



Cultural Arts Commission Meeting

MARCH 24, 2021

6:00 PM

I. CALL TO ORDER

- A. Please note that, due to ongoing efforts to encourage “social distancing” in response to the COVID-19 pandemic, this meeting will be conducted virtually using Zoom Meetings.**

To Attend the Virtual Meeting:

Using Your Computer, Tablet, or Smartphone:

Go to:

<https://us02web.zoom.us/j/84863957900?pwd=djZjcFBzc0VQb1kzcHZwemNhZk1HZz09>

Meeting ID: 848 6395 7900

Passcode: 1VWf7h

II. ROLL CALL

III. NEW BUSINESS

- A. Cultural Services Overview**

IV. ADJOURNMENT

CULTURE OVERVIEW ALPHARETTA

RECREATION, PARKS & CULTURAL SERVICES

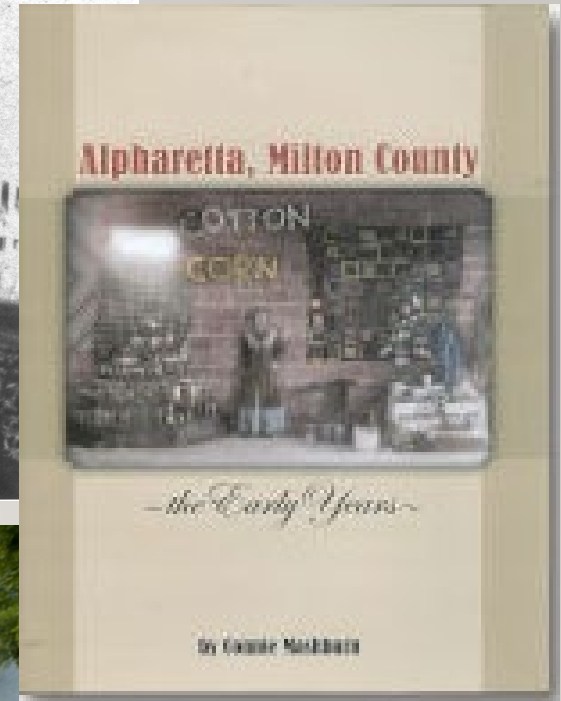
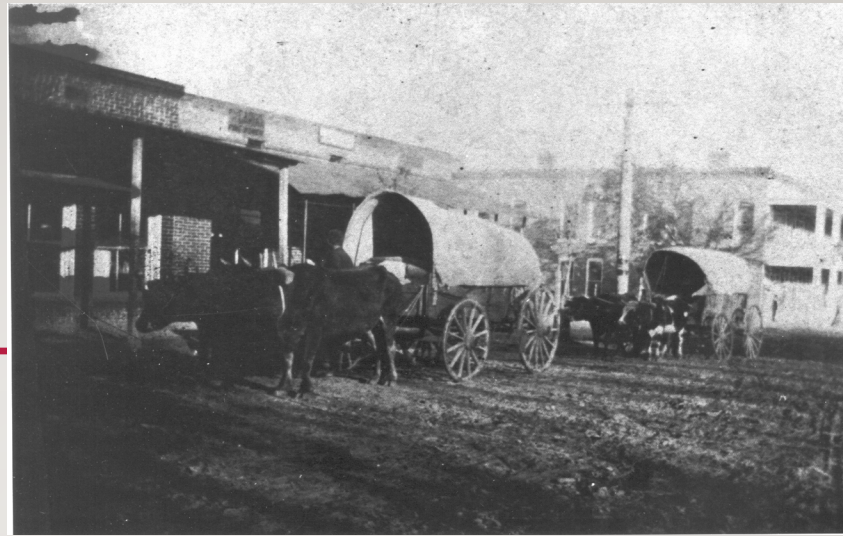


CULTURAL TIMELINE

1858 – 2009

COURT—CHURCH—SPORTS—TASTE

- 1858 Community Gatherings – June Singing, Milton County Court, Church Events, High School Sports, Parades
- 1991 Taste of Alpharetta Begins Downtown
- 5K's Events / Non-Profits Fundraisers
- 2008 City of Alpharetta Celebration 150 Years – Historical Preservation & Project Partnerships



