

Keizer Public Arts Commission Meeting Agenda Tuesday, April 18, 2017 Keizer Civic Center ~ Council Chambers

- 1. Call to Order
- 2. Approval of Minutes: March 2017
- 3. Appearance of Interested Citizens
- 4. Gallery Display Schedule

2017

- a. April-May: SKEF On Display
- b. June-July: High Fiber Diet "It's Not Easy Being Green" Approved
- c. August-September: Red Raven Artwork to be approved upon submittal
- d. *October*-November: Colored Pencil Art Artwork to be approved upon submittal
- 5. Storm Drain Art Design Contest Action Required
- 6. Pianos on Parade
- 7. Community Center Stumps
 - a. Story Pole Assistance from Carousel Carver Lady Jessi Long
- 8. Art Pad Locations: Gaging of Interest from Land Owners ~ Lore Christopher
 - a. Can Staff-Koho & Beatty
 - b. Dollar Tree
 - c. Ace Cash Express/7-11 Willing to Display
 - d. Shari's
- 9. Chalk Festival at 2018 Iris Festival
 - a. Sponsorships
 - b. Combine with rain-visible art/poetry?
 - o Invisible Spray: \$130/16oz bottle (Rainworks Invisible Spray) http://rain.works/invisiblespray/
 - o Recipe for homemade Invisible Spray?
 - c. Proceeds shared with Chamber?
- 10. Student/Emerging Artist ~ Solicitations by Commissioners
- 11. Other Business
- 12. Staff Liaison Report
- 13. Adjourn

Next Meeting: May 16, 2017



PUBLIC ARTS COMMISSION MEETING MINUTES Tuesday, March 21, 2017 @ 6:00 p.m. Keizer Civic Center

CALL TO ORDER: Meeting was called to order by Chair Beth Melendy at 6:00 p.m. Roll call was taken as follows:

Commissioners Present: Absent:

Beth Melendy, Chair Lore Christopher, Vice Chair

Suesann Abdelrasul Jesse Long Maritza Gonzalez **Staff Present:**

Amy Ryan, Councilor Nate Brown, Community Development Director

Kim Steen (arrived 6:44)

APPROVAL OF MINUTES: Susann Abdelrasul moved for approval of the January 2017 Minutes as corrected. Maritza Gonzalez seconded. Motion passed as follows: Melendy, Abdelrasul, Gonzalez and Ryan in favor with Christopher and Long absent and Steen absent at time of vote.

APPEARANCE OF INTERESTED CITIZENS: None

GALLERY DISPLAY SCHEDULE

- January-February-March 2017: Quilters On display
- April-May: SKEF (Confirmed) Reception to be held on April 6 from 4 to 7.
- June-July: High Fiber Diet It's Not Easy Being Green. Chair Melendy asked
 Mr. Brown to make sure the piece called "Books of Details" did not have
 inappropriate words before hanging since the photo resolution was not clear
 enough to verify that. Members agreed to display the piece titled "Don't Roll Me Up
 and Smoke Me" because they trusted Mr. Brown's judgement and he was not
 concerned that it referred to drugs.

Amy Ryan moved to approve High Fiber Diet – It's Not Easy Being Green display for June-July 2017. Suesann Abdelrasul seconded. Motion passed as follows: Melendy, Abdelrasul, Gonzalez and Ryan in favor with Christopher and Long absent and Steen absent at time of vote.

- August September: Red Raven Artwork to be approved upon submittal
- October-November: Colored Pencil Art Artwork to be approved upon submittal

PIANOS ON PARADE: Chair Melendy provided an explanation of the program and voiced some concern at the cost. She noted that it was for a non-profit organization but

suggested that perhaps the Commission could by-pass the organization, find a free piano on Craig's List, have McNary students paint it and display it in the Civic Center lobby. Mr. Brown interjected that display in the Community Center would not be allowed. Discussion followed regarding methods of funding including applying for grants. Commissioners agreed to revisit this issue next month and consider alternate display sites, who would paint it, etc.

COMMUNITY CENTER STUMPS ~ To be addressed at next meeting.

ART PAD LOCATIONS ~ To be addressed at next meeting.

