



RECREATION, PARKS & CULTURAL SERVICES COMMISSION MEETING APRIL 28, 2021

ALPHARETTA CITY HALL
COUNCIL CHAMBERS
2 PARK PLAZA
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://zoom.us/j/96405830777>**

Meeting ID: 964 0583 0777

- B. Virtual Meeting Procedure**

II. ROLL CALL

III. ITEMS FROM STAFF

- A. Review of Agenda**

IV. APPROVAL OF MEETING MINUTES

- A. March 24, 2021**

V. PUBLIC COMMENTS

VI. UNFINISHED BUSINESS

- A. Guidelines for Public Art**

- i. Review Public Art Application**
- ii. Review Staff-Arts Alpharetta-Commission Process**

- B. Guidelines/Requirements for Naming the Art Gallery**

- C. Special Event vs. Cultural Event Components**

VII. NEW BUSINESS

- A. Request for Approval - The Maxwell Sculpture**

- B. Commission Mission and Main Areas of Focus**

VIII. ITEMS FROM COMMISSION MEMBERS

- A. Cultural Arts Strategic Master Plan**

IX. ADJOURNMENT



Cultural Arts Commission Virtual Meeting Procedures

COMMISSION PROCESS

- The Commission Chair will oversee the meeting and provide these procedures as part of the call to order.
- Due to ongoing efforts to encourage "Social Distancing", this meeting will be conducted virtually Via the Zoom video conferencing platform.
- The Zoom video conferencing link will be provided at the top of meeting agenda, which will be posted to the City website the week prior to the meeting as is standard practice.
- Kim Zane, Cultural Services Manager, will run the meeting as the Meeting Monitor
- During the Meeting, all Applicants & Members of the Public should turn their video off
- The Meeting Monitor will allow Commission Members, Applicants and Members of the Public access into the meeting from the "Waiting Room"
- Attendees should press the hand raising button when they wish to speak, and the Meeting Monitor will call on them one by one.
- Motions by The Commission must be clear and concise.
- Once a Motion has been made and seconded, the Chair will announce who made and seconded the motion. He will then name and call on each Commission Member for a vote.
- This meeting will be conducted in accordance with adopted rules and procedures, according to the City Code.
- Once the public hearing for a specific case is complete, the case will be closed and the next agenda item will be taken up, similar to the procedure for a regular in-person meeting.

APPLICANT PROCESS

- The applicant will designate speakers ahead of the meeting to provide its presentation to the Commission.
- The applicant will be identified by case name and will only be permitted to present during its specific case.
- The length of the applicant presentation is at the Chairman's discretion. It is recommended the applicant presentation be limited to 15 minutes not including discussion by the Commission.

PUBLIC COMMENT PROCESS

- Members of the public are invited and encouraged to participate in the virtual meeting but are reminded to conduct themselves with the same professionalism and demeanor as the Commission with each member of the public limited to a maximum of 3 minutes of comment per case.
- Members of the public wishing to speak, option above, will need to "raise their hand" in the Zoom chat tool to be acknowledged by the Meeting Monitor and have their audio unmuted.
- The public is asked to indicate SUPPORT, OPPOSITION, or QUESTION and the case name of the item they are speaking on to ensure staff can manage reading comments into the record, responding to questions, and unmuting speakers. There will be a 3-minute limit per speaker allowed.

****The recording of the Zoom virtual meeting will be posted to the City's Agendas and Meetings webpage here:**

<https://www.alpharetta.ga.us/government/meeting-manager-portal>



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

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

II. ROLL CALL

- **Commission Members**
 - o Dianna Smeal (Chair)
 - o Gene Andrews (Vice Chair)
 - o Matthew Khodayari
 - o Kendrick McLaughlin
 - o Mary Beth Cornelius
 - o Sabine Genet
 - o Michael Barsky
 - o Melody Cookson (Alternate)
- **Staff**
 - o Morgan Rodgers, Director of Recreation, Parks & Cultural Services
 - o Kim Zane, Cultural Services Manager
 - o 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:
 - o 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
 - o 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
 - o 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)
 - o 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
- o 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
- o 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

- o 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:
 - o 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.
 - o The Commission will discuss what components make up a special event vs. a cultural event.
 - o 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.
 - o 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, Chair Dianna Smeal adjourned the meeting at 7:30 P.M.

Respectfully submitted,



Erin Cobb, City Clerk



2021 Public Art Application

Applicant Name: _____

**Application Contact plans and/or funds the proposed public art.*

Contact Role (Choose One): ____Developer ____Artist ____Community Group ____Other

Phone Number: _____ **Email:** _____

Public Art (Choose One): ____Mural ____Sculpture ____Memorial ____Community Art
____Integrated Architectural ____Landscape Architectural Work

Images (3) Three Enclosed: ____ YES ____NO **Applicant must submit three (3) images with different vantage points for proposed public art piece. One (1) image of the (3) must reference the scale/size of the piece (Example- have a person in the photo with the art work). Artist renderings are acceptable.*