CULTURAL TIMELINE

2010 – 2016

PLANNING–EVENTS–DEVELOPMENTS



- 2011 Economic Development Master Plan – people moving to Alpharetta to work
- 2012 Events Up By 600%
(Food Truck Alley, Grilling & Gridiron, Wire & Wood, Scarecrow Harvest)
- 2012 Technology City of the South
- 2014 Downtown Development Kicked Off / City Hall Moved & City Center
- 2014 Avalon Development
- 2014 More people moving to Alpharetta to Work and Play

CULTURAL TIMELINE

2017

MUSIC VENUE—PUBLIC ART—CULTURAL STAFF

- Verizon Wireless Amphitheatre at Encore Park (AmerisBank Amphitheater)
- First Public Art / Sculptures Installed – *Inspirations of Music Series*
- December - Recreation & Parks Department renamed to Recreation, Parks & *Cultural Services* Department
- December – Cultural Services Division created with (3) Three Full-time Employees (2002 to 2016 Arts consisted of (1) One Full-time Staff with a few art classes in the basement of Municipal Crabapple Government Building)



CULTURAL TIMELINE 2018 - 2019

MUSEUM—ARTS CENTER—PERFORMANCES

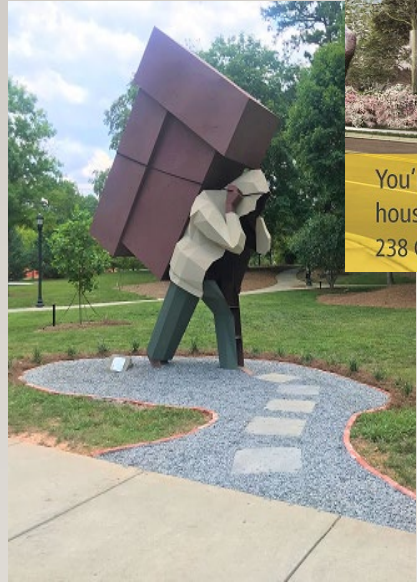


Save the date:
Thursday, October 4 at 4pm

Grand Opening



You're invited! Join us for ribbon cutting and house at the new Alpharetta Arts Center
238 Canton Street, Alpharetta, GA 30009 • 678-



- 2018 April – Alpharetta & Old Milton County History Museum at City Hall
- July - First Budgeted Funds for Cultural Services Division
- September - First Outdoor Public Art Sculpture Exhibit Installed / Miscellany by Arts Alpharetta
- October -- Alpharetta Arts Center Opens
- October - Shakespeare Theater in Wills Park
- December – Art Walk Brochure Created
- 2019 January – First Arts Center Gallery Show
- March – First Public Mural / “Single Use Planet”
- April – AMPS 2 Year Music Plan Created (Alpharetta Music Project Strategy - Alpharetta Music City, Music Match Program)
- 2019 May – Fulton County Arts & Culture– Received First Music Grant

COVID--CREATE---CULTIVATE

- January – Funding in FY2021 Budget for Cultural Services Master Plan
- March – COVID Challenges Staff & Budget / Facilities Closed
- April - New Organizational Chart & Virtual Programs
- April – Virtual Dream Park Drawing & Idea Contest
- April to December - Arts Alpharetta Meeting with Non-Profit Art Consultant
- May – Planned & Implemented COVID Safe Arts Classes & Camps
- May - Fulton County Arts & Culture Awarded Alpharetta (4) Covid Relief Grants:
 - Music Match Program (48 Shows) / Song Can Change Your Life Podcast (6) / Flourish & Forage Contemporary Music Festival / Alpharetta Community Chorus
- May – Staff Returns to Arts Center / Classes & Camps Start

WORKSHOP INSIGHTS

“We want to create more together!”



