

The BPAC Meeting will be held in person at Basalt Town Hall – 101 Midland Avenue. The public may attend the meeting from the audience if interested.



**TOWN OF BASALT MEETINGS  
Basalt Public Arts Commission (BPAC)**

**Thursday, December 1, 2022**

**5:00 pm – 6:30 pm**

**101 Midland Avenue**

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| <b>5:00 PM</b> | 1. Call to Order & Role   |
| 5:02 PM        | 2. Approval of Minutes from September 22, 2022, October 6, 2022, and November 17, 2022. |
| 5:05           | 3. Basalt River Park Sculptures: Continued Review and Jury of Submissions               |
| 6:15           | 6. Other Discussion Items and Member Updates  |
| <b>6:30</b>    | <b>7. Adjourn</b>   |

**Basalt Public Arts Commission (BPAC)**  
**November 17, 2022**  
**Basalt Town Hall, 101 Midland Avenue**  
**5:00 pm – 6:30 pm**

*Members: Britton White, Karyn Andrade, Liz Bell, Anna Lohr, Josh Mueller*  
*Staff: Sara Nadolny, Michelle Bonfils Thibeault*  
*Guests: Kristin Knoll, Slate Communications.*

Agenda Items

1. Approve Meeting Minutes
2. Presentation from Slate Communications regarding Town Logo and Branding
3. Review and initial thoughts on the River Park sculpture submissions

Meeting began at 5:07 pm

1. The approval of meeting minutes was continued to the December 1<sup>st</sup> BPAC meeting.
2. Presentation from Slate Communications.

Michelle introduced Kristin Knoll, Senior Communication Strategist with Slate Communications, who was in attendance via Zoom. Kristin informed BPAC that Slate Communications is a marketing and public relations firm in Colorado that works exclusively with local governments and special districts. Slate Communications has contracted with the Town of Basalt to work on a new Town logo and rebranding campaign.

Kristin provided an overview of the branding process for the Town of Basalt. They've worked with dozens of Colorado communities and in neighboring states on their logos and branding redesign projects.

Kristin asked BPAC to begin by thinking about logos from communities around Colorado that they find memorable and appealing. She said it is important for Slate Communications to get as much input as possible. She will return at a future date for more conversation with BPAC.

Kristin took BPAC through the process of the theme to the style guide and a plan for implementing the new logo. She provided a high level overview of the main project milestones. The next step will involve creating a subcommittee (aka brand committee), and after that they will engage local graphic designers. Design options will be reviewed with the community and the Town's LetsTalkBasalt site will be utilized. Eventually the consultants formulate a recommendation which will be presented to Town Council.

Kristin will be coming to Basalt in early January. Michelle said she'll be seeking a volunteer from BPAC (and the other Town committees) to be on the branding committee which can be discussed more fully at the next BPAC Committee meeting.

### 3. Sculpture at the River Park

BPAC members reviewed six River Park sculpture submissions, which included submissions from the following artists:

1. WALLY
2. Nancy Lovendahl
3. Gail Folwell
4. Thomas Barlow
5. Rick Griebenow
6. Leah Aegerter

BPAC will continue their review of the sculptures and work toward completing scoring sheets at the next BPAC meeting on December 1<sup>st</sup>.

Regarding the process, BPAC will make a recommendation to the Town Council, and will explain the process (Call to Artists, where it was advertised), the meetings spent discussing the submissions, the criteria, etc.

At the December meeting BPAC may also decide if they would like to have any follow up with the artists; more information to help BPAC to formulate a recommendation.

M/S Liz and Josh to adjourn the meeting. Motion passed 5 to 0.

The meeting ended at 6:45 pm