



CULTURE, ARTS & PRIDE COMMISSION

Wednesday, April 11, 2018

12:00 noon

Municipal Complex, Committee Meeting Room (3300)

100 Ann Edwards Lane

Mount Pleasant, SC 29464

MINUTES

Members Present: Rebecca Gosnell, Chair; Ann McGahey, Stephanie Meadows, Bren Romano Monteiro, Charles Williams

Members Absent: Ian Duncan

Staff Present: Nicole Harvey

Ms. Gosnell called the meeting to order at 12:00 p.m.

1. Approval of Minutes from the March 14, 2018 meeting

Mr. Williams made a motion to approve the minutes of the March 14, 2018 meeting. Ms. Meadows seconded the motion. All were in favor.

2. Public Comments

None

3. Report from Subcommittees

a. Artist Cultivation

Ms. Gosnell said they are working on artist cultivation in several fronts and those reports will come under those subcommittees.

b. Green Mount P

Ms. Gosnell asked if they had an update on the tree ordinance meeting that Mr. Duncan attended.

Ms. Harvey said Mr. Duncan and Ms. Sweet were going to attend that meeting on April 2 but she had not heard the results. She said

she emailed several people who may be able to offer input on the restrictions of changing the funding guidelines. She said that all the information she had gathered was not clear on how restrictive the current guidelines are and whether they have the ability to change them.

Ms. Gosnell asked who currently controls the regulations.

Ms. Harvey said CAP inherited this program from the Pride Committee that existed before them. She said the funds use to be controlled by that Committee, which was run by Public Services. She said she has not found clear information on how it originated.

Ms. Gosnell asked if they created new criteria for this program and its funding, who would sign off on that if that entity still exists.

Ms. Harvey said it involves Mr. Eddie Bernard from Planning. He is the Town's arborist and is always involved in any Tree Bank Grant decisions and in cutting down trees or planting trees.

Ms. Gosnell asked if he came to a previous meeting.

Ms. Harvey said that Mr. Jody Peele, Public Services Director, came to a prior meeting. She said there has historically been few participants in the program and the money comes from developers when they cut down a tree larger than a certain size. She said that some of the money is used for other Public Service projects related to landscapes and trees. She has not yet discerned who has authority on the money or changing the guidelines.

Mr. Steve Gergick, Recreation Director, said he was not exactly sure but thought it may be able to be approved at the Recreation Committee level. He said that the CAP bylaws that govern CAP and how they operate were approved by the Recreation Committee previously. He said he expected a grant procedure that is administered by CAP could be approved at the Recreation Committee also. He said he would need to confirm that.

Ms. Harvey said she needs to research their ordinances to see if it had ever been codified.

Ms. Gosnell asked who the chair of the Green Mount P was and if it was Ms. Sweet.

Ms. Harvey said it was Mr. Duncan.

Ms. Gosnell said she will send the two of them an email to set up a meeting with Ms. Harvey and Mr. Gergick about this.

Ms. Harvey said in the email requesting more information about how restrictive it was and if they were able to make changes, she specifically asked how to make changes to the program if it is something that would be permissible. She said she communicated that they are trying to make Mount Pleasant a Bee City and asked if funds would be available for plantings related to that, or if they have to be canopy trees.

Ms. Gosnell said she would like for CAP to express that they would like to revisit the criteria for this program and apply it to what is the current relevant situation. She said this is why she keeps asking who can say yes or no. She asked if that person does not exist anymore could they create new guidelines and ask Council. She said she did not know.

Mr. Gergick said he thought that would be correct, but it will need to be decided internally and understand the structure of how they want to reorganize it and it would be brought to the Committee. He said he thought it could be approved at the Committee level and they can determine if it needs to go to full Council, but he would not expect so.

Ms. Harvey said she thought that would depend on whether it has been codified and if they are going to be changing an ordinance or if it was just an internal policy and procedure.

Ms. Gosnell said her goal is to have that question answered and a recommended change from the subcommittee to be presented at the next CAP meeting.

Ms. Meadows said that last Sunday was the Charleston Bee Expo. She recognized Mr. James Craig who is a certified bee keeper with a lot of information on becoming a Bee City, what it may take, and the

application process. She said that she and Ms. Sweet had discussed the application and it has to be approved by Bee City USA in Asheville.

