



**APEX PUBLIC ART COMMITTEE MONTHLY MEETING**  
**21 August 2023**  
**7:00pm**

**In Attendance:**

Bethany Bryant  
Sean Durham  
Brad Erickson  
Susan Kirley  
Ewan Pritchard  
Lafayette Trawick  
Taylor Wray, Town of Apex Staff Liaison

**Not In Attendance:**

Tom Colwell

**Call to Order** – Bethany covering for Tom  
Start Time 7:01pm

**Approval of 17 July 2023 Meeting Minutes**

1<sup>st</sup>: Sean / 2<sup>nd</sup>: Brad / Approved Minutes

**Town Liaison Report** – Taylor

Council meeting from August 8, 2023 approved the following:

Lafayette and Sean were reinstated into the committee

Bethany was approved as the vice-chair for the committee

Clerk's office will be at one of the next meetings to swear Lafayette and Sean in

**Chairperson's Report** – Bethany

No comment at this time.

**Public Comment**

One member of the public present: Marvin. Very interested in art, retired, worked in IT in the past. Marvin shared a photo of a sculpture from Calgary. Curious what Apex is doing with public art. Susan talked about the sculpture walk and Taylor mentioned the murals. Taylor also mentioned the art walk published in association with the 150<sup>th</sup> year. Marvin stayed for the duration of the meeting to understand all that Apex Public Art entails.

**Old Business**

- Video project – Taylor

- Demo on August 16 with Panasonic and Avcon was very successful. They were able to show us the product, the clarity, some of the technology,
- Would it require the same space? It would require a similar space as the sculpture next to The Halle.
- Would this cause any DOT issues? Not that we are aware of.
- When would we project? Year-round digital art once it is dark outside.
- Speakers for events? Yes, we are looking into this
- Crosswalk Art – Sean / Taylor
  - Planning is okay with any of the thumbnails Sean provided back in July. Only two parallel white lines are required at that location with a simple outline.
  - Sean has the proper paint types suggested by Planning
  - Sean will work through some designs for this project.
- Transportation Art – Bethany
  - Sean has not started his bus stop mural yet.
  - Will be happening in September. Approvals with NCDOT currently.
- Collaborative Art – Susan
  - This project will be hung in the Friendship room in the Apex Senior Center. PRCR Director Craig Setzer has approved this project
  - 3 pop up painting sessions scheduled in the Arts & Crafts room:
    - Mon, Sep 11 : 11 AM - 1 PM
    - Tues, Sep 12 : 12 - 2 pm
    - Mon, Sep 25 : 11 AM - 1PM
  - Susan might need help with these dates, but she will inform us
  - Lafayette suggested we collect a list of all of the participants
  - Susan mentioned we might need more squares & space for greater than 4feet by 8feet
  - Taylor to ask COMS to come and take photos at the painting sessions

## New Business

- Sponsorships / Grants / Donations – Brad
  - Brad reviewed the preliminary sponsorship levels he developed (*attached*)
  - Brad spoke about the possible grants that the committee should be looking into regularly
- 150<sup>th</sup> Community Painting – Taylor
  - The Party in the Peak organizers are requesting some painters and artists to assist with painting the “Past” exhibit background displays. The painting days will be on September 13-15 from 9am-6pm. Volunteers can assist for anytime during this timeframe. There will be a staff member present to guide the painters. All materials will be provided.
  - <https://www.cognitofirms.com/TownOfApex/ArtForPartyInThePeakVolunteerSignUp>
- Outdoor Art at Pleasant Park – Lafayette
  - Have we had any thoughts about what will go at this park?
  - Bethany mentioned that there are locations that are designated at Pleasant Park specifically for Public Art
- Manhole covers - Sean
  - When can we start this?
  - What does this project look like/require?

- Taylor would need to know that overall cost before we move forward with this project

### **Motion to Adjourn**

End Time 8:00pm

1<sup>st</sup>: Susan / 2<sup>nd</sup>: Ewan / Approved to close

## Art Sponsorship Levels

### 1. Tier 1: Apex Public Art Patron - \$ 500

Entry-level sponsorship for individuals and businesses who appreciate and want to support the town's art initiatives

### 2. Tier 2: Apex Public Art Ambassador - \$1,000

Mid-tier sponsorship level for those who want to play a more active role in promoting Apex's public art.

### 3. Tier 3: Apex Public Art Benefactor - \$5,000

Highest sponsorship level, aimed at individuals or businesses who are deeply committed to the growth and development of the Apex's artistic landscape and want to be recognized as key contributors.

