

# Pelham Public Art Advisory Committee – 2018 Goals (Approved)

## Goal #1: Communication and Outreach

- *Develop a concise message about the role of the PPAAC and the importance of public art in Pelham*
- *Engage residents in discussions about public art at community events*
- *Use social media to convey information and images about public art*
- *Engage businesses in discussions about public art*
- *Engage schools in public art activities*

## Goal #2: Establish a process for selection and evaluation of public art

- *Develop the process to select and recommend artworks, including identification of the evaluation criteria for public art (such as aesthetics, costs, assessment, insurance, maintenance, etc.) for:*
  - *Donations*
  - *Purchases*
  - *Rotation of art*
  - *Decommissioning art*
- *Identify and inventory space suitable for public art*
- *Inventory all public art in the Town of Pelham*

## Goal #3: Research and Identify funding opportunities

- *Secure annual budget from the Town of Pelham to support the work of PPAAC*
- *Research, identify and review public sector and private sector funding opportunities*
- *Explore opportunities to integrate public art into capital projects in the public realm*

### Who are we?

- A group of passionate practicing creative professionals in Pelham who advise council and staff on the direction of Public Art

### What do we do?

- The committee researches, discusses and comes up with the best art selection methods, processes and viability of art projects. These art projects may be developed by the committee, presented by Pelham citizens, offered by developers or suggested by government funding programs.

### Who do we serve?

- Residents of Pelham

### What benefits do we generate?

- Visually beautiful towns create a sense of place, instilling local pride and fostering stewardship. We believe that Public Art plays a vital role in creating a liveable, vibrant and appealing environment in which to live, work and play