

**Meeting (ZOOM) Minutes - Monday, February 1, 2021**

**CALLED TO ORDER** – 5:35 p.m.

**I. COMMISSIONERS PRESENT:**

Irma Hayes, CoChair                      Dwayne Anthony Lyons      Maria Bermudez  
Dr. Carl Byerly, CoChair                Robert Karazim                Judy Wilson

**ABSENT:**                                      Mark Stone (sabbatical); Owen Edwards

**GUESTS:** Adam Samples (nominee); Charlene Dwyer, MainStreet Pontiac Arts & Culture Envoy; Bruce Cobb (nominee)

**Mayor Waterman joined 5:53** shared brief history and vision of PAC at that time. Emphasized opportunity to utilize Phoenix Center Amphitheater and No American Auto Show *Motor Bella* in Pontiac.

**II. APPROVAL OF AGENDA – JWilson motioned to approved, MBermudez seconded**

**III. MEETING MINUTES – Multi-meeting recap of Jan. 13, Feb. 10, March 9, June 29, 2020 and Pontiac Arts Crawl Subcommittee meeting, Feb. 17, presented. MBermudez motioned to approve, CByerly seconded.**

**IV. VOTE TO APPROVE NOMINATION OF NEW COMMISSIONER – Tabled, pending Mayor’s approval.** Questionnaires and resumes of Adam Samples and Bianca Tucker have been received by Mayor. Reading of Mission Statement. Introductions of all present.

**V. OLD BUSINESS**

a. Pontiac Arts Crawl –; RKarazim shared info on PLAT PPA Program; tentative date for 2022 Arts Crawl in original form, May 15, 2022; Explore options how to stay visible in light of gathering restrictions Discussed possibilities – music outside businesses hosted by businesses, moving date could conflict w/other events; use time now to create an action plan, budget with timeframe; Mayor reported MCACA MiniGrant, \$4K, was returned. OU/Pontiac Initiative Community Sponsorship Award funds of \$5K in coffers for seed money; Mayor recommends keeping – even if as placeholder – a date for this year because it’s a signature event, as national performers are returning to tentative scheduling, plans for Motor Bella (Sept 21) pending distribution of vaccine. Get dates to City. ASamples suggested taking Crawl 21 virtual, shared info on Viewster (confirm) launch free event, we cover cost of attendees (4-5) or establish ticket price, or set up donation \$5min perhaps, option to donate during event, can safely get several artists together for a few hours. RKarazim added several places to film this at: Strand, PLAT, cafés, restaurants, .5 hour in each, business promotion. JWilson raised question of reach – consumers and artists, need coordinator of all activity. ASamples says artists will attract audience – knows several that would do for Pontiac. Viewers’ short attention span dictates shorter event – telethon like 3-4 hours. IHayes adds- a song or two, variety, so all have opportunity. RKarazim opportunity for PAC reaching artists’ audiences. JWilson stressed sound strategies needed for promoting. ASamples – couple hundred dollars in FB ads would get job done.

**ASamples volunteered to chair committee. Need to set date for this committee to meet. DALyons can help.** JWilson suggests getting business sponsorship, and committee meeting specifically for this. IHayes – we’ll **use this ZOOM link**. Mayor added some guidance needed, create a feasibility report – who, what, cost – to set up plan. This allows PAC to approve, and support decision-making. Also, include visual arts. ASamples – interactive component with chat capabilities, a lot we can do with it. Individual shows: artists, performers, poetry readings. RKarazim – PLAT set up for 4K recording. JWilson- this could continue with future crawls. **ASamples will put together feasibility report / plan within two weeks. We need to identify dates for Virtual Arts Crawl.**

b. City Website – Arts Commission page updates; Calendar of Events – **DALyons will send Ken Martin’s, City IT, contact info to Irma.** JWilson reminded all to **share all important dates with Irma for calendar.**

