

JOINT PARKS, RECREATION, AND CULTURAL ARTS AND SPECIAL CALLED COMMITTEE OF THE WHOLE MEETING  
MONDAY, JUNE 6, 2022 | 3:00 P.M.  
CITY COUNCIL CHAMBER

## MINUTES

CITY COUNCILOR CAROL CLARKE, CHAIR

COUNCIL PRESIDENT PRO TEM CRYSTAL N. SMITHERMAND AND LATONYA A. TATE, COMMITTEE MEMBERS

### I. CALL TO ORDER

The Meeting was called to order by the Committee Chair, Councilor Clarke

### II. MOMENT OF REFLECTION

Councilor Clarke offered a Moment of Reflection

### III. PARK NAME CHANGE: Consideration of a recommendation to change the name of “Oxmoor Park” to “Willie C. Cammack Park at Oxmoor”

**Action Taken:**

**No Discussion**

### IV. SLOSS ORDINANCE: Review/Discuss proposed amendments.

Councilor Williams, an active member of the Sloss Historic Landmark Board, lead the discussion as it relates to the ordinance; Section 2-5-151, Article K of the City Code.

The overall goal is to allow current board members to continue to serve on the Sloss Historic Landmark Board. There are term limits; if an individual has reached limit and the Council is willing to vote them in for additional terms, then they should have the ability to continue to serve on that particular board.

As it relates to the Sloss Board, when appointed members want to continue to serve, they should be granted the opportunity to do so.

It also speaks to the point that if there are no members submitted to the Council, the Council will be able to submit membership for approval.

The City Ordinance refers to the board as the Sloss Furnaces Board, but changed over time to the National Landmark Board.

#### **Proposed Changes:**

- Updating the name of the board.
- As it relates to members having served three consecutive terms, the addition is unless approval and confirmation by the Council, which will allow members that have already served more than three consecutive terms, can continue to serve if the Council confirms.
- It does not apply to the ex officio members. The ex officio members the Director of Finance and/or his appointee as well as a member of the Council.
- Allows the Council to have a designee in the person’s absence, which is what the ordinance allows the Director Finance to do.
- The advisory members must be confirmed by the Council, the same as any regular member.
- The board is now called the Sloss Furnaces Historic Landmark Board (not reflected in the Ordinance).

#### **Action Taken:**

**The Committee Chair asked the Council’s Administrator to work with the Law Department and the board chair/president for an updated draft to present back to the Committee before it is presented to the full Council for adoption.**

**No Action – Information Only.**

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**V. BIRMINGHAM MUSEUM OF ART UPDATES**

**Graham C. Boettcher, R. Hugh Daniel Director, presented an update (Power Point support).**

The Birmingham Museum of Art (BMA) was faced with closure due the COVID-19 pandemic from March 15, 2020 and re-opened on October 6, 2021.

A core value of the Museum since 1951 has been free admission.

The mission of the BMA is to spark the creativity, imagination, and liveliness of Birmingham by connecting all of its people to the experience, meaning, and joy of art.

**Attendance:**

- The BMA welcomed over 48,000 visitors over the last year.
- Attendance has increased and presently stands at 75% pre-pandemic levels.
- The BMA is leveraging all of its digital channels, social media, website and email to reach as many virtual visitors as possible.
- Between March 17, 2020 and May 13, 2022, the BMA online platform from home saw 570,782 virtual visitors.

**Impact Report:**

- 237,777 digital visitors
- 94,186 social media followers (Facebook and Instagram being the most significant)
- 82,000<sup>+</sup> in person visitors
- 27,832 works in the permanent collection
- 15,800 smartguide stop visits
- 14,548 children have been served
- 1,779 member households
- 101 digital learning resources
- 15 exhibitions (in person)

**The Green Book Student Exhibition was held May 26 – June 20, 2022**

- Local students participated in a nine-week art integration residency, conducted research on Birmingham's Civil Rights history, and used their knowledge to inform original creative works around Green Books.
- This was in collaboration between Bush Hills STEAM Academy, Greater Birmingham Arts Education Collaborative, and the Jefferson County Memorial Project.

**Ways of Seeing: Sports and Games**

This exhibition is in time for the Worlds Games and will be up for an entire year. (May 2, 2022 – May 12, 2023). It explores every imaginable sport.

**Lecture: Athletes and Activism**

- Scheduled for July 8, 2022
- Michelle Clemon will be the guest speaker.

**Wall to Wall**

- Rico Gatson has created murals for the lobby of the Museum.
- This is an ongoing series sponsored by PNC.
- The work will be created through crowd participation at Art on the Rocks.

