

Hailey Arts Commission Meeting Minutes
November 1, 2012

Commissioners attending: R.L. Rowsey, Jim Keating, Angela Hicks

City of Hailey: Micah Austen

Guests: Troy Larsen- Windy City Signs, Mary Ellen Platt, Bob Wiederick

Meeting called to order at 8:00 AM by Chairman Rowsey.

- Report from Bob Wiederick....to date \$ 726.00 has been raised by aluminum can donation recycle.

City Council received \$300. from an anonymous donor- Bob suggests council and arts commission members modelpercentage donation or \$50.00 each at a personal level towards city arts. Discussion can occur when all members of H.A.C. are present.

Comprehensive plan overview structure discussion.

Commissioner Hicks suggested a Thank you sign mounted directly to the collection bin for aluminum cans thanking people for their donations.

Bob Wiederick's bicycle sculpture was photographed by Kevin Symms- suggestion of using the photo to create holiday theme cards to sell as a fund raiser.

- Troy Larsen from Windy City Signs presented some options for signs, lettering, etc for the Welcome Center and Rodeo Park area.

The Hailey City council will review the names of the park and building at their November 5 meeting. "Welcome Center" name is popular with Chamber and Parks and Lands. "Wertheimer Park (Center) Arena" instead of Rodeo Park has been discussed also.

"Welcome Center" is good from a tourist standpoint.

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Tom Tietge's mural centered around interpretive mission of display area remains dual- compatible use of building- interpretive and historical exhibits.

Signage at Highway- 1 block or so before. (blue= info for tourists). Other ways to advertise all going on inside the building.

Supplemental sign on building- wording on entrance sign to advertise what's happening.

Commissioner Keating- Wertheimer- use old panels? Placement of old panels with art?

Panels in bad repair- inside maybe?

Troy Larsen: All panels were photographed- high resolution. 10 x 10 banner of one print (Windy City sign vs. vinal) could be reprinted on to aluminum and mounted to railing.

Color fade- maintenance- south side- printed and laminated.

10 years U.V. cost? Would need size to determine. 10 x 10 estimated \$ 800. Each.

Balance past and now- art?

Yesterday, Today and Tomorrow- portico.

- Name at top of bleachers- panels below? Background of bleachers competitive with sign- suggests placement at top of bleachers. Backplate to letters would accentuate letters- space begs for dynamic and interesting design.
- Minutes from 10-4-12 meeting approved. Motion by Commissioner Keating, second by Commissioner Rowsey. All moved for approval.

Arched sign above entrance for arena sign? Banner potential below. Rodeo-concert, etc. Entertainment vs. high school football looking. Symmetrical – signage spaced at archway location.

Blue- color of interest

Red- alternative signs

3D color on sign letters

Entrance sign- blue- point of information.

Signs lit? Welcome Center- Visitor Center- light there above. Arena- yet to be determined. Main entrance is lighted-LED to shine down. Digital display reader board?

Commissioner Rowsey: Restrict top of light? Up light? Contemporary-cozy. Light bar across front shield LED light tipped at angle?

Lock box- reader board? Lock cover- edges, hinged corner-letters.

- Sign in front of Skate Park- parallel to highway. Oriented similar. Very visible to northbound traffic- not so much southbound.
- "Troy Larsen" from arts standpoint- timbers and steel bracket have historical feel.
- Commissioners like the cleanliness of print of the top two fonts. The second two are more playful.
- Logo in the center adds interest.
- Logo- can't see from a distance. (?) Put the logo on the entrance sign-city of Hailey? Immediate recognition- entrance to city.
- Fonts- readability most importance. Serif fonts muddy on eye. All bold- distance between letters. Good color contrast important.
- Georgia Bold- heavier –good readability. Chapparell font has historic feel.
- Wertheimer Arena (losing the word park allows for larger letters).

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- Letter height restriction in Hailey? No signs above roof line. Solid rather than relief- arched sign-arena? Black plate red- letters steel- weathered patina.
- Blue entrance sign font.
- Lighted options for arena sign- halo?
- Fabricated letter 20 in. tall- 35 in. tall- when would we need it lit? Winter events....lights...ice hockey.
- External lights sources to shine- temporary light.
- Backplate lit? top of arch hood-LED under hood-shine down- more cost effective estimate. 20 feet between buildings- 30 feet
- Light strip \$ 80. a foot- (\$ 1600.) Could install later- Conversion box \$ 2500 to \$ 3500. Light feature arena.

Flowers, water, landscape, signage

November 19- City Council final version.

- Artist Breakfast discussion to be held when full commission is present.
Beneficial to meet quarterly –coffee.
- Flash public art *
- Hailey Holiday Square

Breakfast topic- studio space....small studios- water- accessible- resolve insurance issues.

How to get the word out? Bring art- bring business cards.

Old Hitchrack hotel? Jon McGowan Community Center and small building for rent- artist display space- studio options.

R.L. Rowsey will make contact with Jon McGowan regarding donation to Welcome to Hailey sign.

R.L. Rowsey- Cynthia Carr-Sustainability Group

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Hailey Town Square- November 17- December 22- events planned-
Micah will email schedule.

Other ways to promote vendors? Non profit email list.

- Commissioners Rowsey and Hicks to meet with Minna Casser to continue discussion of Community Mosaic project. Identify working team- partners.

Breakfast attendance count -23 people

Meeting adjourned at 10:05AM

Minutes respectfully submitted by Commissioner Angela S. Hicks