



City of Salem SALEM PUBLIC ART COMMISSION MEETING

Wednesday, July 12, 2023
2:30 P.M. – 4:30 P.M.

Si necesita ayuda para comprender esta información, por favor llame 503-540-2371

PARTICIPANTS

Board Members

Zach Hull, Chair; Susan Napack, Vice-Chair; Spencer Emerick; Eduardo Diaz-Salazar, Barbara Sellers-Young, Krista Lauer.

The commission has one vacancy for a member experienced in landscape architecture, real estate development or community foundations.

Staff

Keith Bondaug-Winn, Public Works Staff Liaison

AGENDA

1. Welcome and call to order
2. Public Comment – Appearance of persons wishing to address the Board on any matter other than those which appear on this Agenda
3. Approval of Consent Agenda – Agenda for July 12, 2023; Minutes of June 14, 2023.
4. Discussion Items
 - a. **Review Action Items from June 14 meeting**
 - b. **Updates**
 1. Status of Proposed Code Change Language – Enactment occurs on July 12, 2023.
 2. SPAC Vacancies
 - c. **Subcommittee Reports**
 1. Chair Hull and Commissioner Sellers-Young to initiate subcommittee on Value Statement
 2. Art Collection Maintenance
 - a. Repair of *Drummer & Rooster*
 3. Social Media and Outreach
5. New Business
 - a. **Annual Contracts for Public Art Conservation, Maintenance, and Restoration Services**
 1. Architectural Resources Group, Inc.
 2. Art Solutions Lab, LLC.
 - b. **Good Cents**
 1. Signage issue
 2. Scheduled Cleaning

c. Black Discs

1. Cleaning
6. Action Items
7. Commissioners Comments
8. Adjourn

Next Meeting: August 9, 2023; 2:30 P.M – 4:30 P.M.

This meeting is being conducted virtually, with remote attendance by the governing body. No in-person attendance is possible. Interested persons may view the meeting online on [YouTube](#). Please submit written comments on agenda items, or pre-register to provide Public Comment on items not on the agenda, by 5 p.m. or earlier one day prior to the day of the meeting at kbondaug@cityofsalem.net

Special accommodations are available, upon request, for persons with disabilities or those needing sign language interpretation, or languages other than English. To request accommodations or services, please call 503-540-2371 (711 for Relay) at least two business days in advance.

It is the City of Salem's policy to assure that no person shall be discriminated against on the grounds of race, religion, color, sex, marital status, familial status, national origin, age, mental or physical disability, sexual orientation, gender identity, and source of income, as provided by Salem Revised Code 97. The City of Salem also fully complies with Title VI of the Civil Rights Act of 1964, Americans with Disabilities Act of 1990, and related statutes and regulations, in all programs and activities.



Public Works Department

555 Liberty Street SE / Room 325 • Salem OR 97301-3513 • Phone 503-588-6211 • Fax 503-588-6025

Salem Public Art Commission

June 14, 2023

ONLINE

Commissioners Present

Zach Hull, Chair
Barbara Sellers-Young, Commissioner
Spencer Emerick, Commissioner
Eduardo Diaz-Salazar, Commissioner

Guests

Miguel Martinez, Salem Resident
Josh Veentjer, Dave’s Hot Chicken
Jeremy Johnson, Dave’s Hot Chicken

Staff

Keith Bondaug-Winn, Public Works Staff Liaison

-
1. **Call to Order** – With a quorum present, Chair Hull called the meeting to order around 2:30 p.m.
 2. **Public Comment**
No written comment received. No in-person public comment received.
 3. **Approval of Consent Agenda**
 - a. Approval of the Consent Agenda – Agenda for June 14, 2023; Minutes of May 10, 2023.

Motion: Commissioner Sellers-Young proposed approving the consent agenda and minutes. Commissioner Emerick seconded the motion. The motion was put to a vote and passed unanimously. The consent agenda and minutes have been approved.

4. **Public Hearing**
 - b. **Proposal for Public Mural – Dave’s Hot Chicken, 3817 Center Street NE, Salem, OR**

Chair Hull asked the commissioners if they had any conflicts of interest or ex-parte contacts. No one indicated any, so Chair Hull continued and asked Keith Bondaug-Winn for the staff presentation.