**Panel Discussion**

- Illuminating Shuttlesworth is scheduled for July 12, 2022 | 5:00p – 7:30p (will be rescheduled due to the World Games).
- Reverend Shuttlesworth's daughters will travel to Birmingham to participate, both in the creation and dedication of mural to their father's memory.
- The Museum will host members of the Bethel Baptist Church for a community-wide reception.

**Magic City Fashion Week**

- Magic City Fashion Week, Season Four (4) is scheduled for June 9 – June 10, 2022.
- It was founded in 2017.
- For additional information: [www.artsbma.org](http://www.artsbma.org).

**Art on the Rocks (Date TBD)**

- The creation of the Shuttlesworth's mural by the artist Rico Gatson will be tied to Art on the Rocks.
- The crowd will be encouraged to assist with painting the mural.

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**Five-Year Strategic Plan**

- The Museum's Board adopted the five-year strategic plan for permanent collection.
- The plan focuses on bringing new voices into the collection that have been under-represented in the past.

The Museum has one of the most significant collections of African-American art in the world.

The Museum is receiving loan requests.

Lydia Walker has been employed as Manager of School and Community Programs

Dr. Michelle Dacus Carr has been employed as Manager of Gallery Learning.

The Museum is seeking to fill a position that will lead the initiatives with the children, which includes managing the Bart's Art Venture.

**Action Taken:**

**No Action – Information Only**

**VI. ARLINGTON HISTORIC HOUSE AND GARDENS UPDATE.**

**Toby Richards, Executive Director, presented information to the Committee (Power Point support)**

The presentation focused on Arlington's vision, direction, and updates.

**Identify**

The goal is host-engaging conversations, provide accessible cultural opportunities, and redefine the museum as a safe an inclusive community space.

**Mission**

Arlington aims to serve the City of Birmingham by redefining the structure to engage the minds of the future, provide community cultivation, and education through the unifying power of history, art and community.

**Organization**

Arlington is governed by a board of trustees.

Arlington is aligning with Mayor Woodfin's vision for Birmingham in three major ways:

- Investing in People
- Honoring and Elevating Birmingham's History
- Supporting Birmingham's Small Businesses

**Vision – Aligning with Mayor Woodfin's 2025 Vision Plan**

- Reimaging the Arlington Park Historic District and West End communities.
- Honoring and elevating Birmingham's history.
  - Arlington will work to inform and educate the historic Arlington West End and Elyton communities of the rich history of the neighborhoods hold in relation to the social, political and economic history of Jefferson County and Birmingham.
- Investing in Birmingham's students and young people.
  - Arlington will continue to develop community education relationships with Birmingham City Schools through creating innovative, multi-modal and interdisciplinary curriculum.
- Building a more equitable and inclusive Birmingham
  - Arlington is partnering with Secondi Chance Life Savers.
- Realizing Birmingham's full economic potential.
  - Supporting the goal of Birmingham becoming a destination city.

Arlington increased in attendance and revenue during fiscal years 2022 and 2023, and receives local and national funding and donations.

Since the beginning of 2002, Arlington has been working to ensure there is a unified brand to the public as a museum of the city of Birmingham and a community space.

Digital and print media will be available to the public in time for The World Games 2022.

The official website is under construction.

An official email will be utilized for booking, inquiries, RSVP's, and questions.

**2022 Programming Updates**

Murder Mystery Dinner& Tours – monthly event 6p – 9p

Juneteenth at Arlington Yoga & Meditation – June 17, 2022 – 11a – 1p

Chill & Grill Father's Day Event – June 18, 2022 – 11a – 2p

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The Return: Fish Fry Friday – July 8, 2022 – 11a – 2p

Partner Yoga Series – July 9, 2022 – 9a – 11a

**Action Taken:**

**No Action – Information Only.**

**VII. PARK BOARD UPDATES**

Summer camps are scheduled to begin June 13, 2022 – July 30, 2022 | 8a – 3p.

Aftercare is available as needed.

**Locations:** Ensley, McAlpine, Memorial, East Pinson Valley, Hawkins, and MLK Recreation Centers.

Certified instructors will manage the camps.

Assistance from the Library will be provided.

Fields trips and lunches will be provided.

Spaces are limited.

For additional information, contact the recreation centers directly or the Park Board Office @ 205.254.2391.

The 25<sup>th</sup> Annual Fishing Rodeo will take place on Saturday, June 11, 2022, Eastlake Park, 8a.

Fishing permits are not required.

**Action Taken:**

**No Action – Information Only.**

**VIII. OTHER/ADJOURNMENT**

**Councilor Tate Motioned to Adjourn.**

**Councilor Clarke Seconded the Motion.**

**The Meeting was Adjourned.**