

RECORD OF PROCEEDINGS

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Minutes of the Public Art Commission  
City of Cherry Hills Village, Colorado  
Monday, April 30, 2012  
at the Village Center

8:30 a.m.

**ROLL CALL**

Commission members in attendance: Ann Polumbus, Douglas Smooke, Councilor Klasina VanderWerf. Employees present: Karen Proctor, Director of Finance, Pamela Broyles, Administrative Assistant.

Absent: Gay Warren, Teresa Harbaugh

**CALL TO ORDER**

Ms. Polumbus called the meeting to order at 8:30 a.m.

**TRACY MCINNES & AMY KITT PRESENTATION ON ART COMMISSION LOGO**

Ms. Polumbus introduced Tracy McInnes and Amy Kitt who are designing a logo for the Art Commission. Ms. McInnes is the President of Factory Labs and Ms. Kitt is the Director of Graphic Designs. Ms. Polumbus shared some history on Ms. McInnes including examples of some of her larger clients such as, North Face and Oakley Sunglasses. She expressed how fortunate and grateful the Commission is to have them design the Art Commission's logo pro bono.

Ms. McInnes addressed the Commission and stated that a few months ago she was asked to create some logo treatments for the Cherry Hills Village Art Commission. She said the goal is to differentiate the Art Commission from the Village and to introduce a new logo that will be used as a mark tied to the Cherry Hills Art Commission.

Ms. Kitt created four logo options that would be easily recognizable. She presented examples of the four options to the Commission and described her thoughts in creating the logos:

Option 1: The idea for this logo is meant to be hands giving art to Cherry Hills Village and creating beauty in the community. This logo could also represent an abstract piece of sculpture. Ms. Kitt said the typography she used is meant to feel modern, but not in a futuristic kind of way. The typography has a little bit of heritage without being too modern.

Option 2: The idea of the rectangles is meant to represent the Village as a whole and the buildings and structures within the Village. The floral organic image that is jumping through is meant to represent the Art Commission bringing art into the Community and blooming in the area. The typography used in this example bridges the modern and has nice clean lines to it. The size of the font can be modified.

Option 3: This logo was designed because the Cherry Hills Village Art Commission uses a lot of space and there may be times when it needs to be abbreviated. The letter "A" in Art has a swoosh at the top as a representation of bringing art to the community. This is a more simple design with the typography being a straight type version.

Option 4: The idea of this logo is energy being brought into the community by bringing art into public spaces. The typography is a more scripty type face.

Ms. McInnes added that the colors used in the logo examples can be changed and using one color will keep the cost down. She indicated that if the Art Commission distinguishes the mark without changing it, they will create an identity with the logo and will have a consistent idea or vision behind the mark.

The Commission discussed whether the City's logo with the cherries should be included in the Art Commission's logo and they agreed it is not necessary.

The Commission discussed the four logo options and agreed that the third option using the initials of the words was the most practical. They agreed to wait for feedback from the Commission members that are absent before voting. They agreed that this logo can be used with one color and is a good choice for using on the plaques.

Ms. McInnes will provide a demonstration of the logo in red and also provide examples of how it will look horizontally and vertically.

#### **AUDIENCE PARTICIPATION**

There was no audience participation.

#### **APPROVAL OF MINUTES**

Doug Smooke moved to approve the February 27, 2012 minutes as presented. Councilor Klasina VanderWerf seconded the motion and it passed unanimously.

#### **OLD BUSINESS**

a. Finalize CAFÉ Call for Entry

Pamela Broyles reviewed the application that will be used for the CAFÉ call for entry. The Commission suggested adding that the art piece must remain on site for a minimum of one year and will be available for purchase in the legal section of the application. They also agreed to add photos of the three locations the Commission listed as prospects for displaying art.

Councilor VanderWerf will write an article for the Village Crier.

Ms. Polumbus noted that the Art Commission will need to get together to evaluate the entries after the cutoff date. She said the Commission needs to work on getting an unbiased expert to assist with judging the entries.

Mr. Smooke suggested that the person should be someone who is in the industry, but not in the business of selling art.

b. Discussion on status of Summer Event

Ms. Polumbus reported that she spoke with Ms. Warren and she is on board for the summer event. Ms. Warren asked that Commission members check their calendars for August and early September and email her with the dates they are not available so she can finalize a date for the event.

Councilor VanderWerf suggested that since the Commission will be asking for donations it is important to excite the people who attend by letting them know where their money is going and what the Commission's goals are. She suggested promoting a piece of art for the new Public Safety Facility and let them know how they are helping to contribute to the Community.

Mr. Smooke agreed but cautioned not to get too specific. He suggested putting together a slide show of art around Denver and Greenwood Village to show examples of how art can beautify the City.

c. Update on Meeting with the Cherry Hills Land Preserve

Ms. Polumbus reported that the Land Preserve is very receptive to working with the Art Commission when appropriate, but their main focus is on land and open space. The Art Commission will not be able to use their 501(c)(3) for contributions.

**NEW BUSINESS**

a. Discussion on Art Commission accepting donations through the Gift Fund

Ms. Polumbus asked whether the Art Commission should be designated as an entity similar to the Cat Anderson fund.

Ms. Proctor, Director of Finance, explained that the Cat Anderson Fund is a whole separate fund and donations to the Art Commission would not fall under that category. She suggested that the Gift Fund is a separate account that can be used and she can set up another line item for the Art Commission.

b. Conducting monthly meetings by conference call

The Commission discussed the response from the City Attorney's office regarding conducting Art Commission meetings via conference call and although it is not illegal, it is City Council's policy that meetings are open to the public with Commission members present. The attorney suggested getting prior approval from City Council. The Commission agreed to hold off for now and determine whether there are consistent issues with having a quorum at the meetings.

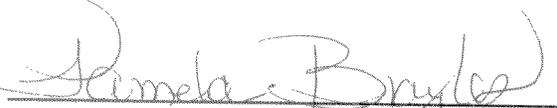
**ADJOURNMENT**

There being no further business the meeting was adjourned at 9:30 a.m.

The meeting scheduled for May falls on Memorial Day and the Commission agreed to meet on Monday, June 4, 2012 instead.

  
 Ann Polumbus  
 Committee Chairperson

  
 Karen Proctor  
 Director of Finance

  
 Pamela Broyles  
 Administrative Clerk