

ARTWalk 2: Project Design Team  
P.I.N. 4754.18  
Weekly Team Meetings Memo  
June 5, 2009

BA: Bergmann Associates | SWC: Studio William Cochran | AW: ARTWalk Organization

1. General Comments:

- Paul K. reported on status of ARTWalks search for project manager.
  1. Have not filled position to date
  2. Plan to have position filled by July 1 – ready to begin work July 15
  3. Soliciting for applicants
    - § Ros Goldman may apply
  4. ARTWalk Org. is aware of loss of partial contract
- Continue to copy Paul K in emails to ARTWalk Org for correspondence
- Board meeting in week or two to train office individuals to handle office tasks.
- AW will not be capable of handling and inquiries about RFQ's . All inquiries will be directed to Sue, she will direct calls to appropriate person and someone posts to website weekly.
- Submittals will be collated via online site, where to physical packages go for submittal – BA
- Posting all docs on google docs for live edit and review
- Public Information Plan
  1. Who is executing the public information plan?
  2. Media and PR – City and BA/ Vince and Patrick
  3. Tom to review plan and scope and determine
  4. Some of Plan will be executed through the website.
  5. Intend to have plan solidified within two weeks
- GCC
  1. Sue to send invite to Paul at AW he sends to board members via email
  2. Sue to send reminder and parking information on monday
  3. Stewart L. Arts editor from d and c to do an article on GCC
  4. Lisa to call TV stations
  5. Kate and Paul to welcome
  6. Paul like to advertise upcoming meetings at GCC – sue to provide paul with bullets
  7. Need to make signs for GCC presentations
- Nota at 3 and public at 7pm
- NOTA and public 24<sup>th</sup> of June – BA to secure venue for NOTA meeting
- Paul coordinate on meeting venue for public meeting – check with SOTA, STERN Prop. ...
- Charrette to be organized by SWC
  1. Marianne to secure location RMSC, MAG or SOTA
  2. Charrette ART Options and Budget – send packet prior
- Public Meeting – agenda
  1. Project overview – highway and ARTWalk



2. Schedule and Budget
  3. Public Engagement – schedule and strategy
  4. How to get involved – call for volunteers
  5. Explain what's been going on since last meeting
  6. Fundraising call
  7. Invitation to Charrette at meeting is supplemental to original invite
- Charrette on June 25
    1. By Friday next week (12) have design charrette meeting invitation to go out
    2. Need media for charrette invitation
    3. Add charrette to public meeting invite
    4. Need rsvp to SWC
    5. Need write up on charrette for Tuesday to mail out with public meeting invite
  - Public and nota meeting –
    1. Make meeting summary updates and have available (online?)
  - Steering committee meeting next week
    1. PR and media Vince and Patrick to review
    2. Public Information Plan – who's executing? And who's to plug in?
    3. Nomination form
    4. Jury Criteria
  - GCCC – have an email sign up for Nom Form recipients
  - NPR delayed until the 13 – need to be available directly after
  - Need to describe Juries CLEARLY on each form
    1. Person to maintain art will be on Jury.
    2. Add ARTWalk Org rep and maintenance
    3. Durability criteria and facilitator will ensure durability and maint. Issues are addressed
    4. Revise to include: 2 experts | 2 artists | 1 CoR | 1 Design Team | 1 AW2 stakeholder | 1 community Site / Stakeholder | 1 AW Org.
  - Fundraising target should include maintenance fund
  - Maintenance plan? Who's responsible? Funding plan for maintenance?
    - If agree to have on property have to agree to maintain.
  - Paul, Tom, William, and Teresa – Individual stakeholder interviews
    - Tom to provide list of people to contact. Village Gate, Gary – ARTWalk Writers and Books, Eastman House –
    - Sue to set up meetings
  - Set up a google docs for FAQ
  - Website storyboard on Wednesday – 10-11

## 2. Tasks Completed since previous period

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- Draft Jury nomination forms completed for review
- GCC presentation secured
- Public information plan draft has been completed
- Fabricator list is being compiled



- Neighborhood meeting no. 1 has been tentatively scheduled for June 24
- Contact list for team has been distributed
- ARTWalk has been contact for educator list
- ARTWalk has provided a partial local dissemination plan
- ARTWalk has provided fabricator list and contacts

### 3. Upcoming work and near term Interim Project deadlines (due within next 4 weeks +/-)

Date	Item Due	Responsibility
June 8	Provide contacts for local dissemination plan to SWC	AW
June 8	Invitations for Public Meeting	City / Bergmann
June 8	Comments on Draft Jury Criteria	SWC
June 12	Fabricator List to SWC	AW & BA
June 9-10	William in Rochester	
June 9	Knowledge Exchange No. 1 – Genesee Community Charter School	ALL
June 9	Steering Committee Meeting	ALL
June 9	Design Team Site Walk	ALL
June 10	Website coordination meeting	ALL & PR
June 15	Public Information Plan	SWC
June 19	Launch Website	BA
June 22	FINAL Fabricator Roster	SWC
June 22-26	William and Teresa In Rochester	
June 22-26	Educator Meeting	SWC & AW
June 22-26	Stakeholder Survey Interviews	SWC
June 22	Neighborhood Meeting No. 1	ALL
June 22	NOTA Stakeholder Meeting	ALL
June 25	Design Charrette No. 1 – Art Options and Budget	ALL
June 26	Funding Meeting – Kodak?	SWC & Aw
July 1	Jury Nominations Due	
July 13-18	William and Teresa In Rochester	
July 14	Charrette No 2 – Public Participation	ALL
July 18	Saturday Charrette No. 3 – Pocket Park	ALL

### 4. Action Items / Deliverables / Next Steps

BA:

- Schedule Website meeting
- Provide SWC with draft fabricator list
- Provide conatc information from ARTWalk to SWC – Fabricators and Educators
- Obtain local dissemination plan from AW – media contacts needed



- Determine who will execute public information plan
- Begin drafting contact with subs.

SWC:

- Public information plan
- Prepare jury criteria and nomination forms for steering committee meeting
- Prepare draft dissemination plan
- Work on draft educator plan
- Create text for charrette no 1. – June 25
- Plan knowledge exchange series
- Draft universal RFQ for review 6/16
- Select graphic designer to bring on board
- Finalize Art Durability and Public Information Plan by June 12

AW:

- Provide BA/SWC with local dissemination plan contact list
- Provide funding raising plan

## 5. Upcoming Meeting(s)

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- June 9, 3pm - Steering Committee Meeting
- June 9, 5pm – Design Team Site Walk
- June 9, 7pm - GCC Presentations (RMCS)
- June 10 – Website Meeting (SWC/William-BA-AW)

## 6. Project Budget Status / Scope Changes / Additional Services

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- Project within budget
- BA and SWC to complete and progress scope originally assigned to AW until project manager from AW is hired (expected by July 15)

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CC (via email): Tom Lichtenthal, Bergmann Associates  
Mark Johns, Bergmann Associates  
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Marianne Kroon, Studio William Cochran  
Paul Kramer, ARTWalk Organization

