



**MINUTES OF THE
MEMPHIS CENTER CITY DEVELOPMENT CORPORATION
114 North Main Street
Memphis, TN 38103**

Wednesday, April 20, 2016

Board Members Present: Chairman Eric Mathews, Mr. Bob Lundy, Ms. Tanja Mitchell, Ms. Deni Reilly, Mr. Carl Person, Mr. Michael Chance, Mr. Melvin Jones, and Ms. Julie Lansky

Board Members Absent: Mr. Andre Jones

DMC Staff Present: Mr. Terence Patterson, Mr. Jaske Goff, Mr. Larry Chan, Ms. Lisa Brumleve, Ms. Christine Taylor, Ms. Jennifer Oswald, and Mr. Charles Carpenter

Guests: Mr. Rod DeBerry, Ms. Robin Salant, and Mr. Terance Brown

Agenda item I-II: Call to Order and Minutes

Chairman Mathews determined that a quorum was present and called the meeting to order at 9:05 A.M. Mr. Person made a motion to approve the minutes of the March 16, 2016 CCDC meeting as submitted. Mr. Lundy seconded the motion, which passed unanimously.

Agenda item III: Financial Reports

Ms. Oswald presented the draft financial reports to the Board.

Agenda item IV: Adoption of DMC Investment Policy

Ms. Oswald presented the recommended Investment Policy to the Board for consideration. Ms. Reilly made a motion to adopt the recommended policy as presented by staff. The motion was seconded by Mr. Lundy and passed unanimously.

Agenda items V: Temporary Public Art Proposal for 82-88 S. Main St.

Mr. Patterson and Mr. Goff presented the request to authorize up to \$20,480 to commission and install temporary public art at 82-88 S. Main Street. Mr. Goff discussed a proposed two-pronged public art approach at this site. Ms. Salant and Mr. Brown spoke on behalf of the project and explained the artistic intent and relevant details. First, a lighting installation will provide animation and signs of life at the corner during the evening hours. Secondly, public art murals will mask an empty storefront at the southern end of the property.

Staff recommends that Ms. Robin Salant be commissioned to install the artistic lighting portion of the project. The proposal involves using light, motion, and shadow to provide pedestrian-level interest at the ground floor and light, motion, and color on the upper floors. The installation will be designed to last a minimum of 12-18 months, beginning in June 2016. A detailed proposal explaining the scope of work and artistic intent is attached to this memo. The proposed budget for the lighting installation is \$12,480, which includes a 15% contingency. The property owner will prep the site and provide electricity throughout the display period.

In addition to the artistic lighting installation, two (2) temporary public art murals will be added to the site. The property owner will remove the existing roll-up security doors on the two (2) southernmost bays along South Main Street. Similar to the approach taken by the CCDC with the temporary mural project at 107 S. Main Street, the property owner will construct plywood walls to serve as the mural canvas. It is estimated that the temporary plywood walls in each bay will measure approximately 10 ft. (h) x 30 ft. (w).

The DMC will be responsible for selecting the artists and paying the cost to install the murals. In lieu of the traditional approach of picking a single artist to design and install a mural, staff is recommending that we use this space to highlight four (4) up-and-coming local artists. Each artist would be responsible for painting a single bay. Two (2) artists will install murals in June to remain on display for 6 months. At the end of that time, the other two (2) artists would paint over the existing murals and install new work to remain on display for at least 6 months.

The proposed budget for the public art murals is \$2,000 per artist, for a total of \$8,000. While the mural artists have not yet been selected, staff suggests that the DMC President, DRB Chairman, and CCDC Chairman form a committee to select the artists. In lieu of issuing a call to artists, staff is confident that the Selection Committee will be able to identify qualified local artists from amongst the proposals submitted for the temporary mural project at 107 S. Main St.

Mr. Lundy made a motion to approve a budget of up to \$12,480 for the artistic lighting project and a budget of \$8,000 for the temporary public art murals. The motion was seconded by Mr. Jones and passed unanimously.

Mr. Jones suggested that staff consider selling the art murals in lieu of repainting the panels with a second round of artists.

Agenda item VI: President's Report

Mr. Patterson and Ms. Gower reminded the Board about upcoming events Downtown.

Seeing no further business, Chairman Mathews adjourned the meeting at approximately 9:45 A.M.