

The BPAC Meeting will be held by teleconference – the public may access the meeting by calling the number below and entering the meeting ID when prompted.

Phone number: 253 215 8782

Meeting ID: 896 8159 6979

Passcode: 170301



TOWN OF BASALT MEETINGS
Basalt Public Arts Commission (BPAC)
Thursday, November 5, 2020

101 Midland Avenue

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- | | |
|----------------|--|
| 6:00 PM | Call to Order |
| 6:02 | Approval of minutes from 9/3/20 and 9/10/20 |
| 6:03 | Update on assignments and discussion of 2021 work plan: <ul style="list-style-type: none">• Ice/snow sculptures• Art events, change of season events• Local artists/studios for virtual tours and interviews• Grant Program: Murals• Care to Share• Arts Collaborations• Arts Master Plan• Colorado Creative District Planning• 2021 Barrier Project |
| 7:00 | Other Updates <ul style="list-style-type: none">• Budget and CIP• 2020 Grants |
| 7:15 | Adjourn |

Basalt Public Arts Commission

September 3, 2020

In attendance:

BPAC: Karyn Andrade, Summers Moore, Jeanette Bullock, and Liz Bell

Staff: Watkins Fulk-Gray and Susan Philp

Covid-19 Artist Relief Fund

Watkins updated the group on the Artist Relief Fund program, which has seen one new applicant for five total. BPAC directed Watkins to publicize the Relief Fund with Mindsprings, the Hope Center, and with the Art Base again.

Covid-19 Art Collection

Watkins updated BPAC on the Art Collection program, which has seen approximately 10-12 submissions, but does not have many more in the queue to post on Facebook. BPAC expressed interest in reaching out to the Art Base's 10x10 artists. BPAC members stated they would like the program to continue indefinitely, until the pandemic is more under control.

Liz arrived at the meeting.

Liz requested that Watkins email Auden Schendler about the publicizing the song that Ski Co employees wrote and performed during the pandemic. BPAC members also discussed soliciting Roaring Fork artists from various Facebook groups, such as the RF Drawing Club or artists connected with the Carbondale Clay Center.

Watkins informed BPAC that he is going to delete his personal Facebook account, and since he uses his account to run BPAC's page (along with Jeanette), he suggested creating a Facebook account. Watkins will research to see whether creating an account for an organization is possible. BPAC expressed that they do not want to lose any information on their page.

Other updates

BPAC noted the need to get some press coverage of the barrier painting project, and to include information about the Artist Relief Fund in it.

Susan noted that the CORE mural needs a new home, and suggested the side of the Art Base/Planning office building. Liz suggested as a courtesy asking Art Base if it's ok to put it there.

Susan said she has contacted Tim Belinski's group about placing the Motio pieces, possibly put together, on their land parcel. She noted that Town Manager Ryan Mahoney wants to keep the pieces. Liz counseled that even if the artist gives the

pieces to the Town, they do retain some rights over the art. BPAC does not want them thrown away, but doesn't particularly want to keep the pieces or maintain them. They directed Staff to keep trying to find new homes for them.

Projects for 2021

Susan noted that the Town is looking at donating arts money to TACAW and the Art Base.

BPAC discussed the possibility of having more murals. There is a lack of flat space. However, Summers noted that there are roads and parking spaces that could be used, like how Carbondale has done recently. Liz suggested BPAC be the "matchmaker" between people or businesses that have spaces they wanted painted and artists.

Summers will reach out to someone in Carbondale and Karyn will reach out to someone Aspen about murals to get idea about how much they cost. Watkins will ask Rae when she painted the mural at Cassie's and how much she was paid.

Susan noted that Councilman Bill Infante is very interested in Basalt becoming a Colorado Creative District, and Liz volunteered to research what this would require of the Town.

BPAC discussed creating a virtual "art store," studio tour, or simply videos of artists. Karyn will speak to a filmmaker named Barry, while Summers will talk to a filmmaker named Tom. Jeanette will try to find filmmakers at Anderson Ranch to get an understanding of the costs of hiring someone to make videos.