Artist Name: _____

Artist Contact (Website/ Email/Phone/Resume): _____

Maintenance Plan Enclosed: ____ YES ____NO

**Maintenance plan for the proposed public art is required with application. Plan must include a description of all materials; how the piece was created; paint colors specifications; and so on as it applies to the piece.*

Proposed Public Art Location Address: _____

Location Photos Enclosed: ____ YES ____NO

**Photos of proposed public art location is required with application. Location photos must show the surrounding area and different vantage points. List in a separate word document any businesses, residents, etc. that might view the proposed public art on a daily basis.*

Describe the surroundings and how it fits the proposed location: _____

Owner of Property: _____

**Attach a Letter of Permission from the Property Owner to Install the Public Art Piece and length of agreement.*

Name of Conclusive Owner of Proposed Public Art: _____

**Final owner and responsible party for long term maintenance of the piece.*

Phone Number: _____ **Email:** _____

Applicant Signature: _____ **Date:** _____

**I hereby certify that the above and attachments are true and correct to the best of my knowledge.*

Email application and following as separate attachments to Kim Zane, Cultural Services Manager kzane@alpharetta.ga.us.

____Public Art Application (Page 1 Completed)

____(3) Images of Proposed Public Art

____Maintenance Plan

____Location Photos of Proposed Public Art

____Letter of Permission from Property Owner to Install Public Art Piece

**All above requirements must be completed for a Public Art Committee Review to be scheduled.*



PAGE (2) STAFF TO COMPLETE

Public Art Review Committee Criteria & Discussion:

**Below is for Public Art Committee only and will be completed during your proposed public art review. Please read through and be prepared to discuss during the review.*

	YES	NO
1. Public Art is handmade and original; not a reproduction	_____	_____
2. Overall quality & construction of the piece is of high standards	_____	_____
3. Strength and power of public art piece is good to above average	_____	_____
4. Public Art will add to the overall location	_____	_____
5. Any concerns about messaging that could be misinterpreted	_____	_____
6. Scale of the piece fits the location	_____	_____
7. Piece meets consensus of community standards	_____	_____

Additional Comments: _____

Public Art Review Committee Recommendations:

_____ **Approved as Proposed**

**Route to Alpharetta Cultural Arts Commission for final approval. Meetings occur on the fourth Wednesdays of the month so please plan appropriately.*

_____ **Approved with Minor Modifications / No Further Review Required**

**Applicant & Review Committee agree to modifications. Route to Cultural Arts Commission for final approval.*

_____ **Approved with Modifications / Further Review Committee Discussion Required**

**Applicant works on modifications. A second Public Art Committee review will be scheduled when modifications are submitted to Cultural Services Manager.*

_____ **Declined / Request for New Proposal / Further Discussion Optional**

**Applicant revises approach with Public Art Review Committee recommendations and resubmits application with a new proposed public art piece.*

Alpharetta Cultural Arts Commission Final Monthly Review:

Added to Agenda: _____ Commission Review Date: _____

**Final reviews takes place on the fourth Wednesdays of the month with agendas on the third Wednesday, so please plan appropriately. Once approved, activation of public art piece may begin.*

The Maxwell

Proposed Sculpture

15'

Location: Devore & Main Street





2021 Public Art Application / Review

Contact Name: _____

Contact Role (Developer / Artist / Community Group / Other): _____

Phone Number: _____

Email: _____

Public Art (Choose One): Mural **Sculpture** Memorial Community Art
Integrated Architectural Landscape Architectural Work

**Attach Public Art Review Application along with Images of Proposed Public Art and sent to Kim Zane, Cultural Services Manager kzane@alpharetta.ga.us.*

Information for Your Public Art Review:

**NOTE- Send Electronic email attachments for below requests.*

Artist Name: _____

Artist Contact Information (Website/ Email/Phone): _____

Public Art Location Address: _____

Owner of Property: _____

**Attach a Letter of Permission from the Owner to Install the Public Art Piece*

Owner of Public Art Email / Number / Address: _____

Describe the surroundings and how it fits the proposed location: _____

Describe the materials of the piece and how it will hold up in outdoor conditions?
Corten plate steel; highly durable to all weather conditions

Do you have a maintenance plan? _____

Who will be responsible for maintenance of the piece? _____



Review Panel Criteria & Discussion:

	YES	NO
1. Public Art is handmade and original	_____	_____
2. Technical execution of the artist's is of good quality	_____	_____
3. Strength and power of the art is good to above average	_____	_____
4. Public Art image will add to the overall location	_____	_____
6. Overall quality & integrity of the artwork	_____	_____
7. Concerns about the piece and negative messaging	_____	_____
8. Scale of the piece fits the location & surrounding neighbors	_____	_____
9. Is this piece a consideration for the Public Art Walk Brochure	_____	_____

Additional Comments:

Review Panel Conclusion

_____ Approved as Proposed

___X___ Approved with Minor Modifications / No Further Review Required - approved when confirmation that proposed piece is original and not a duplicated piece. If it is a series, then can artist give something different to separate it from others. In addition, artist will need to show different vantage points so need 2 more photos or renderings.

