

**Cultural Arts Commission
Regular Meeting 4/13/22**

Agenda Packet

New Business Items

a. Review and Approve Artist Selection for the Woodburn Mural Project

The Woodburn Community Mural Project is a grant funded project from the West Virginia Commission on the Arts through their Rural Youth Engagement through Public Art Program. We received a grant of \$5,000 which is being matched by the City for a total of \$10,000.

Project Timeline:

- January 2022 - Call is issued
- February 2022 - Application deadline
- March 2022 - Finalists selected
- April-May - Finalists create designs
- May-June 2022 - Artist selected, art installation

The Public Art Advisory Committee (9) assembled for this project included:

- Richard Dalton - Woodburn Neighborhood Assn
- Jennifer Kahly - Mountaineer Homeschool Hub
- Celia Douglass - Youth Representative - Mountaineer Homeschool Hub
- Paige Heaney - Youth Representative
- John Trumble - Woodburn Commission
- Alison Helm - Co-Director WVU School of Art & Design, Professional Artist
- Ron Dulaney - Architect, WVU, former Mayor, Arts Commission
- Vincent Kitch - Director of Arts & Cultural Development
- Brian Butcher – City Council Member and Arts Commission Representative

A call for artists was issued in January and we received 14 applications. PAAC members were asked to review all the artists based on qualifications and their submissions and submit their top five candidates. Based on the outcome from that review, the Woodburn PAAC is recommending the artist team of Karen Gergely and Heather Rios for this commission. Karen Gergely is a native West Virginian who currently lives and teaches in Iowa and Heather Rios was born and raised in Morgantown and lives in Jerome Park. Their entire proposal can be viewed at [WOODBURN \(karengergely.com\)](http://WOODBURN(karengergely.com)) .

Additionally, the PAAC recommends that Nichole Westfall from Charleston, WV be approved as an alternate, should one be needed.

PAAC Vote Tally

Gergely/Rios	Votes 6	Weighted Score 26
Westfall	Votes 6	Weighted Score 21

Jarvis	Votes 7	Weighted Score 19
Ramirez	Votes 6	Weighted Score 18

From the voting, Gergely/Rios was by far the preferred artist team. 4 committee members ranked them as the first choice – double that of any other artist. Westfall and Jarvis both had 2 votes for #1. While every single person had Jarvis in their top 5, the weighted score was not as high as the others. Weighted scoring #1=5 pts, #2=4 pts, #3=3 pts, #4=2 pts, and #5=1 pt.

b. Review and Approve Artist Selection for the Westover Bridge Mural Project

The Westover Bridge Pier Mural Project is funded and was issued as a call for artists by the City of Morgantown Arts & Cultural Development Department. The City is seeking to commission an artist and/or artist’s team to create a site-specific mural public artwork installation on the Westover Bridge Pier located adjacent to the Walnut Street Landing and the Hazel Ruby McQuain Park at the riverfront in downtown Morgantown.

Original Project Timeline:

September 2021:	Call is issued
October 1, 2021:	Application deadline
October 2021:	Finalists selected by committee review
November 10, 2021:	Finalists approved by Cultural Arts Commission
Nov-Dec 2021:	Finalists create designs
February 2022:	Artist and design selected Artist and commission announced Contract executed
May 2022:	Artwork installed, public dedication/reception

The Public Art Advisory Committee (5) assembled for this project included:

- Todd Tubutis – WVU Art Museum Director
- Andrew Gast-Bray – Director of Planning Mon County, resident near site
- Jessica McDonald – Director of Operations WV Land Stewardship Corporation
- Nikki Bowman-Mills – Publisher, Editor in Chief New South Media, Art Commission
- Vincent Kitch – Director of Arts & Cultural Development

The call for artists was issued and artist Rafael Blanco was recommended by the Westover Bridge Pier PAAC unanimously as the first choice and recommended to the Arts Commission who approved him for the Commission. Similarly, the committee worked with Rafael for a few months to develop mural concepts and the final designs were submitted and approved by the Arts Commission. A commission agreement was issued, and Rafael began work fine tuning the mural adapting to committee and community input. For various reasons related to timing and other commitments, Rafael Blanco notified the city on 4/1/22 that he was withdrawing from the project.

From the initial call for artists, the city received 13 applications. PAAC members were asked to review all the artists based on qualifications and their submissions and submit their top candidates for consideration. Based on the outcome from that review, Rafael Blanco was selected. He was first choice from all committee members and therefore received the maximum weighted score of 25.

PAAC Vote Tally

Blanco	Votes 5	Weighted Score 25
Tarantino	Votes 4	Weighted Score 14
Townes	Votes 3	Weighted Score 13

In discussions with the PAAC, the majority consensus was to return to the original pool of artists who submitted applications for this project. With the scoring of 2nd and 3rd artists from the process being close, the Westover Bridge Pier Mural PAAC is recommending the city engage both Tarantino and Townes to each create and submit design concepts for the mural project. The PAAC will review these as before and forward a recommendation to the Arts Commission for final review based on the recommended artist and design.

One other possible option would be to halt the project and reissue another RFP Call for Artists at a later date.

c. Review and Discussion HRMP Rental Fees

The rental fee schedule for renting Hazel Ruby McQuain Park and the Ruby Amphitheater were presented to the Arts Commission at the 12/7/21 meeting. In response to a request from Commissioner Ron Dulaney, we are bringing this back for review and discussion.

The current fee schedule, which is a baseline for pricing events is attached for your review and information. Staff still have the ability to package rentals and base fees on individual events and activities.