

Watertown Public Arts and Culture Committee (PACC)

Board Meeting, Monday, April 25, 6:00 pm

In Attendance: Roberta Miller, Chair; Archy LaSalle, Vice Chair; Dawn Evans Scaltreto, Secretary; Liz Helfer, PACC Planner; Leah Craig, Sally Young, Board Members, and Annis Sengupta, Director, MAPC; Via Zoom: Carole Katz, Board Member, Claudia Zarazua, Regional Art & Culture Planner, MAPC, Abbey Judd, MAPC Art & Culture Planner Not present May Cort, Kara O'Neill and Erin Webb.

1. Call to Order and Welcome, Roberta Miller, 6:09
 - a. Opening by Liz, moment of silence in memory of Janet Jameson. There will be opportunities to donate to WPACC in her honor. A memorial service is being planned for late May.
 - b. Land Acknowledgement was not spoken tonight.
2. Approval of March Minutes – Motion by Carole, second by Sally. All were in favor.
3. Yard Art Update – Archy mentions how successful the effort was, and that he would like to photograph next year's installations. It was very enjoyable to see art everywhere. The date should be pushed back to late April or beyond to avoid this year's weather issues. Sally gave out more than 100 Edible Watertown packets with recipes at her Appleton Road installation. A Watertown Community Foundation grant is in progress, and they may help with publicity. The business community will be engaged on several levels. Carole mentioned that the light pole banners, posters and fence banners gave great visibility, and Vicky Sax's graphic design and adaptation gave everything a fresh look. The "Burma Shave" signs by Susan Jones had everyone engaged. A tour using the Senior Shuttle should be planned (a new Watertown Senior Center director will be coming on board, so this should be a priority request), and we will have booths at both the Watertown Arts Market (August) and Faire on the Square (September).
4. Timeline Overview and Subcommittees – There are 3 standing subcommittees, Outreach – Erin, Carole, Archy and Sally; Ordinance and Funding – Erin and Roberta, and Liz needs one more person; and Community Events – Dawn and Carole, which also needs people. Project Teams include: The Sculpture Walk – Archy and Erin; Edible Watertown Project – Sally, Leah, Erin and Roberta; Utility Box Beautification – Dawn and Carole; and The Mount Auburn Mural along the soon-to-open DCR path from Arlington Street to Fresh Pond Cambridge, the Watertown – Cambridge Greenway – Project Team to be determined. The Commander's Mansion has several community cultural events at which the PACC should have a presence. They have a Poppy Picnic for Veterans on Friday, May 27, a "Lil' Monsters" Halloween Event, and Whoville Jubilee Christmas/Holiday lights event which has been drive-through during the pandemic. The Director of Events is Tammy McKenna and Assistant Director is Gina Nolan. Sally suggests that we get a spreadsheet going with the timeline, and Dawn suggests perhaps Miro Board (an online whiteboard) may be useful. Carole inquired about the possibility of a PACC float/vehicle for the Memorial Day Parade on May 30 (which has a new route from Town Hall, west on Main, north on Waverly, east on Orchard finishing at Victory Field – DES).
5. Task Group Reports

- a. Mission and Values – The bullet point, “We consider the environmental impact of our decisions and remain committed to sustainable choices that preserve our natural environment” has been added. Dawn moves that we accept the addition to our Values Statement and accept this document in its entirety, Archy seconds, all vote in favor.
- b. WPACC Founder’s Acknowledgement is scheduled for Wednesday, April 27 at 5 pm in Town Council Chambers. Roberta will welcome those assembled, Deborah Peterson will present remarks about Janet Jameson, Ingrid Marchesano will briefly speak and her photos of past projects will be shown in an ongoing slideshow. Sally and Carole will represent the Thank You Committee and present Kathy Tighe’s beautiful, handcrafted bowls to the former committee members and family of Janet Jameson. Archy will take photos, and food will be provided by current PACC committee members. There will be about 20 – 30 people. (Due to a special, unscheduled Town Council meeting the event was shortened and Ingrid’s slideshow was not presented. It was nice to have the Town Council come in and see what PACC was doing and has done)
- c. High School Strategy – Postponed until May, but general consensus is that we may want to engage students in their junior year to have them be part of the process longer.
- d. Outreach – Erin is returning from Spain so is not at the meeting tonight. Carole will send out an email figuring out a time for the committee to meet, and has questions about what their budget is if there is one.
- e. Ordinance and Funding – Roberta will schedule a meeting for next week and send out information. We have applied for a Watertown Community Foundation Institutional Grant for \$7500. Stephanie Venizelos and Laurel from the Watertown Farmer’s Market may be able to help with a tent, chairs and tables for the Summer Concert Series. We need a banner. The workshop, “Making it Public,” has wrapped up, and soon we will be getting some funding from that and will make decisions about where that funding will go. Annis at MAPC can help us with writing the ordinance, funding priorities and where to find more funding, develop a Percent for Art program and let us know what has been done in other communities and what may work best for us. Her colleague, Abbey Judd, is new to the region joining us from the great state of Texas, and will be an arts administrator and assisting with planning. Annis worked on the Watertown Public Arts Master Plan with the previous committee. Erin will generally be available after 6 pm Liz prefers after 8 pm. Care should be taken to avoid a quorum at these meetings due to Open Meeting regulations.
- f. Community Events – Will be coordinated, and it is important that we develop a “Roadshow” packet that includes documents, signage and a visual timeline that can be adapted to a variety of events, circumstances and presentations – examples: at a concert, for a fraternal organization, at Faire on the Square, for the Rotary Club, etc.
- g. Sculpture Walk – Liz spoke to leadership and will set up a meeting with the New England Sculptor’s Association. Meetings will be ongoing. The Call for Artists will be done in September, selections made for the first 4 installations in December or January, installation in March or April 2023. The project team is Archy, Erin and Liz, and Leah has also asked to be included.

6. Edible Watertown – Archy moves to make this one of our official initiatives, seconded by Carole, all are in favor, Edible Watertown is on the plate! Sally visited “Edible Avenue” in Newburyport and met with the botanist/scientist behind the project. This could be part of the Sculpture Path. Edible Avenue has a sign that cost about \$1,000, and they received some funding from Black Earth Compost (which is among the composting companies active in Watertown). The organization has made an offer for us to use the “Edible Avenue” logo for branding. Sally, Leah, Erin and Roberta make up the team. Carole recalls a 32 page Charles River booklet, “Wildflowers Near the Charles River,” by Patsy Murray with photographs by Carole Smith Berney <https://fliphtml5.com/pias/gsik/basic> that may also be a reference that could be valuable in this endeavor. It was supported by a Watertown Cultural Council grant, funding from the Watertown Savings Bank and published by the DCR in 2005.
7. Making it Public – Sally and Dawn both agree that it was a wonderful program and look forward to hearing about other community’s calls to artists that will be generated by the effort. It was great connecting with artists from all over the state and we are proud to be one of the selected towns supported by the program. Both hope that there are more opportunities like this for artists and communities to participate and collaborate in.
8. Mosesian Center for the Arts Annual Meeting and Benefit – Will be held Tuesday, May 17, 5:30 – 9 pm. Dawn Evans Scaltreto will be the honored recipient of the Mosesian Community Award, and photographer, Rania Matar will receive the Mosesian Award for the Arts. Atlas Soul will provide the evening’s entertainment.
9. Archy makes a motion to adjourn at approximately 7:50 pm, Sally seconds, all are in favor. The next meeting is scheduled for Monday, May 23, 6 pm.

Respectfully Submitted,

Dawn Evans Scaltreto

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May 12, 2022