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...


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 6 ft 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.
  Panels become signage (way finding) - probably too far away.
  Highway Sign - Street Superintendent.
- Signage Master plan – Hailey Airport.


( City of Driggs - master plan - way finding)

*Next meeting:

Image of Space -
Nick Latham to next meeting
Master plan of entire site
Airport Signage


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