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A Special Joint meeting of the City Council of the City of Hickory and the Bond Implementation Commission was held in the Council Chambers at the Julian G. Whitener Municipal Building, on Monday, March 13, 2017 at 4:00 p.m., with the following members present:

Brad Lail	Rudy Wright	Hank Guess
	Aldermen	David Zagaroli
Danny Seaver		Jill Patton

A quorum was present for Hickory City Council.

Staff Present: Interim City Manager Andrea Surratt, Assistant City Manager Rodney Miller, City Attorney John Crone, Deputy City Clerk Cari Burns, City Clerk Debbie D. Miller, Bond Project Manager Kyle Butler, Governmental Affairs Manager Yaidee Fox, Interim Public Services Director Kevin Greer, Planning Director Brian Frazier, Parks and Recreation Director Mack McLeod, and Communications and Marketing Manager Dana Kaminske

Bond Implementation Commission members present: Vice Chair, Allison Holtzman, Dean Proctor, Carolyn Sinclair, Nick Walden, Frank Young, Paige Brigham, Charlie Hayes, Jennifer Helton, Alan Jackson, Anthony Laxton, Will Locke, and Meg Jenkins Locke

Bond Commission members absent: Cliff Moone, Hani Nassar, Clise Johnson Plant, Stacey Rash, David Roberts II, Katherine Rogers, Kay Schmucker, Ernie Sills, Mikaela Simmons, Mike Thomas, James Tilton, Suzanne Trollan, Susan Walker, Burk Wyatt, Jason Yates, Alan Barnhardt, Jennifer Beane, Michael Bell, Patricia Bowman, Ellie Bradshaw, Jim Campbell, Dana Chambers, Jennifer Clark, Rob Dickerson, Ed Farthing, Sandi Fotheringham, Kimberly George, Ralph Griffith, and Norm Meres

A quorum was present for the Bond Implementation Commission.

Others in Attendance: Public Art Commission members Harold Humphrey, Allen Finley, Laura Costello, Lisé Swensson, and Hickory Daily Record Reporter Kevin Griffin.

1. Mayor Wright called the meeting to order for Hickory City Council. All Council members were present except for Alderman Tarlton. Vice Chair, Allison Holtzman called the meeting to order for the Bond Implementation Commission.

Mayor Wright led the Pledge of Allegiance.

Mayor Wright explained the reason for the seating arrangement. What he really had in mind was the Bond Commission's leadership was going to be facing the audience and City Council would be sprinkled through the audience. All the public meetings are recorded and the only way to accomplish that was to have the camera on City Council at the diace. The only reason this was a joint Council and Commission meeting was they thought they might have more than four members present, in fact they had six, which constitutes a quorum and that requires a public meeting. He advised Council was here mainly to listen and learn and offer any input that Council members wanted to add, or any input that the Bond Commission ask them to add. He advised Council had been told that they wanted to keep this meeting to an hour and 15 minutes. He didn't know exactly what would happen if they got to that point and there was an outcry to stay longer, but they would deal with that when it happens. He thanked everyone for being at the meeting and for all of the service that they had given to their fellow citizens and to City Council over the last 24 months. They applauded them. He advised they knew there was more services to come and he thanked them in advance.

2. Update of the Bond Commission Program

Bond Commission Vice Chair, Allison Holtzman advised they were here because the gateway presentation of the leaf structure was presented to Council. They have in the system a set of checks and balances so what they are doing here is really checking and having a discussion about why there was concern, or why there were questions, and perhaps re-discuss it again, hear those questions, hear some of the concerns, and then readdress if they still want to go in that direction, or go to a mixture or go in a different direction. She advised the idea was to maybe do the questionnaire and then go into discussion, but they might be able to get more information from their thoughts if they heard the discussion first and then asked the questions. That was her opinion. She asked if that sounded reasonable to everyone else about what their opinion was, that way they are hearing everything that needs to be said.

Interim City Manager Andrea Surratt presented a PowerPoint presentation. She displayed the night view of the leaves. She advised the purpose for today's meeting was to provide additional input to City Council before next Tuesday night. They have another City Council meeting and at the previous City Council meeting they deliberated and they had a lot of differing views, and some questions, and some other ideas and concepts. They were hearing that maybe this topic needed further discussion. She needed to pull together a meeting quickly, and this was the only day. She advised that some people couldn't attend and they were sorry for that, but this was the best date she could find. They wanted to capture the Bond Commission's input in a written form this time, so they have a little better documentation. In the background for this topic they had an open house on December 20th and that open house was done upstairs in City Hall in a space which was great for sitting around a table. It was not great for recording and taking notes, and identifying who specifically liked which option. She didn't have a good record of that. If they were in attendance at that meeting the consensus was to move forward with leaves over an "H" type structure. That was the direction which they headed. AMEC's staff presented that at the

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December 20th City Council meeting and from there they moved into a more detailed design on the leaves. It is all still an early design, so there are things that could be added or things that could be taken away or a change totally in a different direction. There was a really strong, argument, or plea, or just passionate justification for the leaves, so the discussion headed in that direction sincerely, and with a lot of thought. To get here tonight is just to try to do honor to everybody's opinions and have it be something that they can talk about openly as a group. City Council can consider it at their next meeting, an action which then allows them to go further in the design either with leaves or with something else. She advised they had a survey form, Bond Commission members were blue, City Council members were green, and audience members were yellow. She advised those would be collected at the end of the meeting. They could fill it out during the meeting or later. They wanted to capture their comments, at the podium, because the meeting was being recorded and the microphones provide the ability to hear everybody, other than the three at the front who get picked up by the microphones in the front. If you are in the back of the room it is hard for the microphones to pick up your voice. She asked anyone wishing to speak to come up to the podium. She asked for thoughts.

Bond Commission Vice Chair, Allison Holtzman commented the gist of their concern was the Bond Commission, with the help of the Public Art Commission, recommended going with something that not literally was seen for Hickory but it was representing Hickory with something artistic and less literal. That was the presentation. The concern, as she understood it, from Council was that it may not be recognizable as Hickory. It is on an interstate, it is something that is just along the way. She would love for Council to articulate their concern.

