

SOUTHFIELD PUBLIC ARTS COMMISSION / November 20, 2018

Meeting called to order 5:39 PM

A. Roll Call:

Present: Craigo, Flagg, Goldstein, Ligan, McTaggart, Milinsky, Pixley, Pizana, Reid (Arrived 5:44 PM; left 7:05 PM)

Absent: Barry

Excused: Kashdan

Also Present: Kyle Bryce, City Liaison; Kenson Siver, Southfield Mayor; Marilyn Troshak, Parks & Recreation

Introduction of Marilyn Troshak, Recreation Operations of Southfield Parks & Recreation. Marilyn is to serve as the primary representative of P&R to SPAC. She mentioned the possibility of using the P&R lobby as gallery space.

B. Approval of Agenda:

Motion to approve Agenda by McTaggart, second by Milinsky.

Approved 8-0, 5:42 PM

C. Approval of Meeting Minutes: July 17, 2018

Siver made notice of incorrect entry in Moby-Dick section: the fountain can in fact be restored.

Motion to approve July 17, 2018 meeting minutes, as amended, by Milinsky, second by Ligan.

Approved 9-0, 5:44 PM

D. Sub-Committee Reports:

I. Financial Report [Reid, Bryce]:

- FY 2018/2019 [July 1 2017 – October 31, 2018] reviewed. Notice of deposit into Art Fund via Southfield City Development Ordinance. Pixley suggested a revenue budget; Bryce responded that the budget was itself was formed around a revenue stream from City Development Ordinance, but that fewer than expected developments have outright donated and instead many have chosen art on their property.
- Friends of Southfield Public Art [Siver]: Mayor Siver discussed ongoing efforts with the Friends of Southfield Public Art:
 - o Mayor is continually seeking donations through private individuals and businesses.
 - o Mayor is anticipating further information from the IRS in December regarding tax return instructions.
 - o Mayor presented financial information about the organization; plans to have a sheet report at future meeting.

- Bryce questioned if *Friends* information and its portion of meeting should be conducted separately. Discussion ensued on if and how this should be conducted. Bryce, Mayor and Croad to discuss further.
- Bryce displayed *Friends* logo designs (made by Milinsky) and Mayor announced the final selection.
- Mayor discussed financial update of *Moby-Dick*/Library Fountain work; awaiting commitment of funding from Library Board. They did not finalize the such commitment at last meeting; Mayor is working to pursue emergency meeting.

II. Fundraising (Strategies)

- Fundraising 101 Strategies (Pixley):
Pixley presented a thorough powerpoint about the current state of fundraising in the United States: who gives, how they give, to whom they give. Pixley explained that while SPAC has enjoyed significant corporate donations, individuals provide the most charitable giving in the United States, and that “Arts, Culture and Humanities” is one of the lesser-funded sectors of total donations. Pixley outlined Principles of Fundraising, which includes strategies on how to create relationships with individuals and corporations for the purposes of donating to SPAC. Pixley, Siver and Flagg are to continue to develop this process and assign executable tasks to each SPAC Commissioner.
- Moby-Dick campaign drive (Flagg):
Flagg discussed the importance of fundraising specifically with respect to the ongoing repair and installation for the *Moby-Dick*/Library Fountain.
- SPAC/*Friends* goals for 2019:
Siver, Flagg and Pixley to formulate goals for 2019 to be presented and discussed at next meeting. This includes installation goals for specific pieces.

III. Masterplan/Design/installation & Maintenance:

- *Moby-Dick* [Siver]: Restoration is in progress. *Moby-Dick* was nearly installed but called off due to poor weather. The repairs for the fountain will take some time.
- *Pegasus Flight* [Bryce]: The figures remain in at the contractor's business. Bryce has received limited updates, although a recent phone call said they would be redelivered before Christmas. Bryce expressed concern over the delays and lack of communication. Suggestion for

cocktail party or other form of grand opening when the figures are installed along Northwestern Highway.

- *Peacock* [Ligan/Bryce]: The peacock was installed on September 20, 2018. Bryce presented a landscaping plan for the piece and will return with quotes. Installation of landscaping will wait until Spring. Bryce will also return with plaque for the Commission's review and approval.
- *Veoneer* [Bryce]: Veoneer is an automotive company constructing a new headquarters in the American Drive/11 Mile area of the City. In accordance with the Public Art Requirement, Veoneer has worked with an artist to design, create and install a public art sculpture to be installed in front of the building near the right-of-way. The artist has supplied a cost sheet detailing that the required amount of \$25,000 has at least been met.
Discussion regarding plaque requirements for the piece: Bryce to follow up with artist.
Siver discussed that Veoneer is looking for additional pieces of art, potentially as a loan in their lobby. The Morris Brose was suggested.

IV. Education & Outreach Program:

- Commission report to City Council: Flagg and Bryce presented to the City Council about SPAC's efforts in 2018. SPAC received a mini-Red Pole Park model (created by Mayor Siver) in recognition of its donation to Red Pole Park.
- Keep Michigan Beautiful: SPAC won the Michigan award from Keep Michigan Beautiful in recognition of their beautification work in installing public art throughout the City. Siver and Flagg accepted the award personally at their annual awards luncheon in Frankenmuth in October.

E. Project Status Updates: No report

F. Board Member Comments:

- Pizana is nearly completed with another mural in Detroit.
- Mayor proposed that the next meeting be held off site with holiday celebration to follow.

G. Next Board Meeting: December 18, 2018 5:30 PM.

H. Adjournment: Motion by Goldstein to adjourn, second by Pizana.
Approved 8-0, 7:53 PM.

Prepared by Kyle Bryce, City Liaison