TOP PICKS

- Sculpture and Ceramics
- Music
- Jewelry and Metalsmithing
- Creative Writing
- Modern Dance
- Music Production
- Culinary Arts





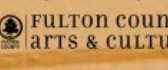
A SONG
CAN CHANGE
**YOUR
LIFE**

SEPT 13 @ 7PM
SPECIAL GUEST
KYSHONA

PRESENTED BY











RECORDED AT THE ALPHARETTA ARTS CENTER BLACK BOX

CULTURAL TIMELINE

2020 JUNE – DECEMBER

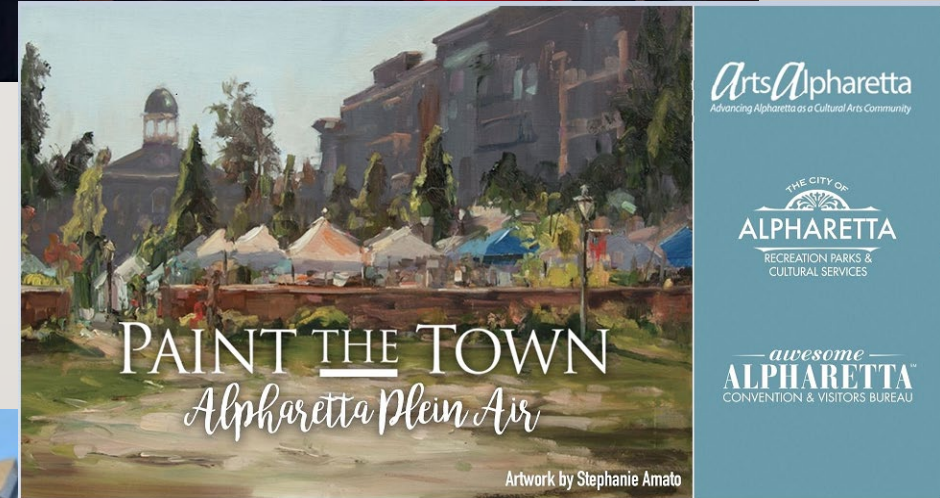
OUTDOORS–REACH–COMMUNITY



- June -
 - Arts Alpharetta Free “Take Out Art” Program for Under Privileged Children (4 rounds in 2020)
 - Free Arts Studio On the Go-Go Program
 - Webb Bridge Park Gate – High School Apprentice Program with Local Artist
- August – Mural Pop Up Skate Park
- September – Cultural Arts Commission Ordinance Adopted by Mayor & City Council
- October – Alpharetta Claims National Proclamation for Alpharetta Arts & Humanities Month

CULTURAL TIMELINE 2021 JANUARY – FEBRUARY

- *Paint the Town / Arts Alpharetta Plein Air 5 Day Event* – Partners City and Alpharetta Convention & Visitor Bureau
- 2021 *Tuskegee Airmen: The Segregated Skies of WWII* On-Loan Exhibit– First Community Gallery Show at City Hall
- *Gees Bend* Play by ACT1 / Filmed in the Black Box / Story of Enslaved Black Women in the 19th Century who Quilted for Warmth that became Art / Virtual Release
- *Not Your Granny's Quilt Exhibit* - Arts Center Gallery
- *Dorothy Norwood Proclamation Feb*– Legendary American Gospel Singer from Alpharetta – Acknowledging & Celebrating her 85 Year Career in Music
- *Chestene Carter Collection* –Archiving into Museum Software. President of the historical society and was a well-loved member of St James Methodist Church. Her collections shows the best, if not the only known, Alpharetta Black History that extends early 1900's to now.
- Completed First Public Art Along the Alpha Loop



CULTURAL SERVICES STAFF & FACILITIES



- Cultural Staff / Increased to (3) Full-Time Staff in 2021:
 - Kim Zane – Cultural Services Manager
 - Meghan Vilela – Cultural Supervisor – Focus on Arts Center Hub
 - Toby Smallwood – Cultural Supervisor – Operations –Public Art GIS System
 - Nancy Murphy – Gallery Coordinator (Part-time)
- Facilities & Assets / All of these are entered into GIS Software including Maintenance Plans & Art Kids for Each –
 - Arts Center
 - Alpharetta & Old Milton History Museum
 - FFA Log Cabin, Mansell House, Farmhouse, Silos Park
 - Resthaven Cemetery
 - Public Art Sculptures & Murals