Alderwoman Patton advised in her opinion it didn't leave anyone with that was Hickory. There was no connection between the sculpture, which she loved the art. She wanted an artistic piece for someone to remember, but she wants them to connect that with Hickory. She thought the City had spent a tremendous amount of money on the logo and trying to keep that consistency so that we are all saying one message as far as messaging. She loved the backlit of the LED lights. She could see Hickory, have it with the blue and green leaves, LED, with the City's logo. It is simple as that, but she is not an artist.

Bond Commission Vice Chair, Allison Holtzman commented so when they drive by they know that is representing Hickory.

Alderman Guess commented another thought was that by itself it wouldn't necessarily drive home the brand like Alderwoman Patton said, and it wouldn't necessarily be recognizable to Hickory. Maybe Hickory needs to be included or incorporated somewhere on whatever structure that there is.

Bond Commission Vice Chair, Allison Holtzman commented something that says this is Hickory, not just a pretty piece of art on 321.

Alderman Guess commented if you had never been to Hickory, and you were to drive past that he didn't think you would correlate that with being in Hickory. You would correlate that with being a piece of artwork that just happens to be in Hickory, just like we have other pieces of artwork that are in Hickory. He asked if that made sense or not. That was where he was at.

Mayor Wright commented or even worse. They say it is nice artwork that they saw over in North Carolina somewhere. He had not shared this with this group but he had shared this with Council, the parallel that he drew was Rock Hill, South Carolina. He is not a fan of clock towers. That was not what he was suggesting, but it is on both sides of the road, it is redundant, you see it at consecutive intersections, and it prominently says it at the base of it "Rock Hill". He commented it may just be that they had been involved in this so long, if you ask him what they have at their entrances in Rock Hill he would say they have clock towers. He had no idea if there was any symbolism to that. He asked would you say "is there some way you could draw people off of the interstate", which is one of their objectives, to get them to "sit a spell".

Bond Commission member Paige Brigham stated where that sculpture is going to be located you have already passed the point of decision if you are coming north on 321.

Mayor Wright commented if you are on 40.

Alderman Lail advised it was not on 40.

Bond Commission member Paige Brigham advised it is at the intersection of 321 and 40, but where you get off to go either to 40 or to go to 70 you have basically past your point of decision by the time you are at the triangle where this is.

Bond Commission member Frank Young commented or you could take the next right.

Alderman Lail wanted to hear from the Bond Commission members. He offered a respectfully descending opinion. He reserved personal judgement on whether he liked the leaves or not. He thought it was very important that what is done there demonstrates to passersby that the City of Hickory is vibrant, contemporary, young, exciting, unique, creative, and the absolute opposite of a clock tower, and the absolute opposite of a monument sign. He thought it could be cool with LED lights, but he thought the worst of that extreme was that brick monument sign and the civics' club logos underneath. He knew they didn't want to go there. He thought there were ways to incorporate something and identify with words that say Hickory. He didn't think it needed to say "Welcome to Hickory", or anything other than Hickory and it needs to be an integrated piece and not kind of an add on kind of thing if you are going to install something that demonstrates Hickory.

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He definitely would lean more towards the interpretative aspect of an element there because he thought it was important that they convey to travelers that Hickory is different.

Alderman Guess commented personally he liked the City's swoosh and the leaves that is on the logo that we already have.

Bond Commission member Meg Jenkins Locke advised she had attended her first Bond Commission meeting, but she had been involved in what had been going on with Inspiring Spaces and what had been done before. She advised her frustration with the meeting was she didn't think they had made a decision. She questioned whether they had made a decision to move forward with the leaves in a way that made sense to the Bond Commission. She thought that it was 30 percent presented. She didn't remember making a recommendation or active vote, nor could she find in any of the minutes where they voted as a commission to move forward with this. Her second concern was that our brand, as Will Locke says, is Hickory. Our brand is Hickory. Very view cities, other than like New York, the big apple, do you say I am going to go to the big apple. When you say you are going to Rock Hill, it is not about the clock tower, it is you are going to Rock Hill. Our brand is our city and it is Hickory. We have done a great job with Life. Well Crafted., and with the leaves and all, respectfully she thought it did need to say something contemporary, but the signage should have something about "Welcome to Hickory" or there has got to be an ode to the past. She suggested they ask Anthony Laxton, and Will Locke, some of the millennials that you want it to be young, vibrant, happening, contemporary. Quit asking them and ask them, and let Hickory Young Professionals (HYP) and some of them actually weigh-in on this as opposed to the Public Art Commission, which she didn't think they had but one person who was under the age of 30 on it. If you want to appeal to them then you have to ask them. She thought that our brand was Hickory. She was not questioning the procedures or the processes, she just couldn't find where the vote was given that said we want to move forward with a backlit leaf structure. Her understanding there was a meeting between Mayor Wright and Alderman Lail prior to that meeting with the Bond Commission leadership that said we need to get going, so then it felt like at this meeting there was a decision made to move with the leaves from the Public Art Commission and then the Bond Commission receives this in March and now we are having this joint session. She advised for somebody to correct her about the timeline, but her understanding there was a meeting that we needed to get something out of the ground and move fast and so now we are moving fast on this and City Council doesn't seem to like it and she didn't know that the Bond Commission liked it. Somehow she felt that they need to move forward in a more comprehensive approach. She felt like they were missing an overarching vision that says every decision we make has to have an economic development impact and every decision we make has to make sense under the brand of Hickory. That is what needs to be driving it. She was not sure that she could find that in all the information that they have so far. She thanked Council.

Public Art Commission member Allen Finley referenced Ms. Locke and Alderman Guess' comments, he thought it needs to say Hickory. He also thought it needed to say Hickory, NC. Somebody driving through my take it literally and think those are just hickory leaves. Just a beautiful sculpture of hickory leaves, and if it just says Hickory, if they are not from here they may not know zooming by that it is Hickory, North Carolina. He commented back to the branding, like Alderman Guess was saying, he thought it tied into the leaf concept, and the leaf visual that we already have, so all the more reason to use it. He echoed what Ms. Locke had said, he thought they needed to ask the younger crowd like Mr. Frank Young. He thanked Council.