c. Social Districts – potential for local Creatives; Landlords supporting the arts. CDwyer shared info

regarding this – allows you to walk area with alcoholic beverages, geared to promote restaurants. Opportunity to support all entrepreneurial entities – including those w/out brick and mortar – eg. Winter Market coordinated by Tameka Ramsey. Restaurants will establish calendar to share with City, collaborative effort. [Suggested a hybrid Arts Crawl. Concern expressed over how visual artists will sell art. RKarazim believes it is possible. DALyons added artists can provide links to their online market and sell from wherever they're at. RKarazim – or come to city and buy live.] CDwyer continued - Sanitations stations will be set-up. Chat box link to social district info from State of MI. RKarazim asked about progress – paperwork submitted? Paperwork being submitted to SOM, in process of naming district. CDwyer will have more info Wednesday 2/3/21. Mayor – resolution has been passed; licenses being acquired; Mayor will send packet given to Council to Commissioners. An example of how it's being carried out in Farmington outlined in MetroMode [Farmington's Social Districting](#)

Agenda Paused - prior to Mayor's departure: She requested names of meeting guests be sent to her.

Hayes – resident; MBermudez – resident; RKarazim – resident; OEdwards – resident; DALyons – nonresident; DR Byerly – nonresident;

Nominees – Bianca Tucker – resident; Bruce Cobb – resident; Adam Samples – resident to change soon.

Agenda Resumed: Balance of funds in PAC coffers - \$5,000

d. Pontiac Creative Time Capsule – report JWilson – no art submitted, poor promotion – including among Commissioners. Decision was made to extend deadline – new deadline? RKarazim will promote across all of PLAT/GRC social media. CDwyer recommended Pontiac specific pages – “You know you're from Pontiac” and others. Get everybody to push promotion with enthusiasm, make it fun. All commissioners signed on to support. Canvas Pontiac, Instagram (need to establish for PAC), CDwyer will help push on social media.

## VI. NEW BUSINESS

a. Fund and Committee Volunteer Development – brainstorming funding sources; build email contacts; Social Media strategies; directory. JWilson urged brainstorming potential funding sources for all activities. Pursue mini-grant again, due 8/1/21. Requested each commissioner provide 20 contacts to add to PAC contacts by Friday, 2/5/21. Create plan for keeping social media active – provide content to drive traffic to our sites. Each commissioner to identify two strong volunteer candidates to support Virtual Art Crawl, Time Capsule. All need to contribute – volunteer to add to social media 1x monthly; have direct conversations with potential contributors/volunteers. RKarazim will send monthly compelling email with specific invite to his business contacts. JWilson restated – we need contacts in PAC gmail – 20 contacts from each. Be strategic – are they artists (visual, performing), potential volunteer, why are you sending me their contact info. CByerly recommends adding Christmas Tree Lighting contacts. Establish PAC Instagram account – to launch when Time Capsule deadline confirmed.

DALyons left meeting at 6:55.

b. Puerto Rican Festival – Constitution Day is July 25. Decision to hold a celebration that weekend with a full festival in 2022. Social distancing would be difficult. RKarazim offered music on PLAT's deck (will be built by then). MBermudez – a lot to do by July. JWilson – look at mult-meeting minutes for plans discussed to do thorough planning, fundraising, etc. to launch strong 2022 festival. MBermudez had a team of people who have produced past events she's confident would want to produce this event. Market as “Salsa Nite” encourage restaurants to offer Puerto Rican fare, music. JWilson asked to identify event producers, to create narrative and the who, what, when, where, why – and work together on budget *now*. MBermudez – narrative already exists from past years. MBermudez will call meeting in two weeks with potential committee members, work with downtown this year for Constitution Day. Celebration Saturday 7/24/21. Get permission to raise flag at 50<sup>th</sup> District Court (CDwyer will add to MainStreet calendar). 10-15 minute flag ceremony. Tentative meeting date for Constitution Day Celebration 2021 & Puerto Rican Festival 2022. Asked Zoom meeting be set up Tuesday Feb. 16. BCobb wants to help hook up musicians, and was reminded Mexicans & Puerto Ricans are totally different communities. MBermudez – need to get feelers out to SW Detroit – she's

been hearing from them to do something. IHayes will get permission to use 50<sup>th</sup> District flagpole and site. MBermudez asked RKarazim for permission to use PLAT for presentation / play / performance. RKarazim – tentative “yes”, need more information. MBermudez said that’s what they’ll do at the meeting.

