



CULTURAL ARTS COMMISSION MEETING OCTOBER 26, 2021

ALPHARETTA CITY HALL
COUNCIL CHAMBERS
2 PARK PLAZA
6:00 PM

- I. CALL TO ORDER
- II. ROLL CALL
- III. APPROVAL OF MEETING MINUTES
 - a. August 24 Meeting Summary
- IV. NEW BUSINESS
 - a. Mural for Studio Movie Grill 7730 NorthPoint Parkway Mansell Crossing
- V. OLD BUSINESS
 - a. Update on Aria Mural
- VI. ITEMS FROM STAFF
 - a. Cultural Arts Commission Report October 2021
- VII. COMMUNITY REPORT
 - a. Arts Alpharetta - Nancy Murphy, President
- VIII. PUBLIC COMMENT
- IX. ITEMS FROM COMMISSION MEMBERS
- X. ADJOURNMENT



CULTURAL ARTS COMMISSION MEETING AUGUST 24, 2021

ALPHARETTA CITY HALL
COUNCIL CHAMBERS
2 PARK PLAZA
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

I. CALL TO ORDER

Chair Smeal called the meeting to order at 6:01 p.m.

II. ROLL CALL

• Commission Members

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

• Staff

- Morgan Rodgers, Director of ARPS
- Kim Zane, Cultural Services Manager
- Elle Taylor, Administrative Office Coordinator

III. APPROVAL OF MEETING MINUTES

a. July 27, 2021

- ❖ Commissioner Cookson offered a motion to approve.
 - Commissioner Cornelius seconded the motion.
 - The motion was approved (6-0)

Vice – Chair Andrews and Commissioner Khodayari were not present for the vote on the minutes.

IV. ITEMS FROM STAFF

a. Cultural Services Report

Kim Zane, Cultural Services Manager gave an overview of:

- Upcoming Cultural Happenings

- Arts Center Events
- Public Art Happenings
- Music Updates
- History Updates

b. New Dates for November and December Meetings -

As the current dates are during holiday weeks, we will reschedule the dates to the following:

November - Tuesday, November 30, 2021, at 6:00 p.m.

December – We will not have a meeting in December. We will reconvene in January 2022.

V. COMMENTS FROM THE DIRECTOR

- Wire & Wood Music Festival
- New City Christmas Tree donated by Evans Construction Company
- COA taking over Athletic Facilities at Innovation Academy

VI. PUBLIC COMMENT

There was no public comment.

VII. UNFINISHED BUSINESS

VIII. NEW BUSINESS

a. Wills Park Recreation Center Wall Mural- Give, Serve, Love

Ameera Joe, Lauren Brae and Jennifer Brooks from North Point Community Church presented a proposal for donation of a Mural at Wills Park Recreation Center “Yellow Playground”

- Designer: Michael Stidham. Graphic Designer with North Point Ministries
 - Mural Artist: Erica Chislom
 - There will be other Murals donated in Woodstock, Decatur, Atlanta, Forsyth County on private buildings.
 - Applicant proposed a 4-year Maintenance Contract with other options after the 4th year
 - Be Rich Campaign of North Point Community Church is intended to engage communities by inspiring them toward generosity
 - Give Serve Love is the unifying message reinforcing this idea and encourage call to action
 - Campaign Duration: September 19 – December 31, 2021
 - Applicant would like to kick off with a launch video featuring the community coming together to complete the mural
 - There was discussion of suggestions from initial proposal sent to Arts Alpharetta Make mural unique to Alpharetta. Possible add a hidden “A” and change the colors.
 - Concerns that message may be construed as branding
 - Applicant presented revised Art incorporating comments from Arts Alpharetta
- Design Includes:
- “A” for Alpharetta on the far left
 - Blue Rives for the lazy river that runs behind City Hall

- Alpharetta City Hall building on the far right
- “Heart” for the *Give Serve Love* initiative
- Words *Give Serve Love* in center
- Proposed Art covers entire wall
- Presented Smaller Design Variations
- Presented other Mural iterations for other cities

There was discussion from the Commission:

- Possibility of content being construed as a trademark which may make it a sign or advertising
Need to “match” surrounding area.
- Not a unique piece of public art.
- City’s intent is to create “Stand Alone” Public Art
- Does not want to endorse a campaign or branding
- Size of mural
- ❖ Commissioner Cookson offered a motion to accept the Mural as proposed.
 - Commissioner McLaughlin seconded the motion.
- ❖ Commissioner Genet offered a Friendly Amendment to address the words on the sign be less visible so that Art take precedence
 - Commissioner McLaughlin accepted the Friendly Amendment
- ❖ Commissioner Cornelius offered a Friendly Amendment to review the size of the mural
 - Commissioner McLaughlin accepted the Friendly Amendment
 - The motion with the Friendly Amendments was approved (4-3)