It was noted that the Aspen Art Museum has a project in which they want to collaborate with other towns and organizations.

The group agreed to have a general category called "general arts collaboration" projects for its 2021 projects.

All agreed to participate in a special meeting at 5:30 on September 10th on Zoom to report back on their assignments, the 2021 work plan, and to prepare for their 9/22 worksession with Town Council. Members should report back to Watkins by Tuesday in order to prepare for the meeting.

Approval of Minutes

M/S Karyn and Liz to approve the minutes of 8/6. Passed by a vote of 4 to 0.

Steps to follow up:

- Watkins to reach out to Mindsprings and the Art Base to try to publicize the Artists Relief Fund

- Watkins to email Auden Schendler for permission to use the song in the Art Collection
- Watkins to research BPAC's options for creating a Facebook account
- Watkins to try to cultivate some interest from the press about the barrier painting project
- Watkins to keep trying to find a new home for the Motio pieces
- Watkins/Susan to ask the Art Base if it's ok to put the CORE mural on the building
- Summers to speak to a muralist in Carbondale to get an idea about how much they should budget for a mural project. Karyn will do the same with a muralist in Aspen.
- Liz will research the process for becoming a Colorado Creative District
- Karyn will speak to a filmmaker named Barry about how much they should budget for making videos. Summers will do the same with a filmmaker named Tom. Jeanette will also try to find someone to speak to at Anderson Ranch.
- Watkins to research the Aspen Art Museum's collaboration initiative.
- Watkins will send out what has been completed so far with regards to BPAC's Arts Master Plan.

Basalt Public Arts Commission

September 10, 2020

In attendance:

BPAC: Jeff Orsulak, Karyn Andrade, Jeanette Bullock, Summers Moore, and Liz Bell

Staff: Watkins Fulk-Gray and Susan Philp

Projects for 2021

BPAC will have a worksession with Town Council on September 22 to discuss its 2021 workplan. Watkins and Susan presented the following items to be included in the workplan, based on BPAC's direction.

- A. Grant program – murals - \$30,000 - \$40,000
Costs of murals vary greatly, but for a 10'x20' mural at a cost of \$40 per square foot (middle of range in Vivache Designs reference provided by Summers), that would total \$8,000 per mural. Four of these equals \$32,000.
 - B. Care to Share – \$5,000 - \$10,000
 - a. Covid-19 Artist Relief Fund
 - b. Covid-19 Art Collection
 - C. 2021 Barrier Project - \$15,000
 - D. Art store/studio tours/artist video interviews - \$5,000 - \$10,000
Tomas Zuccareno's estimate was \$2,350 per artist video.
 - E. Arts collaboration – up to \$10,000
Possible collaboration with Aspen Art Museum, RFTA/Pitkin County for a Rio Grande “artway” (similar to Carbondale).
 - F. Ice/snow sculptures - \$5,000 - \$10,000
Reference – an East Coast company charges \$600 per 3.5'x1'x4' block. Two of these blocks per sculpture with five sculptures equals \$6,000.
 - G. Art events at change of seasons - \$5,000 - \$10,000
 - H. Arts Master Plan - \$10,000 - \$30,000
 - I. Colorado Creative District Planning – approx \$1,000
- Karyn suggested that \$25-\$50 per square foot or \$50-\$100 per hour could also be reasonable benchmark pricing. The large mural by the park in Carbondale was \$5,000 or \$6,000 without materials, which could have added \$800. It was noted that there was a recent call for murals in Carbondale that could be used as a model.
 - BPAC agreed that \$30,000-\$40,000 is a good ballpark range for murals, though doing 4 murals may be too ambitious.
 - Karyn's friend Barry would charge \$1,000 per day for filmmaking. Summers thinks they may be able to reduce Tom Zuccareno's estimate to something closer to \$1,500-\$2,000.