CHAINSAW BENCH ~ Mr. Brown reported that he had contacted the artist but the bench has been sold. The artist is considering doing another one for display in front of Schoolhouse Square. The property owner is committed to support the Commission. The bench would not need a pad; it would be anchored to the concrete on the widened part of the sidewalk.

CHALK FESTIVAL: Maritza Gonzalez questioned what was expected of her. Chair Melendy explained that one person would need to take the lead and figure out the logistics but the Commission would be supportive. Following discussion regarding glow-in-the-dark chalk, appropriate location, coordination with the Festival Advisory Board, and the proceeds from the event, Commission agreed to plan the event for Iris Festival 2018.

EMERGING ARTIST SOLICITATION: No submissions

STAFF REPORT: Mr. Brown reported that arrangements are being made with SKEF for the upcoming show. He explained that Council approved having SKEF be responsible for the appropriateness of pieces

Next Meeting: April 18, 2017

ADJOURN: The meeting adjourned at 6:47 p.m.

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Minutes approved:					
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CITY OF KEIZER PUBLIC WORKS DEPARTMENT

"Focused on Our Community"

MEMORANDUM

DATE: April 10, 2017

TO: Keizer Public Arts Commission

FROM: Elizabeth Sagmiller

Environmental and Technical Division Manager

SUBJECT: Storm Drain Art Contest

The City of Keizer Environmental and Technical Division are seeking the approval of the Keizer Public Arts Commission (KPAC) for support and promotion of a local Storm Drain Art Contest.

The attached proposal provides a more detailed look at the activity. For the purpose of covering the high points of this activity, please review the following list.

- Keizer's art contest will be unique to Keizer, but it is an activity that is being conducted in Marion County and the City of Salem. Involving the neighboring jurisdictions provides for more interest, advertisement, media involvement, and will also result in a regional map to allow people to visit the various locations.
- Judging will be done by a few members of KPAC, the Keizer Art Association, as well as members of the Mid-Willamette Outreach Group (MWOG)
- The messaging for this event is to bring a regional awareness to storm drains in the community. A surprising number of residents are not aware that these facilities drain water and pollutants directly to waterways. The attachment provides more clarity on this issue.

We are asking for the KPAC endorsement on this project. Please review the attached proposal and direct any questions to Elizabeth Sagmiller at 503-856-3563 or at sagmillere@keizer.org

Keizer Public Works is a professional, dedicated team that proudly serves the community by effectively and efficiently building, operating and maintaining quality, safe and secure public facilities



The Art of Clean Water: A Storm Drain
Art Design Contest



City of Keizer Environmental Division and Members of the Mid-Willamette Outreach Group

BACKGROUND:

The City of Keizer currently owns and manages 2326 catchbasins. The stormwater that enters those catchbasins from roads, driveways, and roof tops either discharges untreated to a local stream or underground. Protecting the water quality resources of both streams and groundwater is vital within the community. The connection between stormwater and the discharge point are often overlooked and the impacts are not understood. For example, an EPA report shows 78% of the American public does not understand that stormwater runoff is now the most common source of water pollution and nearly half of all Americans believe industry is the problem (EPA, 2009).

On a local level, a stormwater survey taken by 823 residents of Keizer in 2011 indicated that nearly 50% of those taking the survey didn't know where stormwater went when it was discharged to a storm drain. Almost half of those individuals thought that stormwater was treated at the wastewater treatment plant. Similarly, the City of Salem's research echoes Keizer's findings. In a 2014 study, 47% of the respondents indicated that the destination of water in storm drains was somewhere other than a waterway or a discharge into the ground. Clearly this indicates that the perception of stormwater disposal and treatment is a regional issue.

The City of Keizer is charged by federal and state requirements to create awareness about the impacts that polluted runoff can have on our local waterways. We are also tasked with reducing this impact to the maximum extent practicable as defined by state and federal law.

Since awareness is the first step to action, The Mid-Willamette Outreach Group is proposing a public awareness campaign through public art. The goal of this campaign is to educate the public that pollutants that go into a storm drain impact our local waterways and groundwater. We literally want to paint a picture of the importance of keeping our waters clean and inform the public of changes they can make to create a healthier community.