Mr. James Craig said in 2012 he got interested in bee keeping. He said that after six years he recognizes the tremendous benefits of honey bees and native pollinators, which include approximately 20,000 worldwide species with approximately 4,000 in the United States. He said they are all in trouble. He said they are indispensable to sustainable agriculture as they are valuable pollinators and about one-third of everything people eat, especially fruits, nuts and vegetables are dependent upon them. He said the future of world agriculture depends on everyone doing a better job of taking care of them. He said Bee City USA was launched in 2012 to promote healthy, sustainable habitats and to date there are approximately 65 cities in the United States with two in South Carolina: Greenwood and Lake City. He said the information he is presenting today comes from what he has learned since we contacted him in February. He met with Ms. Phyllis Styles by phone and email to gather information. He said he is amazed at the number of invasive plants that people have today, such as the Chinese Tallow tree, which provides a little bit of resourceful food and the Bradford Pear tree, which is ornamental, fragile and provides no food source to any insect. He said Whole Foods has an observation hive of honey bees. He said without bees dairy products would be reduced along with the choices of fruits and vegetables. He went over the facts and benefits of Bee City USA Certification. He said local governments or departments act as the Committee sponsor, and a citizens group managed by the town would be designated to help to put the program together. He said there is an annual celebration similar to the local Honey Bee Expo with proclamations and increasing public awareness. He said that National Pollinator Week occurs in June of every year. He said that is an especially important month for Bee City USA celebrations. He said there are some acknowledgements and certifications through signage that can be placed at town entrances. He said there are some web links that provide resources

for that. He said there are some conservation efforts that must be made to qualify as a Bee City and an annual recertification application has to be submitted. He said it would involve a modest fee of \$400 for Mount Pleasant as they are not above 100,000 residents. He said the benefits are to ensure the survival of the wild animal species as there are tens of thousands that help our planets complex food web. He said it helps raise community awareness as they do with the Honey Bee Expo. He said that is one of the pollinators that they highlight. He said they talk about how food grows and incorporate the Honey Bee Expo with opportunities for people to look at native plants and talk with people with agriculture pursuits to expand their understanding of what they can do at an individual level to improve things. He said there is a need to improve the plant nursery markets by increasing the demand for the native pollinator plants. He said that Bee City associates belong to a national movement of cities that can participate in network webinars and other educational presentations. He said they can accumulate conservation results each year and advertise those and receive ongoing support through the initial Bee City USA affiliate in Asheville, North Carolina with Ms. Phyllis Styles and her group. He said there are some templates available to complete this and opportunities including grant proposals. He shared a template for a "Dear Mayor" letter from someone in the community that acts as a liaison for the Town or someone within the Commission. He said it identifies what is wanted to help illustrate the importance to the Mayor. He shared a multi-page resolution document that must be completed by the Town naming the Department that is going to manage this and the responsible person at the Committee level that will facilitate it. He said it may include outside liaisons and the public. He said it celebrates what they are doing, generates publicity and provides information to the community. He said it encourages better habitat that includes more native plants. He said it develops a policy at the long-range planning Committee level that addresses those things as well as trying to use the least toxic methods of controlling landscape pests. He said they were not speaking about mosquito control. He said they were talking about things that

homeowners may use on their lawn. He said pesticide companies may not be knowledgeable about the impact of spraying in local communities. He said there is a review of the plan and an annual renewal by January 31 every year. He said there is an eight-page application online.

He said he had been keeping bees as a hobby for six years and has extended that into catching and relocating honey bees. He said over the past four years he gave away over 300 colonies of bees to local individuals and nonprofits including Charleston Area Bee Keepers Association, the Charleston Community Bee Gardens, and the Bee Cause Project which establishes observation colonies in schools nationwide and worldwide, and regionally 300 or so schools could benefit from bee colonies. He said that bees like humans try to procreate and increase numbers in the world. He said that every spring they receive calls from fire and police departments and the Charleston Area Bee Keepers when people have swarms of bees and want them removed. He said that the bees are defenseless at that time because they have no nest and no food stores and have nothing to protect them. He said he tries to educate people as he removes them. He said they need to be relocated to where they are safer. He said they try to educate on things that Bee City USA wants them to know.

