



**Public Arts Committee  
Regular Meeting Agenda  
Fraser Town Hall, 153 Fraser Avenue and Virtually  
Friday May 20, 2022  
9:00 AM- 11:00 AM**

**NOTE: Times are approximate and agenda subject to change**

**Virtual Meeting Information  
Join Zoom Meeting  
<https://us02web.zoom.us/j/2590408013>  
Meeting ID: 259 040 8013  
Phone 1-344-248-7799**

1. **Roll Call**
2. **Approval Of Agenda**
3. **Consent Agenda**
  - a. Minutes 4/15/22  
Documents:  
[PAC 4\\_15\\_22.Pdf](#)
4. **Discussion Items**
  - a. Sculpture Base And Dedication (Howard Neville)
  - b. Mural Fest Jurying
  - c. Mural Fest Event Details
  - d. Event Sponsorship 2022  
Documents:  
[Event Sponsorship 2022.Pdf](#)
5. **Other Business**
6. **Future Agenda Items**
7. **Adjourn**

Members of the Fraser Board of Trustees may attend this meeting.

**PUBLIC ARTS COMMITTEE  
MINUTES**

**DATE:** Friday, April 15th, 2022

**MEETING:** Public Arts Committee Special Meeting

**PLACE:** Fraser Town Hall Board Room

**PRESENT**

**Board:** Jerilyn Schuster, Steve Fitzgerald, Callie McDermott, Cindy McCoy, Steve Fitzgerald, Eric Vandernail, Tara Hendricks, Kerry Crandall

**Staff:** Marketing and Communications Manager, Sarah Wieck

1. **Regular Meeting:** Roll Call

Steve called the meeting to order at 9:08 a.m.

2. **Approval of Agenda:**

Eric moved, and Kerry seconded the **motion** to approve the Agenda. **Motion carried: 8-0.**

3. **Consent Agenda:**

Kerry moved, and Eric seconded the **motion** to approve the Agenda. **Motion carried: 8-0.**

Minutes – March 18th, 2022

4. **Discussion**

a. Sculpture Update

- i. Decided on fish(Charlotte Zinc) sculpture for lease program. Placing near fraser river trail
- ii. Cie sculpture, also lease program, to be placed at the church. ETA summer.
- iii. Tom Ward moose sculpture, part of lease but planning on purchase. Near Vicious Cycle?

- iv. John Henley sculpture to be placed at bank
- b. Oktoberfest
  - i. Location- Lions Ponds?
  - ii. PAC help but not run the event
  - iii. Bike valley hosted by PAC
- c. Budget for the year
  - i. Steve updated PAC on budget
- d. Mural Festival
  - i. Tote bags
  - ii. Badges for artists and staff
  - iii. New tshirts
  - iv. MC throughout weekend
  - v. More text notification
  - vi. Live stream through KFFR
  - vii. Online voting
  - viii. More artists signage at each mural
  - ix. Sponsorship for businesses
  - x. Ribbons for murals

5. **Open Forum:**

6. **Other Business:**

7. **Future Agenda Item:**

**Meeting Adjourned:**

Kerry moved, and Callie seconded the **motion** to adjourn. **Motion carried: 8-0.** Meeting adjourned at 10:55 a.m.

**Fraser PAC Discussion Document**  
**5/20/22**  
**Sponsorships for Events**

In all cases, sponsorships include:

- Advertising in proportion to their contribution in print, social, and media
- Hospitality tent at the event for them and guests
- Recognition at the events in terms of signage and on-stage presentations
- For PA@A, admission to the Friday night reception, again proportional to their sponsorship.

Option 1

Package FMMF, Fire & Ice, and Plein Air @ Altitude together for annual EVENT sponsorship (Not FVA or Fraser Center). Have contributions be to FVA so it is tax deductible for the sponsor, and FVA/Town work out transfer of funds where required. All surplus vs. expenses at end of year go to help fund Fraser Center.

Level	Amount	
Title Sponsor of all three	\$10,000	
Title Sponsor 1 of 3	\$5000	First come, first served for "Festival presented by XXXXX", 1 of the three events. \$13k for all three.
Patron	\$2500	
Supporter	\$1000	Real estate of Winter Park has committed \$1500 as first sponsor
In-Kind	At least \$500 in services	
Founder's Circle	\$30,000	An organization or individual can join the FVA Founder's Circle and gain title sponsorship for a single event in each of the next two years, in addition to the Circle benefits.

Option 2: Do each event separately

Title Sponsor of an event	\$3000	3 events x 3k, maybe charge less for Fire and Ice
Patron	\$1500	Real estate of Winter Park has committed \$1500 as first Patron.
Supporter	\$500	
In-Kind	At least \$250 in services	
Founder's Circle	\$30,000	An organization or individual can join the FVA Founder's Circle and gain title sponsorship for an event in each of the next two years, in addition to the Circle benefits.

## Mural Fest Call for Entries

All — On Friday, our Call for Entries on [CAFE.org](https://www.cafe123.org) The time has come to jury the 53 (as of noon Thu) entries to the Mural Festival. You will see that we have had responses from across the country, and some VERY interesting works.

- The idea is simply for each of us to go into <https://admin.callforentry.org> and judge each of the entries on a scale of 1-7, with 7 being the best. Try hard to differentiate the ones you deem best (aka be stingy on 6 and 7s) so that we can see the consensus.
- Keep in mind that we are judging the collective work of the artist, not necessarily any one piece. Once we have our finalists, we can investigate if specific pieces are right for the towns. A few artists send along separate info via email, those emails are attached and are worth a quick read when jurying their work.
- **This will take you an hour or two...please make the time to give the artists the careful consideration they deserve!**
- The goal is to be done quickly: The exact ETA will be TBD at Friday's PAC meeting

You all should be set up for access. Your Login will be your first initial of your first name and the first four letters of your last name, with the first two letters capitalized. In my case, that would be SFitz. PW for everyone is Cafe123 and you can change it if you want to. **THIS IS THE SAME AS THE SCULPTURE CALL, SO YOUR BROWSER MAY HAVE STORED YOUR ID.**

Lisa did a preview for me and kindly created the following cheat sheet to help you navigate the jurying, see below. You can also find help here: <https://www.callforentry.org/administrator-help-center/juror-help/> I'm no expert in this tool but LMK if you hit snags.

### 1. Login at

- <https://admin.callforentry.org> with the credentials provided by you. (Login:XXXX pw: XXXX)

2. If it does not appear, select "Jury" from the menu item choices

3. Choose Event - "Fraser Mountain Mural Festival".

4. Click on the Number under "UNSCORED" to begin reviewing entries.

5. There are 50+ entries we all need to review and score. After you click the number, they will load below.

6. Select the photo to review submissions.

7. Click on "Score" at the right to enter your score. There is also a place for comments.

8. **Remember to SAVE.**