

**MINUTES
CULTURAL ARTS COMMISSION
March 17, 2021**

The Cultural Arts Commission meeting was called to order at 4:00 p.m. virtually via GoToMeeting (384508189).

MEMBERS PRESENT: Kristien Foss, Chair
Sandy Schlehr, Vice Chair
Jeanne Close
Carole Milan
Natalie Weeks
Brigitte Grubb

IN ATTENDANCE: Angela Robertson, Economic Development Coordinator
Trish Heidenreich, Director of Economic Development
Donna Kahoe, Town Commissioner
Elizabeth Janney, Bel Air Patch
Catherine Butrim, Recording Secretary

ADMINISTRATIVE MATTERS:

Approval of Minutes – February 17, 2021

Ms. Milan moved and Ms. Schlehr seconded the motion to approve the minutes of the February 17, 2021 meeting.

The motion carried.

FY21 Budget Review

Ms. Robertson reported that there have been no changes to the budget since last month. The marketing account balance is \$3,607.50, and the public art account balance will be \$0.00 once the invoice for the Alfred B. Hilton mural is paid. She advised that the members need to consider what CAC will do with the remainder of the FY21 budget funds.

UNFINISHED BUSINESS:

Maintenance on *Queen Anne's Lace* Sculpture

Ms. Milan inquired if a contract has been considered for Matt Harris to maintain the Queen Anne's Lace sculpture. Ms. Robertson advised that she will address a potential contract when Mr. Harris comes to Bel Air to perform maintenance on the sculpture.

Ms. Foss advised that CAC should consider setting funds aside from future budgets to maintain the various works of public art in the Town.

NEW BUSINESS:

Vertical Garden

Ms. Robertson reported that Jessica Valis suggested that CAC consider installing a vertical garden in the Town. She displayed an example of a vertical garden in Baltimore.

Ms. Robertson advised that the Appearance and Beautification Committee (ABC) oversees these types of projects, and that committee has requested that CAC recommend a location for a vertical garden. She advised that there is a vertical garden space in Frederick Ward Park and shared a photo of that location. Ms. Robertson advised that clematis was planted there when the park was completed but did not do well possibly due to the narrow planting space.

Ms. Kahoe inquired if the Historical Society of Harford County (HSHC) owns the building it occupies. Ms. Kahoe suggested that this location would be a potential site for a vertical garden or other landscaping.

The members present agreed that ABC should consider a vertical garden first in Frederick Ward Park. Ms. Robertson advised that she will inform ABC about both site recommendations.

Ms. Foss suggested that some landscaping or gardening be done in the Route 1 and Route 24 corridor of the Town as it is a highly commercial area.

Painted Salt Boxes

Ms. Robertson advised that Ms. Valis also suggested that CAC consider painted salt boxes as possible projects. She displayed several examples of painted salt boxes in Baltimore. The salt boxes are installed on sidewalks in Baltimore City, and they are painted to bring an artistic element to something that serves a functional purpose. Ms. Robertson advised that interest in installation of salt boxes would fall under DPW purview.

Ms. Milan inquired if the salt boxes stay out year-round, and if not, where they would be stored.

Ms. Foss suggested that CAC could have items that are installed in the Town painted in this manner. Ms. Robertson suggested that items like utility boxes and storm drains could be painted. Ms. Grubb advised that she likes the idea of painting trash bins because they are out all year and would not need to be stored.

Review of Performing Arts Sponsorship Application

Ms. Robertson reported that the Downtown Alliance has submitted an application requesting that CAC sponsor acoustic performers at the Belle Aire Markets on May 9 and June 13. She advised that the Belle Aire Market takes place at the Black Eyed Suzie's parking lot each month from May-October. The Alliance is requesting that CAC provide sponsorship for two (2) performers in the total amount of \$400.00 (\$200.00 for each month). A musical act will perform from 10:00a.m.-1:00 p.m. on each date. Ms. Robertson advised that the Alliance provides a large pop-up tent and a generator for equipment. The audience will be attendees at the Belle Aire Market, a community and family-friendly event that is meant to inspire the feeling of shopping at a Parisian bazaar. The event has all-white pop-up tents and a mix of artisan makers. The event brings 350-500 shoppers into the Town each month. Ms. Robertson advised that the Alliance would market the event via various social media platforms, mass email communication, and give notice to *The Aegis*, *Bel Air Patch* and Visit Harford. Sponsorship credit will be given in all digital and mass communications. Specific thanks would be given to CAC, including any logos and links to the website and with signage if their budget allows.

Ms. Weeks advised that music makes a big difference at these events and recommended that CAC provide the sponsorship in the amount requested.

Ms. Close moved and Ms. Weeks seconded the motion to provide sponsorship for musical performers at the Bel Aire Market on May 9 and June 13 in the total amount of \$400.00 (\$200.00 for each event).

The motion carried.

OTHER:

A&E District Update

Ms. Robertson reported that the Town Commissioners approved the resolution for the A&E District tax incentives on March 15 and that the County resolution passed on March 2.

Ms. Robertson reported that the Town will apply for an operating grant for the A&E District for FY22. The application is due to Maryland State Arts Council on April 1.

Ms. Robertson reported that the Town is assembling a draft of the Strategic Plan for the A&E District, and it will go to the A&E District Advisory Board for review next week. Ms. Close inquired if CAC's suggestions from last month's meeting were incorporated into the draft of the Strategic Plan. Ms. Robertson advised that CAC's feedback was incorporated, as was feedback from Harford Artists, the Downtown Alliance, Visit Harford, HCCAB and others.

Ms. Robertson reported that she received a message from Larry Noto, the owner of Music Land, requesting information about applying for sponsorship for public art on his building.

Other

Ms. Robertson advised that the Downtown Alliance will be looking for sponsors for its Growler Gala. She advised that artists paint stainless steel growlers, which go to a silent auction for a fundraiser benefitting Harford Artists' Association. Ms. Robertson advised that this is a September event, and a potential sponsorship opportunity for CAC.

Ms. Robertson advised that she has learned that the Quick Draw event for the Plein Air Festival has been moved to Havre de Grace this year. She inquired if CAC would like to continue sponsoring the \$750.00 first prize for the Quick Draw or explore other sponsorship opportunities at the Plein Air Festival. The members present agreed that CAC should not sponsor the first prize for the Quick Draw event in Havre de Grace and to explore other sponsorship opportunities.

Ms. Close suggested that CAC consider sponsoring a piece of public art similar to the *Big Fish, School of Fish* stainless steel sculpture in Havre de Grace. Ms. Heidenreich suggested that the sculpture could depict a heart. Ms. Schlehr suggest that the sculpture depict a horse, and Ms. Grubb suggested that it depict a cow. Ms. Robertson advised that the sculpture artist is Thomas Sterner of Westminster, Maryland, and she will add his name to the list of potential artists for projects in Bel Air.

Ms. Kahoe suggested that a potential location for public art would be along Route 1 and Route 24 to beautify the commercial area. Attention would need to be paid to placement to minimize distraction as there are many accidents in that area.

Ms. Milan advised that she brought a group of people to Town for the Chocolate, Brew and Wine Tour, but she found it difficult for visitors to come to Town for the swag bags and tickets only on specific days. She advised that one member of her group left her ticket at home and could not participate with the group without going back home for her ticket. Ms. Milan suggested that the tickets be issued on an app that could be displayed on a cell phone instead of a physical ticket as some people are coming from out of town to participate.

ADJOURNMENT:

The meeting was adjourned at 4:50 p.m.