Ms. Gosnell said she would ask the Green Mount P Committee to put together a list of things that the Town could handle and whether they could become an official Bee City or do a variation that could make the Town bee friendly.

c. Town Hall Art

Ms. Harvey said she secured permission to expand the Mayor's Office Art Program out into Town Hall. She said they would like for it to expand to all public facilities. She said in the old Town Hall the Mount Pleasant Artist Guild use to hang art and they would have cards with their name and prices with the Town not being involved in the sale of the art. She said there is an art hanging system on the walls at Town Hall and also in the Jones Center. She said she thought

they would do it like the Mayor's Office Art Program and it would be open to not just the Artists Guild but anyone in the community. She said they will present the plan on how to roll it out to Mr. Gergick and Mr. DeMoura.

Ms. Monteiro asked if it was for adults only. She said the Jones Center would be a great venue for kid's art as they use that facility.

Ms. Harvey said they could possibly have different applications for different facilities. She said some of their programs they specify 18 and older and some they do not.

Ms. Meadows asked if it could be one universal application and then the Committee categorize the placement by age. She said they need to come up with the age cut off where they want to start.

Ms. Harvey asked if they are going to review all the applications and then determine which building they would get hung in.

Mr. Gergick said in addition to the Jones Center there is the Darby Building and Park West.

Ms. Harvey said when she said all Town facilities she intended that to include the Darby and Park West Program Building.

Mr. Gergick said that all the buildings have hangers for the art.

Ms. Gosnell said in the past they said there should be some things that are reserved for adult submissions because children have many opportunities for art.

Ms. Monteiro said she did remember that being said.

Ms. Gosnell said she agreed there could be venues that child applications were part of the review.

Ms. Monteiro said people that consider themselves professional or semi-professional may not want to enter something that is being entered by a fifth grader as well. She said that would be something to consider in terms of how it is worded and how they put that information out there.

Ms. Gosnell asked if the best approach was to select one venue and say it is a child venue.

Ms. Monteiro said they need to give that some thought. She said she thought the recreation centers are focal child friendly as they are in the building all the time. She did not know how many children come through Town Hall. She said Town Hall may could be larger works.

Ms. Harvey said the Wando Art Program is strong and they have good art coming out of there. She said they need to think of what age limit they would set for Town Hall. She said that the subcommittee needs to meet in the next month and work on the details and come back with a report.

Rebecca agreed.

d. Sculpture

Ms. McGahey said the college determined that the glass piece is not structurally sound to relocate. She said they got the forms needed for the three artists that they selected which was the Chain Links, the Sailfish, and the other metal framework with the leaves and branches going through it. She said they also found out that sculptor of the current navy blue/black abstract piece is allowing the Town to retain the sculpture for display in another location.

Ms. Harvey said there are two things to consider at this point. She asked where they want to place sculptures at roundabouts because they will need to apply for encroachment permits from the South Carolina Department of Transportation (SCDOT) if they want to place them on roadsides. She said there are a lot of spaces that could accommodate the sculptures such as the library on Mathis Ferry. She said they need to identify where they want the abstract that is currently in the pocket park to go and also where they want the Chain to go.

Ms. Gosnell asked Ms. McGahey to get with Ms. Harvey and Ms. Richter and recommend five locations for the next meeting.

e. Emerging Arts

Ms. Gosnell asked if they kept Emerging Arts as a category.

Ms. Monteiro said she thought they called it something else.

Ms. Meadows said she thought they put it with something else.

f. Traffic Box Art

Ms. Harvey said this program is in a holding pattern until the next fiscal year.

