culture Committee (PACC)

Board Meeting, Monday, March 29, 6:00 pm

In Attendance: Roberta Miller, Chair; Archy LaSalle, Vice Chair; Dawn Evans Scaltreto, Secretary; Liz Helfer, PACC Planner; May Cort, Leah Craig, Erin Webb, Sally Young, Board Members; Via Zoom: Claudia Zarazua, Regional Art & Culture Planner, MAPC, Archana Menon, Arts & Culture Fellow, MAPC, Michael Albano, VP/CFO Mount Auburn Cemetery. Not present Carole Katz and Kara O'Neill

1. Call to Order and Welcome, Roberta Miller, 6:09
 - a. Documents distributed. No live visitors this evening
 - b. Land Acknowledgement was not spoken tonight.
2. Approval of February Minutes – Motion by Leah, second by Archy. All were in favor.
3. Yard Art Update – So far a very successful temporary public art project, events included walking tours and a bike ride with about 30 people. A decision was made to extend the project until April 18 due to a cold and rainy start. People may still sign up!
4. Timeline Overview and form subcommittees – There are 3 new standing subcommittees, Outreach – Erin, Carole, Archy and Sally; Ordinance and Funding – Erin and Roberta, needs two more people; and Community Events which needs people. Several projects are in the pipeline and will need teams to see them through, The Sculpture Walk, Edible Watertown Project, Utility Box Beautification and Mount Auburn Mural along the soon-to-open DCR path from Arlington Street to Fresh Pond Cambridge, the Watertown – Cambridge Greenway.



WPACC members should think about which committees they wish to serve on and be realistic about their time commitments. Archy – Outreach will connect with everything we do. Liz – We

need to think about what the starting tasks are for each project and what the work will be later on in the process.

5. Task Group Reports

- a. Mission and Values - Archy, Sally, Liz and Erin worked on everything and got the Values statement down from 7 to 4 bullets and included accessibility as a value. Sustainability and Climate change will be added as its own bullet (bullet 3). Committee will meet and come back with that change next month. Motion to accept the Mission and Values Statement with that addition by Dawn, second by Sally, all vote in favor. We have a Mission Statement!
- b. Procedures and Visitors Guidelines Task Group – We have eliminated the chat option in Visitor Guidelines as it is not available with our current set up. Item #6 in the sample agenda will allow for public input. Motion to accept these procedures and guidelines with these amendments by Leah, seconded by Erin, unanimous vote in favor.
- c. Acknowledgement of former WPACC members – Sally and Carole visited the studio of Kathi Tighe, an accomplished local ceramist and member of the Harvard Ceramics Studio. She brought a beautiful bowl as an example of the gifts which will be presented with her artist's bio. Each bowl will be unique. In the future, Kathi can make a tile or bowl with the WPACC logo. The committee suggests also giving one to Steve Magoon as a thank-you as well. Carole is working with the Watertown Town Council on a proclamation. A proposed date for a ceremony of acknowledgement is Wednesday, April 27, 5 – 7 pm at the Mosesian Center for the Arts and the committee will work to put together a list of invitees. It would be nice to also have a slideshow with Ingrid Marchesano's photos as she has documented many projects the committee worked on. Archy made a motion that we accept the committee's recommendations, Sally seconds it, all are in favor.
- d. Outreach – Liz sent out a spreadsheet with her contacts – impressive list! This is the start of the targeted outreach strategy; it is a document to reference but will likely be specifically targeted for each event. She will send out an initial document/contact making sure people wish to receive notifications of arts events in Watertown. Dawn – Monica Fairbairn has a list from Faire on the Square that includes listings from each participating group's mailing lists (Watertown Cultural Council, Watertown Arts Market, Watertown Art Association, Mosesian Center for the Arts, Watertown Lit). Erin – Can our April event also be a launch of this effort? Archy – How may we get help from the groups on this list? General discussion included the idea to develop a Speaker's Bureau from our committee to introduce what we do and what opportunities there are for various arts groups and disciplines to participate. Liz – NEFA's Creative Ground 2.0 has been launched. There may be a budget for the April 27 event. We should invite scholastic art teachers. Roberta – We have a reciprocal/synergistic relationship with the Mosesian Center so our use of the space will be free of charge, but there will be a fee for beverages at the MBar.
- e. Logotype – Discussion about graphic design – small tweaks will make it perfect including making the "A" the same width as the other letters. Liz showed examples of different ways the logo could be used. May will show it to the Graphic Design teacher at WHS to see if he would be interested in helping to assemble the complete "Logo/Branding Package" that would include digital files that could be used various ways, jpeg, gif and vector images,

grayscale, print res and web-ready, PMS color swatches, etc. There is no budget available. Not everyone feels comfortable asking anyone, especially an educator, to work for free. May thinks he may be honored to be asked, so she will inquire on behalf of the committee. Dawn makes a motion to accept the current logo concept, seconded by Archy, all are in favor.

