

Approved Minutes

City of Kentwood

Arts Commission

February 6, 2020

A. The meeting was called to order at 6:32pm.

B. Roll Call:

Members Present: Wendy BooydeGraaff, Jerry DeMaagd, Terry Schweitzer, Clarkston Morgan and Betsy Artz

Members Absent: None

Others Present: Lisa Taylor City's Public Relations Consultant, Sabo PR, and Kristina Colby, Parks & Recreation Program Coordinator

C. Minutes

Motion by Morgan, supported by DeMaagd, to approve the Minutes of the November 12, 2019 Arts Commission meeting.

Motion Carried (5-0)

D. Tri-Elements Retrofit and Installation

Artz noted the January 13, 2020 memo that offers a rough draft of a description of our intent and process to install the Tri-Elements sculpture. Discussion ensued concerning the challenges associated with the City Commission directive to the Arts Commission to identify funding sources to undertake the project. Taylor reviewed the research she had undertaken regarding recent art projects developed by other Grand Rapids area communities as well as in other areas of Michigan. There were a wide variety of approaches in terms of the types of art projects as well as the promotion, fundraising and general community involvement.

Morgan indicated that he had put a great deal of thought into this project since our last meeting. He shared that he had met with Kentwood School Superintendent Michael Zoerhoff to discuss the prospect of a joint initiative between the school district and the city to promote the arts in our community. He found the superintendent, who noted the award-winning

arts program at East Kentwood High School, very receptive to the concept. Morgan went on to suggest that the city and school may wish to consider a joint fundraising effort to benefit the sculpture project as well as elementary art education.

BooydeGraaff and DeMaagd indicated that we should approach the sculpture project with a wider scope relating to the value of art in the community. The Arts Commission would need to develop a narrative describing this larger long-range vision to drive the fundraising for the Tri-Elements sculpture on the City Hall Campus as well as a variety of other art inspired initiatives throughout the community for years to come. Morgan indicated one of these initiatives may include an arts competition/event wherein elementary school students have the opportunity to display their talents in area businesses.

Colby related to the group her background in art administration as well as involvement in neighborhood association art projects that have sought and successfully secured grant funding.

Artz indicated that she would talk to Mayor Kepley and the other City Commissioners about the prospect of devoting some general operating monies to the sculpture retrofit. She also reminded the Commission of the likelihood of securing financial assistance from the Kentwood Foundation.

Morgan expressed his intent to continue his conversation with the Kentwood Public Schools administration. Colby indicated she would reach out to groups that have previously received crowd funding through the Michigan Economic Development Corporation for arts projects.

BooydeGraaff and DeMaagd indicated they would work on developing a draft narrative describing the long-range vision for the Arts Commission as well as talking points in support of general operating funds in the city budget. BooydeGraaff expressed her intent to also review various foundation, state and federal grant programs to identify those that may closely align with the Arts Commission vision. Schweitzer indicated he would follow up with the Tri-Elements sculptor Ulrich Pakker to solidify the cost and scheduling detail to commission him to retrofit the sculpture.

E. Next meeting.

The consensus of the group was to schedule the next meeting of the Arts Commission for February 24, 2020 at 6:30pm in the large first floor conference room in City Hall.

Motion by Morgan, supported by DeMaagd, to adjourn the meeting.

The meeting adjourned at 8:00pm

Submitted by Arts Commission Secretary Terry Schweitzer