

NASHUA ARTS COMMISSION

DRAFT
MINUTES OF A MEETING OF THE
NASHUA ARTS COMMISSION
May 8th, 2018
City Hall Room Auditorium

Members in attendance: Michael Joseph, Tina Cassidy, Rachel Rendina, Judy Carlson, Paul LaFlamme, Mitzi Barrett (acting chair), John Eagan, Alison Bankowski, Lindsay Rinaldi

Absent: Tracy Hatch, March Thayer, Bonnie Guercio

Also Present: Manuel Ramirez, Celcilia Ubarri

Lindsay Rinaldi is taking minutes on behalf of Amy Deroche.

Mitzi Barrett is lead the meeting as acting chair in Tracy's absence.

Called To Order: 8:00am

1. Minutes: Motion was made by John and seconded by Paul to approve the April 10th minutes.

Amendments suggested by Judy: Things missing in the marketing report

-Add American For the Arts Economic Impact Study

-For the new nashua website: collaborative marketing committee will spend \$800

-New June workshop, will be about \$200

With these amendments noted, the motion approved unanimously.

2. Positive Street Art's Proposal: Welcome to Nashua Mural by Manny Ramirez

Project Status and Updates:

-Positive Street Art has not yet gotten approval from the building yet

-Bill Gately owns the building: 77 Pine Street

-Goal: "to immortalize Nashua as the great city that it is"

-most city's have a notable welcoming mural

-would like to start a committee in collaboration with NAC, GAD, CITY ARTS, local business owners, rep from the city

-would like to fill the full wall with mural

-minor work that needs to be done in order to prep for the art

-wants to involve lots of different artists

-NAC voices concerns about paint medium (spray paint/ acrylic/ other)

-Manny says that spray paint has evolved and there are clear coat covers the mural, would need maintenance every 7 years, will put a graffiti coating over it

-NAC expresses concern about unrealistic timeline but is enthusiastic about the project and its intended end result

Next Steps:

Step 1: get committee together

Step 2: call to artists and offer a concrete stipend-what are we gonna pay them and what are they expected to paint

Step 3: supplies approximate and sealed well

Step 4: Mural Maintenance -ask City Arts about their Mural Maintenance fund (they have 5K says Judy)

Paul asks: "What do you need from NAC today?"-put together the committee

-Judy volunteers to sit on Manny's committee

Funding

Judy was confused because of the set up of the columns. \$800 is committed to the Experience Nashua website for the current fiscal year. \$200 will go towards the June workshop. Still waiting to hear if we got the grant for the American for the Arts study.

Judy proposes: allocate the remaining funds to the American for the Arts projects, if the grant comes through (will be notified by June 2018 meeting)—Paul says put this in Old Business in the June 2018 meeting, action must be taken by June 30th

Judy will send the NAC grant narrative so we are more familiar (it was submitted by City Arts Nashua because they are a 501c3)

Marketing Committee Report

-Judy wants to better define how to use the NAC city website (Cecilia Ubarri will be working on it)

Bloomberg Public Arts Challenge-Paul

Grant has been submitted. Now we wait, not sure of the timeline for response

Project Management-short overview presentation in June meeting, volunteer meeting

Judy expresses concerns about accountability, frustrated with lack of follow up with project

Michael Joseph volunteers to help with fb

Updated on NAC Grants Discussion

No update from Mitzi due to lack of meeting

New Business

John wants an update on the PAC meetings

Judy and Lindsay will go and report back

Action Item: Paul requests a standing report on PAC every month

Judy suggests that we add a monthly update regarding: correspondence (ex: thank you letters, grant award updates, etc)——maybe put under new business

Mitzi shares Sculpture Symposium card, Cecilia will bring it to the meeting

Alison Bankowski-New Business

- Downtown Arts Festival: Saturday August 25th

- last year the NAC sponsored the city's stage, they need to go through Parks & Rec, and then Parks & Rec will ask NAC

- Michael Joseph suggests that you ask GAD to use the stage

- Judy says that a formal written request needs to be submitted after touching base with Parks & Rec

- Michael Joseph: express a public THANK YOU for Manny Ramirez for all the work he does to beautify this city

- Cecilia: holding a welcoming event on Saturday, Sept 15th 12-4pm: multicultural festival and St. Pat's gym, food tasting, arts, music, planning committee invitation to NAC meeting, **May 23rd at 3pm in the City Hall Auditorium**, seeking connections

- Micheal volunteered to help out

- talk about local events: Actorsingers Sister Act and Peacock Players

Adjourn at 8:48am

Paul

Michael Joseph

THE WELCOME TO NASHUA MURAL PLAN

- Project Background**
- Project Management Committee**
- Artistic Design**
- Call for Artists**
- Budget and Funding**
- Promotion Plan**
- Timeline**

Project Background:

The City of Nashua is one that is rich with art, culture and diversity. Since the inception of this little quaint city, it has welcomed people of all walks of life. This city has pioneered many industries, made advances in many fields and broken norms in cultural standards that has helped America become a better place. Nashua has been named best place to live in America by Money Magazine twice. It has raised people that have come to be great in their industries.