City Attorney John Crone asked what happened to Life. Well Crafted.

Alderwoman Patton commented that is the whole thing, use the logo.

Alderman Seaver commented if you put sculptures up you expect them to be there 30, 40, 50 years or more. He hadn't been on the City Council 20 years yet but this was the City's third logo since he had been on the Council that he could remember. He didn't know if they wanted to put this exact logo on it. That could change. What happens if you change logos, you change all the signs? He didn't know if they wanted to go exactly with the logo.

Alderman Zagaroli thought the important thing was the Hickory aspect of it.

Alderman Seaver was glad there was a lot of people all working together on this. He liked that.

Bond Commission member Dean Proctor stated that everyone has an opinion on this situation. He gave his opinion and tried to put it into perspective. This is a business decision. Hickory is like a corporation advertising a product. This is a major advertising program and there is a lot of corporate advertising programs that don't fit or that don't meet their expectations. He didn't know whether the leaf was the best situation or not. He thought they should keep in mind this was a multimillion dollar corporate city advertising program. They need to project the City of Hickory and he thought other people had made that comment and he raised that question too about the name of "City of Hickory" being associated in some way. He thought it had to be. He didn't think you advertise a washing detergent without the brand name off of it. He referenced the sessions they had with the public and trying to identify what Hickory means. What do you think of the Hickory area? What do you think of the City of Hickory? What is our heritage? What is our background? They had a hard time coming up with a simple theme on that. He thought, probably with all the history we have had, it came back to furniture. He didn't think it could be a Thomasville chair out there as a symbol. He thought it had to be something connected to furniture off of it. The leaf is a good tie in to Hickory off of it. They have to access if this a correct advertising theme that they put out for Hickory out there. He didn't know that they came up with anything better. When they had the public discussions they had all kinds of opinions and he

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didn't think that they actually came up with anything more than 40 percent that people could agree on. It was textiles, it was furniture. What is the Hickory brand? He thought they still had to project the "Hickory Well. Crafted." Crafted meaning a tie in with furniture if you can. Anywhere in the United States people remember Hickory as being furniture off of it. Whether the leaf is a correct tie in, he didn't know if there was anything better but he thought they could access that and come up with some opinions off of it. The bottom line is, he didn't think you spent this kind of money without putting the name on there of Hickory in some manner off of it. He just didn't think you do it. It's not maybe as artsy but he thought the sculpture was artsy. He thought you had to put the name on there somewhere of Hickory, whether it is "Hickory Well. Crafted." He thought they were on the right road to tie in furniture. He thought the leaf was a great sculpture and they needed to think about that before they spend a couple million dollars or so to do it.

Bond Commission Vice Chair, Allison Holtzman asked if they were at \$150,000.

Bond Commission member Frank Young responded \$250,000.

Interim City Manager Andrea Surratt advised it was \$250,000 for the total program, for inspections. It is really a number two-thirds of that.

Bond Commission member Meg Jenkins Locke asked if it would be replicated at every intersection have that confidence of look about the City once we do it so it makes sense, so you see it at every entrance.

Bond Commission member Dean Proctor commented the gateway is the most difficult part of this Commission that they are coming up with. The City Walk, the Lake Hickory improvements, that is concrete, that's nuts and bolts. You can build something, and we can do that. This is the most difficult one, because it is an image that we are projecting.

Mayor Wright interjected it also stands alone. It is not like City Walk and Riverwalk where there is no single feature that is going to have its own price tag. This is an up or down kind of thing, whereas Riverwalk people would say they are happy with 80 percent of it. This is up or down. He thought they had to be conscious of that as well as certainly this is our opportunity to promote our brand.

Bond Commission member Dean Proctor commented we are creating an attraction in the City Walk and the Riverwalk. That can be done with engineering and design. This is the most difficult one and he thought rightly so we are having the discussion now off of it.

Alderman Zagaroli thought that most of the Council members were a little discouraged that this was a plan that was 75-80 percent on its way as far as accepted. Whereas, they wanted some other options to look at and to possibly vote on. They were just disappointed that we had gotten this far in the design process because he believed they had spent quite a sum of money with the design firm to get to this point. He asked if he was correct.

Interim City Manager Andrea Surratt responded we are 60 percent in on design.

Bond Commission Vice Chair, Allison Holtzman mentioned when she first brought the leaves in at a gateway discussion. Therese advised this may be something better along the City Walk. This may be something as you are walking along the City Walk you are able to get closer to it, interact with it. A piece that you could actually spend time looking at. Then they moved it once they realized they could not get the whole thing they thought they were getting in the first meeting where they came up with a bridge and the landscaping, and all of that was going to be way too expensive they scaled back and decided to do something beautiful and one theme there. She thought that was how that transitioned to the leaves. Personally she thought that Hickory is known for something in the entire country, and sometimes in the world is remarkable. There are not many cities our size that people know. Owning furniture is remarkable. She thought that was a neat way to go. There were some sculptures that were brought up that were more furniture like. She wanted to hear from young millennials to see what they thought.

Bond Commission member Will Locke advised he didn't know that he had anything to contribute specifically about the leaf structure. More of his perspective, despite being one of the younger members of the Bond Commission, is about the process about how they made the decision for the leaf sculpture. He did not know, or if Anthony Laxton could have an idea, a clearer cut Hickory sign or an artistic sculpture is more important. He thought there was a lot of frustration within the Bond Commission about how they got to the place where they are now. It goes back to the processes that led back to the recommendation being made. A lot of that had to do with involving the Public Art Commission made a decision of this leaf structure. His understanding during their meeting they were given two options, a more traditional "H" sculpture or "Hickory NC" direction sign, and then this leaf concept which was part of an original concept, very comprehensive with lots of other leaf themed components. The question they were given was do you want more abstract sculpture or a more direct Hickory sign. They liked this leaf structure, the one that was specifically seen on the PowerPoint, they had now done the 60 percent design process on; when what may have been more ideal was go down a road with another set of design options and drawings. The other type of artistic sculpture relating to Hickory as a brand. So how in their haste to make a recommendation they eliminated some of the dying design and conceptualization process of they hope to get to where they want to be. It seemed like more of a procedural issue than a design issue. He advised that was his perspective right now.