- c. PYREC – Performing and visual arts programs – Cbyerly spoke with Director. They have arts/crafts, lower/upper elementary, beginning band, also samba(?). Would love to offer drama, two days weekly, paid position – after school. Interested parties contact Robert Birch, Director. Also partnering with Boys and Girls clubs on additional programming. **RKarazim suggests contacting local theater groups for potential instructors. Lakeland Players, PTIV, Clarkston Players, Monster Box. Asked for something from CByerly to send info to us that we can send** out. Pontiac Youth Enrichment Center, 825 Golf Dr., Pontiac, 48341
- d. Phoenix Center Developments – RKarazim – no info to share. Haven’t connected with Mayor. People-promoters - anxious to join in. More planning needs to happen on City’s end. JWilson asked RKarazim will call to get vision from Mayor – timeline, logistics, who’s the go-to person, repairs/renovations. Who’s leading with ability to make decisions. Find out what’s official word out of City Exec offices. Working with Dearborn Capital out of Chicago, some connection to Bob Waun. **RKarazim will knock on the Mayor’s door.**
- e. Discuss PAC role in: Makes sense to focus on Art Crawl, Constitution Day/Puerto Rican Festival. IHayes sees PAC as conduit to make things happen with regard to City involvement. Motor Bella (No American Auto Show)- PAC has received no information, City invited as host. MBermudez - Find out if there are planning meetings. IHayes doesn’t see PAC role as art/music, cars are the art of the event & John Witz is handling. Road Kill – not us, Dream Cruise, “Unity in the Community” Pontiac Music Festival; State of the City. IHayes – ask City to please outline what you envision our role being. JWilson – in Mayor’s intro at this meeting she mentioned PAC doing graphics/posters, etc., but we no longer have that capacity. That was RVPorath who has resigned. PAC currently does not envision a role in these events.

**VII. PUBLIC COMMENT - none**

**VIII. OPEN FLOOR AND ANNOUNCEMENTS** – CByerly Request for time assignment – number of minutes to each agenda item, in an effort to use time efficiently. MBermudez – let’s commit to stay on agenda and have timekeeper to keep things moving. And asked CByerly to make connections while he’s in PR that could support PR events in Pontiac. IHayes – looking forward to Sin Crawford and Bianca Tucker joining Commission – young and very talented. CDwyer will put Puerto Rican Constitution Day on MainStreet calendar, and reported Danny Martinez, Alley Cat, to highlight other chefs w/out brick and mortar offered use of his kitchen for pop-up offerings.

JWilson asked CDwyer about graphic artist for SDistrict – let’s keep similar brand across events.

**IX. ADJOURNMENT**

**X. NEXT MEETING – Monday, March 8, 2021 5:30 pm NOTE this is a return to 2<sup>nd</sup> Monday meetings**

**Meeting minutes: Brief Recap of 1/13/20; 2/10/20; 2/17/20 (Arts Crawl Subcommittee); 3/9/20; 6/29/20**

**I. CALL TO ORDER – 5:30 pm**

**II. Commissioners present:** Irma Hayes, Dr. Carl Byerly, Maria Bermudez, Judy Wilson. Owen Edwards, Robert Karazim, Dwayne Anthony Lyons. Mark Stone was on sabbatical. Renee Voit Porath resigned mid-March.

