

**ART IN PUBLIC PLACES COMMISSION**

**March Minutes**

**Video Conference Meeting**

**Wednesday, March 2, 2022 6:00 pm | 2 Hours | (UTC-06:00) Mountain Time (US & Canada)**

[AIPPC March Meeting Link](#)

**Meeting number: 2494 680 0167**

**Password: AIPPC**

**+1-408-418-9388 United States Toll**

**Access code: 2494 680 0167**

- I. **Call to order** Started at 6:04pm  
Present – Mary Mollicone (Chair), Brittany Pirtle (Vice-Chair) Amy Cheslin, Vanessa Frazier, Daiga Keller, Ana Valles, Margaret Norwood arrived at 6:14pm  
Absent – Jesse Jimenez, Carmen Numme
- II. **Assign notetaker for monthly Council memo**  
Mary Mollicone volunteered to take the meeting notes to send to council in Jesse Jimenez’s absence.
- III. **Approval of minutes**  
Brittany moved and Vanessa seconded the motion to accept the minutes as amended for the February meeting. The minutes were approved.
- IV. **Adopt meeting agenda**  
Mary adds commissioner departures, assignments, and select an interview committee.  
Agenda adopted.
- V. **Public comments**  
None
- VI. **Presentation – Abraham Morales, Manager of Community Relations**  
Abraham has worked for the city of Aurora for 6 years and he discussed how the city operates in terms of marketing, social media, branding, and community outreach. Most of Abraham’s time is spent on library support, programming, and media relations.

AIPP is unique in terms of social media operations. This is the only city program that has an approved social media volunteer. Amy Cheslin has been trained to work within the city’s social media standards. unity across city platforms and a unified voice- quality and consistency in work and no cost to AIPP to utilize this expertise.

Abraham reached out to FB to have cultural services pages certified and was denied. He has developed an improvement to address activity and engagement and he is confident that the next time he requests certification it will be granted.

When something is happening in the city it's very natural for marketing and communications employees to go to AIPP for images to represent the city. Interactions are positive when we reach out with AIPP information.

Aurora Creates is back this year beginning in January. AIPP is on the cover of the March April issue and on pg. 3 there is an article about "One Nation" and the AIPP permanent collection.

### Q & A with Abraham

**Mary:** Where is Aurora Creates distributed?

**Abraham:** Libraries 1,000 copies, direct mail 500-700 copies, all city facilities- water dept, rec center, etc.

**Amy:** Can we send it as an email blast?

**Abraham:** Yes, I am developing a constant contact email list. The publication is also on the City website.

**Chelsea:** Can we post on Next-Door?

**Abraham:** Sometimes, yes. We must submit content to see if we make the cut for Next-door. Not able to be on the calendar consistently. I am having a conversation to see if we can publish consistently. Next-Door and the library have newsletters that reach an audience of 100,000 consumers each.

**Roberta:** We must be conservative about not overloading Next-Door with too much city information, correct?

**Abraham:** Yes. This is what I mean by making the cut. We can submit and see if there is room in the current schedule to see if they can post content on behalf of AIPP. We need to make sure that we are available when these posts occur to answer questions directly on posts.

**Vanessa:** Would it help if AIPP created a tentative content/launch calendar? AIPP could provide the calendar to Abraham with FAQ's.

**Abraham:** Yes, that would be amazing. Coordinate the calendar with Chelsea.

**Mary:** Tell me more about the calendar idea?

**Vanessa:** The calendar could be created at the annual retreat with events that are recurring like Colfax canvas, 7/20, etc.

**Mary:** Great idea.

**Mary:** Amy, I have a question for you. Can you give us an example of what you create for social media? So, for instance, did you make the poster for Chalk Lines and Vines?

**Amy:** No. That was Arapahoe county. I haven't created anything in a while; I have the old city guidelines.

**Abraham:** They just updated the city guidelines; I will share them with you.

Ana: what can we do to support Abrahams's efforts? What else can we do for community outreach? How can AIPP be more intentional to get more exposure?

**Abraham:** I like the idea from Vanessa on how to be more intentional with the content calendar. How can we leverage and multiply the efforts every time something is done? Maybe this is adding to the email list and thinking about who we are sharing with.

**Amy:** Cross-posting creates a lot of traffic. Invite people to like our page. Like and share always.

**Roberta:** Could you talk about the difference between your previous work and your new role?

**Abraham:** It is a little bit blurry now while Brenda settles into her new role.

**Roberta:** Will Brenda be taking over management of the Aurora creates publication?

**Abraham:** The goal is to have Brenda take a more active role, and I will spend less time on Aurora Creates. Hopefully, we can see this shift in a couple of publications.

**Roberta:** During SWOT, there were many questions. Are there any more questions or ideas?

**Ana:** What can we do besides social media for community outreach?

**Mary:** When are the materials that we have for community outreach updated?

**Abraham:** The collection guide is updated annually. We can partner with Chelsea to take an inventory of our printed materials. Art2C needs to be updated every year.

**Amy:** There is a need for an actual map.

**Roberta:** We try to wait until we have a significant number of new pieces to update. We don't need to update if we only have a few works to add. Art2C needs a total redesign because it's ten years old.

**Abraham:** We cannot use canva for official city posts. Only for posts on personal pages. Commissioners can create on canva and share on their channels as themselves.