g. Paint the Town

Ms. Gosnell said Ms. McKenzie Provost is the new intern for public arts and has been doing a great job pulling together the protocols and timelines for Paint the Town. She said she wanted to review that with the Committee. She said they put a timeline together that starts with identifying the publicly and privately-owned spaces where they think art should go. She said McKenzie is measuring those spaces and ranking them as to whether they need any prep work ahead of art application so if they are making choices based on the budget they would know if something needed work before the artist gets there. She said they are going to put a link on a web page that will have pictures of all the spaces so interested artists can look through the catalog of locations and see the size involved and then submit an idea and a proposal for a specific space. She said that April to May they will be working on the website side of this and identifying mural artists and they had reached out to the initial artist they met with to get some recommendations from them. She said if they know people who do large scale work they need to make sure they get an invitation to participate in the project. She said June is where they will work with privately held business locations that they have identified and ask if they would like to participate in the partnership where they would pay the artist but the Committee would help locate and solicit ideas for them to review. She said they have a marketing plan that will go into place where they are putting this program out to the art magazine Redux and the various artist groups/guilds. She said they will create a formal RFP that goes out to everyone with all the details. She said in July they will start reviewing applications, get sites prepped, and be ready to start painting by September and October. She said their goal is to get this done and have a timeline to commit to. She said she asked Ms.

Provost to help them understand important guidelines that might be relevant as they move forward on this project, so she had reached out and looked at places like Asheville to see how they word the application to avoid things like hate speech and what a mural is verses a business advertisement, so they are outlined on the document.

Ms. Provost said she researched information online of different cities that are doing similar projects. She said she will reach out to Asheville to see if they have any other pointers or guidelines of anything specific that they do.

Ms. Harvey asked Ms. Provost to specifically ask about problems they have dealt with and how to avoid them or how they have dealt with them.

Ms. Gosnell shared a list of sites that they have looked at. She said they are estimating \$25 per square foot as to where they would like the artist proposals to land and they are putting that number out there, so they can make it affordable to do as much as possible with the \$24,000. She said the suggestion had been made that the wall at the Jones Center might be a public space where they have an artist do an outline and have a mural day when people come out and fill in the mural outline. She said it would be a fun way to introduce the program and get the community involved.

Ms. McGahey said it would be nice if they could do a fast motion video of it forming.

Ms. Gosnell said she wanted to thank Ms. Provost as they have a timeline and hopefully get everything executed and said she appreciated the hard work on that.

h. It's Raining Art!

Ms. Monteiro shared a formal plan for the program. She said they had launched it at Towne Centre in a couple of locations with two different poems and spray painted two more at the Farmers Market before opening day.

Ms. Harvey said feedback has been very positive and people have said they love this program.

Ms. Monteiro said there is a lot more they can do with it. She said originally there were three stages intended: poems, song lyrics, and art and silhouettes. She said she put together a process of what is involved and the budget requirements. She said as it stands they are using a quarter of bottle per spraying of each set of poems, which means about 8 to 10 poems per bottle.

Ms. Harvey said they sprayed four poems but really five because they resprayed one, and they have about one third of a bottle left.

Ms. Monteiro said there was one that looked like it bled underneath the stencil during spraying. She said it was a learning curve.

Ms. Harvey said the bottles are about \$125 but if they order multiple the price goes down. She said if they order ten it is \$117 plus shipping.

Ms. Monteiro asked for Ms. Harvey to send her the amounts and she thought they would go ahead and expect to purchase ten at a time.

Ms. Harvey said they will look at the budget for the remainder of the year and may want to order one more bottle until the next fiscal year. She said then in the next fiscal year when they have more budgeted to this program they could do a bulk order.

Ms. Monteiro said aside from the spray they have the creation of the templates which comes out to \$50 per stencil. She said she does not know what the process will be for creating silhouettes on Mr. Jarod Charzewski's side and if it makes it more complicated or if he is able to do it.

Ms. McGahey said he should be able to load it into a graphic program which should translate it into the laser cutter.

Ms. Harvey said she agrees that the laser cutter should be able to read it from the graphic file but we need to confirm.

Ms. Monteiro said she had a timeline for this if they are approved through this next year. She said if they are looking at not really

pushing it she will change it. She said they had talked about doing multiple ones throughout town.

Ms. Harvey said July 1 will be here before they know it. She said she had just received a folder of submissions from Wando High School English students. She said she will email like she did the last round.

Ms. Gosnell said that looking at the numbers it seems like it would be good to get Towne Centre to come on board with a contribution since they like the program and see benefit in it.

Ms. Harvey said Ms. Kathy Herrmann emailed her and asked where they get the spray. She said Towne Centre loves this and thinks they would potentially buy some. She said they have said the Commission can do as many of these wherever desired at Towne Centre.

