



City of Salem SALEM PUBLIC ART COMMISSION MEETING

Wednesday, January 10, 2024

3:30 P.M. – 5:30 P.M.

HYBRID PUBLIC MEETING

Zoom Meeting Info Available Upon Request

In-person at Public Works Operations Building

1457 23rd Street NE, Salem, OR 97301

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, Krista Lauer.

The commission has one vacancy for a member experienced in landscape architecture, real estate development or community foundations, and one vacancy for a member experienced in museum curation, art restoration, or art appraisal.

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 Commission on any matter other than those which appear on this agenda.
3. Approval of Consent Agenda – Agenda for January 10, 2024, meeting; Minutes of December 13, 2023, meeting with public hearing.
4. Discussion Items
 - a. Updates
 1. Downtown Utility Box Wraps Update – Keith
 2. Length of mural easement requirement – Keith
 3. Library Art Kiosk Update – Keith
 4. Northgate Neighborhood Hoodview Park Fence Painting – Keith
 - b. Subcommittee Reports
 1. Art Collection Maintenance
 - a. Repair of *Drummer & Rooster* – Keith
 - b. *Black Discs* – Keith

2. Social Media Plan Report – Commissioner Lauer
- c. Develop Draft Strategic Plan
 1. Workshop one or more goals
- d. Review Draft Mural Application Progress – Keith
- e. New Date for February SPAC Meeting – Chair Hull

5. New Business
 - a. City’s current database system for storing artwork collection and information

6. Action Items

7. Commissioners Comments

8. Adjourn

Next Meeting: Date and time to be determined

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, source of income and housing status, 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

December 13, 2023

ONLINE

Commissioners Present

Zach Hull, Chair
Susan Napack, Vice-Chair
Spencer Emerick, Commissioner
Eduardo Diaz-Salazar, Commissioner
Krista Lauer, Commissioner

Guests

Lynn Takata, NEN Neighborhood Chair
Evan Guilfooy, Mural Applicant
Mallory Turner, Resident
Nicole Trobaugh, Resident
Emily Pellegrini, Resident
Mitchell Daily, Resident

Staff

Keith Bondaug-Winn, Public Works Staff Liaison

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1. **Call to Order** – With a quorum present, Chair Hull called the meeting to order around 3:30 PM.
 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 December 13, 2023; Minutes of November 8, 2023, meeting.

Motion: Chair Hull proposed approving the consent agenda and minutes. Vice-Chair Napack seconded the motion. The motion was put to a vote and passed unanimously. The consent agenda and minutes have been approved.

4. **Public Hearing**
 - a. **Proposal for Public Mural – 1380 and 1390 Madison Street NE, Salem, OR 97301**

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

Chair Hull asked the commissioners if they had any conflicts of interest or ex-parte contacts. Commissioner Eduardo Diaz-Salazar declared that he was here in support of mural applicant, Evan Guilfoy, as the Art Coordinator for the mural project and recused himself from the voting part of the public hearing process.

Keith presented the City of Salem staff report on the mural application at 1380 and 1390 Madison Street NE:

The artwork consists of a single painting on the south-facing exterior walls of two adjacent and abutting commercial buildings located at 1380 and 1390 Madison Street NE, Salem, Oregon. The exterior walls upon which the artwork is painted are on the back side of the buildings and adjacent to and abutting a city-owned alleyway, north of Jefferson St NE and south of Madison St NE. The substrate is a concrete block masonry wall; the paint used is acrylic aerosol spray paint; and the painting will be coated with a clear protective finish. The painting is approximately 50-feet long and 20-feet tall on the entirety of the exterior wall of 1390 Madison St NE. The painting continues uninterrupted for an additional 80 square feet (8-feet tall by 10-feet wide) on the adjacent and abutting exterior wall of 1380 Madison St NE. The painting is more particularly described in the photograph and visual rendering attached below.

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. There were 16 emails sent in support of the mural and 2 emails against. Two phone messages in support of the mural were also received. The Northeast Neighbors (NEN) Neighborhood Association submitted a letter in support of the mural.