After more discussion from the Commission and Director Rodgers

- ❖ Commissioner Genet offered a substitute motion to approve the mural without the words *Give Serve Love*
 - Commissioner Khodayari seconded the motion.
 - Commissioner Cookson offered a Friendly Amendment that the mural be accompanied by a plaque or sign stating that the Mural was donated by North Point Community Church
 - Commissioner Genet accepted the Friendly Amendment
 - The motion was approved (7-0)

IX. ITEMS FROM COMMISSION MEMBERS

a. ACT 1 - Melody Cookson

Commissioner Cookson gave a presentation on the background and programs at ACT 1

b. Vice- Chair Andrews discussed:

- Track at Innovation Academy
- Updates on Alpharetta Symphony
- Kids and Women in Tech Conference

- Innovation Academy as an option for performance venue for ACT 1
- c. Commissioner Genet suggested letting Scouts use facilities at Preston Ridge for meetings.

X. ADJOURNMENT

Chair Smeal adjourned the meeting at 7:15 p.m.

George F. Baker III

Georgefbakeriii@gmail.com

Atlanta, GA

@GFB3



Keep Dancing mural - Panama City, Florida (2021)



Hanging at the Annex mural - Atlanta, Georgia (2021)



"Best of ATL" magazine cover - Atlanta, Georgia (2020)



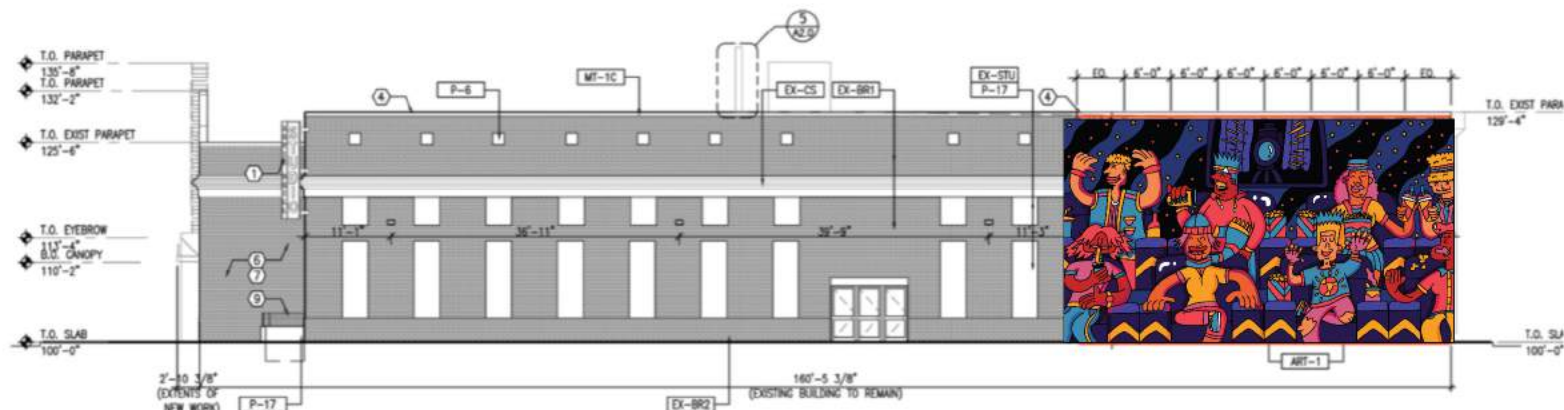
Life is a Dance mural - Atlanta, Georgia (2020)

"A laugh at the Matinee" - George F Baker III



"A Laugh at the Matinee". I wanted to highlight the beauty of being at the movies and how it creates a community of shared experience with complete strangers. Connecting us with the jokes and heartfelt moments all in the span of an hour and a half.

