



Lebanon Arts & Culture Commission
Regular Meeting Agenda
Remote Via Microsoft Teams
[LebanonNH.gov/Live](https://lebanonnh.gov/live)
Tuesday, September 22, 2020
6:30pm

1. CALL TO ORDER:

- A. Review of meeting procedures and NH RSA 91-A "Right-to-Know" requirements

2. APPROVAL OF MINUTES:

A. AUGUST 25, 2020

Documents:

[2020-09-22_Arts-Culture_Item 2A_2020-08-25 Mins.pdf](#)

3. OTHER BUSINESS:

- A. Discussion Re: Friends of the ACC
- B. Discussion Re: Public Art
 - 1. Graffiti Art in the Skate Park.
 - 2. Electric Vehicle Charging Station
 - 3. Downtown Tunnel
 - 4. Mascoma/Mechanic/High Sts Roundabout
- C. Discussion Re: Planning & Goals for the remainder of 2020
- D. Discussion Re: Lebanon Artways branding project
- E. Discussion Re: Anticipated changes to Commission staff support

Documents:

[2020-09-22_Arts-Culture_Item 3D_Lebanon Artways.pdf](#)

4. COMMITTEE REPORTS:

- A. Exploratory Funding and Processing: (K. Zook, R. Welsch, S. Fiore, B. Van Vliet)
- B. Civic Art: (J. Giordani, S. Fiore, B. Dunn)
- C. Programming: (K. Zook, D. Wilkie, R. Foster)
- D. Publicity/Marketing: (J. Clifford, J. Giordani, R. Foster)
- E. Data Collection: (D. Wilkie, Katrina Geurkink-private citizen, R. Welsch, B. Van Vliet)

5. OPEN DISCUSSION:

6. ADJOURNMENT

Public Participation Notice: Due to the current situation with the COVID-19 Pandemic, the City of Lebanon is offering its meetings via Microsoft Teams. Members of the public are encouraged to attend by going to [LebanonNH.gov/Live](https://lebanonnh.gov/Live) where you will find instructions on how to enter the meeting. Members of the public will be able to participate and ask questions through the Microsoft Teams software or by phone. For full details, please visit [LebanonNH.gov/Live](https://lebanonnh.gov/Live), or call the Planning & Development Department at 603-448-1457.

Note: City Hall is temporarily closed to the public in order to help prevent of the spread of Novel Coronavirus COVID-19. City operations will continue during this time, but in-person transactions will be limited to those of a critical nature. If you have any questions or would like to view the files for the application identified above, please contact the Planning & Development Department by sending an e-mail to planning@lebanonnh.gov, or by calling 603-448-1457. The application materials will also be posted to the City's website on or around September 15, 2020 at <https://lebanonnh.gov/agendacenter>.

The Order of Agenda Items is Subject to Change.

**Agenda
Arts & Culture Commission
September 22, 2020**

**Agenda Item #2A
Approval of Minutes**

August 25, 2020

1 DRAFT

2 CITY OF LEBANON
3 ARTS & CULTURE COMMISSION
4 MINUTES, AUGUST 25, 2020
5 REMOTE VIA MICROSOFT TEAMS
6 LebanonNH.gov/Live
7 6:30PM
8

9 MEMBERS PRESENT: Jessica Giordani (Chair; Citizen Rep. Ward 3), Ben Van Vliet (Arts
10 Org. Rep.; UVMC), Robert Welsch (Heritage Commission), Bill
11 Dunn (EDC Rep.), Nick Gaffney (Arts Org. Rep; AVA Gallery), Joe
12 Clifford (Vice Chair), Devin Wilkie (Citizen Rep.,Ward 2), and
13 Karen Zook (City Council Rep.),
14

15 MEMBERS ABSENT: Rebecca Foster (Citizen Rep.,Ward 1), and Sherry Fiore (Alt.)
16

17 STAFF PRESENT: David Brooks, Planning & Zoning Director
18

19 -----
20
21 1. **CALL TO ORDER:** Chair Giordani called the meeting to order at 6:35pm
22

23 A. Review of meeting procedures and NH RSA 91-A "Right-to-Know" requirements.
24

25 Mr. Brooks shared the State directive and participation details for the online meeting in Microsoft
26 Teams. All speakers identified themselves.
27

28 2. **APPROVAL OF MINUTES:** July 28, 2020
29

30 Page 2, Line 28 – remove the first 'for'.
31

32 **A MOTION by Mr. Dunn to approve the July 28, 2020 Minutes as amended.**
33 **Seconded by Mr. Welsch.**
34

35 **Roll Call Vote:**

36 **Members voting in favor included Chair Giordani, Mr. Van Vliet, Mr. Welsch, Mr. Dunn, Mr.**
37 **Wilkie, Mr. Clifford, Mr. Gaffney, and Ms. Zook.**

38 ***The Motion was approved (8-0)**
39

40 3. **OTHER BUSINESS:**
41

42 A. **Discussion Re:** Friends of the ACC
43

44 Mr. Brooks will communicate with the consultant on the status of the effort.
45

46 B. **Discussion Re:** Public Art
47

48 1. Graffiti Art in the Skate Park.
49

50 Mr. Gaffney and Mr. Wilkie noted there had been efforts to arrange a meeting among the
51 Programming Committee and the Recreation Department to move the project forward, but no
52 meeting had occurred yet. Mr. Wilkie will continue to pursue a meeting.
53

54 2. Electric Vehicle Charging Station
55

56 Mr. Dunn summarized recent communications with Energy and Facilities Manager, Tad
57 Montgomery, relative to the charging station. He noted that the original location at the end of

1 Taylor Street, near Spencer Street, was not an option due to unresolved questions about
2 ownership, but another City-owned location along Taylor Street was now under consideration.