PARTNERS AND INTERESTED PARTICIPANTS

MID-WILLAMETTE OUTREACH GROUP (MWOG)

In order to make this effort one that resonates regionally, the Mid-Willamette Outreach Group (MWOG) associate members, the City of Salem and Marion County are also pushing forward with similar activities within their own jurisdictional area. The City of Corvallis has expressed interest as well as the City of Albany. The goal will be to develop outreach material so residents can tour the locations and more fully understand that these water quality issues are not isolated to a single community. In addition to the MWOG agencies listed

above, the Salem Art Association and Oregon State Parks have expressed interest in the activity.

Keizer Public Art Commission: The Keizer Public Art Commission (KPAC) will play an important role in this project. Staff will seek support from the committee and ask selected members to act as part of the judging panel. We hope to utilize the committee and the Keizer Art Association to promote the contest with local artists and throughout the community.

CONTENT:

Themes:

Artists will have three themes to inspire their work:

- 1. "The River Starts Here" This theme would be based on positive messaging for behaviors that prevent pollution.
- 2. Ecosystem appreciation. This theme would focus on streams and the Willamette River, wetlands, local wildlife and local habitats, regional natural beauty.
- 3. Oregon values. As Oregon residents we focus on natural beauty, outdoor recreation opportunities, and clean air and water.

Design criteria:

- 1. Address one or more themes
- 2. Artwork must be appropriate for public art display
- 3. Artwork should be vibrant and eye-catching
- 4. Painted within area provided and must incorporate storm drain. **Template** of area will be provided for artwork submission.
- 5. No business promotions, designs, brands, or trademarks are allowed
- 6. Original artwork only

Timeline:

March: Process planning and approval

April: Promote to local artists

May: Contest opens; continue to promote, purchase supplies

Early June: Contest ends

Mid-June: judges review submissions and visit various locations; continue to

promote

Late June: Winners announced, drains cleaned and prepared, supplies

gathered, continue to promote

July: Artists paint drains and complete work, continue to promote at various events in July. There will be one winner for each site that is selected by the judges. Prizes will be awarded.

Contestants:

Contestants must be 16 years of age or older and must provide the City with personal background as it relates to art. Photographs and interview material may be displayed by the media or the City to the public.

Contest Submissions:

Contestants will submit a complete version of their design in color to the event coordinator no later than close of business on June 26, 2017 on (date and time). Submissions may be in the medium of choice as long as colors are depicted accurately. Size of submission may not be smaller than 11 x 17, but must be scaled to meet the template dimensions. Templates will be provided to contestants

Location: Up to four locations in Keizer in a visible area, such as a commercial area, near the Civic Center, along River Rd, or parks.

Timeline: Artists may take up to three days for painting to allow sufficient time for completion.

Public Works will provide the following:

- * Available staff to support the artist(s), such as providing art supplies.
- * Cones, pop-up tent (if needed), rope to provide a boundary, a storm drain seal to ensure each drain is protected from paint during the painting process, and paining supplies.
- * Paint supplies: Paint in primary colors and sealant (Sherwin Williams ArmorSeal and SealKrete). The artist is expected to utilize primary colors (including white and black) and mix to make different tones. The City will reimburse up to \$200 for paint and additional materials.
- * Site preparation: clear drain of dirt and debris. Apply a coat of clear seal paint to the concrete and metal of the drain and pavement that may be painted in the street.

The Chosen Artists Will:

- * Submit design and paint drain according to approved design
- * Provide receipts for reimbursement of up to \$200
- * Paint the drain
- * Coat the drain with City provided clear seal paint protectant

Promotion:

* Webpage with contest information and guidelines (contest rules and regulations, art submissions, downloadable template, contact) as well as click through to social media channel(s).

- * News releases announcing for contest information (call for artists, selected winners and their stories, and lead in to first paining)
- * Factsheet about the contest and general information
- * Engagement with art associations, galleries, artist groups, tattoo artists, conservation and reaction groups.
- * Social media posts to drive people to webpage and build interest in the process.