Please note: GFBIII has provided two colorway options (heavy pink)

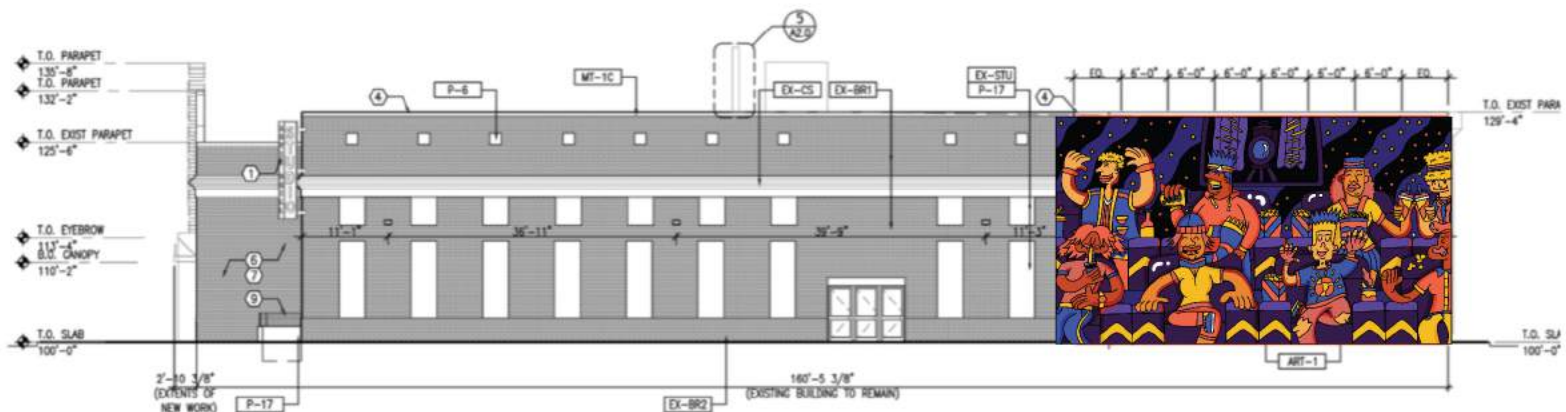


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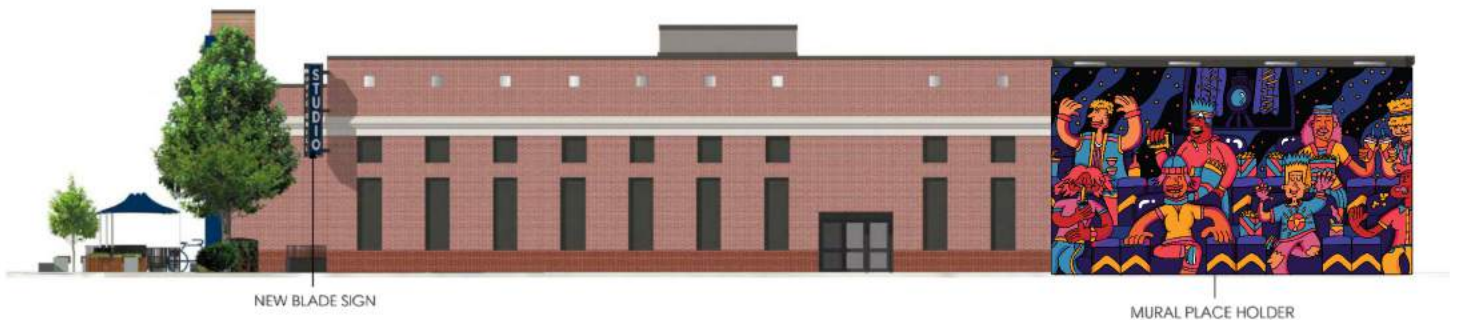


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Please note: GFBIII has provided two colorway options (heavy orange)



"A laugh at the Matinee" - George F Baker III



Maintenance Plan - 7730 North Point Pkwy, Alpharetta, GA 30022

Highest quality exterior latex paints and spray paints including:

- Behr Ultra Exterior flat latex paint (rolled, brushed) - 5 gallon white for priming wall
- Montana 94 Spray paint (sprayed) - **12 cans color A (outline color)**
- Montana 94 Spray paint (sprayed) - 6 cans color B
- Montana 94 Spray paint (sprayed) - 6 cans color C
- Montana 94 Spray paint (sprayed) - 6 cans color D
- Montana 94 Spray paint (sprayed) - 6 cans color E
- Montana 94 Spray paint (sprayed) - 6 cans color F
- Montana 94 Spray paint (sprayed) - 6 cans color G
- Spray paint caps: 20 skinny, 20 Astro fat, 20 leggo, 20 universal caps



**All color codes will be documents so they can be color matched if repairs or touch ups are needed over the years*

these paints will ensure long-lasting colors and sun/weather protection



Timeline of mural production

1 - 2 weeks, depending on weather

- prep ground with coverings
- buff wall white with white latex exterior primer (1 day)
- doodle grid mural composition with spray paint sketch (1 day)
- base colors fill-in on the sketch (2-3 days)
- details and outlines with spray paint (3-6 days)

Lifts only used between 8:00am and 10:00pm

October 7, 2021

To Whom It May Concern:

STORE Capital owns the property located at 7730 N Point Parkway in Alpharetta, GA. Our tenant has hired a muralist to complete an exterior design roughly 87 linear foot in size at the new Studio Movie Grill. STORE approves of this work.