6. Public Arts Ordinance – Claudia Zarazua, Regional Art & Culture Planner from MAPC will be guiding us through this process. She joins us via Zoom. They will help us with finding the roles of the committee, selection of projects and capitol foraging among other tasks. Ideally the persons working on the committee will be available days (when she is at work at MAPC), but she can do some nights. There will be 3 or 4 members of the WPACC on the committee. This will be a process that will take about 1 year, meeting once a month. Claudia will be with us at least until summer of this year, but it is a long review process to get the ordinance accomplished with everything being sent out publicly. Emma Boast is no longer with the MAPC.
7. Community Sculpture Walk – A discussion of PACC funding: the total PACC budget is \$15K this fiscal year, with another \$15K available via CIP. We will receive another \$10K as one of 14 communities selected to participate in “Making it Public,” free training to support, strengthen and facilitate the creation and promotion of local public art. This program is funded and created through the MAPC, NEFA and Forecast Public Art. Dawn and Sally are attending the 5-week virtual workshop program for artists via Zoom. Each community will put out a call to artists for a community public art project at the end of the program, ours potentially being the public sculpture walk. Right now there will be enough funding for the sculpture walk project and Edible Watertown. The Summer Concert Series and Faire on the Square are also funded by public money. We will apply for an NEA Project Grant and seek other places to draw funds for



other projects. It is possible that some of the budget for the concrete pads may be available through the DPW. Four will be installed the first year (2023), four the second year (2024) and will rotate each year thereafter. Erin – May we ask for funding through local businesses? Liz – Yes. Archy – We should connect with the Armenian Library and Museum and local businesses. Dawn – Is the path DCR? Liz – No, Watertown. This project will activate the space and will give momentum to our other projects. The Committee voted unanimously to adopt the Community Sculpture Walk and will form a subcommittee to oversee the pilot year in April.

8. Edible Watertown Project – Sally – This multidiscipline public art project will identify edible flowers and weeds, educate people, and help people connect and tune in with nature and the natural environment. It will open people up to foraging and urban gleaning movement. Sally has begun with an edible art project in her front yard

for a Yard Art installation which includes hand-drawn recipe cards with recipes that people are

invited to take. This program combines art and science and is based on the Taste Aarhus program in Denmark. Pilot projects will include researching precedents and building plant knowledge. The first year, Phase I, will include community meals that include edible flowers and native plants. Community partnerships will be fostered with calls to artists to create 'zines for Watertown Free Public Library and posters. Local author David Craft's "Urban Foraging" book will be a resource (available on Amazon). Phase II will include calls to educators and creation of curriculum that will be open source – available to everyone. Artists may be paired with scientists. There will be opportunities to create raised beds in public spaces, and engage private citizens to develop edible gardens in yards and rooftops. The project may be eligible for an NEA grant. This year between now and December we can begin to develop research for the project, January 2023 – June 2023 put out a call to artists. Ellen Wineberg's art studio and gallery on Spring Street is interested in hosting an exhibition, also Mosesian Center for the Arts. See the timeline for more details. We may be able to partner with food trucks and local restaurants for events. Above, one of Sally Young's watercolor Edible Flower Recipe Cards. The committee will vote on whether to adopt the project or not at the April meeting.



9. Brief Report on "Making it Public" and "What Makes a Monument" programs – Dawn – The Making it Public program by MAPC, NEFA and Forecast Public Art is a free 5-week virtual workshop series designed to support artists of all disciplines in exploring and expanding their public art making practice. At the conclusion of the workshop series, participating artists will be better equipped to respond to a Call for Temporary Public Art and foster more vibrant and equitable public spaces through artmaking. So far the program is exciting and enlightening. At the conclusion of the program, \$10K will be available to Watertown as one of 14 chosen municipalities to create a public call to artists. Sally is also attending this series. What Makes a Monument was a virtual workshop on March 22nd, and was a collaboration between Boston public art curator group Now + There and the Goethe Institute of Germany. It was a panel series considering the question, What Makes a Monument? From their website, "These conversations will bring together voices from Boston, Germany, and elsewhere to re-envision the process through which monuments are built and the public spaces they occupy." Many of the discussions by the panel focused on topics that hit here at home including making peace with what may be valuable monuments that present a Colonial past that may not reflect current beliefs or ethics of a community. The Saltonstall monument and the Columbus Delta of Watertown Square both come to mind, and the panel discussed ways of updating similar outmoded monuments using digital media to re-imagine them so people could access information with QR codes or other methods. There will be other workshops in this series, and are worth attending to assist with our work of preserving the past while looking forward with honor.

10. Motion to adjourn at 7:50 by Erin, second by Archy, unanimously approved. The next meeting is scheduled for the fourth Monday of April, April 25 at 6:00 pm. Archy thanked Roberta for her leadership and thanked the committee as a whole for all the good work. Two booklets were distributed, the WPACK, Watertown Public Arts and Culture Kit, and the AARP booklet Creating Parks and Public Spaces for People of All Ages.

Respectfully Submitted,

Dawn Evans Scaltreto

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April 5, 2022