



Public Art Advisory Board– Special Meeting Agenda

NOTICE OF ELECTRONIC MEETING & HOW TO COMMENT VIRTUALLY:

The Chair has determined that conducting the meeting with an anchor location presents a substantial risk to the health and safety of those who would be present. This determination is based on the ongoing risks and infection rates statewide and in Summit County.

This meeting will be an electronic meeting as permitted by Park City Open and Public Meeting Resolution 18-2020, adopted March 19, 2020. Board members will connect electronically. Public Comments will be accepted virtually.

To comment virtually, raise your hand on Zoom. Written comments should be submitted before or during the meeting will be entered into the public record, but not read aloud. For more information on participating virtually and to listen live, please go to www.parkcity.org.

Date: Friday, August 27, 2021

Meeting Place: Hybrid, Zoom is provided or you may meet in person at City Hall, 3rd Floor, Executive Conference Room. Masks are strongly encouraged for in person attendance.

Time: 12:00 to 1:00 p.m.

Electronic Participation: <https://us02web.zoom.us/j/86984868446?pwd=OW1YRyt5K3JxVXBxZzIvSHF1SkIwZz09>
Passcode: 365563

Minutes: Minda Stockdale, Administrator for the Public Art Advisory Board (PAAB)

In attendance:

Absent: Hillary Gilson

Non-Voting Representatives/ Members of the Public:

Next Meeting Scheduled: Monday, September 13

Topic #1: Call meeting to Order (12:00 p.m.)

Motion to Call Meeting or order:

Meeting called to order at:

Topic #2: Historic Park City Alliance Temporary Chalk Art on Public Property Selection Review

Person: Jenny Diersen & Ginger Wicks

Purpose: Review and provide a recommendation regarding HPCA's recommended Temporary Chalk Art proposal for Car Free Sundays in September. Open for public comment and input. Then provide final discussion and recommendation to forward to City Council for consideration at the September 2 Council meeting.

Allocated Time: 20 minutes

Proposed Draft Recommendation: PAAB May consider other recommendations or alternatives.

Forward a positive recommendation to City Council regarding artwork selected by HPCA to be placed on City Property, understanding HPCA has done outreach to the merchant association and stores near the identified locations. Condition the recommendation to include that the Artwork will be temporary, materials will be chalk (Chalk paint is not allowed). HPCA is responsible for any maintenance and the project is expected to last as the weather allows.

Notes & Attachments: Review HPCA Chalk Art Proposal. Chalk Art is not funded by the Public Art Fund. HPCA pays for the project, City funding is not used towards the project.

Topic #3: Arts District Temporary Art on Public Property Selection Review

Person: Jenny Diersen & Thea Henney

Purpose: Review Art's Council's recommendation regarding Temporary Art in the Arts District for Programming & Activation during

Bonanza Art Park event. Open for public comment and input. Then provide final discussion and recommendation to forward to City Council for consideration at the September 2 Council meeting.

Allocated Time: 20 minutes

Proposed Draft Recommendation: PAAB May consider other recommendations or alternatives.

Forward a positive recommendation to the City Council regarding artwork to be placed temporarily in the Arts District reviewed and selected by the Arts Council, understanding Arts Council has reviewed the artwork with a community based selection committee.

Condition the recommendation to include that the Artwork will be temporary, materials may include paint but are not expected to be maintained and should last through the duration of the Bonanza Art Park Special Event activations. Arts Council, as a Service Provider of the City will be responsible for any maintenance of artwork during the Bonanza Art Park event.

Notes & Attachments: Review [Arts Council's recommendation for Temporary Art Activation at Bonanza Art Park](#) event. Temporary Art Activation is funded from Operational TRT funds at the City, not from the Public Art Board budget.

Call meeting to close: *Estimated adjournment at 1:00 p.m.

Important Dates:

Next PAAB Meeting - Monday, September 13, 2021

*Additional Special Meetings may be scheduled as needed.

**HPCA CHALK
OF THE TOWN
ARTWORK
PROPOSAL**



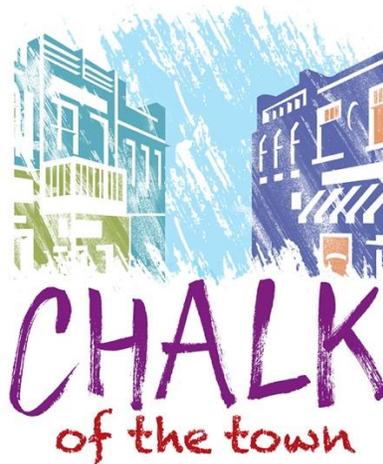
Updated: August 12, 2021

**HISTORIC PARK CITY CHALK ART INSTALLATION
"CHALK OF THE TOWN"
Phase 2: Sept. 5, Sept. 12, Sept. 19, Sept. 26**

About:

The Historic Park City Alliance looks to increase animation and activation along Historic Main Street as we celebrate the beginning and end of Park City's summer season. Through the use of professional artists, the organization looks to become the Chalk of the Town as artists create dynamic, life-sized chalk art installations along Main Street gathering spaces.