Bond Commission member Anthony Laxton agreed with Will Locke. He commented they spent probably the first year talking about this gateway as being iconic and they wanted it to be a

landmark, and how they want that to kind of structure in Hickory as a whole. He thought what they lost track of was they want to share Hickory's past, but they also want to show where Hickory is going as well. He thought with the leaves, which is not a bad idea, but that doesn't tell someone who is driving in from Charlotte, Asheville, or another State, saying Hickory is being progressive and they are trying to move the needle in where they want to go in the future. He thought that it was one thing that they need not to forget, they do want to move forward. He still wanted to have the furniture aspect because that is what made Hickory who we are, but then again we also have to move forward from that. He advised he was the past President of Hickory Young Professionals, if he had another young professional come up to him and say "hey you guys are spending \$250,000 on leaves" that is not a good impression for wanting to keep them here. It is something that we have got to keep in the back of our minds of where we want to go with all of our structures and are we going to relate them between all of the gateways itself. Those were his two thoughts on that. He thanked Council.

Bond Commission Vice Chair, Allison Holtzman commented they could keep hearing from one another but they were hearing a lot of there was not a strong consensus, there is not a clear direction, but what they need to do is figure out a direction. The reality was, are they back to the drawing board. Are they adding to, which would take a lot of time, in fact money, are we adding to the leaves to put Hickory near it, or somewhere there also, do we go with something simpler. She didn't know. She wasn't hearing a consensus today. She commented if someone wanted to speak for the leaves she would like to hear that too.

Bond Commission member Paige Brigham stated they met in October, it was a two part meeting there was a morning and afternoon session. They sat with AMEC Foster Wheeler, primarily Therese, and they looked at pictures, and things, and concepts, about what they all liked. At least for the session she sat in on, they seemed to lean towards maybe something that was a little less literal and that tied back to our current logo and color scheme and so forth. They asked AMEC Foster Wheeler for something iconic. Something that people couldn't see anywhere else. Therese spoke to that at the meeting the week before with the Bond Commission. When some questions were asked Therese advised she couldn't answer all of those questions because this was a unique piece. At least from the portion of the meetings which she sat in, that was the direction that they asked from them. When she looked back at the minutes from those meetings, of the 42 members of the Bond Commission, there was very, very few participants. Only about a dozen, maybe 15 total. Those of them who were there drove the direction that was then viewed in December and was given a thumbs up. She commented she wasn't necessarily defending the leaves, although she liked the leaves a lot and she thought they were very unique. She advised she had worked in civil engineering for the last 25 years and she had looked at a lot of gateways. She was hoping for something that really popped. After hearing everybody else's concerns incorporating the name Hickory into perhaps it is too abstract. Maybe something that is a marriage between the two. But as far as the concept that they asked AMEC Foster Wheeler to provide from that meeting in October that is what they gave them.

Bond Commission member Frank Young agreed with Paige Brigham. For the people that where there remember how difficult, or even the whole process particularly for this gateway. They showed them hundreds of images. They even had the clicker where they picked particular images and somehow it molded down into what we have as the leaves. They still had some good concepts of the "H" theme. The night of the open house, after the Public Art Commission came, and they were very compelling, he even said they should be sales people. They decided that night to run with the leaf concept. He was not sure everybody was completely sold on it. Nonetheless that is where they are. This is crucial for us to get right. This will be the first thing. He was in the same camp as Alderman Lail, he thought it needs to be more forward, it needs to show that Hickory is creative. He did not think they should do a logo. Why are we getting a design firm to do our logo?

Bond Commission member Jennifer Helton commented that the Public Art Commission was added to give a voice. They did not make the change. Please don't feel that they came in to make this change, but they wanted to take an innovative look. This exit, you are already off of 40, you are coming up 321 at 70, and it was an entry way of most people coming from Charlotte and other places to go to the mountains. Not only were they going to be passing through the City Walk, the Riverwalk, it was a way for them going up through the new 321 having these beautiful leaves and they wanted to incorporate that artistic view. She heard what everyone was saying and in all due respect she appreciated it and it was great to hear both sides. She thought that they had to be forward thinking. There was discussion about our logo. They went through it even with Lowes Park on what did Hickory represent, even though she thought we have to keep "Well Crafted." in mind and that needs forward thinking, not furniture and a wagon wheel. She thought they talked through all of that. She hoped they did not go toward any kind of branding that each gateway looks and feels the same. That was not what was ever discussed and she hoped that was not the direction here. She thought they were forward thinking by thinking of the leaves, the colors need to be different, or maybe it is a slightly different design. She also went back and there were City Council meetings where the wayfinding signs would be the way to get you into Hickory, they know where they are going. They didn't want an "H", something that wasn't unique and forward thinking.

Bond Commission Vice Chair, Allison Holtzman asked in Jennifer Helton's opinion if they could take the leaf sculpture, but somewhere whether it is next to the leaves, remember when they talked about they didn't want it right on the leaves, leave it separate, on the same land, it is a big piece of land, something that says Hickory.

Bond Commission member Jennifer Helton advised she didn't know, some of the sculptures like they said, some of the art designs, there were leaves on the overpass but was so out of price.

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We have got the big gamut so we had to scale down. Could it? Yeah, you get somebody thinking in that direction.

Bond Commission Vice Chair, Allison Holtzman asked about a similar sign like way up right at the point that says Hickory.

Bond Commission member Jennifer Helton replied right, but people have to understand you are not coming off of 40 and seeing this. This isn't that gateway. This is your off, you are heading down 321 or 70 and that is your entrance. We have the landscaping and that compliments and bringing in the Public Art Commission was just to give another set of public eyes to a commission that has been formed to provide art for this community.