- Karyn said she may still have the list of artists from the former studio tours that were organized by the Community School.
- Liz noted that people do ice sculptures in hotels. Summers to talk to hotels and an ice sculptor in Vail to get an understanding of pricing and other factors. Maybe reach out to Roaring Fork Club. Jeanette to ask Anderson Ranch about who did ice sculptures at Snowmass.
- Jeff proposed four categories that the projects in the 2021 work plan fit into:
 - Enhance physical inventory
 - Continue to support events and performances
 - Support artists and arts organizations
 - Enhance arts economy infrastructure
- BPAC reached consensus that they would like to ask for a budget of \$100,000 + \$10,000 of carryover for Artist Year's grant.
- Karyn, Jeff, and Summers will be available at the 9/22 Town Council worksession. Jeanette and Liz may be available. Speaking assignments:
 - Karyn – support artists and arts orgs
 - Summers – enhance physical inventory
 - Jeff – continue to support events and performances and enhance arts economy infrastructure. (Jeanette will take one of these categories if she finds out she will be available, and will communicate with Jeff before the meeting to let him know.)

Steps to follow up:

- Watkins to email speaking assignments, tied to the 4 categories and to each line item
- Summers will try to reach the ice sculptors in Vail and ask various hotels about ice sculptors in order to understand pricing and other details about having ice sculptures created.
- Karyn to look for list of artists/studios on old studio tour

Art Master Plan for Basalt, Colorado

February 6, 13, 14, 2020

Notes from meetings to help Basalt define the Scope of Work for an art master plan

Art master plan objective:

Make Basalt, Colorado a world-class mountain town with a focused on the Arts. Elevate Basalt to become a major “arts player” in the Aspen - Basalt – Carbondale Glenwood Corridor. A continuous “Arts District” recognized by the state of Colorado Creative Industries (Division of OEDIT).

Meeting 1 - February 6, 2020

Phone meeting

Susan Philp, Watkins Fulk-Gray, Sarah Nadolny, Colleen Fanning, Reggie Norman (*phone*)

Goal of meeting: to understand a Scope of Work for an Arts Master Plan:

CF asks about current base line conditions:

- Is there an area plan or art zones map that exists?
- What is the Towns’ annual budget for art?
- Is there interest in annual or bi-annual collaborations?
- Is there a need/desire for more staff for art programming?
- Would they be in planning office?

SP explains desire for a 5-year art master plan and clarifies more staff not a priority.

Tasks:

1. CF to get Contract notarized.
2. 13-14 February CF & RN to attend 2 full days of meetings In Basalt/Willits.
3. SP clarifies BPAC wants a). True work scope, b). public/stakeholder input, c). a schedule

Meetings to happen with BPAC, POST, TACAW, Art Base, Connect One Design (possibly)

Key desire- understand what Latino (El Salvador) community desires. Translations to Spanish is a priority.

POST's goal to promote temporary art in nature; some exploratory, some permanent.

Compare Basalt to Carbondale arts. SP: "Carbondale is light years ahead of Basalt. There are marble plinths for rotating public art. Basalt envy's Carbondale. How can Basalt differentiate from Carbondale?"

Basalt priorities: Childcare, housing, permits/CDOT, climate emergency, grants. *Specific to arts, a donations policy is a priority.

Planning Offices

Susan Philp, Susan Nadolny, Watkins Fulk-Gray, Colleen Fanning & Reggie Norman

SP describes economic history of Basalt. Best places to get Basalt history:

Chamber of Commerce website

2007 Basalt Master Plan

What is the economic base of Basalt, CO?

Mining, ranching, railroad and coal.

There is a concern with “ART” junking up the parks. Art Master Plan should sort out art locations

What does the Town want?

- Benchmark studies of town art programs for towns similar in size to Basalt.

What are options for funding art programs in Basalt.

- Real Estate Transfer Tax
- Business Improvement District (BID)
- Percentage for Art from the Municipal Capital Improvement Program (1% for Art out of CIP)
- Colorado Creative District – Art District designation

Start of Draft Outline

Phase I –Scope of work (Not necessary in order)

Description of Basalt, Colorado

State Objective

Art Program Options (examples)

Art Fairs

Rotating Exhibitions

Permanent Art works (Pros and Cons)

Community Exhibitions

Performances

Temporary Performances Runs

Administrative Staffing

Art Implementation

Phases

Website Development

On-Line Presence (Social Media)

Music Festivals

Company Sponsorships

What are the operative / implementations documents?