The installations serve to drive traffic to the district as the artists create their installations and once the works are completed and the works become *Instagrammable* moments and, of course, *THE CHALK OF THE TOWN*".



The organization will host one artist each week for three to four weeks each phase of the project. The inaugural "*Chalk of the Town*" would kick-off just Labor Day weekend with the working on-site Sunday. If additional time is needed by the artist, HPCA will coordinate additional access leading up to Sunday's activation.

The intent of the program is to encourage visitation to Park City through the use of an artistic, cultural expression. The creations will be strategically placed throughout the

historic district to encourage visitors to stroll the entire street while shopping and dining throughout their experience.

Artists will be encouraged to design their work around iconic experiences and/or scenes representative of the region. This public art installation uses **cultural tourism** to support the business community.

Project Timeline:

Date	Activation
August 5 - 10	Artist Outreach
August 16	Artist Submissions to City Council
August 25, 2021	Press Release
Sept. 2, 2021	City Council Approval
Sept. 3 – September 26	Advertising in-market (?)
Sept. 3 - 5, 2021	Sarah Means outside of Gorsuch 410-430-0279, sarahmeansart@gmail.com
Sept. 12	M'Lynn Suwinski
Sept. 19	Camille Grimshaw
Sept. 26	Brittany Shelpler, bms-helper@gmail.com or 208.699.1799

Operational Plan:

The Historic Park City Alliance expects the *Chalk of the Town* to attract members of the Park City community and visitors from outside of the region. The event is designed to drive visitation to Main Street mid-week as the artists are working and over the weekend to experience the finished installation allowing spectators the opportunity to visit at their convenience rather than encouraging a large mass gathering. We expect an estimate of 1,000 – 1,500 attendees to each installation over the duration of each week.

Artists will be use children's sidewalk chalk to create the base of their project and pastel chalks for the remainder of the project. Artists will be required to provide their own chalks and materials.

The Historic Park City Alliance does not plan to maintain the works. They will remain on the sidewalk until faded due to the elements.

The Historic Park City Alliance agrees it is responsible for any loss or claim arising out of the activity' in the final Chalk of the Town Project.

Permission for use of properties:

The HPCA has identified the following installation locations:

Installation Map

1. Sidewalk below Gorsuch
2. Egyptian Sidewalk
3. TMI Stairway
4. Sidewalk below Gorsuch

Installation #1

Artist: Sarah Means

September 3-5

Final Work: September 5

Location: Sidewalk below Gorsuch



Installation #2

Artist: M'Lynn Suwinski

Final Work: September 12

Location: TBD



Installation #3



Balloons coming out of hole in the Street. Approx 10x10
 Final Work: September 19
 Location: Egyptian Theatre Sidewalk
 Artist: Camille Grimshaw

Installation #4



September 26
 Location: TMI Stairwell
 Artist: Brittany Shepler

Fall 2021 Budget

Line Item	Fall Installation
Artists Stipend	\$3,750
Regional Marketing	\$2,000
Local Marketing	\$1,250
Brand Development	\$500
Contingency	
Total	\$7,500

Outlet	Audience	Budget
Genius Monkey	Wasatch Front Regional Audience // Day Tripper	\$2,000
Local	Paid Social Media	\$500
Local	Park Record	\$750
Brand / Creative	Lucy Jordan	\$500
Historic Park City owned channels	Website Facebook Instagram	n/a

Total		\$3,750
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Artists Outreach // Possibilities

Meisha reached out to each of these artists Friday, August 6.

- M'Lynn Suwinski <goofproofjeans@gmail.com>
- Camille Grimshaw - Camille@camillioncreations.com
- Nicole Smith - newsies12@comcast.net
- Brittany Shepler – bmshepler@gmail.com

PCSCAC'S
RECOMMENDATIONS
FOR TEMPORARY
ART ACTIVATION AT
BONANZA ART PARK
(ARTS DISTRICT)

[VIEW SUBMISSIONS
HERE](#)

**PAAB NOTICE
OF ELECTRONIC
MEETING
AUGUST 2021**

NOTICE OF ELECTRONIC MEETING & HOW TO COMMENT VIRTUALLY:

On August 26, 2021, the Chair issued a written determination that because of the public health emergency, conducting a meeting with an anchor location presents a substantial risk to the health and safety of those who may attend in person. For these reasons, this meeting will be an electronic meeting without an anchor location.

Board members will connect electronically. Public comments will be accepted virtually. To comment virtually, raise your hand on Zoom. For more information on participating virtually and to listen live, please go to www.parkcity.org.

Exhibit A: Determination of Substantial Health and Safety Risk

The Board Chair has issued a written determination that has that because of the public health emergency, conducting a meeting with an anchor location presents a substantial risk to the health and safety of those who may attend in person. For these reasons, this meeting will be an electronic meeting without an anchor location.

This determination is valid for 30 days, and is set to expire on September 27, 2021.

Dated August 26, 2021

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David Nicholas, Chair