Bond Commission Vice Chair, Allison Holtzman responded certainly it did seem that it was really hard on the Public Art Commission. They appreciated them and invited them.

Mayor Wright questioned what the City was going to have on 40?

Interim City Manager Andrea Surratt explained that was exit 125, that is the City's largest gateway in the bond program and it hasn't been designed yet, but in the Inspiring Spaces plan they show a number of images, features that speak to furniture, or speak to the Crafting Hickory theme. She advised Council could look back at that plan and see some of the thoughts they had. That one is a blank slate right now.

Mayor Wright liked the redundancy of Rock Hill, he didn't like clock towers, but he liked the redundancy. Marketing people would say the more exposures you get the more the message is understood. That doesn't mean you do the same thing at every gateway but he thought it would be nice. This is a gateway and not an art display, it is a gateway. The City can have nice beautiful art as part of our gateway but it doesn't take away from the fact that it is a gateway. The leaves look okay and they certainly are reminiscent of our past, but they are modern enough to speak to the future, and if it said Hickory NC he thought he could get pretty happy with it.

Bond Commission member Carolyn Sinclair commented she wanted to get up out of the weeds and look at the big picture. She shared she was driving through Charlotte Friday night with her two daughters, and they were going down Billy Graham Parkway and all of a sudden they saw this colossal, brightly lit structure. Her 11 year old in the back seat looked up and she goes "Woo, what is that? That is so cool." They all stopped talking and they are looking at this sculpture and they were just silent in awe taking this moment in, processing it all differently she was sure. Pausing for a few minutes to look at this thing. The next morning she said to her 11 year old you remember that sculpture we saw. She responded "Oh my gosh, yes." She asked if she remembered what it looked like. She responded "yes, it had these four big metal spires, and these colorful bars going across it, and it was all lit up. It was the coolest thing." Ms. Sinclair commented she had an emotional response to that structure. They all three did. It was all different she was sure. But what they are talking about with these gateways, with this whole thing, is an emotional attachment to a place, a spot, to something you might see.

Mayor Wright interjected to our City.

Bond Commission member Carolyn Sinclair reiterated to our City. We are talking about her 11 year old is the target person for all of this. In 10 years she is out of college where is she going to be emotional attached. Is it going to be Hickory, the Sails downtown, is it going to be this great piece of art that has built this strong bond between her and this community? It gets her emotional just thinking about how she reacts to these things. She thought it was important for us not only to know that is our target, that age group, but to know that the voters voted for this. They are voting for change, they don't want the status quo, they want something new and different, innovative, energetic. We have got all of this great energy right here and we are just on the brink of something really exciting, and we are about to see it, maybe get sort of not what the voters wanted. She wanted to keep them in mind, they voted overwhelming for change, for innovation, so let's deliver. Let's give them some moments and some spaces where they just go "woo, this exceeds all of our expectations."

Mayor Wright commented that is certainly part of what the people voted for. He couldn't speak for every voter, but he thought that people voted for Council to do the things that they need to do to attract and retain young people and the companies that employ them. A lot of things that the City is about to embark on, Lowes Park, City Walk, and Riverwalk, he thought their only objective was to attract and retain young people. The 11 year old when she is 21, and the companies that employ them. There is a side benefit that life just becomes a better place in the lives of our residents. They didn't sell it on that, they sold it on attracting and retaining young people and artwork was part of that. He agreed that an overstuffed chair out there is probably not going to attract any young people or the companies that employ them, but we need to do everything we can to get that message across, that people say a sort of get there is a common theme to this. There is a theme to this, this is just not artwork by the wayside.

Public Art Commission member Lisë Swensson stated she did not have the answer. She just got back on the Public Art Commission but she was at the meeting where they were given two options, one was an "H" and it was boring, I'm sorry, but it was boring, it was banal, and she had seen it before and it did not say Hickory to her, and she hoped that it would not say Hickory to Council. She referenced the leaves and that was what the Public Art Commission said, this is so much better than the "H". You are at 60 percent of the timeframe. She wasn't quite sure what was going on here. She worked for State government and she knew if you were almost there then you can't go back. She was saying that she thought that she would like the Public Art

Commission to give City Council some suggestions. If they could give them a couple of weeks she thought they could come up with something and they could explain to City Council why they thought this is what they want. She wanted them to think about what they had heard from all of the members of the Public Art Commission who had spoken. Okay tell me what you think about in terms of an image when you think about Paris. Do you see the word Paris? No. You see an iconic image. What do you see when you think about Seattle? What do you see when you think about St. Louis? You haven't given us enough time, enough money, and when she said us, it is everybody here, and they all are trying to figure out what they can do. They don't know what the rules are, they were not looking for a logo. They didn't know there wasn't going to be a sign. They were asked to come up, referring to the Public Art Commission, to help the Bond Commission come up with a work of art that was exactly what Alderman Lail was talking about. She commented it was what they all were saying over here, creativity, vibrancy, energy, innovation, they are not looking for an "H". Everybody else has got an "H". It doesn't make any sense to them and if it makes sense to them she is sorry. She thought that was the wrong way to go for an 11 year old, for a 50 year old, for a 30 year old, for a 70 year old. We are looking for change, "H's" are all over the place. This is what we got as opposed to an "H", this is what the Public Art Commission, a 100 percent, is going to vote for, and what everybody she heard, who was on the Bond Commission, at that last meeting went for because that was what they thought, that was all the choices they had. It was not up to the Public Art Commission, not up to her, but up to City Council if they want some more options they could help them make that happen. She didn't know what the contract was with the designer and she was sorry they were not there. That was one thing that she asked for when she went to the first and the second meeting. Where are the other options? She didn't see the 100, she didn't know. Normally the way she is used to working, is you pick several artist who do work that you really like and you invite them to come to see your city, and you talk to them and find out what their ideas are. They propose something and then you pick out what you want. She thought they were cutting themselves short by two options that she got involved with at the end here. She didn't have all the answers and she was told at the last meeting it was too late, there is not enough money, you can't do it. She thought they were making a big mistake if they were going to vote for this or the "H". That was her suggestion.

