Updates to the Public Art and Cultural Commission Ordinance

Article III. Div. 11

Asheville City Council Meeting,
December 12, 2023

Karli Stephenson
Stephanie Dahl
Planning and Urban Design









PACC Mission Statement

(per current ordinance)

"...**Facilitate** public art in public buildings and public spaces; **Engage** the creative sector as a major attraction for artists, cultural tourism, and economic development; **Encourage** public confidence for and appreciation of the arts in Asheville; **Build** partnerships and collaborations throughout Asheville's creative community; and **Aid** in strengthening the organizational structure of public and cultural arts delivery."

THE CITY OF ASHEVILLE

Why PACC wants to update…

- **Ordinance last reviewed in 2011** - housekeeping items
- **Expand scope to include events** - festivals and performances added to public art definition
- **Increase membership engagement, encourage partnerships and create a balanced membership** - through standing seats for arts organizations and intentional language about equity and inclusion

THE CITY OF ASHEVILLE

Current Members of PACC

1. **Johanna Hagarty,** Chair
2. **Ali McGhee,** Vice Chair
3. **Katie Cornell,** (former Chair), rolling off
4. **Andrew Fletcher,** (former Vice Chair), rolling off
5. **Shirley Whitesides**
6. **Pete Perez**
7. **Patricia Kappes**
8. **Vacant seat**
9. **Vacant seat**

City Council Liaison: Shenekia Smith



THE CITY OF ASHEVILLE

PACC Milestones

- **1983-1999** - Urban Trail Committee establishes first public art “stations”; first public art working group and policy created
- **1999 - Public Art Board (now PACC) established by City Council**
- **1999-2009** - Continued additions to the public art inventory
- **2010-2011** - Updates to the Public Art Policy & Implementation Guidelines; **2011 ordinance updated and name changed to the Public Art and Cultural Commission**; FT staff team for the public art program (Parks Dept) reallocated to other City needs
- **2012-2013** - PACC re-housed and re-booted in Economic Development Department
- **2014-2020** - Condition report completed for all public art pieces; 1% for Public Art policy into effect, beginning in 2016 fiscal year; additional acquisitions and maintenance projects including Celebrating African Americans through Public Art
- **2020-2023**- Managing department shifts to Planning and Urban Design - PT public art coordinator hired; public art annual allocation change; Pack Square Visioning and Art in the Heart

THE CITY OF ASHEVILLE

Proposed Ordinance Revisions

- Change Commission name to Public Art and ~~Cultural~~ Culture Commission
- Update the name of the department that provides staff support
- Broaden the definition of public art: … “can include, but is not limited to, murals, sculpture, memorials, community art, digital new media, **and performances and festivals** as long as it is located in a public space and open to the public.
- Update board membership composition

THE CITY OF ASHEVILLE

Proposed Composition

Composition:
The commission shall consist of nine voting members appointed by various community organizations or the City of Asheville. The appointing bodies and current members should act in partnership to identify and appoint members that help create a balance on the commission between diverse perspectives, skills, experiences and interests, and shall ensure their appointments are made to advance equity and inclusion.

- Six members to be appointed by City Council
- Three members to be appointed by the Directors/Chairs of the following:
  - One member to be appointed by **ArtsAVL**.
  - One member to be appointed by **Explore Asheville**.
  - One member to be appointed from a **local, higher-education institution** with a designated arts program.

THE CITY OF ASHEVILLE

Creating an Engaged Commission

Why create a seat for ArtsAVL?

- **ArtsAVL's Mission:** *Strong local government and community support, where the arts are valued for their contributions to Buncombe County.*
- **Official lead arts organization for Buncombe County**
- **Proven partner for City public art projects**
- **Alignment with City's Events Support Grant**
- **Arts admin and grant expertise**
- **Artist inventory**
- **Artist opportunities**

THE CITY OF ASHEVILLE

Creating an Engaged Commission

Why create a seat for Explore Asheville?

- **Explore Asheville's Strategic Imperative:** *Promote and support Asheville's creative spirit.*
  - More focus on community investments moving forward.
- **Alignment with Festivals & Cultural Events Support Fund**
  - local focus
- **Better coordination on related programs and events**
- **Arts and tourism are interconnected**
- **Help with marketing and promotion of events**
  - current host of the Urban Trail website

THE CITY OF ASHEVILLE

Creating an Engaged Commission

Why create a seat for a local, higher-education institution with a designated arts program?

- **Connecting young artists with resources and the local creative network**
- **Marketing and promotion of Asheville events and public art opportunities with students**
- **Build partnerships for projects and program**
- **Eligible Institutions:**
    - **UNCA** Art & Art History
        - STEAM studio
    - **Warren Wilson** Arts & Humanities
    - **AB Tech** Associate Degrees in Arts and Sciences

THE CITY OF ASHEVILLE

Timeline

- **September 21--** Proposed Ordinance updates approved by PACC unanimously
- **November 14--** Presented to Council's Boards and Commissions Committee for review - Passed 2 to 1
- **December 12-- Request for adoption of a revised ordinance at City Council**

THE CITY OF ASHEVILLE

Questions??

- Thank you!
- Questions?



THE CITY OF ASHEVILLE