Evan Guilfoy, the mural applicant stated that the purpose of the mural was to reduce the incidence of dumping garbage into the alley and to reduce negative tagging on his buildings. He wanted to put something beautiful on the wall and to improve the overall the treatment of the alley. The plan was to dress the place up to bring some lightness to the grungy old alley. The litter was just too much. People throwing away tires away in his back alley. He's constantly having to go back there and clean it up and pay his employees to clean it up. The mural is a way to bring some art and love to the neighborhood.

Vice-Chair Napack inquired on how Evan selected the artists and design for the project. Evan said that he met a log of good people living in Salem and through these networks he found artists who agreed upon a vision and design.

Eduardo Diaz-Salazar presented the mural proposal, initially addressing Commissioner Emerick's inquiry regarding the lettering on the mural. Eduardo clarified that the lettering represents artistic crew monikers, serving to identify both the individual artist and the creative crew. These crews, comprising artists, musicians, and DJs, are distinctly non-violent and differ significantly from conventional neighborhood gangs.

Keith sought clarification on Eduardo's role in the project for transparency. Eduardo serves as the artistic coordinator, supporting the applicant and actively participating in the mural's creation. The collaboration began through connections with artists who have previously worked within Evan's business. Eduardo is instrumental in ensuring the project's completion and specified that his artistic contribution will involve crafting the hands and tree branches for the mural.

In Eduardo Diaz-Salazar's presentation, he aimed to offer a positive perspective on graffiti, especially in the context of the City of Salem, where the term often evokes negative reactions. Eduardo emphasized the global history of graffiti, its evolution from the streets to gallery shows, and its significant impact on the hip-hop movement.

He provided examples of influential graffiti crews, such as the Lords crew, and highlighted the collaborative nature of the culture, involving graffiti artists, break dancers, MCs, and DJs. Eduardo showcased various graffiti examples from cities like Ohio, Portland, and Miami, illustrating the diversity and beauty of this art form.

The presentation continued to discuss the transformation of urban spaces through graffiti, with examples like Freak Alley and the Taylor Electric Supply Company. Eduardo emphasized how these projects bring together artists from diverse backgrounds and contribute positively to the cultural landscape.

Furthermore, Eduardo touched upon significant milestones in graffiti's recognition, such as exhibits at the Smithsonian Institution and Beyond the Streets Los Angeles. He highlighted the global reach of graffiti exhibitions, turning them into traveling art shows celebrated across different cities.

Finally, Eduardo discussed the elevation of graffiti into new heights, breaking stereotypes that associated it with low-brow art. He mentioned landmark events like the recognition by the Smithsonian Institution in 2007 and the Beyond the Streets Los Angeles exhibit, showcasing the evolution and acceptance of graffiti in mainstream culture.

The presentation concluded with Eduardo providing links to videos for those interested in delving deeper into the graffiti culture and gaining insights from experts in the field.

Lynn Takata, Chair of the Northeast Neighbors Neighborhood Association, expressed her delight in recommending the approval of the project. With a background as a professional muralist for almost 50 years, Lynn has extensive experience in public art, including training muralists in Chicago. She acknowledged the potential discomfort or

lack of understanding some may feel about the project but emphasized that artists often push boundaries.

Drawing from Eduardo's presentation, Lynn highlighted the exciting nature of the project in their neighborhood. She recognized the role of artists in challenging perceptions and stated that not every piece of artwork needs to be liked or understood by everyone. Lynn conveyed that the community has overwhelmingly expressed support for the project, citing positive feedback.

In conclusion, Lynn stressed the diversity and vibrancy that public art adds to their neighborhood. Despite individual preferences, she asserted that the project contributes positively to the community, aligning with the broader portfolio of the public art commission, which includes almost a hundred different pieces of artwork. Lynn offered to address any further questions and reiterated the strong community backing for the project.