Mayor Wright commented he had forgotten about the "H".

Public Art Commission member Lisë Swensson responded don't bring it back up, I'm sorry. That was part of what they were all saying here. They are trying to help out and they understood what the rules were and those rules aren't quite working right now. She thought what they had to do was stop, and go okay who is in charge and what are the other options. What they are saying is thank you for listening to them and thank you for thinking about what you are going to end up with and you really do want to have some more options.

Bond Commission Vice Chair, Allison Holtzman asked if there was an option for the landscaping and maybe a similar sign that says Hickory is done and then a budget was given to bring in an artist. She asked if that was an option within the bond or if that was too complicated and outside the contract.

Interim City Manager Andrea Surratt advised the contract was just for design. That was a \$33,000 contract of which they are 60 percent done with what they were asked to do for gateways. They gave them a bunch of options and it did get narrowed to this point. It doesn't mean that they have to like it and they can change their minds, but that would require probably a change order on the contract to do additional design work.

Bond Commission Vice Chair, Allison Holtzman asked what if the landscaping was still done. A simpler sign, not near the art, that said Hickory, North Carolina that is there, but then there was a significant budget given to bring in an artist for the art piece, and they wouldn't need to pay them for another design. She asked if that was an option.

Interim City Manager Andrea Surratt advised you would then pay an artist that you had brought in. You would have to pay them for the design and the fabrication.

Public Art Commission member Lisë Swensson commented you are looking at the whole picture. You don't have a piece over here, a piece over here, a piece over here, you are supposed to experience it together. It didn't make any sense to her.

Alderman Zagaroli agreed with Mayor Wright they need to have some consistency in our gateways. He was afraid that the particular leaves were not just iconic enough for them to do and it is not meaningful.

Public Art Commission member Lisë Swensson interjected that doesn't mean go back to the "H".

Alderman Zagaroli commented it doesn't look like \$250,000 worth of sculpture. He had an awful problem with it.

Public Art Commission member Lisë Swensson interjected there you go.

Alderman Zagaroli didn't know where the creator of this came up with the idea that this looks like Hickory or that it is iconic.

Bond Commission member Carolyn Sinclair commented they need to remember this represents about two years' worth of work on the part of the Bond Commission.

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Alderman Zagaroli commented art is very subjective and he was terribly sorry. He knew they had been working on it forever, for two years.

Bond Commission member Carolyn Sinclair commented it wasn't like they just pull it out of the air. This was the result of their surveying them, all of them and the preferences. This was what was presented.

Bond Commission member Paige Brigham didn't know how the two options got from that point to Council, they didn't have any involvement in that, but from the standpoint of the people on the Commission, she was on the Streetscapes and Gateways Subcommittee, and so she had been involved with this process on the gateways and streetscapes through the whole time. There had been lots of discussions. There had been a process. If it didn't get delivered to Council in time to be as much a part of the process she couldn't speak to that. But they didn't just pop out two options and there you go.

Alderman Zagaroli commented they didn't know that obviously.

Bond Commission member Carolyn Sinclair commented that may be how it appears. That represents a lot of work and a lot of consultation and discussion between all of them. This was presented to Council December 20th by the designers as the way they were headed and there were no questions at that time. The only question was Alderman Lail asked what the next step was. They have lost a quarter of the year already from that December 20th meeting. If they were going the wrong way, she thought all of them would have liked to have known that sooner rather than wasting money on three months of design. Certainly designs can be changed but now they are set back three months.

Public Art Commission member Laura Costello encouraged what the Bond Commission had been working on. They had been hearing about it in the public and she respected the process that had been occurring. She would hate for this flow to be stymied now and gone back to the drawing board. In terms of that particular presence she was at the meeting and she fully supported it. She thought it very much reflects the branding of Hickory. It hits on a subliminal level after you have seen the branding. Once you get beyond the leaves and you are within Hickory. Right now people will not be lost she had noticed with the new signs. In addition to the idea of the way we all get to places now aren't traditional maps they are our phone. It is something speaking to us. There is a lot of different information that we are processing as we get to a place. In terms of remembering a place, something like that you are going to remember. The wayfinding signs, you want visualize and see you will remember the experience that it made it easier to experience Hickory. She didn't think that we needed more of the brand posted at the three spots. Hopefully the three gateways make Hickory an interesting place to enter and explore and with the idea of City Walk, Riverwalk, and other things being of interest, SALT Block performances she highly encouraged supporting what was already in play and whether or not people really feel the need to add some words to that site. She didn't see it as being necessary but it seems like if a compromise has to occur she would encourage that. She gave respect to the process that had occurred.

Bond Commission member Frank Young asked if she thought it should be duplicated.

Public Art Commission member Laura Costello responded there is consistency within the City once you are in with the new wayfinding.

Bond Commission member Meg Jenkins Locke agreed about the emotional impact and respected what the Public Art Commission was doing. Hers was having some sort of unifying element. She thought that was what she and the Mayor had seen in Rock Hill. There seems to be some identifying so if it is all art, she had seen that sculpture they all had in Charlotte as well, but she also see signs that say where Charlotte is. Could there be both? She thought that could be the compromise. She had no emotional, not emotional attachment to that. She wished there was a way to say who we are and where we are going. She wasn't denying what the Public Art Commission had done or what their recommendations were. She was saying that maybe it needs to be more.

Public Art Commission member Laura Costello commented people have already also passed all the highway signs. We have to process the variety of levels that people are receiving information initially and she thought there were a lot of words out there that will say Hickory already.

Bond Commission member Meg Jenkins Locke said to all of the artist people she was certainly more literal, and she was creative but that was not it. She thought that it was one of the things that you see it and you identify it.