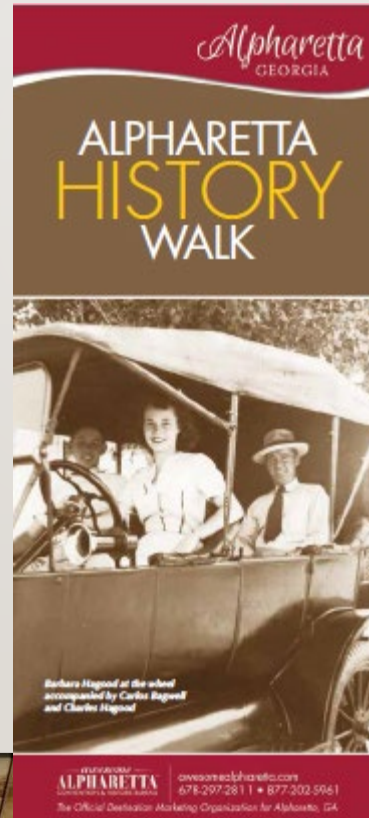
CULTURAL SERVICES

HISTORIC PRESERVATION

**CULTURAL ARTS COMMISSION INTANGIBLE VERSES HISTORIC PRESERVATION COMMITTEE TANGIBLE*

- Museum at City Hall
- Docent Tours at Museum
- Historical Markers
- History Walk
- FFA Log Cabin at Milton Ave Park
- Archives Partnership with City

- Alpharetta Video Stories Project
- Programing at Lob Cabin
- TBD-Farm House Heritage Park
- Cemeteries
- Public Research & City Requests
- Farmhouse Documentary
- **Partners with Alpharetta & Old Milton Historical Society – They need members and help to support historic preservation work.**



CULTURAL SERVICES

ARTS CENTER & GALLERIES

**SERVES AS THE CULTURAL HUB FOR ALPHARETTA*

- Classes, Workshops, Open Studios, Camps, Lectures, Adaptive Programs, Birthday Parties
- Black Box with Podcasts & Performances
- Cultural Guides – 4 Seasonal Guides Yearly Separate from Recreation
- Four Alpharetta Galleries:
 - 1- Outdoor Sculpture Gallery
 - 2- Arts Center Gallery (Name TBD)
 - 3- Community Gallery at City Hall,
 - 4- Studio Gallery at the Arts Center



- Partners with Arts Alpharetta- Volunteer Non-profit Group who serves as an Umbrella Group for 12 Local Cultural Non-Profit Groups: ACT I Theater, Metropolitan Ballet Theatre, GA Natures Photography Assoc., Alpharetta Symphony Orchestra & Youth Symphony, Alpha Arts Guild, Lionheart School ,Alpharetta City Band, Alpharetta Chorus, Chattahoochee Evening Stars Quilt Guild, Friends of the Library.
 - **Need additional volunteers, instructors, etc. to support the art center programs!**



CULTURAL SERVICES

PERFORMING ARTS

MUSIC, THEATER, & DANCE



- Venues / Stages – We Utilize Outdoor locations such as Brooke Street Park, Black Box / Gallery Space, etc.; Need larger performance stage / venue.
- Music – Alpharetta Music Project Strategy, Music Match Program, Forage & Flourish, Fiddle Club, Black Box Podcasts, TRAP Adaptive Drum Program, Play It Again Pianos (Art & Music Program)

- Local Partners - ACT I Theater, Metropolitan Ballet Theatre, Alpharetta Symphony Orchestra & Youth Symphony, Alpharetta City Band, Alpharetta Chorus
- **Additional Support Needed**



CULTURAL SERVICES PUBLIC ART

- Locations -Alpha Loop Initiative, Art Walk Brochure Downtown and ALL of Alpharetta
- Public Art Review Committee – Arts Alpharetta reviews proposed public art and City processes application; then presents Arts Alpharetta recommendations to Cultural Arts Commission for final approval, denial or recommendations.
- Public Art Process Review Percentage of Project that Developers Allocate vs Estimated \$15-30K
 - “A” Sculpture Example w/HOA (Milton Ave/Canton St)
 - Community Development Brochure for Developers
- Public Art is entered into a GIS System with Art & Maintenance Kits
- Need City Plan for how to Infuse and Fund Public Art