Public Testimony

- 1) **Mallory Turner:** She supports the mural and would love to see more within the city.
- 2) **Nicole Trobaugh:** As the owner of the house directly across from the alley featuring the mural, our connection to this artwork is deeply personal. The alignment of the building with our lot ensures that every window overlooking our backyard frames this beautiful creation. Cody and I, both working from home, spend the majority of our time in the house, allowing us constant exposure to the mural. Our initial reaction to witnessing the mural's creation was sheer excitement and elation. In a gesture of appreciation, we even rushed out with baked goods for the talented artists involved. Describing the impact of art on the soul is challenging, and at that moment, only the sharing of food could express our profound gratitude. Now, looking at the mural feels like experiencing the first warm, sunny day of spring after enduring a season of gray and rain. It injects a sense of hope into our daily lives and restores our faith in humanity. Beyond our personal connection, the mural contributes significantly to the city's sense of community. We often hear enthusiastic reactions from guests at the Airbnb next door who appreciate and capture the mural's beauty for social media. This engagement extends to them taking walks around the neighborhood, fostering a connection that didn't exist before. The wall, once a nondescript dirty white surface, has transformed into a purposeful destination, providing a sense of autonomy. This mural signifies more than just artwork; it declares, "This is my neighborhood, this is my city." In a city where white walls might separate, this mural has the power to bring us together.
- 3) **Emily Pellegrini:** Emily Pellegrini, residing at Garnet Street Northeast, appreciates that her sentiments align with what others have expressed about the mural. She emphasizes that the mural serves as a bright and joyful addition to the often-gloomy Salem. Emily delights in the vibrant colors, the depiction of trees, and the overall positive impact. She acknowledges the mural's replacement of something detrimental and expresses a strong desire to see more similar projects. Emily commends everyone involved, specifically thanking Eddie and Evan, and encourages the creation of more such uplifting elements in the community.
- 4) **Mitchell Daily:** Mitchel Daily, a resident of 1601 Water Street NE, expresses support for the mural and emphasizes the importance of having a variety of public artworks in the city. Growing up in Salem, they appreciate the diversity of artists and believe

that murals like the one in question contribute positively to the city. Personally, liking the presented piece, they hope it opens the door for more diverse artworks to be accepted and displayed in the future.

Keith wanted to clarify that the approved design, particularly the provided rendering, must be strictly followed during the painting process. Any deviations or changes would require prompt attention. Eduardo confirmed that the execution would be faithful to the submitted render. The discussion acknowledged potential scale differences due to challenges in capturing the mural's full scope in pictures, and it was collectively agreed that the mural would be painted as designed in the rendering, with slight scaling differences anticipated.

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 motioned to accept the applicant's artwork proposal as set forth in the rendering of today's hearing, conditioned upon the applicant granting to the city an easement acceptable to the city attorney; Seconded by Commissioner Lauer.

Discussion:

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

Vice-Chair Napack expressed excitement about being on the commission, highlighting projects like the mural as a key reason for her involvement. She commended the beauty of the mural, expressing a desire for more people in Salem to have the opportunity to see it. Despite being located in an alley, she hopes for wider public awareness once approved. Vice-Chair Napack appreciates the mural's contribution to Salem's public art collection and thanked everyone involved, specifically acknowledging Eduardo for his efforts and enlightening historical insights.

Commissioner Lauer expressed agreement with the sentiments shared by others. As the newest member of the commission, she highlighted that people often inquire about murals and express a desire for more of them in the city. She emphasized the commission's collective passion for raising awareness and providing opportunities for artists to enhance the city's aesthetics. Commissioner Lauer sees the featured mural as an excellent conversation starter, fostering understanding and awareness of the art form's history. She commended Evan, Eduardo, and all the artists involved, considering it a wonderful addition to the city.

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 four votes for and one vote in abstention. No negative votes. Motion passes.

Chair Hull called for a roll call vote:
Commissioner Napack – Yes

Commissioner Lauer – Yes
Commissioner Emerick – Yes
Commissioner Hull – Yes
Commissioner Diaz-Salazar – Abstain