BPAC goal – SOW options for public process. POST’s impetus for an art master plan is for function of Park, and to create and Area Plan.

Connect One Design Meeting

Heather and Elise, Reggie Norman, Colleen Fanning

Goal of meeting to review Basalt Town master plan and the process they executed. Priorities: Climate emergency, housing, ADA.

Look at Midland Park Master Plan



Used playground design standards for Story Fort at Basalt Library.
Artist, **Jayson Fann** used Eucalyptus wood on Story Fort.



\$48K for nest \$9K shipping

Look at Basalt Master Plan

Colorado State Statue to have a Master Plan
2016 Colorado Revised Statutes
Title 31 - Government - Municipal
Powers and Functions of Cities and Towns
Article 23 - Planning and Zoning

Part 2 - Planning Commission
§ 31-23-206. Master plan

Art in Basalt is not integrated in community

Art Galleries in Basalt would like to see increased art in Basalt.

No contract has been made with Anderson Ranch but would be a good idea.

Sustainability is critical to the citizenry of Basalt. Climate Emergency

Look at survey data by Connect One Design and pull art comments

Art Base – gets new space development near City Hall.

Leveraging successful non-profits in valley. Who and what are they?

Carbondale art turns over once a year.

Look at Carbondale Art Programs, Amy Kimberly in Carbondale

Carbondale – Creative Industries designation

Look at possibilities for “Maker Spaces”

Vibrancy Second Tuesday Art Walk

Sunday Markets – 10:00am to 2:00pm, seems to work 6 months has a dedicated Manager

Not a sense of community in Basalt - WHY?

Look at Carbondale Art Walks

Basalt restaurants have a tough time making it.

Problem – What is the draw for Basalt?

Look at demographics of Basalt – 40,000 population

Carbondale is compact – Basalt is split by highway (Problem)

DON'T MAKE BASALT TOO VIBRANT

Bang the Table software community engagement platform

Look at Arbaney Pool subscribe function.

Look at Basalt Community Page – Facebook

Humpty Dumpty go fund me effort in Basalt Project

Basalt has a 1% for art but got rid of it

What is the expected return on investment of having a robust art program?

It took 8 years to reach consensus on Basalt Master Plan

History of pride for Basalt

There are Tabor issue reinstating 1% art funding. Tabor issued in Basalt, lowered mill levy. Never increased again.

Basalt "Let's talk specifics" The Aspen Times

Look at Basalt 2020 Strategic Work Plan

Maybe a Streetscape Plan for Midland Avenue

Loading center lane on Midland Avenue is a problem. Maybe deliveries should be restricted to certain hours

"If you forget to ask one question, "DANGER WIL ROBINSON"

Basalt River Plan was approved by Town Council, went to second reading.

"Elected officials should get out of the way"

Elise Wolf is running for town council.

"Saltines" – Basalt citizens

Leadership is an issue, "lack there-of".

Successful buy-in from influential folks (Do the Master Plan)

Elise plans to listen to the people.

Let's Talk Basalt.net - Survey – Is there a willingness to do an art master plan?

What does the Public think? (Go with existing survey data from "Bang the Table" survey)
Of the 4K residents, 375 registered for survey. Less than 10%.

Watkins suggest another name for the Basalt Arts Master Plan

It should complement the Town Master Plan

Arts Master Plan should have a vision plan

It should identify places for public art

It should define a strategic plan specific to art

Carbondale has sense of community, Basalt does not. Why? Conflicting interests. No identity.

Requires making a plan and sticking with it.

NIMBY – “Not in my back yard”

CIP from: under pass; police, park, public works

April 2020: ½ City council will change, and change of mayor. 3 seats open for cc; 1 mayor.

BPAC should take ownership of art program. Their role as a committee is unclear.