**Mary:** We handed out the collection guide for the winter market.

**Ana:** Back in the winter market, nobody wanted a flyer.

**Mary:** Good point

**Roberta:** The master plan is printed material that we can hand out to the appropriate audience.

**Amy:** We need to make a new coloring book. These are great for festivals. Action items

## VII. Staff report

### a. Art2C on Havana Street

### b. 3 Pedestals Project (Translated into 5 languages)

We have been working with HR to understand what voluntary reporting data (ethnicity, gender, age, etc.) they collect for DEI. It has been an involved process, but we have come up with a solution. Data collection was a request from the art selection panel for the 3 Pedestals Project – to ensure we reach underserved populations. The purpose of this is to identify our applicants and show areas of opportunities. It's not on hold. We are actively working on this. AIPP staff is considering doing a 1-page summary of our call for entry that will be translated into the 5 most spoken languages in Aurora. The goal is for this version of the call to be distributed locally in areas where the café program has little reach.

- c. **ACAD Language Project meeting Wednesday, Mar 9 · 6:30–7:30 PM**  
Google Meet /Video call link: <https://meet.google.com/pwr-mnyv-jtz>
- d. Chelsea - "[Women in their infinite forms](#)" exhibition hosted by Athena Project Arts; March 5th, 3 pm-5:30 pm at Denver Milk Market. The Athena Project Arts is a Denver non-profit dedicated to empowering women in the arts across all disciplines.
- e. **Plains Conservation Center** We have been gathering information – a bit behind but moving along.
- f. **Budget** Roberta is working with Matt on the budget changes, and they were receptive to the changes that we presented.
- g. [Art in Public Places Presents Alice Lee Main](#) Amy and Mary attended the ALM event. Chelsea will play this video at the next meeting.
- h. David Garcia's *One Nation* pieces had to come down for patching/painting. The Sculpture and Mural will be re-installed next week.

#### VIII. Items from Chair

- a. Commissioner departures
  - Jesse Jimenez and Carmen Numme have resigned, resulting in two openings on the AIPP commission.
- b. Allocation of assignments
  - No need to re-allocate the pedestrian bridge
  - Amy will take Ward I liaison – (Murillo)
  - Mary will take Lawson, & Jurinsky (At Large)
- c. Formation of an Interview Committee.
  - Interview Committee- Britany, Ana, Daiga, and Mary. Once the city has received applications, Roberta forwards them to the Interview Committee.
  - Roberta points out that we have six commissioners whose terms are up simultaneously. She has requested term adjustments. A decision may need to go before city council.
  - Mary has requested a copy of the Cultural affairs orientation.
- d. ACAD "Colfax Art Jams"  
First Saturdays from 12pm-4pm April 2<sup>nd</sup>-October 1<sup>st</sup>. Free concerts/makers event that takes place in Fletcher Plaza (9800 E Colfax) Additionally, in August on the 1<sup>st</sup> Saturday (Aug 6<sup>th</sup>) Aurora Sister Cities is hosting a Japanese cultural event in the People's Building.

Vendors- [Vendor Application](#)

Sponsors- [Colfax Art Jams Sponsorship](#)

Artists- [Entertainment Application](#)

a. Business Cards: 02/15



IX. **Items from Commission**

a. Report from liaisons

1. **Cultural Affairs Commission:** retreat scheduled for the end of April
2. **Havana BID:** Timeline for Art2C was announced and lightshade has a mural going up at a Dozens. Tous Les Jours (French bakery) wants to partner with communities to hang local art. Do the AIPP staff or Commissioners have recommendations, how can we facilitate these connections?
4. **ACAD/CBCA:** Amy: **BACA** meeting about safety.  
Amy attended a Ward I meeting – Topics consisted of safety and policing homelessness.

X. **Next meeting and agenda items**

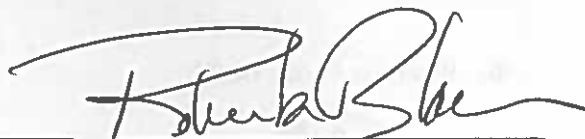
- a. Date: Wednesday April 6<sup>th</sup>
- b. Presenting: Angel McKinley-Paige Interim Diversity, Equity, and Inclusion Officer.  
2018 diversity statement – add this to the April agenda.  
Add volunteers for chalk lines and vines request.  
Margaret reached out to ACAD, and they will speak at the meeting in May. Margaret will follow up on the details and copy Roberta.  
Vanessa attended a Ward III meeting. Ward III meetings are scheduled in conflict with AIPP commission meetings. She suggests trading attendance at the Ward III meetings with Margaret if the AIPP has information to share and the Commission agrees this would be best.  
**Good news** – Margaret’s show opened!  
Leadership Aurora - Ana invites commission members to share and attend a fundraiser at launch pad that supports the renovations of the DAVA building.

XI. **Collect volunteer hours and contacts**

XII. **Adjournment 7:34pm**

*Mary Mollicone*

Chair, Mary Mollicone



Public Art Coordinator, Roberta Bloom

***The mission of the Art in Public Places Program is to capture the pulse of the community by contributing to neighborhood development and economic vitality, and by engaging the many voices of Aurora through art and culture.***