Public Art Commission member Harold Humphrey commented what he sees here is they are trying to design this right here in this committee and it can't be done. The question is do you want to go this way and pursue it or do you want to do new direction and change order. He thought that was the only thing they could resolve in this meeting. Is whether they want to go the direction of the bond or you don't. He thought they should consider the design process then, because it shouldn't have come to this point where you have got a finished design. The rest of the design is how to make it. It shouldn't come to this point where you are trying to design it all over again by a committee, which is what the Bond Commission was supposed to do. They were supposed to have that in hand and do it. He recommended at stages they come to Council.

Bond Commission member Charlie Hayes commented this is reminiscent of a hickory leaf that was what it was designed for, incorporating the colors of what we use on our logo. It was

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always decided in the Bond Commission that none of the three gateways would be the same because they all come in from different areas, like one coming south on 321 would incorporate more with baseball, L.P. Frans. The one on 40 would be more like furniture or LR, trying to get people in. This one is different. They had always decided that it was never going to be one design. The Rock Hill design, yes it is there, but they have one gateway. We have four because there is one on Springs Road too. Theirs is boring it is like anybody else's.

Mayor Wright commented he didn't think anybody had argued that theirs was not boring anymore. Everybody had said it was boring, but you don't forget it. You are delivering a message to the world. It doesn't do anything for him.

Bond Commission member Charlie Hayes commented it doesn't do anything for him. Everybody is doing something like that.

Bond Commission Vice Chair, Allison Holtzman commented it would be more striking in reality.

Bond Commission member Charlie Hayes responded yes, it has the right colors, and it is different. If they want to incorporate something about "Welcome to Hickory" fine, but the "H's" which were designed at first were awful and boring and terrible.

Alderman Lail had given Yaidee Fox an image that he had found just Goggling which was displayed, it was very difficult to see but it was Toronto. It was a good example of how you can use the city name with abstract elements. You can do both in other words. He seemed to be hearing a strong consensus that we ought to say Hickory. He had heard some folks say that it is not really necessary, but if Hickory is done properly and integrated within the design as part of the design he didn't feel that it would necessarily take away.

Bond Commission Vice Chair, Allison Holtzman asked if they wanted to keep discussing.

Mayor Wright commented there was a lot of passion for going with what's been done. He wasn't speaking for the Council he was just summarizing what the conversation had been. There were a lot of people that say go with what's done. He didn't think anybody had a tremendous reservation about putting "Hickory NC" on it. He thought Mr. Allen Finley might have an idea about adding "NC". The alternative is to create another iconic image.

Bond Commission member Meg Jenkins Locke asked isn't that what they said about the other two gateways that they were doing the same thing. You could just have a unifying, on your drawing Hickory would be one element and the other two structures...

Bond Commission member Charlie Hayes responded all of them would be different.

Bond Commission member Meg Jenkins Locke replied all will be different so you have Hickory be the same like you do with Toronto.

Bond Commission member Charlie Hayes replied yes.

Bond Commission member Meg Jenkins Locke commented couldn't you do something like that and that satisfies the idea of Hickory for those of them that need something literal, and then the iconic which is inspiring, and imaginative and the other two structures be uniform with that.

Bond Commission member Charlie Hayes responded yes.

Mayor Wright asked Council's what their pleasure was.

Alderman Seaver responded that he personally liked the leaves if they lit up. All he could see was something like this signage that says Hickory at the bottom. Just put it out there. It could stand alone. You could take it down, change it, or put up a box that kind of lights up and slide in a different sign every other day. It wouldn't be expensive, it wouldn't touch the art. He liked the way the Toronto sign lit up at night. It is down and it is not like up high like Las Vegas style in your face type thing.

Alderman Lail commented one thing that he had had a hard time getting a sense of with the leaves, and he recognized that, was it was difficult when you are looking at images and conceptual drawings, is the scale of it. He thought that was very important. That is what makes the clock towers work by the way is the scale. It is big. He checked and the leaves are 27 feet tall, that is like a three-story building. He thought that scale alone would have impact and wow, with the color.

Public Art Commission member Lisë Swensson commented when the sun is going to hit it the colors will change just a little bit.

Alderman Lail advised he didn't have a personal opinion as to the leaves being the element. He felt that it needed to be something that was wow and innovative and says Hickory is current, unique, and creative. That creativity piece actually plays in really well with the furniture industry.

Alderman Seaver commented he had heard, maybe as a Council maybe he heard it somewhere else, about the word iconic. People kind of leave that out because he didn't know if they knew exactly what it means and he didn't know if he did. When you have to create something iconic do you actually create iconic or you created something and it becomes iconic. When the Eiffel Tower was built in Paris did they think they were going to build an iconic structure out there?

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Mayor Wright interjected that was supposed to have been torn down after the World's Fair.

Alderman Seaver commented that wasn't meant to be iconic but it became iconic and it still is.

Alderman Zagaroli asked if the Public Art Commission, or whichever committee is so in favor of this, are they against having Hickory near it, underneath it, or with it.

Public Art Commission member Lisë Swensson responded no, it needs to part of it though, it needs not to be an add on.

Alderman Zagaroli commented the design has to be an integral part of it.

Public Art Commission Allen Finley commented that's not going to be a boring thing, good typography is an art form unto itself. Famous designers design beautiful type faces. He was sure that whoever designs the leaves will come up with a nice, interesting, iconic font that's going to work well with the structure itself and not take away from it.

Alderman Guess asked if there was a way to put Hickory in the actually leaves themselves.

Alderman Zagaroli asked if they could cut through it at the top. Cut through an "H-I-C-K-O-R-Y" at the very top of it. He would like to see them come back to Council. He did not like the leaves. He thought they were tricky. He didn't think they were iconic, but as had been said, they may be iconic later, they don't mean a damn thing to Hickory but if the committee or the design firm could come back to Council with Hickory in that and let them take another look at it.

Alderman Patton thought Hickory at the bottom like Toronto that also identifies it. It is also lit so that it becomes part of that sculpture. It seems to be integrated into the sculpture instead of an on. Add Hickory onto it and make it part of the design and it would flow better.

Alderman Seaver thought if it was down like that low it was not going to be very prominent until maybe at night when it is lit up. It would be very subtle in the daylight.