**Community members present:** January: Jeanette Pierce, Experience Factory, William Maxey. **AC Subcommittee Meeting** - Dwayne Lyons, Irma Hayes, Ryan Tavaréz, Tina Rowan, Elizabeth Chilton, and Savannah Meas. Mayor Waterman in attendance.

**III. Agenda** – were approved with exception of Feb 10 meeting due to lack of quorum. Lack of quorum June 20, 2020 meeting.

**IV. Minutes** – January 13, 2020 minutes were approved. No minutes for February, minutes provided for March at Feb 2021 meeting. June minutes brief and captured here.

**V. Old Business:**

A. Pontiac Arts & Culture Crawl – Building on previous successes, Commissioners discussed:

- Moving event to 2<sup>nd</sup> or 3<sup>rd</sup> Saturday in May
- Increasing food options by adding food trucks
- Requested Mayor approval of postage for sponsorship packets
- Fees for various vendors
- Subcommittee was formed
- Applying for OU / Pontiac Initiative Impact Grant
- Website PontiacArtsCrawl.us as landing page for all things crawl; generate list of jobs / opportunities needed
- Received \$5K for Art Crawl from OU/Pontiac Initiative Community Impact program (tech support, staging, artists, bringing total to \$9K (MCACA awarded us \$4K for performers in 2020, on hold)

Irma suggested generating budget for all events – Art Crawl, Puerto Rican Festival, Unity in Community, Holiday Extravaganza (our part of it), etc. Need everybody's input re what's needed and to raise money. Important to consider City's significant in-kind contribution. MB & Ella kept all records from festivals. Art Crawl, Juneteenth, Puerto Rican Fest, August DC event, Sept Unity Community, Holiday Extrav – write budget for grant appeals supporting 6 monthly events. JWilson suggested building up to more events, during crawl gauge interest from others in producing one listed here. MBermudez sponsorship for June 19<sup>th</sup> event would yield ample support to produce, freeing commissioners from responsibility. Also true of Puerto Rican Festival. Mayor wants promoter brought in. Umberto Ayallah(?) CByerly suggests combines Music in the Parks with activities. JWilson suggested ideas to stay in contact with community - sponsors for concert musicians; Will Black's *I'm Tired*. So community sees we're looking after them, provide relief. Low budget, low human resource. IHayes Mayor's Zoom license. MB – readings, poems – still united. JW would generate buy-in when we do want to produce larger events. Eg. PLAT *Spoken Word*. MB history of Pontiac Hispanic Community – oral / visual recording, (Rita) collaboration with university. Present picture of diverse arts community in Pontiac.

B. City Website – Arts Commission updates; Calendar of Events – send events to IHayes, she'll fwd to City IT Dept.; June '20 – Calendar of City events paused due to COVID; rumor Dream Cruise cancelled, M1 still planning.

C. City Hall Showcase – identify community organizations to take responsibility each month, RVPorath  
Created flier w/list of monthly themes – Mr Maxey interested in honoring Vets with display in lobby  
during November, 11/11 is Veterans Day

D. Update on Experience Factory – Jeanette Pierce, group toured Pontiac by bus to explore potential sites  
for building an Experience Pontiac Tour.

## **VII. New Business**

A. Puerto Rican Festival – discussion around bonding parties that take on  
facilitating/implementing/coordinating festival; M Bermudez asked for ideas of who that might be;  
MBermudez and colleagues records from past festivals; weekend closest to July 25 Constitution  
Day; dance Fri eve, flag raising and parade Sat am then festival, mass Sun am Spanish Mass on  
Phoenix Ctr; RKarazim is interested in being on committee

B. Black History Month (Jan/Feb) – gathered list of local celebrations and remembrances

C. Pontiac Creative Time Capsule – project approved. Activity will occur online. Call for art, juried by  
Commissioners and 3 community artists. 20 pieces will be selected for time capsule to bury on City Hall  
property.