Transportation and Utility Operations

1410 20th Street SE / Building 2
Salem OR 97302-1209
Phone 503-588-6063
Fax 503-588-6480

Parks Operations

1460 20th Street SE / Building 14
Salem OR 97302-1209
Phone 503-588-6336
Fax 503-588-6305

Willow Lake Water Pollution Control Facility

5915 Windsor Island Road N
Keizer OR 97303-6179
Phone 503-588-6380
Fax 503-588-6387

Keith presented the City of Salem staff report on Dave's Hot Chicken's application for a public mural. The proposed mural is located at 3817 Center Street Northeast, Salem, Oregon, on a commercial building in a high traffic commercial area, adjacent to the Willamette Town Center mall, and within the Northeast Salem Community Association and the NESCA Neighborhood Association. The mural consists of several paintings on the north, south, east, and west-facing exterior walls of the building. The paintings include various designs, shapes, and colors, inspired by State Fair themes and whimsical elements. To comply with the public mural requirements, the mural must remain in place for at least seven years and can only be applied to non-historic, non-contributing buildings (not on residential buildings). It should not include electrical or moving components and should be accessible to the public. The City is currently working on finalizing a seven-year easement agreement with the applicant. The mural was reviewed based on the Salem Revised Code Chapter 15 and the Salem Public Art Commission (SPAC) guidelines. The review included criteria such as the strength of the artist's concepts, originality, demonstrated craftsmanship, appropriateness of scale to the wall, and relevance to the site's architecture, geography, socio-cultural, and historical context. During the public comment period, the city received both support and opposition to the mural. The neighborhood association did not take a position on the topic, and there were 243 emails directly sent to the applicant in support of the mural. The commission had the option to approve the proposal as submitted, approve it with conditions to meet specific guidelines, or deny the proposal based on non-compliance with guidelines.

Chair Hull confirmed that the commissioners had no questions for Keith, and he called upon the mural applicant for their presentation.

Josh Veentjer, from Pacific Veentjer, representing the developer and tenants, expressed the goal of bringing a new age and vibrancy to the community through the public mural application. The East Side area lacks the artistic character found in downtown Salem, and the proposed mural aims to draw attention to the revitalization of Willamette Town Center. The ground lease landlord has been instrumental in revitalizing the mall, and the project aims to attract more community members to the area.

Jeremy Johnson, the Director of Operations for Dave's Hot Chicken, emphasized that the artwork represents the origin of Dave's in a North Hollywood parking lot and celebrates the company's success. The artwork on their buildings at other locations has served as a deterrent for vandalism, encouraging respect for the art and reducing graffiti. Another project in northeast Portland showed significant improvements in the neighborhood's graffiti and vandalism issues after the completion of a similar mural. The Veterinary Clinic across the street also experienced a decrease in graffiti after commissioning a mural, demonstrating the positive impact of public art on the community.

Chair Hull confirmed that there were no Neighborhood Association representatives that wanted to take a position on this application and called for Public Testimony.

Miguel Martinez, a resident of the Salem area, shared his experience with graffiti art and collaboration in Los Angeles. He collaborated with another artist to beautify Koreatown Alleyways by obtaining permission from homeowners, acquiring permits,

and creating murals that aimed to replace gang graffiti. Martinez praised the artists working on the murals in Salem and appreciated their hospitality and willingness to educate him on graffiti art. He mentioned the positive impact of murals on businesses like Dave's Hot Chicken and expressed that he has not heard any negative feedback or vandalism towards such artworks. Martinez believes that Salem can benefit from more graffiti art and suggested working with the city and involving the youth and businesses in a plan to beautify the area and provide an outlet for self-expression. He shared his desire to bring artists from around the world to collaborate in Salem and mentioned his efforts to remove non-artistic graffiti in his own neighborhood. Chair Hull expressed potential interest in exploring collaboration in the future.

Chair Hull motioned to accept the applicant's artwork proposal as set forth in Exhibit 1 of today's hearing, conditioned upon the applicant granting to the city an easement acceptable to the city attorney; Seconded by Commissioner Sellers-Young.

Discussion:

Chair Hull opened the floor for discussion among the Commissioners regarding what they had heard during the meeting.

Commissioner Sellers-young, who was relatively new to the commission, inquired about the frequency of already completed murals coming for approval compared to those that go through a pre-approval process. It was noted that while typically murals are approved before being completed, the last mural approved was already completed.

