

Art Walk Extension Project
P.I.N. 4754.18
Mosaic Light Pole Call for Art
July 23, 2009

BA: Bergmann Associates | YA: Young Audiences

Attendees:

Sue Steele, Bergmann Associates
Mark Johns, Bergmann Associates
McKenzie Keenan, Young Audiences

This meeting was held to discuss the partnering opportunity between Young Audiences (YA) and the City of Rochester to execute the Call for Art for the Mosaic Light Poles planned for the Project. The following is a summary of the discussions and the decisions reached at the meeting.

1. Sue brought McKenzie up to date on the current proposed design for the project corridor where the Mosaic Light Poles are located.

- described sidewalk treatment with community art located in the border,
- identified the three calls for artistic benches in the area,
- identified the light sculpture location and will send a PDF of the final design,
- identified the revolving 2-D art display that will be located in front of the Anderson artists building,
- explained there is no overarching theme for the entire project, but the art in this corridor has been focused on history, which could be considered in the call for an artist, and
- indicated that the project must be complete by Fall 2012 and the budget for the installation of mosaics on 8 light poles (budget does not need to include the transportation and installation of the light poles) is 30K.

2. McKenzie provided BA with an overview of YA.

- provides arts-in-education services,
- YA mission and goal is to help make the arts an essential part of young people's education, and
- bring children and youth together with professional artists of all disciplines to learn, create and participate in the arts.

3. McKenzie explained how YA would like to participate in running the call.

- Solicit a teaching artist or a team of teaching artists,
- solicit schools/sites to be involved,



- provide staff to oversee the work and ensure that the schools' requirements and the artists' project goals are being met throughout the course of the project, and
- engage artist to develop one unified concept/vision for all of the poles and through a residency program to visit the schools/sites 8-10 times to create the work with the students.

4. The group discussed schedule and budget.

- YA feels the budget is sufficient for the project.
 - YA would like to be paid the full amount of the contract and then pay the artist from those funds.
 - BA requested a budget outlining how the funds would be dispersed for City approval.
- All agreed that the artists and schools/sites be on board by Fall 2011 and the artist should start planning with the site during the Spring 2012 semester and complete the work by Summer 2012 or sooner.

5. The process was discussed.

- YA will advertise for the artists and the schools,
- BA has a Jury in place from the previous call, the jury list will be sent for review and modified as needed, and
- Sue suggested to maintain the same process as the other calls for the Jury for clarity and simplicity between the various calls.

6. The number of schools/sites was discussed

- BA would like to see diversity in the sites selected:
 - urban, suburban, and rural,
 - all ages (pre k – 12th grade),
 - all physical and mental abilities (mainstream, special needs, low vision, autistic children, hearing impaired, etc.)
 - recreational centers and schools,
 - financially disadvantaged, and
 - divers economic backgrounds
 - at risk youth (18-25 black male)
- YA would be able to involve 8 different sites/schools, one for each light pole
- YA has a relationship with Art Peace and could involve them to target a demographic if needed.

7. The group discussed what is needed to move forward.

- YA will provide a budget of how the funds will be allocated,
- BA will review with the City and get a contract in place,
- YA, BA and the City will meet to discuss the details of the calls and the schedule.



ACTION ITEMS:

YA:

Provide BA with budget and schedule to review and send to the City for approval

BA:

Send YA along additional materials related to the other art planned for the area (Cliff Garten's work)

Sue to contact Gary Stern and let him know of YA involvement prior to McKenzie contacting him for discussion on the vision of the project

Discuss YA contract with City

This is our understanding of the decisions reached at this meeting. If there are any revisions, additions, questions, or concerns please contact me via email.

Regards,



Sue R. Steele, ASLA, LEED AP
SENIOR DESIGNER

CC: All meeting attendees