PROJECT CONTACT:

Elizabeth Sagmiller Environmental and Technical Division Manager 503-856-3563 sagmillere@keizer.org

Examples:



Causemomentum.org



Dogtowndish.com



City of Sioux Falls







Pianos on Parade

Sponsorship Packet





Incorporated in 2004, Keys 4/4 Kids is a 501(c)(3) charitable organization that accepts donated pianos from the community, refurbishes them, and sells them at discounted rates to give the public access to music and the arts. Profits from piano sales support programs that inspire hope, promote the love of music, provide educational opportunities, and empower creative expression. One of those programs is Pianos on Parade.



Pianos on Parade is a Keys 4/4 Kids' program that places artistically transformed pianos in public places for residents to play and enjoy. Pianos are painted by students in classrooms or by professional artists in their studios before becoming colorful, interactive art installations. Whether on a street corner, in a favorite park, or inside the atrium of a local mall, Pianos on Parade spurs residents and visitors to spontaneously engage with art, music, and one another.



Small and large businesses, municipalities, schools, other nonprofits, and individuals can "sponsor" a Pianos on Parade piano. Sponsorship helps support the cost of art supplies, piano tuning/prepping, moving expenses, and other costs. Once ready, sponsors proudly display their pianos in the location of their choosing, either outdoors or indoors. If the piano is placed outdoors, a custom cover is provided to protect from rain and the elements.

Pianos on Parade provides the ultimate avenue to maximize philanthropic initiatives through a single sponsorship. Pianos on Parade is a unique branding and marketing platform that engages the public and delivers your message in a fun and interactive medium. Pianos on Parade activates and energizes space, inspires social media content sharing, and demonstrates your commitment to supporting the arts in your local community.



In 2008, the John S. and James L. Knight Foundation along with Gallup conducted a 3-year study called the SOUL OF THE COMMUNITY. The study found 3 perceived attributes - SOCIAL OFFERINGS, OPENNESS, and BEAUTY - have consistently emerged as leading drivers of empowered and thriving communities. Pianos on Parade provides your community with interactive art installations that satisfy all 3 of these characteristics, bringing cultural, social, and economic value to your city. The arts awaken public spaces, reflect and reveal our society, and add meaning and uniqueness to our communities. These attributes drive engagement and will help make your community a better place to live.



Pianos on Parade uses an acoustic piano as a learning catalyst in the classroom to engage kids in a fun and interactive project. Pianos on Parade creates a hands-on, interdisciplinary learning activity that encourages teamwork, makes learning fun, and builds self-esteem. Curriculum is provided to teachers, and includes music and art lesson plans, STEM components, as well as historical and cultural aspects related to the piano. Pianos are painted as part of the project, and then placed in public locations. Students feel a sense of pride and accomplishment that can be shared with their family, friends, and community.

TWO AVENUES OF PIANOS ON PARADE (POP): 1) STUDENT POP, 2) ARTIST POP

Pianos can be artistically transformed by local students or by a professional artist. STUDENT POP supports the arts in local schools, while ARTIST POP gives the sponsor more control over color and design.

STUDENT POP

STUDENT POP invites students to participate in a multi-disciplinary, handson, team-building activity that builds selfesteem and cooperation skills. Pianos on Parade provides supplies and curriculum resources, and uses the arts to engage kids in the learning process. STUDENT POP is tax-deductible and starts at \$1,500 per piano.



ARTIST POP



ARTIST POP pairs sponsors with a professional artist, then you and the artist work together to develop a colorful creation representing you and your brand. The artist can use certain colors and/or design elements that create an interactive marketing medium for public engagement. ARTIST POP starts at \$2,500 per piano.

STUDENT POP TIMELINE

If you don't already have one in mind, Keys 4/4 Kids will work with you to create a short list of student groups/schools to consider. Through a combination of Facebook promotions, tapping past POP participants, our email list, and growing network of advocates, we guarantee we will find you a creative student group to design your POP piano.

A commemorative plaque featuring your name and/or logo will be installed on the piano.



INSTRUMENT SELECTION Weeks 1-2



CURRICULUM, DESIGN, & PAINTING Weeks 7-17

DELIVERY & INSTALLATION Week 19 & Beyond



Weeks 3-6 STUDENT GROUP **SELECTION**



Week 18



Visit Keys 4/4 Kids warehouses (or let us send you pictures) to make a selection based on your piano style preference and project needs.

