

Milford Cultural Council Public Art Subcommittee Meeting: November 15, 2023

Roll call in person: Geri, Martin, Khizra, Christina, Michele, Patty Salomon (emeritus)

Invitation to speak

No one was present to speak.

Public Art Projects

Downtown Mural:

Geri met with the building owner (owner) and his lawyers on November 9, 2023. They reviewed the questions Geri sent in June.

- Building measurements - We need measurements for side and rear of building because artists charge by the size/square foot. His architect will provide.
- Building insurance rider - Geri asked the owner if he was willing to add a rider to the building insurance for the artist painting the mural. The owner will investigate.
- Photo spot as part of the mural – The owner doesn't think there is a good spot for photos on the side or rear of the building. There are a lot of vehicles at the back of the building. No photo spot will be included in the mural.

Owner wanted a character-based mural. After discussion, the building owner asked that the mural be child-friendly.

Owner asked if artist can paint on wood and attach the wood to the building. This would violate sign bylaw.

Owner voiced concerns over the life of the mural, so we will ask the selected artist about paints and finishing coats they will use.

Owner investigating product to re-side the building that takes paint better (porous). We need to know the surface to share with the artist.

The group reviewed the concept description, and based on that discussion, Geri made the following changes:

- REMOVED: Reference to photo spot and the sentence, "Cartoon styles are to be avoided."
- ADDED: "Artists are encouraged to submit colorful and creative designs featuring attractive, eye-popping elements."

Motion to accept new language:

Christina moved to approve text, Martin seconded; unanimously approved.

Next steps:

Owner/lawyers to get back to Geri with information about dimensions, potential re-siding surfaces, insurance rider, and acceptance of new text.

Town Park Mural:

Geri and Khizra met with Jim Asam and Annie, from the National Fitness Campaign (campaign) on November 14.

The mural will be applied to the 32-ft wall on the new fitness court, which is included in the Town Park renovation project. The project is covered by money and grants from the State and Town meeting. The fitness court is funded by a grant from Blue Cross Blue Shield.

Demolition of the Town Park starts next week. Installation will begin in March/April 2024 and is expected to be completed in June/July 2024. The fitness area is expected to be installed by May 2024.

The mural for the fitness wall will be printed on a vinyl wrap and applied to the wall. The campaign will want a ribbon cutting ceremony. Jim said he would be interested in working with the Cultural Council on an opening event when the fitness area is complete.

At town meeting, there were concerns about replacing the current basketball court that is dedicated to a previous basketball coach with a parking lot. However, Parks will build a new basketball court, which will be re-dedicated to that coach.

For the wall mural:

- We will execute the call for artists and promote the mural.
- The campaign pays the \$5K directly to the artist.
- The artist chosen to create the mural will provide a W9 tax form.
- The artist must be 14 years old or older, because the fitness installation is intended for people 14 years old and older.
- The mural cannot include children or a child-based design/theme.
- The campaign has some color requirements. Specific colors must be included in the mural.
- The artist can use any medium to be digitized using a graphics application. The artist is responsible for the cost to digitize their design.
- The artist can choose a design in their current portfolio as long as it has not yet been published.
- The campaign reserves the right to request changes to the design.
- The campaign provided a template for the call for artists. We can add the MCC logo to the template.
- The campaign wants MCC to choose the top 3 entries.
- MCC will review the top 3 entries with Jim Asam and then send the information to the campaign.
- After final approval from the campaign, Geri will request time at a Select Board meeting for their final approval.

The campaign says the life of the vinyl wrap is 3-5 years. The vinyl has an anti-graffiti coating. If the vinyl wrap fails, the campaign can reprint. Who pays for the reprint was not discussed.

Jim suggested that in 5 years if/when the vinyl wrap has failed, we may want to run a campaign for a new mural featuring the work of a different artist.

Important dates:

- Need to execute the call for artists the first week of December 2023.
- Post reminders for submissions in early December 2023 and again in January 2024.
- All submissions must be in by mid-January 2024.
- Final decision on top 3 artists due in mid-February 2024.

Mural for park across from the Milford Youth Center:

MCC will re-focus on this during the fall of 2024 (after the Town Park updates are complete).

There is a cement wall with a fence above it or behind it. Wall needs some repairs prior to mural application.

Little Free Libraries and Art Gallery:

Geri dropped off the two little free libraries (for the game pieces) for installation at Louisa Lake and Town Park. Installation could be done as early as next week.

Sara ordered the game pieces and bags to hold the game pieces.

Martin will print 20 labels for the game piece bags. The labels will include the MCC logo.

Martin called the sign shop about the plaque/sign that attaches to the libraries. He's waiting for a call back.

Christina to create QR codes pointing to the MCC web site with instructions to play checkers and chess.

We held off discussing Free Art Gallery details until Jenny is able to participate.

Other business:

Medway painted utility boxes:

Geri received an email from Scott Crisafulli (Highway Department). Scott loves the painted utility boxes in Medway and asked if we can pursue this in Milford. The issue is that painted utility boxes could violate the sign bylaw.

Patty will contact the Medway Cultural Council to ask if they had to change the town sign bylaw and information about how they ran this campaign. If they did change the sign bylaw, ask if they would share the language they used. She will also ask about materials: Paint and Vinyl Wraps.

Share press release to other cultural councils and web sites:

After the call for artists is out, we need to share the press release to other cultural councils and artists web sites and promote on our social media.

Communication to Town of Milford:

Geri will meet with Rich Villani to let him know about the murals and ask to get on the agenda for an upcoming Select Board meeting. She will also get the Mass Cultural Council's Cultural District program on his radar for Town consideration.

Motion to adjourn unanimous.

Respectfully submitted,

Christina Wiech