Ms. Monteiro said she thought they would pull them back into the rotation for lyrics and silhouettes. She said she will make adjustments.

Ms. Gosnell agreed to making the adjustment to the bulk order rate. She asked if they wanted to approach Towne Centre for some money for this project would it be a staff driven effort.

Ms. Harvey said it depends how it happens. She said if a business wants to do the project on their own, we can facilitate and make connections with the business and artists. She said if they wanted to purchase spray and have the Town provide them with poems or stencils, she did not think there would be any further approval process.

Ms. Meadows said her thought was she was looking more for a commitment to supplying funds on regular basis.

Ms. Gosnell said if they have a genre per period where they feature poets and then silhouettes she wants Towne Centre to reflect the same genre that the Committee is reflecting. She said if the Town's relationship with them is handing them a stencil and asking if they bought the spray she did not know if that is how to run it.

Ms. Monteiro said she understood that the Committee needs to keep control of what they are doing and when they are doing it. She

felt like Towne Centre is a good place once they have sprayed somewhere else they should also spray it at Town Centre. She said so many people go through there and the spray only last for four to six weeks.

Ms. Harvey said it last four to six months.

Ms. Monteiro said that was a long time for paint on the ground.

Ms. Harvey said she went back to the website to confirm that and it says even up to a year depending on foot traffic and rain.

Ms. Gosnell said the plan could be identify multiple sites for the May poems and then once they do those stencils in those locations the Committee will give the stencils to Towne Centre and then no money transpires.

Ms. Harvey concurred.

Ms. Monteiro said if they were going to be purchasing the spray paint separately then it could be put into an email saying we know they want to do this and then the stencils could cycle through even if they had done it somewhere else.

Ms. Harvey said she thought other businesses will want to do this as well which the Commission can encourage. She said there will be a bank of stencils, so businesses could purchase spray and we can share those we created.

Ms. Gosnell said that they should check with Mr. Charzewski to see what his capacity is.

Ms. Harvey said he had told her earlier if more stencils were wanted to let him know.

Ms. Monteiro said he said he can turn them around within a day typically. She said it was a matter of him just setting it. She said she did want to have a conversation with him about there will be silhouettes and the larger volume.

Mr. Williams asked if they could put in a line at the bottom courtesy of Mount Pleasant.

Ms. Harvey said they did talk about having them create one stencil instead of having to stencil it into everyone. He is going to create one that said, "Town of Mount Pleasant Culture, Arts & Pride Commission" and they will spray it at the bottom of every installation.

Mr. Williams asked if they need anything that says for more information contact.

Mr. Harvey answered in the negative and said she thought that would be a lot.

Mr. Williams said it would give them incentive as to where they need to go with if they want to participate in the program.

Ms. Gosnell said if it had the Town logo, then they would call the Town.

Ms. Monteiro said it will have the logo.

Ms. Harvey said they will confirm that he can do the graphic or just say "Town of Mount Pleasant Culture, Arts & Pride Commission."

Ms. Monteiro asked if the logo exist as a piece of art that she can send to Mr. Charzewski.

Ms. Harvey answered in the affirmative.

Ms. Monteiro said he will need it in a decent size.

Ms. Gosnell said she was thinking if they devoted \$5,000 in next year's budget cycle to this and asked what they could get out of that.

Ms. Harvey said after Council goes through the final budget process and they are sure of what the Commission's budget will be they will review the budget spread sheet and allocate the funds out for what they anticipate spending on each program in the next fiscal year.

Ms. Gosnell said that number gives Ms. Monteiro a rough idea of what the Commission can get with that amount of money and go up or down.

Ms. Monteiro asked about funds between now and July.

Ms. Harvey said she did not have access presently due to a network problem, but she said they did decide to allocate funds out of this program into the third sculpture. She said she will check and email them.

i. Marketing

Ms. McGahey said she had concern as she does not see pictures popping up on social media.