We want to give the selected student group/school ample time to proceed through the curriculum, learn about the piano, and consider all creative possibilities. The students will paint their design at an agreed upon staging area. All painting supplies and curriculum materials are provided.

Keys 4/4 Kids will deliver and install your painted piano at your desired location or we will store your painted piano at no additional charge for later delivery. All transportation costs are included.

ARTIST POP TIMELINE

If you don't already have one in mind, Keys 4/4 Kids will work with you to create a short list of artists to consider. Through a combination of Facebook promotions, tapping past POP artists, our email list, and growing network of advocates, we guarantee we will find you an artist you'll enjoy working with.

SELECTION Weeks 1-2



ARRIVING AT A DESIGN Weeks 7-10

The artist will paint the design at one of Keys 4/4 Kids' warehouses, or at another agreed upon staging area. The cost of the artist's painting supplies is included.



Keys 4/4 Kids will deliver and install your painted piano at your desired location or we will store your painted piano at no additional charge for later delivery. All transportation costs are included.

PLAQUE Week 13

INSTRUMENT



Weeks 3-6 ARTIST SFI FCTION



We want to give sponsors and artists ample time to kick around ideas and consider all the creative possibilities.

Weeks 11-12



Week 14 & Beyond

DFIIVFRY & INSTALLATION

warehouses (or let us send you pictures) to make a selection based on your piano style preference and project needs.

Visit Keys 4/4 Kids

A commemorative plaque featuring your name and/or logo will be installed on the piano.

SPONSORSHIP DELIVERABLES

- Artistically transformed piano
- All transportation needs
- Custom tarp cover
- Plaque

¢1 500

PROGRAM DURATION

Pianos on Parade can occur at any time during the year, for any duration of time. If you will be displaying your piano indoors, your piano can be on display year-round. For pianos placed outdoors, we recommend finding an overhang of some kind to protect from sunlight and weather elements whenever possible. Although we provide a protective cover for outdoor pianos, we have found that 30-45 days is generally the "life-expectancy" of these pianos. Sponsors may keep the piano(s) for as long as they wish. When you are ready for Keys 4/4 Kids to remove the piano, we can do so at no additional charge. Some sponsors wish to keep only the front boards of the pianos, as they can be displayed easily, and even hung on a wall. Whenever possible, Keys 4/4 Kids tries to recycle piano material into upcycled piano parts. products.

UNLOCK POP FOR YOU COMMUNITY

STUDENT POP Tax-deductible as a charitable contribution

One (1) Student niano—Unright Piano Style

\$1,500	One (1) student plano—uprigni Flano style
\$2,500	One (1) Student piano– Grand Piano Style
\$6,750	10% off—Five (5) STUDENT POP– Upright piano Style *
\$11,250	10% off—Five (5) STUDENT POP—Grand Piano Style *
\$12,750	15% off—Ten (10) STUDENT POP– Upright piano Style *
\$21,250	15% off—Ten (10) STUDENT POP—Grand Piano Style *
\$12,750	35% off—Twenty-Five (25) STUDENT POP– Upright piano Style *
\$21,250	35% off—Twenty-Five (25) STUDENT POP—Grand Piano Style *

ARTIST POP Marketing/advertising business expense

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\$2,500	One (1) ARTIST POP—U	pright Piano Style)	
\$3,500	One (1) ARTIST POP-G	rand Piano Style		
\$11,250	10% off—Five (5) ARTIST	POP- Upright pi	ano Style *	
\$15,750	10% off—Five (5) ARTIST	POP—Grand Pic	ano Style *	
\$21,250	15% off—Ten (10) ARTIS	T POP– Upright p	iano Style *	
\$29,750	15% off—Ten (10) ARTIS	T POP—Grand Pi	iano Style *	
\$40,625	35% off—Twenty-Five (2	25) ARTIST POP- L	Ipright piano Style *	
\$56.875	35% off—Twenty-Five (2	25) ARTIST POP—(Grand Piano Style *	