_____ Approved with Modifications / Further Review Panel Discussion Required

_____ Declined / Request for New Proposal / Further Discussion Optional



2021 Public Art Application / Review

Contact Name: _____

Contact Role (Developer / Artist / Community Group / Other): _____

Phone Number: _____

Email: _____

Public Art (Choose One): Mural **Sculpture** Memorial Community Art
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**Attach Public Art Review Application along with Images of Proposed Public Art and sent to Kim Zane, Cultural Services Manager kzane@alpharetta.ga.us.*

Information for Your Public Art Review:

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Describe the materials of the piece and how it will hold up in outdoor conditions?
Corten plate steel; highly durable to all weather conditions

Do you have a maintenance plan? _____

Who will be responsible for maintenance of the piece? _____



Review Panel Criteria & Discussion:

	YES	NO
1. Public Art is handmade and original	_____	_____
2. Technical execution of the artist's is of good quality	_____	_____
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7. Concerns about the piece and negative messaging	_____	_____
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Additional Comments:

Review Panel Conclusion

_____ Approved as Proposed

___X___ Approved with Minor Modifications / No Further Review Required - approved when confirmation that proposed piece is original and not a duplicated piece. If it is a series, then can artist give something different to separate it from others. In addition, artist will need to show different vantage points so need 2 more photos or renderings.

_____ Approved with Modifications / Further Review Panel Discussion Required

_____ Declined / Request for New Proposal / Further Discussion Optional

ARTICLE VI. CULTURAL ARTS COMMISSION

Sec. 2-225. Short title; authority.

This article shall be known and may be cited as the "City of Alpharetta Cultural Arts Commission Ordinance." This article is adopted pursuant to the City of Alpharetta's home rule powers, as set forth in O.C.G.A. § 36-34-1 et seq.

(Ord. No. 812 , § 1, 9-28-2020)

Sec. 2-226. Intent.

It is the intent of this article to promote, protect and support the growth of cultural arts in the City of Alpharetta. In addition to the duties set forth in section 2-229, the cultural arts commission shall advise the council on art acquisition, promote strategic arts planning, and support local art leader groups in the City of Alpharetta.

(Ord. No. 812 , § 2, 9-28-2020)

Sec. 2-227. Definitions.

As used in this article, the term:

City means the City of Alpharetta.

Cultural arts commission means the City of Alpharetta Cultural Arts Commission.

Mayor and council means the mayor and council of the City of Alpharetta.

(Ord. No. 812 , § 3, 9-28-2020)

Sec. 2-228. Organization of the cultural arts commission.

- (a) The cultural arts commission shall consist of seven members, with each of the mayor and council having one appointment. The mayor and council may also appoint up to two alternate members for the cultural arts commission to serve on the commission in the absence of commission members.
- (b) Members of the cultural arts commission shall be residents of the City of Alpharetta. In making appointments to the cultural arts commission, the mayor and council shall make good faith efforts to appoint volunteer individuals who have experience, expertise and/or interest relevant to the arts and/or cultural activities.
- (c) (1) Members of the cultural arts commission shall serve at the pleasure of the appointing official.
 - (2) Upon the expiration of an elected official's term or other reason for vacancy, the appointed commission member's term shall expire, but such member shall remain in office until the newly elected or appointed official makes an appointment to the commission.
 - (3) An appointment to fill any vacancy on the cultural arts commission shall be for the remainder of the unexpired term of the office. If any member fails to attend three successive meetings without cause and without prior approval of the chair-person, the cultural arts commission shall declare the

member's office vacant, and the mayor or councilmember who appointed such member shall promptly fill such vacancy.

- (4) The members shall serve in accordance with the policies and procedures of the city and may be suspended and/or removed for cause by the mayor and council.
- (d) The members of the cultural arts commission shall adopt bylaws consistent with the bylaws of other city boards and commissions. The cultural arts commission shall elect a chair-person, who shall be a voting member, from among the members of the commission. The presence of a majority of the seven members shall constitute a quorum, and the vote of a majority of the members present constituting the quorum shall constitute the actions of the commission.

(Ord. No. 812 , § 4, 9-28-2020)

Sec. 2-229. Duties.

The cultural arts commission shall have the duty to:

- (1) Review and recommend the acquisition of all works of art by the city, either purchase, gift or otherwise;
- (2) Review and make recommendations as needed for pieces to be acquired and their proposed locations;
- (3) Review and encourage programs for the cultural enrichment of the city;
- (4) Review and recommend guidelines for art and culture contract programs that support community art, culture programming projects and make annual funding recommendations to the city council;
- (5) Propose methods to encourage private initiative in arts and culture;
- (6) Advise city council regarding the participation in or sponsoring by the city of artistic performances, programs or other cultural endeavors;
- (7) Advise city council on the preservation and care of all cultural landmarks owned by the city and on the design and location of city-owned or other statuary and works of art;
- (8) Support and strengthen existing local organizations in the arts and culture fields;
- (9) Increase public understanding, appreciation and enjoyment of cultural activities and all forms of art and culture; and
- (10) Advise and assist with the development of an art and culture master plan for the city.

(Ord. No. 812 , § 5, 9-28-2020)