Regards,

DocuSigned by:

CDBEC02FBA5D433...

Troy Nelson
Vice President



2021 Public Art Application

Applicant Contact Name: STUDIO MOVIE GRILL (ARTIST REP. - WILL HERON)

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

Contact Role (Choose One): Developer ☒ Artist ☐ Community Group ☐ Other

Phone Number: 214.335.1516

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: WHERON

Artist Contact (Website/ Email/Phone/Resume): WHERONART@GMAIL.COM 214.335.1516

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: 7730 NORTH POINT PKWY, ALPHARETTA, GA 30022

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: the movie theatre parking lot and neighboring trail/trees influence the references to film of film of Georgia.

Owner of Property: Stone Capital 8377 E. Hartford Dr. #100, Scottsdale AZ TROY NELSON (480-256-1197)

**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: STUDIO MOVIE GRILL (TED LOW - Brand/Marketing)

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

Phone Number: 214.621.7199 Email: TLOW@STUDIOMOVIEGRILL.COM

Email the 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.*



Public Art Review

Date: November 11, 2021

Review Committee: Arts Alpharetta - Nancy Murphy & Ben Hollingsworth

Applicant Name: Ted Low

Public Art Piece: Studio Movie Grill Mural

Comments and Recommendations:

- 1- Location of mural is appropriate for bright colors.
- 2- Consider a “nod” or acknowledgement to Greenway access as it’s adjacent to the mural location.
- 3- Style of muralist is original and desirable.
- 4- Oct , 2021 - Mural was approved with modifications / Further Review Committee Discussion Required
 - a. Applicant was requested to complete the mural rendering with color. The rendering submitted at the review was a line drawing and did not show the artist’s color plans. Review Committee agreed that they will allow an email review of the rendering with color if submitted by Oct 19.
 - b. Would like to see a color scheme as presented in the artist’s mural from Panama City “Keep Dancing.” It is appropriate and desirable for the presented location in Alpharetta.
 - c. All other criteria on the application were met.
- 5- Oct 19 – Applicant submitted a full rendering showing colors in the mural.
 - a. Mural is now Approved as Proposed



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Contact Role (Choose One): ☐ Developer ☒ Artist ☐ Community Group ☐ Other

Phone Number: 214-335-1516 Email: _____

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Artist Name: GEORGE F. BAKER III

Artist Contact (Website/ Email/Phone/Resume): * see attached PDF for info of mural C/V

Maintenance Plan Enclosed: ☒ YES ☐ NO

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Cultural Services Report / September 2021

1- Upcoming Cultural Happenings

- *Slice of Life Exhibit* – Alpharetta Arts Center Gallery – Exhibit Opens Oct 20 / Reception on Saturday Oct 23 at 6pm
- *New Georgia Woman Project: Black Women Speak* with Horizon Theatre Company – Fri-Sun, October 28, 29, 30 (Times – TBD)

2- Arts

- Last weekend of “Artober” Brochure - list of events celebrating National Arts & Humanities Month in Alpharetta
- *Milton High School 100th Anniversary Student Art Show* – City Hall Community Gallery Exhibit
- *Family Day at the Arts Center* – October 9
- *The Promise of Tomorrows* by Metropolitan Ballet – Alpharetta Arts Center Outdoor Terrace Oct 2

3- Public Art

- Public Art Guidelines Committee Update
- A-Sculpture Update
- New Outdoor Sculpture Exhibit Planning Begins Soon

4- Music & Performances

- *Shakespeare in the Park / The Tempest* – Wills Park Grand Pavilion Fri & Sat, October 15 & 16 and & 22 & 23 at 7:30pm
- Busking Guidelines Committee Update
- *Music Match Live Shows* through December (see attached line-up)
- Starting a partnership for an *Alpharetta Music Club 2nd Sunday of each month in the Arts Center Black Box* – Come listen to gifted artists & experience world-class classical music in an intimate setting. \$20 with all proceeds to the artists.

5- History

- *FFA Log Cabin Grand Opening* with Alpharetta Old Milton County Historical Society– Milton Avenue Park on October 16

6- General

- Black History & Celebration Discussions for 2022
-
- Marketing
 - i. New Cultural Services Website

ii. Winter Art Guide

iii. Student Surveys

- Mid-Year Budget Requests Due
- Ben Hollingsworth Proclamation – Nov 1 Council Meeting 6:30pm