3
4 3. Downtown Tunnel

5
6 Mr. Brooks noted that a grand opening event was tentatively being planned for May 2021 and that
7 the Commission should begin thinking about art in the tunnel, including paintings and/or
8 sculptures. Mr. Brooks noted that the contractor has requested to control access into the tunnel
9 through the winter to enable the project to be finished on time.

10
11 Mr. Welsch asked about getting artists into the tunnel prior to the grand opening. Mr. Gaffney
12 noted that AVA Gallery was particularly interested in assisting with programming and fundraising
13 to hire artists for the project. Mr. Dunn suggested that having some art projects "in progress" could
14 be a great option to allow the public to see the art happening.

15
16 Mr. Brooks will confirm whether and when artists could access the tunnel to begin work. Mr. Van
17 Vliet asked for information on what kind of light, sound, and power was incorporated into the
18 construction project.

19
20 4. Mascoma/Mechanic/High Sts Roundabout

21
22 Mr. Gaffney recalled there was a long-term plan for a fountain or installation once the roundabout
23 was installed, but also that there was a short-term plan for an installation until the roundabout
24 and/or fountain is ready. He asked what kind of limitations would apply to putting an art installation
25 there on a temporary basis.

26
27 Mr. Dunn noted that if the fountain is not anticipated for 2-3 years, that would be 2-3 years where
28 an artist could be featured in that location. Chair Giordani asked for additional information about
29 what might be acceptable in terms of temporary installations prior to the roundabout project.

30
31 **C. Discussion Re: Planning & Goals for the remainder of 2020**

32
33 Chair Giordani noted the Recreation Department is still interested in putting a winter celebration
34 ('Tis the Season) event together, but that planning has not yet started. She advised the Recreation
35 Department that the Commission remains interested in participating. Mr. Welsch noted that any
36 event should be planned and executed in a safe context relative to COVID.

37
38 Mr. Gaffney noted he and Ms. Foster had been working on developing an online art class.

39
40 Mr. Gaffney asked whether the Commission wanted to undertake the fountain cover project this
41 year. He noted that AVA Gallery is not expecting to hold in-person student ArtStop classes until
42 late September at the earliest and that the classes will be limited in size. AVA has determined
43 that the basement level of the building is not an appropriate space to work on the fountain covers.
44 He asked for ideas of other locations where fountain covers could be painted, but still protected
45 from weather. Members suggested the CCBA pavilion, the Riverside Skatepark pavilion, the
46 Lebanon Pool pavilion, or the Storrs Hill Ski Lodge as options.

47
48 Ms. Zook noted that it might be possible to not repaint them this year since they were still in good
49 condition at the end of last year. Chair Giordani suggested looking further into alternative
50 locations, but that if logistics do not work out, the panels are still in good enough condition to be
51 reused as is.

52
53 Ms. Zook noted that the City Hall renovation has resulted in several new locations for potential art
54 or a sculpture installations in the building. Mr. Dunn suggested that the Commission request
55 permission to have fixed location in City Hall for rotating arts exhibits. Mr. Van Vliet agreed that

1 rotating exhibits help highlight arts creativity and vibrancy. Mr. Gaffney agreed and noted that time
2 and funds may need to be budgeted so that the exhibits are done well.

3
4 Chair Giordani noted that she hoped to meet with Mr. Clifford, Mr. Van Vliet, Mr. Dunn and Tommy
5 Reidy to review branding opportunities for discussion at a future meeting.

6
7 Mr. Welsch suggested the Heritage Commission might also like a fixed location for exhibits in City
8 Hall. Mr. Welsch noted that the Heritage Commission has received a grant to study and update
9 the Colburn Park Historic District and has selected a consultant for the project.

10
11 **4. COMMITTEE REPORTS:**

12
13 **A. Exploratory Funding and Processing:** (K. Zook, R. Welsch, S. Fiore, B. Van Vliet)

14
15 No report.

16
17 **B. Civic Art:** (J. Giordani, S. Fiore, B. Dunn)

18
19 No report.

20
21 **C. Programming:** (K. Zook, D. Wilkie, R. Foster; N. Gaffney)

22
23 No report.

24
25 **D. Publicity/Marketing:** (J. Clifford, J. Giordani, R. Foster)

26
27 No report.

28
29 **E. Data Collection:** (D. Wilkie, Katrina Geurkink-private citizen, R. Welsch, B. Van Vliet)

30
31 Chair Giordani noted that Katrina Geukink may be moving out of the area and will not be able to
32 continue participating on the work group.