Mayor Wright commented he was going to disagree with his esteemed colleague Alderman Zagaroli. City Council represents 40,000 people here. They don't answer to them necessarily, they did answer to them when they went and got their votes for the bond referendum. He thought that he could sell the leaves as reminiscent of Hickory's past and future. Leaves but no trees, trees but no furniture and yet they can say that the young people demanded this kind of abstract interpretation of our past and our future. He was just kidding the young folks.

Alderman Seaver commented maybe the old folks get to go outside and have a fight and come back.

Mayor Wright commented incidentally he didn't know that our young people actually said this is what they are craving, but they just want something iconic and energetic.

Bond Commission member Will Locke commented Hickory wants something that will help create jobs. He didn't know if that was more directional signage or if it was an iconic structure.

Mayor Wright stated he thought all of them want to have an iconic structure that is going to attract attention and create jobs.

Bond Commission member Will Locke commented that is the goal to bring people off into town.

Bond Commission member Anthony Laxton commented it doesn't have any directional signage in the iconic structure but think of it as more of a landmark. So many times someone may say I am near the SALT Block and that is where they are going to go. Whether it is leaves, or they are choosing that idea, that is the landmark, chose that exit I will be right here. That is where the new church is, or where you take 70 here, where do you want to go.

Alderman Zagaroli asked couldn't it say "leaf" your money in Hickory.

Bond Commission Vice Chair, Allison Holtzman asked if this counted as their vote. Do they vote on this? She asked if that was what this was today.

Interim City Manager Andrea Surratt advised she just needed documentation so they know their name and how you feel about those three questions and anything else they wanted to share about the process or what not. That collectively is something they can then have a record of and then share back to City Council.

Bond Commission member Meg Jenkins Locke said before the rest of the Bond Commission votes, or puts their votes in, it would be great if they heard some of this discussion sent to them by email. They wouldn't have to respond back, but if they weren't able to be there wouldn't that be a fair number of people or not, then they send it in by a given date. Read this information.

Mayor Wright advised this is on video.

Alderman Seaver suggested to send them the link.

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Bond Commission member Meg Jenkins Locke wanted to make sure the Bond Commission had the opportunity if they don't take advantage of it, then they didn't take advantage of it. But then they get an opportunity.

Alderman Guess asked how many of the 42 member Bond Commission members were present.

Mayor Wright counted eleven.

Alderman Guess responded 11 of 42. He just wanted to know for information.

Alderwoman Patton asked if they could send out the link of this meeting out to them and ask if they could respond by Thursday. Tally up and let Council know what their consensus was.

Interim City Manager Andrea Surratt responded absolutely she could do that.

Alderman Lail commented in the spirit of continuing to move forward, not with such haste that they do something wrong, he thought he heard sort of this migration towards this idea that you might keep the leaves and add the word Hickory. There was some discussion about what that would look like. He suggested that maybe they could instruct their designers with a change order to give them that while these things are being tallied. He asked if that would be inappropriate. He asked if that was helpful to the Bond Commission members.

Bond Commission Vice Chair, Allison Holtzman responded yes.

Bond Commission member Charlie Hayes replied don't you know that you are in Hickory before you ever get to that design.

Bond Commission member Will Locke didn't think people knew because they go right by us.

Bond Commission member Charlie Hayes commented then they are not reading the signs.

Mayor Wright commented he didn't read signs leading to places that he wasn't going to pull off to. He used again the example of Rock Hill and their awful clock towers, he didn't believe that he would read any of those exits as he is going to Charleston or Savannah.

Bond Commission Vice Chair, Allison Holtzman mentioned she is for art, but it is remarkable that they all know what they are talking about because we remember.

Mayor Wright commented you can't help but remember it. Let's learn from that and let's learn not to put clock towers out there.

Bond Commission member Will Locke thought Alderman Lail was correct and exactly what they were saying that they need to add Hickory to this so people have a sense of place.

Alderman Lail referenced Mr. Allen Finley's comment that topography in itself can be artistic.

Public Art Commission member Allen Finley commented we can't make Hickory greater than it already is with signs. He loves signs, he is in the business. But think about Asheville and Charleston, two of the coolest cities on the planet near to us. It is all about music, art, food, book stores, the business sector, the water, the aquarium, it is all of that and we are getting there.

Mayor Wright interject but we are spending \$40 million dollar to try and get there.

Public Art Commission member Allen Finley responded he knew, and we are getting hung up on just a leaf sculpture. It is way, way more than that. We have a lot of that going on already.

Bond Commission member Meg Jenkins Locke commented Alderman Lail had asked if they could have that image done before the Council meeting next week.

Alderman Guess commented that might not be realistic.

Alderman Lail didn't know about that.

Interim City Manager Andrea Surratt didn't feel comfortable doing that. She advised she felt comfortable in taking the next couple of days and gathering the surveys and let people fill them out at their leisure and watch the video. Come back to City Council at their March 21st meeting and present the information in a comprehensive form, some sort of spread sheet that breaks down all of the comments and sort of summarizes what the comments have been. They had asked for a two week timeout so that they could gather more information. This session tonight was to help them do that and in two weeks they could decide to direct staff to proceed with AMEC developing another design based on the things that were shared.

Alderman Guess mentioned this is just one gateway that is being proposed for. This is not being proposed for all of them so they theoretically could have a different one at every gateway.

Interim City Manager Andrea Surratt responded yes, it is just the 70/321 gateway.

Alderman Guess commented some folks are going to like it some folks are going to say they don't care.

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Alderman Seaver commented you have got to please most of the people most of the time.

Bond Commission member Frank Young commented they could put in a clock tower at 40.

Alderman Zagaroli commented Mayor Wright said they can't do it.

Mayor Wright thanked everyone for their time, their interest and their passion. He could only imagine how the Bond Commission meetings must go. He appreciated all they were doing.

3. Alderman Lail moved, seconded by Alderwoman Patton to adjourn. The motion carried unanimously.

There being no further business, the meeting adjourned at 5:21 p.m.

Mayor Wright

City Clerk