

Watertown Public Arts and Culture Committee (PACC)

Virtual Board Meeting, November 28, 2022, 6:00 pm

In Attendance (via Zoom): Roberta Miller, Chair; Archy LaSalle, Vice Chair; Dawn Evans Scaltreto, Secretary; Liz Helfer, PACC Planner; Leah Craig, Carole Katz, Erin Webb, Sally Young, Board Members. Guests, WCATV and Elizabeth Farrar. Not present: May Cort and Kara O'Neill

1. Call to Order and Welcome, Roberta Miller, 6:08
2. Opening by Roberta. Several news outlets are reporting on a small Glasgow museum's response to a request by the Pineridge Reservation's Lakota Wounded Knee Survivors Association to return artifacts from the 1890 atrocity of the Massacre at Wounded Knee. 100 artifacts were returned and tribal members gave quills and collected toys and necessities for the reservation. Moments such as these can begin to heal painful memories. Read Smithsonian Magazine's coverage of this event here: <https://www.smithsonianmag.com/smart-news/native-americans-urge-scotland-museum-to-return-wounded-knee-massacre-artifacts-180979589/>
In a celebration of other newsworthy events, the results of an Alaska election was finally called, and Mary Peltola of Yup'ik Nation is now proudly serving in the United States House of Representatives.
3. Approval of June Minutes – Motion by Carole, second by Archy. All were in favor.
4. Subcommittee Reports
 - a. Outreach – Carole
 - i. The flyer to recruit new Under 21 PACC members has gone out. Carole had an opportunity to meet a young man interested in applying. Our visitor this evening is Elizabeth Farrar, mother of Peyton Farrar. His community project was accessibility on Watertown roads and sidewalks. Roberta also spoke to Sally Young's granddaughter who is going to college. There was a quick poll to see if that was acceptable and those assembled felt that it was.
 - ii. Carole has been speaking to members of the business community who are interested in resurrecting a printed Watertown newspaper! The high school has a newspaper, and Sally mentioned that her granddaughter is a good writer, previously working on the high school newspaper.
 - iii. Erin reports that the PACC Newsletter will be going out this week.
 - iv. The Cultural District Planning Meeting had a good turnout. There was a Power Point presentation and a good discussion. People talked about goals. There will be a follow-up meeting on January 20, 11 am 3rd floor meeting room at Town Hall. Dawn mentioned the interactive map, and that including "Little Libraries" and "Little Galleries" would be great.
 - b. Community Sculpture Walk – Erin will send the rubric for the January meeting. So far there are 6 applications. The discussion and evaluation will be done at the January meeting.
 - c. Edible Watertown
 - i. The auction will be held January 28. 6 to 8 people are needed to assist with registering when the guests come in a give numbers for bidding. Roberta will do the

introduction and orientation at the event. Bidders will pay on the spot. Archy will bring the PACC slideshow. The Town can't accept credit cards, and proxy bidding is encouraged. There will be a need to generate a list of invitees. There should be about 100 guests, plus the PACC Board, Library people and Artists. There will be no charge to attend, but people will need to register through Eventbrite. We should cap the list at 120 knowing that some people will drop out. There will be a table with coloring book and markers. No alcohol may be served but we will craft some really snazzy non-alcoholic beverages and light refreshments will make the event festive. The Mosesian Center for the Arts will have their reception on December 8, 5:30 – 7:30.

- ii. Bloomberg and Patagonia Grant – The Patagonia store in Cambridge grants \$5K to \$25K in grants for climate resiliency. The Bloomberg Philanthropic Grant has a February deadline. We will hear from the NEA in April, MAPC may have a grant possibility in March. This was originally a 2022 grant but the date was pushed off.
 - d. Governance and Funding – Liz completed the FY 2024 budget. Percent for Art is not for programming, but may be used for other projects. The PACC Start-Up funds were \$15K, but the Town Council expected those to increase. The Director of Community Development and Planning and the Town Manager can give more clarity. MAPC helped create the document including a percent for art ½% for CIP projects over \$1 M. That could provide over \$200,000 per year. It must be used for permanent projects, ongoing programs and permanent infrastructure in capital projects done by the City. We will have a larger allocation from the City and a Percent for Art program to make up the total budget. Both are available to present at this time. Archy asked if we were competing with the WCC for the Percent for Art funding. Liz explained that the WCC gets their funding through the MCC. When we ask for money from the City we are actually competing with all the needs of the City. Percent for Art would only come from City projects like schools. The program must pass through a separate resolution from the City Council. The Council may see this as an opportunity for economic growth. There is a hope that the town will hire a grant writer that may help with funding. We may also approach some of the private companies that are in town and provide them with a menu of sponsorship opportunities. These would be project-based. The centralized arts calendar could be sponsored, for example. We would need to introduce our work to these corporations, establish relationships and understand that they may plan gifts or sponsorships years in advance. We would need to coordinate strategies with other cultural organizations. We must be careful about our approach. PAMP has helped to outline much of what we might want to happen, highlighting landscape and commissioned art that uses local and regional artists. Archy inquired if we needed to spend every cent, and Liz responded that no, it may be rolled over.
5. New Business
- a. Music in Restaurants – Roberta talked with Kristin Kenney, music coordinator of Watertown Arts Market and Doug Orface from the Watertown Business Coalition. They discussed the roles restaurants, community, and musical artists can play. Some streamlining will have to happen on the Town side because of outdated regulations –

and how much interest on all sides will have to be gauged. A survey will be generated that determines who currently has music, and who is interested. Restaurants will need entertainment licenses (license cost is variable). The lead time to acquire a license can be a complication that restaurants may balk at. Boards often only meet once a month. They need staff time to go to meetings. The idea is to make it easy and fun. Chulo's currently has music, Donohue's, Halfway Café and Stellina's used to have music. Ciro is the new restaurant going into Stellina's space.

- b. Redesign of Watertown Square – Archy has heard some buzz about a redesign of Watertown Square, with the possibility of bringing back the rotary. The new Town Manager has made Watertown Square improvements a top priority. Some people who have had the opportunity to meet him have indicated that he is open to innovative solutions.
 - c. Lighting Designs – Sally brought the idea of light designs and installations. The Mount Auburn Cemetery has an upcoming Solstice lighting installation ticketed event. The Mosesian Center for the Arts may be a natural “canvas”, as would Watertown Square which already has the dynamic tree lights. Our upcoming sculpture walk may also be a natural site for such installations.
 - d. January Meeting – Selecting sculptures for the sculpture walk.
6. Final Acknowledgement – Archy brought up the spate of mass shootings in the not so distant past. He has found himself wrestling with it, and it is very difficult, especially for those who have lost people. There have been 611 mass shootings thus far in 2022. Much has been attributed to mental health. Many other countries suffering the same effects of the pandemic, economy and modern life have few or none. So many people are taking up a weapon of some kind. When will it all end? There is a lot of hatred and violence, and people think this is a way to resolve issues. He hopes that our political leaders will work to turn the temperature down, but some only stoke the fire. Try to smile and let it go.
7. Carole makes a motion to adjourn at 7:21 pm, Archy seconds, all are in favor. The next meeting is scheduled for Monday, January 23, 6 pm.

Respectfully Submitted,

Dawn Evans Scaltreto

Descal@rcn.com

Dawnarts.com

January 22, 2023