Positive Street Art wants to show its gratitude to a City that provides so much for its people. We would like to show our appreciation in the best way we know how, by painting a mural that illustrates the city, its history of inclusion and innovation.

The site we have chosen for this mural is the building across the Millyard smoke stack (77 Pine Street). We think this site is perfect because it is right across from one of the oldest landmarks of Nashua, on a street that opens the city up to travelers from the freeway and right down the street from one of Nashua's most known art communities (The Picker Building). The wall itself is ripe for art, standing at 20 feet tall by 175 feet wide it provides a canvas large enough for the vision of many artists.

We seek to find private and public partners to fund and help fundraise the project to give it the best chance at becoming a new staple in the city to be around for decades to come.

Phase II Project Management Committee:

- Manuel Ramirez, Lead Artist
- Cecilia Ulibarri,
- Samantha Cassista
- Nashua Arts Commission Board members?
- City Arts Nashua Board Members?
- Great American Downtown Representative?
- City of Nashua Liaison?
- Local Business owner/s?

Artistic Design

- Theme – “Welcome our history and diversity! Celebrating, showcasing and immortalizing a City that is empathetic to diversity and welcomes people of all walks of life”
- Original artwork (sketch) to be provided by lead artist with the “fill in” detail to be awarded to selected (local) artists chosen in a call to artists.
- Guidelines for artwork to be included in Call for Artists
- Final artwork to be painted by all selected artists lead by Manuel “Phelany” Ramirez

Call for Artists:

- Guidelines for artwork, timeline and process is attached to plan.

Budget and Funding plan for 2018 Welcome To Nashua Mural:

Expenses (approximately)	
Original Sketches (approx. 4)	\$800
Artist Stipend TBD	TBD
Paint and Supplies	4,400
Design and Printing of new mural brochures/ Sponsor sheets	200
Signage	100
Develop Reserve/Repair Fund	\$4,500
Total Expenses	\$10,000
Revenue	
On Hand (as of 3/1/18)	
-Reserve	
Committed (Positive Street Art supply budget)	\$500
Signage	
Other Revenue to be Raised	
-Grants	
-Sponsorships	
-Donations	
Total Revenue	\$500

Notes: Committee will identify and pursue funding resources.

Expenses Detail:

- Original sketches- \$200 per selected artist sketch.
- Artist stipend, TBD by committee to have a discussion and agreement on how much should be paid to selected artists for their part in the collaboration.
- Paint and supplies include, Spray paint order roughly \$1000, Acrylic (artist) paint and exterior masonry base coat \$1000, Clear coat finish (UV-resistant protection) \$1,500 and Misc utility supplies \$500.
- Brochures to inform the public of the project and Sponsorship level sheets to hand out to possible sponsors.
- Caution signs, Posters showing mural info.
- Mural coating will need to be touched up after about 7-10 years. Repair fund should be raised in case it gets vandalized or tagged.

Promotion Plan

- Committee will contact local media sources such as Nashua Telegraph to provide extensive publicity for the project.
- Final plan and timeline to be developed by The Welcome to Nashua Mural Committee
- The Committee will plan a small reception at the mural site to Inaugurate the mural and celebrate NH welcoming week (tentatively Sept. 22).

Implementation Process Timeline:

- May 8, 2018: Meet with City Arts Nashua Board of Directors
- May 15, 2018: Finalize committee members and identify funding possibilities
- May- June 2018: Meet with Rotary Club Presidents and Nashua Telegraph?
- June 2018: Project Plan and Budget Completed; Fundraising Starts
- June, 2018: Meet with City Arts Nashua Board of Directors
- June, 2018: Call to Artists to Nashua High Schools , the Adult Learning Center, local colleges, the public and Art communities. See attached: Call For Artist Submission Form
- On or before June 2018 - July 2018: Promotion Plan Begins?
- On or before July 13, 2018: Artwork, submission materials and Consent Forms are submitted and dropped off to the Mural Project committee post deadline.
- July 17, 2018: Artists selected by the Mural Committee. Place, Date and Time to be determined.
- Project Creation Begins any time after 08/01/18.
- Reception to be dated for the week of welcoming September 14-23, 2018.