

**PAAC**  
**Public Art Advisory Committee**  
**Meeting Minutes**  
**Tuesday, September 25, 2007**

**Location** Branch Banking & Trust Co. Alliance Center  
3500 Lenox Road, Suite 1450 Atlanta, GA 30326

**Present**

**Public Art Advisory Committee (PAAC)** - Brian Leary, Juliet Blackburn Beamon, Oscar Harris, Paul Jones, Sabir Khan, Sharon Silvermintz, Gregor Turk, Lisa Tuttle,  
**City of Atlanta Office of Cultural Affairs (OCA)**- Camille Russell Love, OCA Director, Eddie Granderson, Public Art Program Manager, Malkia M'Buzi Moore, Public Art Project Supervisor  
**Regrets**- Anne Dennington

**Meeting Start: Approximately 3:12 pm**

Chairman Brian Leary opened the meeting by welcoming everyone in his capacity as Chair and Meeting Facilitator.

**PAAC Issue Areas/ Future Focus**

Chairman Leary introduced the topic of clarifying PAAC's role and directional focus. Several points were addressed:

- A. The need to clarify percent-for-art and related issues
- B. Determining PAAC's term focus.
- C. Incorporating the private sector within Atlanta's Public Art Vision

The chair suggested that PAAC simplify its focus in the coming year. A discussion ensued with several points articulated:

- A. Better understanding across the board between the administration, PAAC and the community.
  - B. The critical need to determine what is eligible within the Percent-for-Art Program.
  - C. The need for clarity on the process and the percent that is being captured for Public Art.
  - D. Incentives to attract the private sector's involvement.
  - E. The Mayor's charge that the city first gets its own house in order.
  - F. Maintaining PAAC's advisory role by bringing awareness to the administration but having the administration to reciprocate the effort.
- The Public Art Program (PAP) was asked to prepare a PowerPoint that represents before and after projects.
  - PAP's re-dedication of the John Riddle sculpture "Spirit Bench" at Arthur Langford Park was acknowledged by the chair as a great example of how such events support the art community.
  - A brief discussion ensued regarding how to encourage and support the private sector's percent-for-art efforts.

## **Open Discussions:**

### **Public Art Program Report**

Program Manager, Eddie Granderson distributed the Executive Summary of the Public Art Program Annual Report noting the significant enhancements and growth due to PAAC's efforts. PAAC members suggested developing a PowerPoint of the annual report highlights and a matrix to show the program's achievements.

### **Promoting Public Art**

Director Camille Love announced that The Office of Cultural Affairs is bringing on a new staff person to address Public Relations and Marketing. Ms. Love suggested a brainstorming session on measuring accomplishments in the Public Art Program with members of PAAC and the new marketing staff person.

Member Sharon Silvermintz pointed out the need to create a buzz on the Public Art effort. Ms. Love acknowledged the need to develop interest on the Public Art program and referenced the popularity of the Performing Art Program. She furthered the discussion by emphasizing the challenges faced in securing support for art in Atlanta, noting that Atlanta is not a city of philanthropy with lots of committed supporters of art. She understands the effort to be long term and helping elected officials better understand the role art plays in enhancing Atlanta is something PAAC can assist with.

### **PAAC's Future Focus**

Members Gregor Turk and Lisa Tuttle elaborated on the original member committee focus on: education and outreach, new initiatives, implementation/compliance of percent-for-art, private percent-for-art, new initiatives (such as Noguchi, etc). Member Sabir Khan opened a discussion and recommended that the primary focus of the new committee be education and outreach.

Outreach to Neighborhood Planning Units was mentioned and Mr. Granderson informed members that the entire Department of Parks, Recreation and Cultural Affairs are attending.

An inquiry about comparable cities and the benefit from developing a relationship was responded to by Mr. Granderson mentioning that he was attempting to develop a relationship with Phoenix Arizona, which would potentially serve as PAP's mentor city.

Member Oscar Harris elaborated on the need to show the economic value of art and its relationship to quality of life as an important aspect of the benefit of Public Art.

### **Next Steps**

A discussion regarding next steps ensued. It was pointed out that the first PAAC met every two weeks for two years and met with many City officials. Committee members were cautioned not to lose sight of the work done by PAAC in the past. Mr. Turk developed a document regarding areas needing follow-up. He maintained that it is vital that we pursue the Bond language issue and focus on capturing the percent-for-art.

Ms. Tuttle pointed out that the Baseline Allocation Report was done Aug 24 of last year and wants an update of the report its adherence to Capital Improvement Projects (CIP) and stressed monitoring the report as PAAC's primary responsibility.

Mr. Granderson noted that the baseline was requested by Mayor Franklin in August of 2006, but was actually completed in November of 2006. It was agreed that key questions need to be asked, new monies need to be captured and other offices and departments (other than DPRCA) must be tasked with adherence. He informed the committee members that most of the information resulting from updating at this time will probably produce the same information because there hasn't been enough time for projects to be realized. PAAC members agreed that the status of Capital Improvement Projects need to be tracked.

#### **Other Items**

The Airport Art Program was discussed. Mr. Harris mentioned that the new area is being designed and PAAC should work to ensure that public art is in abundance. Mr. Turk emphasized that vertical structures were not included in the art program. It was proposed that one of the public art program managers at the Airport be invited to come and make a presentation at the next PAAC meeting.

#### **Next Meeting Date Set**

The next meeting date was set for Tuesday, December 11 from 3pm to 5pm at Atlantic Station

#### **Adjourn**

The meeting was adjourned at 4:50pm.