



CITY OF FRANKLIN

MINUTES

PUBLIC ART ADVISORY COMMISSION

February 11, 2021

Members Present:

Patrick Tisdale, President
Ken Kosky, Vice President
Joshua Hendrickson, Secretary
Nick Crisafulli
Jessica Giles
Mandy Hardebeck (by phone)
Holly Johnston
Greg Potter (by phone)
Gail Richards
Chrissy Robertson
Dave Windisch

Others Present:

Krista Linke	Community Development Director
Dana Monson	Community Development Specialist
Alex Getchell	Senior Planner I

Call to Order

Patrick Tisdale called the meeting to order at 8:08 a.m.

Roll Call & Determination of Quorum

Approval of Minutes

Ken Kosky made a motion to approve the January 14 minutes. Chrissy Robertson seconded. Passed unanimously, 11-0.

Old Business:

Vision Casting

1. **Culture: Safety, Risk and Common Stories – Patrick Tisdale** – Mr. Tisdale explained that all commission members have been chosen for two reasons. One is to fill a seat. Second is the skill set each individual brings. His belief is that more important than the individual skills is how the commission works together as a whole.

Review Priorities for Commission

1. **Strive for Excellence**
2. **Create Innovative Structures**
3. **Remove Barriers to Arts and Culture in the City**



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One of Mr. Tisdale's goals for the commission is to have strong group dynamics. In a book entitled *The Culture Code*, three principals were set forth for this: safety, risk and common stories. He would like each commission member to answer him via e-mail over the next month as to why they accepted the invitation to sit on the commission. Mr. Tisdale is here for legacy.

Update on Cultural Arts and Entertainment District Planning-to-Date – Krista Linke – The district identity page has been added to the strategic plan draft. She believes this requires work outside of the regular monthly meeting. Mr. Kosky offered his committee to work with her on it. Gail Richards and Jess Giles offered to help also.

Review Water Tower, Banners & Electrical Boxes and Master Plan Committees – Patrick Tisdale – He reviewed the content of these two committee reports from last month's meeting as reflected in the January minutes. Holly Johnston will send out to all commission members the Parks and Rec rendering of the current water tower area.

Master Plan Committee – Ken Kosky – Ms. Robertson presented and explained her logo designs for each of the three name options: Arts District, Arts & Entertainment District and Amp District/Amplify Franklin. "Amp" refers to how locals are referring to the amphitheater. Mr. Tisdale asked for further explanation of the reference to "dual marketing campaign". Ms. Robertson identified this to be tied in to the Amp District/Amplify Franklin design as explanation would need to be given for the word "Amp". Mr. Tisdale likes the Amp District concept and wondered if the dual marketing campaign would be worth it in the end. Dave Windisch expressed concern for the public education of what the Amp District means and represents and thus the need for the dual marketing campaign. Ms. Richards expressed support for Mr. Windisch's comments as well, seeing the amphitheater as only part of an overall arts and entertainment district. Mr. Kosky agreed with both comments as well, therefore leaning to the other two name options. There was lots of support for the simplicity of Arts District. Ms. Linke asked about any reflection on the resulting acronym of FAD (Franklin Arts District). It was intentionally left out of any design submissions as FAD did not seem desirable. Ms. Richards added support for simplicity of design for use on t-shirts, embroidery efforts, etc. Mayor Steve Barnett liked logo three. He also wondered if the Amp District concept could be incorporated in somehow. Ms. Linke could also see "Amp" used on banners around the amphitheater location. Tara Payne thought the addition of "entertainment" was redundant. Mandy Hardebeck likes Arts District so people don't shorten the name further to something the commission wouldn't want it to be called. She suggested marketing sub-areas within the arts district like "Amp". Ms. Giles liked the Amp District design and wondered if it would be a design theme continued throughout any sub-district designs. Ms. Hardebeck liked Arts District as it can't be further shortened by the public. Ms. Johnston reminded that the marketing of the amphitheater will be under Parks and Recreation including coordination with a sponsor. Alex Getchell explained that his concept of "Amp" was an idea of amplifying art of all kinds and had nothing to do with the amphitheater. The alignment of "Amp" with the amphitheater does identify for people where the area is in part more than simply the Arts District which still begs the question where it is. Mr. Getchell's actual concept was Amplify and not shortening it to Amp. Discussion suggested "Amplify" could be a tag line rather than the proper name. Mr. Windisch reflected that "Amplify" sounded more like a citywide campaign than just an arts area. Mr. Getchell confirmed that to be part of his original concept as everything across the city is brought together in the downtown for numerous events and efforts. Mr.



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Tisdale concluded that a decision be made for Franklin Arts District and move forward. Ms. Monson expressed strong enthusiasm for “Amplify” as a call to action. She finds Franklin Arts District generic and common. She encouraged the commission to be sure they have fully vetted the options and begin with a strong foundation. Discussion ensued on specific logo change suggestions. Josh Hendrickson expressed concern that suggesting “Amplify” for a citywide marketing campaign is beyond the purview of this commission. Mr. Kosky reviewed the community assets list and boundary map.

Proposed Boundary Map for Cultural Arts and Entertainment District – Alex Getchell – Mr. Getchell identified a number of community assets not included in the original district boundaries that he advised adding to expand the district which would also allow growth. He presented a PowerPoint map. Mr. Kosky supports Mr. Getchell’s advisement with an initial focus on the original boundary of the core, downtown area. Mr. Tisdale suggested adding the garden south of the prosecutor’s office across the street on South Main Street.

Mr. Tisdale ended the meeting at 9:15 a.m.

Sculpture Committee – Jess Giles

Tabled to next month.

New Business:

Prioritizing Projects and Creation of Timeline – Patrick Tisdale

Tabled to next month.

Cultural Arts and Entertainment District Strategic Plan – Krista Linke

Tabled to next month.

Adjournment:

There being no further business, a motion for adjournment was made.

Respectfully submitted this 11th day of March, 2021,

Patrick Tisdale, President

Joshua Hendrickson, Secretary