5. Discussion Items

a. Updates

1. **New Public Works Operations Building and Airport Terminal:** Allen Dannen provided Keith with a brief update. He indicated that the airport funds of \$5,300 from the percent-for-art program will not be transferred until the start of the fiscal year, July 1, 2024. While the availability of funds is pending, there is an opportunity to contemplate potential projects. Regarding the new Public Works Operations building, the completion is awaiting the addition of lighting and labels to accompany Claire Burbridge's wallpaper and drawings.
2. **SPAC Annual Report and Presentation to City Council:** On Monday, Chair Hull had the opportunity to present an update report to the City Council on SPAC's activities throughout 2023. The presentation went well, and Chair Hull appreciates Vice-Chair Napack and Keith for their attendance and support. If anyone has feedback on the report, feel free to share. The update covered various aspects, including the initiation of a strategic plan, changes to the mural code allowing for murals on linear surfaces, approved murals, ongoing percent-for-art initiatives, and maintenance efforts. Overall, it was a straightforward update, and Chair Hull doesn't have additional comments on this item.
3. **Downtown Utility Box Wraps:** Keith reported that he conducted an inventory to identify the locations where the downtown revitalization team requested artwork photographs. During this process, a couple of missing pieces or potential mislabeling of their locations were discovered. Additionally, Keith informed everyone that the photographer is scheduled to commence taking photos on December 18th. However, this process requires the convention center staff to physically take down the paintings for the photography session. It's a bit of pre-work to ensure a smooth photography session and to confirm that they have all the necessary pieces documented. Development to discuss available spaces for potential murals. He promised to report back after the meeting, noting the city's interest in sponsoring projects and offering various spaces for murals.

In an aside related to mural durations, Chair Hull mentioned that, based on discussions with Kate from the City of Eugene, downtown murals are subject to shorter time limits, avoiding a perception of permanence. He proposed exploring this approach in the future, discussing the potential benefits of shorter-term projects without the need for a long commitment. Chair Hull briefly touched on considering shorter easement limits to lower barriers for murals, emphasizing a future discussion on this topic. Vice-Chair Napack expressed interest in understanding the process and requirements for changing the easement duration from seven years to a shorter period, suggesting it could be discussed in detail at the next meeting.

4. **Northgate Neighborhood Hoodview Park Fence Painting:** Keith provided an update on the Northgate Neighborhood Hood View Park fence painting. Following the commission's motion at the last meeting to direct staff for research, Keith mentioned limited progress due to end-of-year reports. His plan is to engage with the Parks Department and Planning's Sign Code section to explore the implications of fence painting in various parks. The objective is to determine if the approach could be applied universally. Keith acknowledged the need for careful consideration of unintended consequences and noted that further discussions and time would be required to move forward.

Vice-Chair Napack clarified that the discussion about fence painting wasn't limited to parks. She emphasized that it could extend to other areas like alleyways where people might not have large concrete walls but may want to paint their fences. She also pointed out that, based on her observation, the funding for the project did not seem to come from the Parks Department but was allocated from the enhancement funds by the council. Keith suggested that it might be a two-year grant term, with funding granted in the previous fiscal year and executed in the current fiscal year. Additionally, he mentioned that the information he received directly from Jennifer Keller at the Parks Department indicated that it was a Spiff Grant.

b. **Subcommittee Reports**

1. **Art Collection Maintenance:**

- a. **Repair of the *Drummer & Rooster* and the *Black Discs*:** The restoration of both the Drummer and Rooster, along with the Black Discs, is now interconnected. Lee Imonen, tasked with repairing the Drummer and Rooster, has committed to assessing the Black Discs sculpture in Mirror Pond. His aim is to deliver a repair cost estimate to the commission for consideration.

2. **Social Media Plan Report:** Commissioner Lauer expressed regret for missing last month's discussions on social media. The ensuing Facebook post generated significant engagement with almost 300 likes and 94 comments. In response, revisions have been made to the social media plan, allowing for greater adaptability based on ongoing discussions. The current month's focus is on regional artists who have made a lasting impact through their work and community engagement. Featured artists include Lois Bunce, Manuel Izquierdo, Damien Gilley, and a dedication to the late Susan Trueblood Stuart. The upcoming month will spotlight community-based projects, particularly emphasizing the Eco Globe, aligning with the goal of increasing awareness, engagement, and community involvement in new projects. January will set the stage for a playful February, designated as National Bird Month, featuring bird-themed artworks. March will highlight women artists in the collection, with potential follow-ups on mural month updates if available. This outlines the current plan for the upcoming months.

c. **Develop Draft Strategic Plan**

The group tabled this for the next meeting.

d. **Review Draft Mural Application Process**

The group tabled this for the next meeting.

e. **Format for January 10, SPAC Meeting**

Keith reported that the City of Salem has updated its boards and commissions meeting rules, transitioning all meetings to a hybrid format. This means physical meeting spaces will be provided at locations like the Public Works Operations Building, and attendees have the option to participate in person or virtually. The new format aligns with Oregon's public meeting laws. Keith has reserved a room in the operations building for the entire year, accommodating up to 17 attendees with AV live streaming available for virtual participation.

