

Watertown Public Arts and Culture Committee (PACC)

Board Meeting, Monday, February 28, 6:00 pm

In Attendance: Roberta Miller, Chair; Archy LaSalle, Vice Chair; Dawn Evans Scaltreto, Secretary; Liz Helfer, PACC Planner; May Cort, Leah Craig, Carole Katz, Kara O'Neill, Erin Webb, Sally Young, Board Members; Via Zoom: Emma Boast, Metropolitan Area Planning Council (MAPC), Ellen Rothman, Barbara Ruskin, WCATV

1. Call to Order and Welcome, Roberta Miller
 - a. Documents distributed. No (live) visitors this evening, but all visitors are welcome to contribute after Item 7 and specifically at Item 13 on the agenda.
 - b. Land Acknowledgement and Moment of Silence, Carole Katz – In recognition of the Pequosette, Nipmuc, and other First Nation People, recognizing over 400 years of erased history for the First People of this land and their descendants. Carole also asked for a moment of silence for the people of Ukraine.

There was a proposal to make the Land Acknowledgement shorter. Sally suggested we back it up with an action. Archy suggested that the matter needs further discussion. Sally Young will do March's Land Acknowledgement.

2. Approval of January Minutes – Motion by Carole, Second by Archy. All were in favor.
3. Mission and Values Task Group Report, Archy, Sally, Liz and Erin worked on the subcommittee to develop the PACC Mission and Values Statement (attached?) Notes and thoughts on Values Statement: Carole – The last bulleted item should be first. Roberta - Suggested tightening the list up, but also adding a commitment to sustainability and impact of climate change. Archy - The order be worked on, but that the list could also include the preface that the items were, "in no particular order." Sally – More descriptive language for sustainability Erin – This document may change or have weighted priorities dependent on the project or situation. We should periodically do a self-check to insure we are living up to the values. Archy – Should it be two separate pieces? Leah – Where will it live? Liz – the statement will always be in its entirety on the website. Sally – It is a good document to include when grantwriting. Liz – the Values statement needs to be re-ordered with art up front. Representation should be moved to #1, voices and stories to #2, the commitment to justice is vague and not adequate. Sally – Should it be "social justice?" Erin – this should include equity, artists should be paid, social, racial and economic fairness. Leah – the lens of justice, can be wordsmithed, this is our lens. Notes and Thoughts on Mission Statement: Roberta – It is perfect! Liz – The mission should be, "...contemplation and new ideas." Remove "spark dialogue." Leah – If we remove "spark dialogue" can we include the we do want to involve community? Roberta – The magical aspect of art is that it can spark dialogue. May – I think we could get rid of some of the verbs, "...encourage contemplation, new ideas and dialogue." Roberta – Committee can convene and report on progress next month.

4. Procedures and Visitors Guidelines Task Group – Roberta, Carole, Dawn and Liz. Liz – A printed copy will be available at meetings, also on website for visitors via Zoom, and a link will be provided in the agenda. This will be reviewed at the next meeting.
5. Acknowledgement of former WPACC members – Carole - The members included Aramais Andonian, Barbara Epstein, Janet Jameson, Ingrid Marchesano, Deborah Peterson, and Barbara Ruskin. A nice gesture would be to have the City Council write a proclamation. There is an artist in Waltham that makes handmade glass bowls, HATCH could make a prototype of a crystal bowl with a thread of color, \$45 per bowl or \$90 per vase. Other options could include a commemorative plate (under \$30), crystal paperweight (\$30) a fleece jacket with the logo (about \$70). Sally – We could go to the town ceramic studio and commission handcrafted bowls. Dawn – Knowing many members of the committee, I believe they would prefer something made by an artist over a mass produced item. HATCH could laser cut a die of the logo that could be stamped in clay or used as a stamp or stencil by a ceramic, print or glass artist. Sally and Carole will get verbiage to Vincent Piccirilli on the council.
6. Outreach and Contacts – Liz and Task Group report - Liz is planning a Creative Ground info session in partnership with the New England Foundation for the Arts and Watertown Business Council. In April, NEFA will roll out Creative Ground 2.0
7. Outreach and Inclusion Methods – Open Discussion of what works and what does not work. See Appendix 1. Carole – Monterey News is a quirky local newsletter serving the Berkshires that includes a lot of local news, arts happenings, and other content. Erin – What can we do that is free, Instagram, Mail Chimp, what is possible. Dawn – Perhaps we could get a monthly arts show on WCATV, work with students from WHS for Community Service Credit. Sally – We could visit the studios of musicians and artists, she knows a local filmmaker willing to assist. Carole – We should have a group photo of this committee with the mission and values statement. Get a student writer from the Raider Times do an article.
8. PACC Logo – Liz – She worked with a graphic design program and (Steve Magoon?) also came up with several concepts. Everyone liked the “block wave” design and felt the color palette was very nice. The wave looks artsy and organic, not like clip-art. Everyone agreed that it was legible and could be used in a variety of situations, letterheads, graphics on products, online. It does not look like other local arts organizations logos, so it will stand out. The blue color is strong so it should not be used on unimportant aspects of the text. Liz will come back with refined design next month, and Carole has a graphic designer in the family who can turn it into final art that can be used in a variety of contexts, for a price.
9. Building Capacity – Liz – Making sure our organization is strong and sustainable. We (PACC) will work with Community Development and Planning and the Town Planner to make informed decisions, work to create a community Ordinance to legalize and legitimize requests for funding and proposals for projects, seeking grants, CIP funds and in-kind partnerships to develop a strong bankroll for future public art projects. Percent for art has pros and cons. The PACC will begin to develop a Public Art Ordinance to codify its mission, values and funding sources for the greater good of the community. Dawn – Will the search for a new City Manager slow this process down? Liz – No, ultimately there will be a city subcommittee and the City Council will make the decisions regarding the Ordinance and policy. Sally – Are we looking at other