BPAC needs Vision Plan; Donations Policy; Area Plan

Meeting 4 – February 13, 2020

Art Base

Jenna

Mission: Education, events, exhibitions (both Colorado & international)

Youth and adult involvement | Does nine art shows a year

Artist, Craftspeople and Photographers Roaring Fork Valley

No collaboration w / Anderson Ranch or Carbondale, CO

River Park is key

Vision - more exposure for artist

Program exhibitions around new building

Once a year student project

Enriching community with art | Needs sustainable funding

Promote vitality in community thru arts

Art events a Sunday Market | Christmas Ornaments Sale

Kids Program – Free after school

Home Exhibition – immigrant program

Need sustainable funding

El Salvadorian children painted newspaper boxes. (Conflicted with BPAC however no real friction between BPAC, TACAW and Art Base)

New building will have 2 artist studios with residency program, similar to Redline

Suggestions – clarify master plan goal and what the BPAC SOW is.

Tough to commit staff to BPAC

Maybe Art Base and TACAW should have a seat on BPAC

POST – Parks Open Space & Trails

How would you like to see an art master plan helping P.O.S.T.?

Giving Garden - Need guidelines to address citizens wanting to donate art in the memory of deceased love one. Place for reflection

Items to be addressed: Citing art – Duration of piece, Space / scale, subject matter

Flexibility is critical

Historical experience

Develop and foster a “new way of thinking

Develop a decision-making structure 💡 (Gant Chart showing decision flow)

Need to develop a budget approval matrix

POST drove the donation policy; Donation Policy – no plan on rejecting donated art

Safety of Public art is critical and accessibility

4 Take-aways: 1). POST won't have control of location; 2). Area plan has been started 3). Place for reflection desired; 4). Related to donations, a competition, and a respect for the natural area.

Want action oriented use of master plan

Holocaust Tree Poland 💡 (Something similar)



Look at how other entities handle donations of Art

Define VISION for POST

Respect

Referential scale of art

Contemporary is OK, (Contextual?)

There is a Signage Committee (Should they / their work be incorporated into overall “environmental identity effort?”

Appropriate art surprises without being grandiose

Look at Steel Trout symbol (good ideas)

Highlight the Confluence of the Flying Pan and Roaring Fork Rivers

Basalt has a dark sky ordinance

Show examples of where art has brought economic impact to a town / city

Meeting 6 – February 13, 2020

BPAC – Basalt Public Art Commission

Karen, Abby, Jeff, Summer, Misty, Susan, Watkins, Colleen & Reggie

Look at phone response real time survey

Involve other Artist Organizations in area, “What’s working”

Watkins will share Google map on Basalt art assets

Reference Boulder’s Arts and Culture Master Plan

Reference Breckinridge Arts Master Plan

Issues to discuss

- Procurement of Services

- Existing art assets

- Area plan in process

- Where we want this to GO?

- Involvement of local Artist

- Understand role of BPAC members

- Guidelines defined for Granting program

How is the chunk of money to be utilized? \$50K-\$100K

- General Fund money

- Real Estate transfer assessment

Need a plan to spend money

Jeff, “Getting good quality art is not in the game”.

Carbondale sculpture program temporary, sculpture comes and goes

Motio temporary Basalt Project – Was a lot of work

Look at Basalt Fisherman sculpture

What are funding & granting constraints?

Find ways to bring new art experiences

What is Motors on Midland?

Define BPAC – What is its role?

- It supports Arts Organizations

- How to set-up a plan to support art organizations

- Create framework for promoting arts

- Set goals every year

Arts are good for the Community

Make it where creatives want to live to Basalt

How to structure arts program to include Local Artist, Outside Basalt Artist, National Artist, International Artist

What are the Basalt Arts Organizations? TACAW, Art Base, POST, BPAC

Town Council needs cover when it comes to donations of art by citizens.

Develop a process for considering donated art or develop a methodology to handle request or develop a donate a inscribed brick on the “plaza” program

Look at Burning Man; TACAW Jazz Event

Look at How Theaster Gates is revitalizing Chicago’s South Side

How to create an artist in residency program in Basalt.