6. **New Business**

- a. **Library Art Hall Interactive Art Kiosk:** Keith shared information about an advocate at the Library, David Muller, who works in IT and appreciates the City's art collection. David proposed using the Library Sprinkles Grant for an interactive kiosk to support the Oregon Artists Series Foundation (OASF) quarterly Library Art Hall exhibits. The kiosk will feature an interactive GIS map and collections of past OASF exhibitions. Legal approval has been obtained, and efforts are underway to ensure proper image reproduction rights. The kiosk will be locked down to prevent internet access, allowing users to search by artists and media type. The cost is approximately \$2,000, and it will be installed in the Library Art Hall where power and data outlets are available. Keith will provide progress updates as the project develops.
- b. **Request to Display Pieces of the Public Art collection in Public Spaces; Short-term and Long-term Storage of Pieces; Update Current Inventory:** Chair Hull shared his insights on the need for a centralized tool to hold key information about public art pieces, emphasizing the importance of creating a formalized process for tracking their locations and movements. He drew attention to the challenges related to storage practices, check-in/out procedures, and ensuring accountability for artworks in the collection. Chair Hull stressed the need for awareness and a robust system to prevent pieces from being misplaced or taken without proper documentation. The discussion also touched on the potential for high-quality photography to enhance the inventory, especially if used for public displays like wrapping utility boxes.

Commissioner Lauer, involved in managing photos for social media, highlighted the importance of having usable and high-quality photographs. She shared an instance where a photo needed replacement due to quality concerns. Commissioner Lauer supported the idea of photographing artworks comprehensively and ensuring the images are usable for various purposes. The availability of pre-contracted city photographers, specifically those part of the desktop publisher group, was acknowledged.

Chair Hull emphasized the importance of choosing the right tool, mentioning the use of software like Argus in his company and how it connects data and photographs effectively. He highlighted considerations for the tool, such as accessibility, permissions, and key information to include for each art piece. Chair Hull suggested that this effort could be an opportunity to systematically review and organize information, identifying gaps and backfilling where needed. He acknowledged the potential for significant work and suggested seeking advice on structuring the process.

Keith explained that the current tool for managing art pieces is a spreadsheet with hyperlinks to photographs, though it lacks updated information on locations. He mentioned a protocol for storing pieces, indicating care taken in the process, such as wrapping artworks in bubble wrap and labeling them. Keith suggested conducting another inventory and highlighted the potential to engage in discussions about securing storage for the art pieces during the Civic Center's rearrangement due to seismic retrofitting. He expressed interest in addressing the impact on artworks, specifically mentioning the fountain in Peace Plaza.

Vice-Chair Napack shared an interaction from a recent council meeting where someone associated with the library foundation expressed concern about the gray and dismal appearance of Peace Plaza's sculpture. They suggested exploring options for adding color or a mural to enhance the area. Acknowledging limited knowledge about the piece's history, she raised the idea in the context of ongoing discussions about the Civic Center's seismic retrofitting project.

Keith informed the commission about the city's request for an alternative design method, opting for a progressive design-build approach instead of design-bid-build. He highlighted the opportunity for the commission to be involved at the ground level, especially concerning the potential softening and greening of Peace Plaza. Keith suggested the possibility of receiving \$200,000 to \$300,000 for art from the seismic retrofit of the Civic Center. He also raised the question of whether funds from the half-percent for art program could be used for maintaining the Eco Globe and noted the need for commission discussion and decision on using the funds for either acquiring new art or maintaining existing pieces.

7. **Action Items**

- a. Keith to send out emails to local organizations about vacancies on SPAC.
- b. Keith to work with Eduardo and Evan Guilfooy about the mural's easement agreement.

8. **Commissioner and Staff Comments**

None.

9. **Adjournment:** Vice-Chair Napack adjourned the meeting around 5:00 PM.