## Potential Benefits Based on Level

### Recognition and Visibility:

- Logo/Name Placement: Display sponsor's logo/name on promotional materials, event banners, and the town's website. (Tier 3)
- Press Coverage: Mention sponsors in press releases and online articles about the initiative. (Tier 3)
- Social Media Shoutouts: Regularly feature sponsors on social media platforms to showcase involvement. (Tiers 2 and 3)
- Website: List participant names, with permission, on the town website as sponsoring public art in Apex. (Tiers 1, 2, and 3)

### Exclusive Events and Access:

- VIP Receptions: Host private receptions or openings for sponsors to meet artists, curators, and other figures. (Tiers 2 and 3)
- Studio Tours: Arrange tours of artists' studios or behind-the-scenes looks at art installations for sponsors. (Tier 3 - optional based on availability)
- Preview Events: Invite sponsors to exclusive previews of new art installations before they are opened to the public. (Tier 1, 2 and 3)

### Branding Opportunities:

- Co-Branding: Collaborate with sponsors on co-branded marketing materials, showing their commitment to the initiative. (Tier 3)
- Named Installations: Allow select sponsors to add business/corporate name to art permanent installations. (Tier 3 Corporate Sponsors)

Artwork Ownership:

- Artwork Acquisition: Offer sponsors the chance to acquire specific statues that they have sponsored prior to allowing other bids/purchase offers. (Tier 3)

Networking and Community Engagement:

- Community Involvement: Highlight sponsors' commitment to the community by involving them in art-related educational programs or workshops. (Tier 1, 2, and 3)

Thank-You Gifts:

- Limited Edition Art: Provide sponsors with prints, miniature sculpture replicas, t-shirts or other forms of art. (Tier 1, 2, or 3)

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		Funding	URL	Description	Deadline
National Endowment for the Arts	Grants for Arts Projects		<a href="https://www.arts.gov/grants/grants-for-arts-projects">https://www.arts.gov/grants/grants-for-arts-projects</a>	We fund arts projects in the following disciplines: Artist Communities, Arts Education, Dance, Design, Folk & Traditional Arts, Literary Arts, Local Arts Agencies, Media Arts, Museums, Music, Musical Theater, Opera, Presenting & Multidisciplinary Arts, Theater, and Visual Arts.	February 2024 (?)
National Endowment for the Arts	Our Town		<a href="https://www.arts.gov/grants/our-town">https://www.arts.gov/grants/our-town</a>	Our Town is the NEA's creative placemaking grants program. Through project-based funding, the program supports activities that integrate arts, culture, and design into local efforts that strengthen communities over the long term. Our Town projects engage a wide range of local stakeholders in efforts to advance local economic, physical, and/or social outcomes in communities. Competitive projects are responsive to unique local conditions, authentically engage communities, center equity, advance artful lives, and lay the groundwork for long-term systems change. These projects have a required partnership component. Grants range from \$25,000 to \$150,000, with a minimum non-federal cost share/match equal to the grant amount.	August 2024 (?)
NC Arts Council	Grassroots Art Program		<a href="https://www.ncarts.org/grants-resources/grants/grants-organizations/grassroots-arts-program-gap-grants">https://www.ncarts.org/grants-resources/grants/grants-organizations/grassroots-arts-program-gap-grants</a>	In most counties, local arts councils have been nominated by their county governments and approved by the N.C. Arts Council as Designated County Partners (DCPs) to manage and program Grassroots Funds.	TBD
NC Arts Council	Spark the Arts	\$3,000-\$30,000	<a href="https://www.ncarts.org/grants-resources/grants/grants-organizations/spark-arts-grants">https://www.ncarts.org/grants-resources/grants/grants-organizations/spark-arts-grants</a>	The purpose of the Spark the Arts grants is to support arts providers as they re-engage with the public through a combination of programming, marketing, rebuilding staff capacity, and facilitating safety protocols. This broad project category replaces Program Support for now and includes two application tracks: audience re-engagement and audience inclusion. Projects of the kind previously supported by the Arts Equity Project Grant and the Military and Veterans Healing Arts Grant categories are welcome within this category.	March 2024 (?)
NC Arts Council	Technical Assistant Grant	\$500-\$2,000	<a href="https://www.ncarts.org/grants-resources/grants/grants-organizations/technical-assistance-grant">https://www.ncarts.org/grants-resources/grants/grants-organizations/technical-assistance-grant</a>	This category provides funds to North Carolina-based organizations to hire knowledgeable consultants to strengthen management and programs, sponsor workshops or conferences, develop a resource publication, or engage in community cultural planning. Applications are made available upon request and are received on a rolling deadline.	Rolling

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