^{*12} Month no-interest payment plans available

PLEASE PRINT

Company/Organization:
Contact Name:
Title:
Email:
Street Address:
City/State/Zip:
Phone:
SPONSORSHIP DETAILS etting:
OUTDOOR - A custom tarp is provided to protect against inclement weather at no additional charge. We also recommend installing the piano under an awning, or some other structurally protected area, to prevent direct sunlight, rain, and other weather elements from directly damaging the piano. 30-45 days is the expected lifespan of an outdoor piano installation, depending on the season and climate.
INDOOR - The artwork and instrument will remain intact and in good working order for years to come.
UNSURE - Let's discuss it!
STUDENT POP ARTIST POP
lumber of pianos interested in Sponsoring:
iano Style (circle on): Spinet Upright Console Upright Studio Upright Full Size Upright Grand—Additional \$1,00
OP Installation Address:
referred date of installation:
<u>Other Notes:</u>
E-mail form to

newell@keys44kids.org

Or mail to

Keys 4/4 Kids, 125 E Main Street,
Belle Plaine MN 56011

Newell Hill, Founder & Program Director 651-343-4703 newell@keys44kids.org





SUCCESS STORIES

"This has truly been a great experience! Not only the painting of a piano, which is a fun and challenging visual art practice, but having the piano available for any student to play on in the classroom and now for a week or two in the hallway has been so much fun. We have a lot of talent in the building and students are teaching each other. What an incredible way to blend and support student skill development in both the visual and performing arts!! We look forward to continuing to work with your organization in the future and very much support the mission of K44K and Pianos on Parade."

-Keri, St. Paul 10th Grade Media Arts Teacher



"I love POP because it is such a fun partnership concept for our neighborhood bookstore. The piano creates wonderful customer engagement, energy, and serves as a tie-in to our weekly book reading activities."

-Holly Weinkauf, Red Balloon Shop Owner







MINNEAPOLIS DOWNTOWN COUNCIL

The MDC inspired Minneapolis residents to get outdoors and experience their extraordinary downtown in-themaking: 25 pianos were painted by local artists to evoke a Downtown Minneapolis theme, including iconic buildings, neighborhoods, sports stadiums, art designs, bridges, and must-see destinations...

MINNESOTA STATE FAIR

At the fair, Minnesotans prefer everything on a stick, even their pianos...



KANSAS CITY MUSIC TEACHERS ASSOCIATION

The KCMTA celebrated 100 years of musical excellence and music-making in Kansas City: a record-breaking 60+ pianos were painted at Union Station and installed throughout the KC metro area...

MINNEAPOLIS DOWNTOWN COUNCIL



Podrebarac, beloved illustrator and creator of "Cowtown," designed the **100th Anniversary Grand Piano** commemorating KCMTA's centennial anniversary. Today, the piano continues to be showcased at Kansas City Union Station...

NELL HILL'S

Dubbed by Forbes magazine as "one of the hottest little retailers" in America, Mary Carol Garrity injected the loveliness & homely energy characteristic of the Nell Hill's brand housed at Briarcliff, MO. The last thing Mary wanted was "a Nordstroms kind of piano."



MALL OF AMERICA



At a mind-boggling 4.2 million square feet, Mall of America is the nations largest retail and entertainment complex. It is home to 520 world-class shops, an indoor amusement park, walk-through aquarium, and Spongebob Squarepants...



MERRIAM FARMERS' MARKET

SWING, BATTER, BATTER: The City of Merriam immortalized The Royals' world series victory over the New York Mets with this Champions Piano. On one side you can play the piano; the other side is a batting cage. To the victor go the spoils...

RED BALLOON BOOKSTORE

Regularly scheduled events such as Weekly Storytimes have connected children, teens, and adults in the Twin Cities area with great books and great authors for 30 years. The Red Balloon added a unique twist to Storytime by integrating this marvelously imaginative piano...



Physics A Coye, Noise

GRACE ENGLISH LUTHERAN CHURCH & SCHOOL

Music teacher JohnMichael Jurica desired to enhance the existing arts curricula at his school. Through Pianos On Parade, his students learned about how pianos work, the physics of sound, woodworking, and visual design...