33
34 **5. OPEN DISCUSSION:**

35
36 Mr. Brooks mentioned that Ms. Fiore had noted that Tuesday's were not good for her and asked
37 whether the Commission was open to considering new dates and times for meetings. Chair
38 Giordani asked if staff would assist with polling to determine alternative dates and times.

39
40 **6. ADJOURNMENT:**

41
42 **A MOTION by Mr. Welsch to adjourn the meeting.**

43 **Seconded by Ms. Zook.**

44
45 **Roll Call Vote:**

46 **Members voting in favor included Chair Giordani, Mr. Van Vliet, Mr. Welsch, Mr. Dunn, Mr.**
47 **Wilkie, Mr. Clifford, Mr. Gaffney, and Ms. Zook.**

48 ***The Motion was approved (8-0)**

49
50 The meeting was adjourned at 7:30 pm.

51
52 Respectfully submitted,
53 David Brooks
54 Planning & Zoning Director

**Agenda
Arts & Culture Commission
September 22, 2020**

**Agenda Item #3D
Other Business**

**Discussion Re:
Lebanon Artways
branding project**

Lebanon Arts & Culture Commission

Lebanon Artways branding project

Overview

The Lebanon Arts and Culture Commission is seeking a graphic treatment for the wordmark "Lebanon Artways." The goal of the Commission, and the reason behind this project, is for the graphic treatment of the Lebanon Artways wordmark to be a branded, iconic, and instantly recognizable visual cue to the work commission is doing to bring art to the community, support local artists and art organizations, and enrich the lives of City residents and visitors.

Background

The Lebanon Arts and Culture Commission was established at the end of 2018 for the purposes of:

1. Promoting arts and cultural activities throughout all three wards of the City of Lebanon;
2. Cultivating relationships, activities and opportunities to grow Lebanon's cultural economy;
3. Supporting the development of public-private partnerships that enhance the quality of life and economic vitality in Lebanon;
4. Establishing policies for consideration and adoption by the Lebanon City Council for the integration of arts into all municipal buildings, structures, and spaces;
5. Establishing policies for consideration and adoption by the Lebanon City Council defining prospective spaces for, forms of, and processes for the adoption of public art in Lebanon.

The members of the Commission felt the name was unwieldy and, in essence, created "Lebanon Artways" as a d/b/a to brand output, projects, support and partnerships provided by the Commission.

Communication goals/list of key ideas to express through design

List of adjectives/phrases for creative direction:

- Energetic
- Connections
- Family friendly
- Supportive
- Creating a path to the arts
- Inclusive (of performing and visual arts)
- Encouraging (new experiences)

- Made in Lebanon
- Crossroads of New England
- Rural life with big city cultural opportunities

Variation

The Commission is seeking to strike a balance between being an official City of Lebanon Commission with the realization that when spoken or used in social media and hashtags, “Lebanon” is often shortened to “Leb.” Thus, the commission plans to secure social media accounts under “Lebanon Artways” and “Leb Artways” and will take an evolutionary approach to the hashtags #LebArtways and #LebanonArtways. Any graphic treatment needs to be able to accommodate either the “Lebanon Artways” or “Leb Artways” approach.

Tag line

In addition to the wordmark, graphic treatment should provide for a tagline use case. The tagline could vary. Initially to build brand awareness that Lebanon Artways is a part of the City government, it may be “Lebanon Arts and Culture Commission.” The tagline may be used to reflect the goals of the Commission, and may evolve to a phrase such as “Creating a path to the arts.”

Intended audiences and uses

The work of the Commission is intended to touch arts creators and arts consumers throughout the City. The Commission itself does not create content; it seeks to connect the individuals and organizations that do with the residents and visitors who are both active and passive consumers. Active consumers are those who seek out arts experiences -- through performances, exhibits, classes, purchases; Passive consumers of the wordmark are those who see it in the normal course of their day on posters, farmer’s market banners, signs, community boards, etc.

Current Commission projects that would use the Lebanon Artworks wordmark include:

- Glen Road Skatepark sign
- Wall of the downtown Rail to Trail tunnel
- City Fountain winter coverup panels
- Electric car charging station
- Traffic circle artwork
- Dedicated gallery space in City Hall

Deliverables

The workmark design should render from very small (favicon.ico 32x32 pixels) to very large, for example on a banner at the Farmer's market or craft fair.

Please provide (1 color or spot color where needed, i.e., screen printing; RGB or CYMK where appropriate)

- Favicon.ico
- Social media profile version, circular
- Digital for City website, newsletters, etc.
- Letterhead
- Print versions, horizontal and vertical and how that would look in average ¼ page, ½ page and full-page magazine advert placement
- Signage/environmental for large-scale use such as table covers, utility pole banners, tent awnings, or Farmers Market banner

Work for hire

All creative output for this project is deemed work for hire and becomes the sole, exclusive and complete property of the City of Lebanon, New Hampshire.

Question session

The Commission will hold an online Zoom meeting with selected designers to answer any questions about the wordmark design or selection process.