Is the Redline model a consideration

There is a thread of artistic endeavors in the valley, Basalt is missing in action. How does Basalt tap into that thread? State Arts Districts.

Glenwood to Carbondale thru to Aspen

How to get Latino involvement in the Arts programs

THEY (Basalt citizens) WANT VIATILITY FROM THE ARTS, BUT THEY REALLY DON’T!

Protocol for mural painting on public walls or private walls

What is the Rio Grande Art Way?

Aspen – Shepherd Farey mural in alley

What is happening outside Basalt in the Art world

Meow Wolf possible install in empty food store (SEND Meow Wolf Permitting Policy)

Denver Building Department special rules for Art installations

Get art comments from *Connect One* that are included as part of the survey

What are the opinions of the Town Council.

Get Map of Basalt town boundaries

Framework from BPAC – What are the nuts and bolts of BPAC
Goals and Aspirations

Transfer tax has been deemed to be illegal according to Tabor.

Develop a tiered structure to allocate funding for art

Outside support for the Basalt Arts Program is important

New York “The Gates”, economic data for community impacts, The Gates, Project for Central Park, New York City

Crested Butte study on Arts impacts

Virginia economic impacts related to the Arts
<https://www.virginiabusiness.com/article/economic-and-cultural-change/>

JVA report sent to Colleen

How does Carbondale fund public art programs

Details on Basalt Mountain Fair and who does it?

Goals and Aspirations – Check list of Transfer Tax vs. Real Estate Transfer Assessment; Generates 80k – 100k annually; Temporary Programs only;

Meeting 7 – February 14, 2020

TACAW – The Arts Campus at Willits

Julia & Ryan, Colleen & Reggie

Market Analysis on TACAW site

The Basalt Annex (Look see)

Rotating Artist Program (Want to have)

Salida Arts promotion

<https://salidachamber.org/event/salida-arts-festival-6/>

“The Temporary” space for TACAW was very successful.

Governance problems with BPAC

Providence, RI arts program, look at

<https://artculturetourism.com/act-public-art-open-calls/>

TACAW, Art Base, BPAC should allocate money to **market** Basalt, CO. Simple solution: Market BPAC, TACAW, Art Base all together. This is key. Marketing; social media, little paid acts; Facebook; radio, print.

Chamber of Commerce does not have a voice in art program

Elements Hotel could serve as a convention center in conjunction with TACAW
\$180 marketing for radio and print buys

Experiential Art presentations are good for a small town. Rolling leases are a problem

Audio Plays on Staten Island ferry

<https://www.thisisnotatheatrecompany.com/ferry-play>

Amy Kimberly – CCAH got designation for Carbondale Art District

Carbondale Arts New City Market Mural Opportunity

<https://www.carbondalearts.com/new-city-market-mural-opportunity/>

Show benefits of a coordinated marketing plan within the Art Master Plan

Basalt should not be a collector of art

New TACAW can do digital art on screens, maybe sculpture in the garden

Master Plan should define a 1 to 5-year plan

RETA funding for TACAW. TACAW has 99 year lease.

How do you market Basalt as a destination for experiential activities

How to couple the environment and art

Marketing efforts – Basalt is too small – Link with Carbondale and Aspen. Algorithms of search results.

Basalt Issues – Basalt has identity crisis. Julia would like Basalt leadership to demonstrate that the town has a long-term commitment to the arts.

WHO IS BASALT | WHAT IS BASALT’S GOAL?

Art Master Plan must show a town has a long-term commitment to the Arts

How do you take care of Artist? – How does TACA W take care of Artist? Artists' housing?

120 Hotel beds in Basalt ($88 + 20 + 20 = 120$ -ish)

Teacher of Art – Partnership with schools.

Artist teaching in schools

Reach out to Latino Community for inclusivity, especially important to TACA W's success

Art Master Plan should foster kids getting 4 hours of art education / week

Roaring Fork E1 School District – If parents see benefits of arts education for kids, parents will support arts program