

Promote the Arts Committee
December 2, 2009

Present: Claudia Skylar, Lynn Basa, Allison Stities, Jamie Simone

The PTA committee ratified a new mission statement which reads as follows:

The Promote the Arts Committee strives to increase the public awareness of the unique artistic character of the WPB community and to be a catalyst for the creation of high quality art. Our mission is to encourage integration of the arts by funding both permanent and temporary art installations, supporting community art projects that have a visible impact on the neighborhood, and creating programs to retain and attract artists to WPB.

The committee is continuing its ongoing research and compilation of sites for future art installation of all types and sizes. We realized that we wanted to take a proactive role in the creation of public art in the WPB, taking on the role of the client in initiating projects and issuing requests for proposals/qualifications/ideas. We decided that the project that was most immediate and addressed multiple master planning directives would be one that put art in vacant storefronts.

We are in the process of putting together an RFP for an ambitious three month summer program to utilize storefronts for art which would have an overall budget of \$50,000. We would be looking for creative proposals in addition to credentials showing that the persons or organizations are capable of managing such a project. Two major obstacles are insurance and getting the owners of the vacant properties to commit to the project a few months in advance since they may feel they would be jeopardizing their chance of getting a rental. Therefore the RFP will make it clear that that first phase will be getting a critical mass of properties to participate, and if it is not possible to do so the project could be terminated at that time, paying a small amount for that research and legwork.

The insurance issue still requires more research, but may be easier if the art is viewed only through the windows and the public doesn't enter the space.

Although marketing will be part of the requested project, we anticipate an additional \$10,000 to advertise the event as a part of the current marketing campaign.