

Hailey Arts and Historic Preservation Commission

March 12, 2015 Meeting Minutes

In attendance: R.L. Rowsey, Frank Rowland, Carol Waller, Joan Davies, Angela Hicks, Errin Bliss, Jim Keating.

City of Hailey: Lisa Horowitz

Commissioners met at the Hailey Visitors Center, Rodeo Grounds at 8:35AM.

Discussion related to Hailey Visitor's Center- Rodeo Grounds and approach from Hailey Airport related to aesthetics, signage and general appearance of area.

City owns the two grass strips and ½ of Snow Bunny parking lot.

Back of Bleachers that face Hwy 75 and airport traffic. Bleachers overhand lower structure. Back of bleachers is a visual billboard waiting...

Possible archway? Could not impede height of access vehicles. Price arch. Two standards with changing banners? * Directional Markers. Research regulations of signage behind stop signs. *Visibility of arch from stop light? Engineer.

Light posts-paint color? Side to side metal strip- sign cantilever off light posts? Mask industrial look of bleachers and Visitors Center in relation to. Images- old rodeo grounds- archive. Heather or City of Hailey knows where they are. * Dimensions of images? How produced- materials? Possible to frame actual boards remounted? Secure is better- no flappy materials. * What do they use to wrap the city busses? Windy City or Lytle may have dimensions. Measure top cross beam down to building. (Lisa H.) Western scenes- 8 ft x 6ft size?

9:00 AM relocated meeting to Hailey City Hall.

- Two phases of signage- Defines Entry way to Park and directional signage. / Rear of Bleachers.
Concern- Industrial look of space does not well represent Hailey.

General Funds- Public Works- City Money- \$5,000. Line item money.

Cost estimates to City Council- next year's budget. (Lisa H.)

List of current Capital Projects.

Essential Public Facilities- completion.

HAHPC- Summary of Work done- presentation to City Council.

- Change façade of bleachers so that Welcome Center ties in-softer, warmer welcoming feel.

Natural Materials?

Building Code- wood might not be able to be used.

Patina metal corners to hold images- meld old and new.

Modern rendering or artifacts (wagon parts- mining tools) mounted on posts for more texture.

- Would like to see rendering of location including Hailey Ice...see art in context.

Permanent or changeable.

If it becomes a more multi use facility- would we want more changeable images?

Images- early 1990s by Mary Roberson.

Structurally-permanent installation- wind load.

Easily room for three or four panels. Old photo Hailey- Old Rodeo

Grounds image- Contemporary photo

Windows of building Empty Spaces- “ We love living in Hailey.”

Other imagery around site- Hailey Ice- Skate Park....mirror images in other ways- Cut outs?

Hailey Ice- Large Cement Wall – will be more prominent. Visual identity outside space- surface art- bronze footsteps.

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Master plan- entire site. Nick Latham- next meeting- master plan keeper of site.

Panels- Billboards- SV Company or other sponsors pay for imagery? Visibility from Airport. Sign ordinances. Signage Sponsored?

- Airport Meeting- Rick Baird, Lisa Horowitz- R.L.Rowsey. Welcome to (arrived in) Hailey- a gateway to Sun Valley. (possible sensitivity of SV?)
May 20 Airport Runway reopens. Terminal Expansion – mid June.
- One panel sponsored by Hailey Arts Commission- Life in Hailey – Collaboration of Spirit.

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Panels become signage (way finding)- probably too far away.
Highway Sign- Street Superintendent.

- Signage Master plan – Hailey Airport.

Architect working on airport- operations building. Hunt- airport Architect .

(City of Driggs- master plan- way finding)

***Next meeting :**

Image of Space-

Nick Latham to next meeting

Master plan of entire site

Airport Signage

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Airport Visit last month- Jim Keating, Lisa Horowitz, RL Rowsey- toured airport with Rick Baird—phases- zero cost- great ideas- art to cover eye sores. De-planing north end of new expanses- looking at south wall of terminal. Landscape within fence of airport- frowned upon.

Mural or freestanding in front of building. West side- fence (fence art) mirror image of mountains behind.

Walking markers- something interesting.

Large work to enhance aesthetics.

Round about outside toll booth- new landscaping upper and lower parking lots. Two buildings to the south now- go away. Parking lot resurfaced. Benches- trash cans-

Spaces within terminal – curatable art (SVCA) tie in with exhibits at galleries. Meeting Space will be created. Display areas –rotate art.

Atlantic Aviation- has old photos- complete collection.

Information kiosk.

Food service will be inside security. TSA Break room.

Partner with Ketchum Arts Commission- airport?

Bike Path project- airport project precedes- test run.

Customer's Experience.

High interest and demand- artist and donors.

Subcommittee meeting between now and next month's meeting.

Curate spaces- look to drive large projects with local artists.

Opportunities- Craters of the Moon- reinstall in Ketchum- (Hailey possibility?) Integrating art into the landscape. Wrap trees in quilts. Changeable art on bike path- merge recreation and cultural arts.

KAC- Arts Trust Fund. Separate Trust fund – so does not intermingle with other budgets. Allocate into a trust if we do not spend all.

Next step- airport- Rick Baird- Mead Hunt- Matt Dubb- Eugene- airport-provide drawings. Signage- SOON! Rest can happen in phases. Write master plan. Long range plan city signage- FONT?

***Next meeting:**

Master Plan- Jim and Errin subcommittee- **Map (Update)**

Nick- Rodeo Grounds

Baptist Church- written grant empower community group.

Communication Strategy- volunteer opportunities (Carol W.)

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Bike path timing- complete re-construction work to Hulen Meadows.
Next summer- experiences on bike path- pocket path.

Chalk Art- Chalk Festival. People to drive it- tourists- attract attention.

“ Experience Hailey” (The Bike Path)

- Approval of February 2015 meeting minutes- Motion by Rowland-
Second by Davies. All agreed. Minutes approved.

Historic Project- Joan and Lisa

Sidewalks near historic sites- plaque set into pavement. Cross roads
unfinished project. Buildings do not have signage plaques- land mark.
Similar plan so uniform or congruent. Embedded in sidewalk- best
solution.

Motion to Adjourn at 10:05 AM.

Meeting minutes respectfully submitted by Commissioner Angela S. Hicks