Ms. Harvey said there is a Social Media calendar for the Town that she will post on. She said when they send out the eblast she schedules social media posts also. She said last month they had a reach of approximately 5,000 people with the eblast posts, which gives a lot of good information. She said the last Take Pride got good feedback with the traffic art information. She will send the current one to Jared because they thanked the College of Charleston sculpture department and will send it to the poets. She said she will work with the Business and Tourism office to get more Instagram presence as they have the only Town Instagram account.

Ms. McGahey said the last ones she sent were of the sculptures on Coleman.

Ms. Harvey said the Charleston Area Convention and Visitors Bureau (CVB) met and they would like to have a poem at the Visitor's Center and they want one at the pier shop. She said they want the Commission to create a scavenger hunt with the poems and the traffic boxes. She said when they create that the Tourism office will put that information out as well.

Ms. McGahey asked if they want to get the two current sculptures out on social media.

Ms. Harvey answered in the affirmative and will check on it.

4. New Business

Ms. Gosnell apologized to Ms. G. M. Whitley because they should have talked about the fiberglass program under emerging arts. She said at the last meeting they talked about the process they are under now with a

prototype. She said there had been a conversation about what the iconic image should be and asked if she had updated thoughts or how CAP can help with that process.

Ms. Whitley said they are finalizing the budget for the Accommodations Tax Advisory Committee (ATAC). She said they are having the next budget meeting and that should be finalized, and the funding should be there. She said the next step is to reach out to the companies that do this work and get a concept from them of whether they think a palm tree would be feasible with the detail level. She said that Ms. Su Frost, chair of ATAC, had mentioned going towards an animal that would be iconic for Mount Pleasant but that may be difficult because a bird's legs may be difficult to pull off in that type of sculpture. She said they have not come up with any better idea than a palmetto tree or anything more iconic of Mount Pleasant. She said there has been feedback that a palmetto tree is very iconic especially since some were cut down on Coleman. She said she did not think there was anything for CAP to do at present until they get the funding finalized, then moving forward we will need to get the prototype made and figure out what else needs to be done so when they go back to ATAC in the fall they can ask for the proper dollar amount in order to have possibly 10 or more made. She said other cities do 40-50 but she does not think they will get the funding for that.

Ms. Gosnell said they will get it on the agenda when they are ready for CAP to engage formally.

Ms. Gosnell said when the minutes are completed she would like the minutes highlighted with all action statements that need to happen before the following meeting. She said she thought they had a lot of conversation and do not look at the minutes until right before the next meeting.

Ms. McGahey asked if they could add an action items sheet.

Ms. Harvey said she did not think an action item document would be something they would post on the website with the minutes but it could be something internal, a bulleted sheet that gets sent out with the action items from the meeting for each committee.

Ms. Gosnell said if they could get that the week after the meeting they could all make sure they are getting their things completed before the next

meeting. She said it would be helpful. She said a lot of things are moving and waiting on the budget, so they can come together and determine how they are going to invest their dollars across the projects. She said it is exciting to see and the primary action statements she sees moving forward from the current meeting are: Identifying those sculpture sites, making sure they can execute the volume they are talking about on It's Raining Art!, finalizing submission protocols for different venues for art in terms of age, and finalize the timeline and get more details roughed in on the Paint the Town project. She told Ms. Meadows she had some ideas on the bee friendly town and will talk after the meeting.

Ms. Meadows said she has families in their neighborhood that are involved in the Boys Scouts group and she gave them the contact information for the person in Charlotte for the Flag Project. She said hopefully by July 4 they will have something in place and said she told them CAP would be happy to help promote it.

Ms. McGahey told Ms. Meadows she would help proofread on the newsletter.

5. Adjourn

There being no further business, the meeting adjourned at 1:01 p.m.

Respectfully submitted,

Karen Bedenbaugh, 4/11/18

Title VI Notice: The Town of Mount Pleasant fully complies with Title VI of the Civil Rights Act of 1964 and related statutes and regulations in all programs and activities. Town meetings are conducted in accessible locations, materials can be provided in accessible formats, and provided in languages other than English. The next regularly scheduled meeting of the Culture, Arts & Pride Commission is scheduled for February 14, 2018 at Town Hall, 100 Ann Edwards Lane. If you would like accessibility or language accommodation, please contact the Title VI Coordinator, one week in advance, at the Town of Mount Pleasant at [843-884-8517](tel:843-884-8517).