

MISSOULA PUBLIC ART COMMITTEE MEETING

Tuesday, March 15, 2022, 4 - 6 PM

Virtually via ZOOM

Streaming Online Live and On
through the [City Youtube Channel](#)

Committee Members Present: James Walter, Kathi Olson, Greg Twigg, Dennis Lippert, Stoney Samsøe, Debra Parker, Danielle Vazquez

Committee Members Absent: Tiana Grise

Guests: Amy Coseo from Studio Verde Creative

1. Call to Order
 - a. Meeting called to order at 4:05PPM
2. Public Comment
 - a. Community Member Sam Duncan: tell committee about public art project from north and west side neighborhoods hoping for a letter of support for a grant they're filing
 - i. Kathi: cannot make any decisions since it's not on agenda but we could put it on the agenda for next month, Sam: grant is due in three days so that timeline won't work
 - b. Sam will wait until after Amy's presentation to discuss further
3. Branding: Amy Coseo
 - a. Amy Coseo from Studio Verde Creative is joining us to discuss rebranding
 - b. Overview of what branding is: branding is an integrated identity, not just a logomark or visual identity. It includes your written voice and tone and style,
 - i. The reason to have a strong identity is to establish trust and make a promise so consistency and transparency are important, also helps to attract aligned partners
 - ii. Starting with shared understanding of what you are and what you aren't
 - iii. Your brand is everything you put out, and if you're inconsistent then it breaks that trust
 - c. Key part of the discovery process is looking at strengths and weaknesses of an organization, SWOT analysis, and pairing a key element of strategic planning with brand discovery. Outcome is that you have a clear list of deliverables that would become elements of branding and helps build out a comprehensive style guide.
 - d. Style guide is how your brand and identity comes to life in the world. It ensures consistency with language and visual deliverables
 - e. Part of the process is looking at other organizations and brands in our ecosystem to differentiate ourselves and communicate what makes us unique
 - f. Next steps are a proposal from Amy and the committee will discuss and vote on it in the April meeting
4. Approval of Minutes
 - a. February Minutes

- i. Greg motions to approve the minutes. Stoney seconds. Motion carries.
5. Sam Duncan's Comments
 - a. Mirtha checked with Marty Rehbein about the procedure for this and the committee cannot vote on it or give formal support but individual committee members can write letters of support or a special meeting can be called
 - b. Sam is a local organizer and is working with the northside and westside neighborhoods to file a neighborhood grant application to do a street mural near Lowell School designed by Stella Nall and painted by community members, and beautify three quick build traffic circles in the northside neighborhoods
6. Budget: Kathi
 - a. The financial situation hasn't changed since last month
 - b. Mirtha has been in discussion with Lee Griffin about the Percent for Art program and when that funding gets to our balance sheet. Mirtha has asked for a reconciliation
7. Artwork Maintenance
 - a. Lillian Nelson would like to clean her Van Buren mural again sometime this Spring or Summer
 - b. Mike Golins sent us a quote for repair for his piece "Go with the Flow" for roughly \$4500
 - c. Kathi would like to create a subcommittee to discuss artwork maintenance and costs
 - i. James and Debra volunteer to join the subcommittee
8. Street Art Projects: James
 - a. Ben is working on a neighborhood guidebook for citizens to use for public art
 - b. James is also filing a neighborhood grant for Lewis & Clark neighborhood
9. Dash Sculpture: Kathi/Dennis
 - a. No update, but Kathi requests that Dennis contact Mike Lustig for an update so they can update the library before the library director transition
10. PAC Live: Stoney
 - a. A fundraising plan has been developed, and the first donation has come through
 - b. The call will be live soon and will be due mid to end of April
 - c. Stoney shares draft art call
 - i. Mirtha moves to approve the art call. James seconds. The motion carries.
11. Traffic Signal Boxes: Kathi
 - a. The art call will be ready in April to be approved
12. Indigenous Mural Project: Danielle
 - a. No update
13. Rattlesnake Neighborhood: Kathi
 - a. No new updates, but the neighborhood is still interested
14. Process/Procedures: Kathi
 - a. The implementation and planning forms were sent out to the committee to review
 - b. Kathi: by next meeting, people should fill out the forms for their projects
15. Announcements, News, or Upcoming Events
 - a. Stoney: once we have the call for PAC Live listed, it'd be great to share it around

- b. Dani: are we planning on fixing the traffic signal box on Broadway and Madison?, Kathi: the highway department must fix it but the neighborhood seems to want the same box back
- 16. Adjournment & Next Meeting
 - a. Meeting adjourned at 5:28 PM