



Cultural Arts Commission Meeting

March 24, 2021

6:00 PM

This summary is provided as a convenience and service to the public, media, and staff. It is not the intent to record proceedings verbatim. Any reproduction of this summary must include this notice. Public comments are noted as heard by the Commission, but not quoted or paraphrased. This document includes limited presentation by the Commission and invited speakers in summary form. This is not an official record of the Alpharetta Cultural Arts Commission Meeting proceedings. Official Minutes are recorded and available for review.

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

I. CALL TO ORDER

- Chairwomen Dianna Smeal called the meeting to order at 6:00 p.m.

II. ROLL CALL

- **Commission Members**

- Dianna Smeal (Chair)
- Gene Andrews (Vice Chair)
- Matthew Khodayari
- Kendrick Mclaughlin
- Mary Beth Cornelius
- Sabine Genet
- Michael Barsky
- Melody Cookson (Alternate)

- **Staff**

- Morgan Rodgers, Director of Recreation, Parks & Cultural Services
- Kim Zane, Cultural Services Manager
- Erin Cobb, City Clerk

III. NEW BUSINESS

A. Cultural Services Overview

- Cultural Services Manager, Kim Zane, came forward to present this item.
- Manager Zane presented an overview of the following topics:
 - City of Alpharetta cultural timeline from 1858-2009:
 - 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
 - City of Alpharetta cultural timeline from 2010-2016:
 - 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
 - City of Alpharetta cultural timeline 2017:
 - Verizon Wireless Amphitheatre at Encore Park (Now called the Ameris Bank Amphitheater)
 - First Public Art / Sculptures Installed – Inspirations of Music Series
 - Recreation & Parks Department renamed to Recreation, Parks & Cultural Services Department
 - 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)
 - City of Alpharetta cultural timeline from 2018-2019:
 - 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
- City of Alpharetta cultural timeline January-May 2020:
 - January – Funding in FY2021 Budget for Cultural Services Master Plan
 - March – COVID-19 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-19 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
- Cultural timeline June - December 2020:
 - 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
 - Mural Pop-Up Skate Park
 - Cultural Arts Commission Ordinance Adopted by Mayor & City Council
 - Alpharetta Claims National Proclamation for Alpharetta Arts & Humanities Month

- Cultural timeline January-February 2021:
 - Paint the Town / Arts Alpharetta Plein Air 5 Day Event – Partners City and Alpharetta Convention & Visitor Bureau (ACVB)
 - 2021 Tuskegee Airmen: The Segregated Skies of WWII On-Loan Exhibit – First Community Gallery Show at City Hall
 - Gee's 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 – 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 show the best, if not the only known, Alpharetta Black History that extends from early 1900's to now.
 - Completed First Public Art Along the Alpha Loop
- The following action items were discussed:
 - The Cultural Arts Commission will prepare guidelines for public art, to include how the art is maintained and who is financially responsible for that maintenance.
 - The Commission will discuss what components make up a special event vs. a cultural event.
 - The Commission would like to move forward with a Cultural Arts Strategic Master Plan. The current estimate for the plan to be drafted is approximately \$40,000, which is *not* included in the Recreation, Parks & Cultural Services Department budget. Future discussions are planned between Cultural Arts Commission Members and the City Council Members who appointed them.
 - The Cultural Arts Commission will also work on creating a policy to set guidelines/requirements for naming the art gallery.

IV. ADJOURNMENT

- ❖ With no further business to discuss or items to be heard, Chairwomen Dianna Smeal adjourned the meeting at 7:30 P.M.

Respectfully submitted,



Erin Cobb, City Clerk