communities? Emma – Yes. Communities can allocate funds in other ways. The transition with the city manager should be watched to make sure everything stays on track. Look at percent for art programs in Boston and Cambridge which are traditional programs.

10. Developing Projects – See agenda – this is the process that will be used going forward.
11. Community Sculpture Walk – Slideshow and written proposal presented by Liz – This is our first “official” project, a rotating sculpture walk along the new portion of the DPW Community Path Extension between the library parking lot and Howard Street. In conjunction with the DPW, Community Development and Planning Committee, PACC and the New England Sculptors Association. Cement pads would be installed at 8 sites, with 4 sculptures installed after a pilot call to art in 2023 with 4 more selected in 2024. Sculptures will be on loan from the artists for 2 years with a minimum of \$2000 artist stipend. Carole – Can we get some lighting included in the budget? Some spots are isolated. Dawn - Solar lighting? Liz – All installations will be insured. Sally – It would be nice to link to Watertown, perhaps through the Armenian Library and Museum. Liz – Online Juried Shows, the vehicle for putting out the Call to Art, has a built in rubric that can give weight to Watertown-based artists. Total project cost for the first 4 art installations \$17,400, Archy – Watertown is the hot spot for art!
12. Yard Art Update – Roberta – There are 121 artists, banners are up, promo on Facebook and Instagram, flyers are in neighborhoods, artists have events planned. There are planned walking and bicycle tours. Sally has an edible art garden on Appleton Street, Carol has a ribbon installation by the river on Pleasant Street, Dawn has a mini village in her yard on Palfrey, Roberta has two whimsical sculptural pieces on Garfield, Archy is hosting a photo montage projection on Hillcrest Circle among others. Not to be missed, Monica Fairbairn’s giant purple rabbit on Marsha Road and the Storefront Art Collaborative on Spring Street with Ellen Wineberg with 9 adults and 9 children.
13. Fun question – Tabled until next month!
14. Meeting adjourned at 8:03 pm, next meeting is scheduled for the fourth Monday of February, February 28 at 6:00 pm.

Respectfully Submitted,

Dawn Evans Scaltreto

Descal@rcn.com

Dawnarts.com

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When thinking about how to reach all audiences in Watertown...

What works?

- A robust plan with multiple outlets – diverse strategy
- A strong “brand” identity – recognizable
- Strong storytelling – don’t be boring
 - Quirky signage
- Printed materials – must be appropriate for occasion/use
 - Posters
 - Business cards
 - Billboards (city/Carole)
- Local media – when all used in concert
 - Press releases
 - PSAs
 - Interviews
 - Calendars
 - Watertown Arts Calendar
 - Boston Calendar
 - Watertown Patch
- Social media – must move beyond personal bubbles
- Peer-to-peer interaction
 - Direct email
 - Showing up/getting on the agenda at other group meetings
 - Word of mouth (YardArt example)
- Incentives
 - Something participatory
 - Offering a prize
 - Raffle/drawing
- Partnerships
 - Church/clergy
 - Senior center – good newsletter circulation
 - Clubs
 - Hibernians
 - Eagles
 - Rotary
 - Public sector – City Hall, Public Works, Police, Liz
 - Business community – Watertown Business Coalition
 - Schools/teachers
 - Flyers
 - Community service hours
- Patience – moderate expectations
 - Listening

What does not work?

- Doing nothing

- Anything done solo
 - An outreach plan with multiple outlets is best
- Publishing only in English
 - Publishing in other languages needs follow through i.e. put out the call for art in multiple languages – be prepared to review applications in multiple languages.
- Direct mail – poor returns
- Local paper – 3000 person circulation
- WCA-TV – low viewership
- Give aways – poor engagement
- Impatience – high expectations