

Hailey Arts and Historic Preservation Commission

Meeting Minutes

December 11, 2014

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

City of Hailey: Micah Austin, Heather Dawson, Lisa Horowitz

Meeting called to order at 8:35AM by Commissioner Rowsey.

November 2014 meeting minutes reviewed and approved. Motion by Frank Rowland, second by Joan Davies. All agreed.

Introduction of Lisa Horowitz who is the Interim Community Development Coordinator.

Topic-Hailey Welcome Sign. Public response to survey 208 responses and counting. Compilation of survey data distributed to commissioners.

It would have been a good idea if budget constraints had been clearly stated in survey information.

In the three questions on survey- Design Two- Andy Hawley had the highest scores across the board. All artists have been contacted about the survey.

Question 4 is the closest to having a vote- summing up comment. 94% have Andy Hawley design in first or second place.

Caveat- only one response per computer- quality control measure- limited duplication.

Summary was that the sign should represent the feel of Hailey- Rustic elegance (McKercher Park-Timeless Portal). Blend of old and new. History of city and city as time goes forward. To be a welcome sign and unique art piece.

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Community seemed to be attracted to something more generic.

Review of public art- subjectivity- individual and artistic.

Broad based survey- public choice. Point of view and voice. Clean clear voice or point of view.

Sign- stages a defining moment- Hailey Welcome sign. Voice of the artist.

35 hard copies(hand written) were submitted and others were electronic submittals via computer survey.

BRAVO at the quantity of public response.

Poll- gauge which art piece- more info- how does the public feel.

We have engaged the public in the decision.

Comment on Hawley sign design- River rock would be more localized.

Survey info went out- City Newsletter, Agenda list serve, Library newsletter.

Demographics of survey- unknown. Response approximately 3 % of Hailey population.

The handwritten responses-Hailey utility bills- are identical trend to computer survey.

Concern- If Hailey Arts Commission chooses Hawley piece- based on public comment “generic”- artistic backlash.

Sign –iconic- transfers to something else- outstanding piece of art.

Question- summary of data received- artistic and public perception- our thoughts and recommendations- practically of “welcome” sign.

Hand multiple options to city council. True to public opinion v. true to artistic opinions.

Hawley sign- Hailey skyline representative of artistic view.

Design v Art- artistic statement

Is it a statement(connected to Hailey)?

Do we ask council for guidance on question itself? Does City Council want to reinforce “brand” logo? Council- Is this a sign or piece of art?

Logistics and strategically a pivotal point in master plan for art.
Relationship node of public places- Nexus –hub- related to master plan.

Incorporate public art—budget practicality. First- but not the only piece that greets you into Hailey. This commission has spent months on this process- Integrity of HAHPC. Piece of Art or a sign? People who did the survey looked at it as a welcome sign not art . Data shows that more than art they want a monument sign. Simple, clean, clear, cost effective. This may not be an Arts Commission task if simply a welcome sign.

Give council a report of findings – get their comments back. What characteristics would you like to see? Clarity of intent. Sense of sentiment.

If it is a sign- then is this an arts commission project? Monument design is a different discussion.

Emblems are currently scattered up and down the street on various signage. Interspersing different expressions or series of welcome.

If and when sign is chosen does it need to pass planning and zoning? No. Building permit? Micah will find out. It would need to go through sign review process. Anything above 6 feet requires building permit. No occupancy related to building permit.

Conditions of sign ordinance- square footage and lighting requirements.
Height- 12 feet limitation.

North end of Hailey could have artistic monument as Welcome to Hailey.
Redefine. Other opportunities for true art.

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To council- presentation of three finalists plus survey results plus our comments. Pair down HAHPC Comments. Our initial requests leading to our finalists. Which sign does Council like? Their decision.

Would HAHPC continue to oversee> or our role would be done. Public works project. Public Art.

Motion to make report to council as discussed by Joan Davies, Second by Angela Hicks. All agreed

Will this be well received by council? Clear that HAHPC is conflicted as to management and submission of choice.