The Commissioners discussed the role of the commission and the process of creating public art, which is closely tied to the goal statements for Salem public art. The relationship between businesses and the mural program was highlighted, as businesses largely fund the murals, and there is a need for their engagement. The risk of businesses producing murals that might not be approved was also mentioned.

The process of reviewing the murals was considered important regardless of whether they were completed or not. The mandatory minimum criteria for the mural were acknowledged to be met, and the historical connection between the mural and the business, Dave's Hot Chicken, was appreciated.

Commissioner Diaz-Salazar emphasized the need for more engagement with businesses and openness in considering murals. They expressed a focus on the artwork itself rather than the order of operations. The hope for continued growth in the art community and positive reception of murals by the Salem community was expressed.

Following the discussion, a roll call vote was conducted, and the motion to approve the mural, contingent on satisfying the City's conditions of the seven-year conveyance, passed with votes from four Commissioners present at the meeting. No negative votes. Motion passes unanimously.

5. **Discussion Items**

- a. **Letter of Support from Chair Hull to City Recorder:** Chair Hull reported that the letter of support to the City Recorder was completed and sent. Keith reported that he

attended the June 12 City Council meeting where the change in ordinance was passed and is now awaiting enactment (30 days). Keith will contact Pacific Coast Producers to inform them of the ordinance change and inquire if they will pursue and application for the remaining silos.

b. **Ideas from Commissioners after review of Eugene Art Plan:** Chair Hull was not able to make progress on this item but will work on it.

c. **Chair Hull and Commissioner Sellers-Young to initiate subcommittee on Value Statement:** The Commissioners were not able to meet but have committed to meet offline, being sensitive to Oregon public meeting laws.

d. **Updates**

1. **Status of Proposed Code Change Language:** Code language was approved by City Council on June 12 and is awaiting enactment.

2. **SPAC Vacancies:** Keith asked for leads from Commissioners because the City Manager's Office has not received any new volunteer applications.

d. **Subcommittee Reports**

1. **Art Collection Maintenance:**

a. **Repair of the Drummer & Rooster:**

A contract not to exceed \$10,050 with Lee Imonen was executed for the repair of *The Drummer & Rooster*.

2. **Social Media and Outreach:**

Keith did not make progress on this topic.

6. **New Business**

a. **Bloomberg Philanthropies Asphalt Art Grant**

Keith discusses the recent efforts to submit an application for the Bloomberg Asphalt Art Grant with the assistance of Zach and Chris. The grant offers \$25,000 for temporary asphalt art installations and is a smaller version of the Bloomberg Philanthropies Art for Cities grant. Keith had to find a suitable location for the project, considering criteria such as adjacency to transportation and safety concerns. Ultimately, they chose a site near the Gilbert House, specifically the Water Avenue entrance to Riverfront Park, which crosses a busy roadway with significant foot traffic.

The main goal of the project is to use artistic interventions to slow down traffic and improve safety in the area. Keith shared a presentation highlighting the designated area, which includes a PGE substation with an atomic symbol imprint and existing vinyl adherence murals on the wall facing the Gilbert House. Potential partners for the project include PGE, Gilbert House, and ODOT.

The timeline for the project involves obtaining the grant in the fall, with a budget of \$40,000. The budget allocates 18% for artists and design fees, while the remaining funds cover preparations such as concrete work, painting, and epoxy. In-kind support from volunteers is expected, and engineers and traffic control personnel will handle the costs

of rerouting traffic during the painting event. The selection of artists and contract oversight will be managed by SPAC.

Keith expresses excitement for the project and looks forward to its implementation. They also mention the possibility of incorporating vertical art into the project. The project is called "Water Street Welcome: A Collaborative Community Canvas" and aims to enhance the area while engaging the community.

7. **Action Items**

1. Chair Hull and Commissioner Sellers-Young will meet to discuss value statement.

8. **Commissioner and Staff Comments**

Keith shared his experience with a recent contact who wanted to submit an application for a public mural but found the process challenging. The application is a 10-page document, and the contact felt overwhelmed by it. Keith suggested the possibility of forming a task force to review and simplify the application process, making it more accessible.

Chair Hull mentioned a book, *Recoding America*, that explores the challenges of bureaucratic processes hindering the implementation of public policies. The book highlights the need for easier activation of public policies to avoid thwarting their intent. The commissioners emphasized the importance of creating an accessible first step in the application process to provide encouragement and assistance.

9. **Adjournment:** Chair Hull adjourned the meeting around 3:40 p.m.