

City of Norcross

65 Lawrenceville Street
Norcross, GA 30071



Meeting Agenda

Tuesday, February 25, 2025

6:30 PM

2nd Floor Conference Room

Norcross Public Arts Commission

Chair Elizabeth Simpson

Board Member Yamily Mijes-O'Reilly

Board Member Nicole Morgan

Board Member Robert Forro

Board Member Jacques Murphy

Board Member Michael MacManus

A. Call to Order
PLEASE SILENCE ALL CELL PHONES AND ELECTRONIC DEVICES

B. Approval of Previous Meeting Minutes
[Norcross Public Arts Commission - Visioning Session - Feb 13, 2025, 5:00 PM](#)

C. Citizen Input

D. Treasurer's Report

E. Board Updates
* Visioning Session Review

F. Council Updates

G. Returning Agenda Items

1. 25-7235 **Wooden Fence by the Crossing (Dumpster Enclosure)**

The board will revisit this project. Determine project approach and implementation date. Do we make this a community project?

[Wooden Fence by the Crossing \(Dumpster Enclosure\)](#)

2. 25-7252 **Scavenger Hunt Planning**

Discuss renaming of the Scavenger Hunt.

[NSH Planning](#)

3. 25-7236 **Location Identification by Zones**

Each board member was assigned a zone to research, focusing on its history and current condition. Members were asked to complete and submit location identification forms for review and discussion. This location ID effort will be separated from the Scavenger Hunt project and re-launched. The board will also discuss renaming the "Scavenger Hunt" project.

[Location Identification by Zones](#)

[Duluth Defined - Maps](#)

4. 25-7237 **Community Mural - Wall by Lowes**

Explore the possibility of a community mural on the wall near Lowe's, across from Beaver Ruin Elementary.

5. 25-7238 **Maintenance of Metal Sculpture "Grasshopper"**

Contact the artist, Richard Sells, to address the maintenance needs of the metal grasshopper sculpture near the bioswale and firehouse. NPAC will determine the appropriate next steps based on the artist's feedback.

[Metal Art Sculpture – Grasshopper](#)

6. 25-7239 **Maintenance of Metal Sculpture "George"**
- Address maintenance needs for the metal sculpture "George".
 - Contact the artist, Debbi Rhodes, to discuss maintenance requirements.
 - Consult with Parks to determine whether the city or the artist will handle rust removal and repainting.

[Metal Art Sculpture - George](#)

[Metal Art Sculpture - Artwork Identifier](#)

H. New Agenda Items

1. 25-7251 **Norcross Forever Stamp Program**
- Create a consistent program of creating art on the Norcross Power Boxes throughout the city using an image of a Stamp. Each stamp would commemorate or identify with the location. In addition, each stamp would include the words "Norcross Forever" similar to the "USA Forever" stamps. Plus, there would be a few short words to identify the picture. With different stamps throughout Norcross, we would create a "scavenger hunt concept" by encouraging visitors and residents to go Stamp Collecting.

[Agenda Report - Norcross Forever Stamp Program](#)

I. Additional Input/Discussion Not Otherwise Addressed by this Agenda

J. Adjourn

K. Signed By: _____ Elizabeth Simpson, Chair

L. Attested By: _____ Shayla Alexis, Deputy City Clerk

NPAC 2025 Annual Planning & Visioning Report
Prepared by Purpose Possible
February 13, 2025
5:00 PM - 7:00 PM

Introduction

On Thursday, February 13th, Purpose Possible facilitated a two-hour board meeting for Norcross Public Art Commission (NPAC). The focus of the meeting was to plan for actionable steps and “quick wins” that NPAC can implement with a committee of six over the next year.

Purpose Possible used [Mentimeter](#) to capture input from NPAC members. Purpose Possible Consultant Elizabeth Low and Director of Strategic Philanthropy Laura Hennighausen presented to the group about the process of creating the master plan, and a refresher of the implementation plan within the larger document. Purpose Possible then led the group in a short brainstorming session to identify tasks and projects that could be completed in the next 30/60/90 days that fall within those strategies.

Takeaways

NPAC members defined success for NPAC in three years to include financial growth, strong partnerships with the city, and a unified arts community. Norcross would be recognized for its artistic identity, with successful projects that foster community pride and engagement. There would be a waitlist for Board Members, active subcommittees, and recurring multi-generational art initiatives. Programs like the Installed Art Hunt and Art in the Park would drive commerce and visibility. Financially, NPAC aims to double its investment annually, reaching \$60K, with public recognition in Gwinnett County.

NPAC members identified “Making Arts and Culture a Municipal Priority” and “Creating a Strong Arts Ecosystem” as the two Master Plan priorities that work in 2025 should center. Zooming in further, NPAC identified Marketing and Communications, and Programming as the two most important strategies to focus on to further those Master Plan priorities.

2025 Planning

Purpose Possible took the projects and tasks identified in the 30/60/90 day planning brainstorm and has created a tracking document that can be found [here](#). This document captures each task, who is responsible, and a deadline. It is advised that NPAC use this dashboard or a similar tracking system to keep track of tasks and assignments. This list is not exhaustive and NPAC should anticipate adding to or editing this list at each meeting. Next to each project in parentheses are numbers that correspond to the appropriate lines on the Implementation Grid (tab 2 in the document) so NPAC can also track its progress in the Master Plan.

Retention and Recruitment

Recruiting and retaining NPAC members is also a priority in 2025. At the end of the meeting, Purpose Possible asked each NPAC member to take some time to reflect on what they would like to gain from their participation on the Commission, and how they would most like to support NPAC's work. It is recommended that at a future meeting these findings are shared and discussed in order to ensure each NPAC member is adequately engaged. NPAC may also consider instituting an annual commitment form where NPAC members can self select which projects or committees they'd prefer to focus on, as well as indicate their understanding and commitment to attending meetings and other duties. Examples of Board Commitment Forms can be found [here](#) and [here](#). Templates and suggestions for self-assessment tools can be found [here](#) and [here](#).

Conclusion

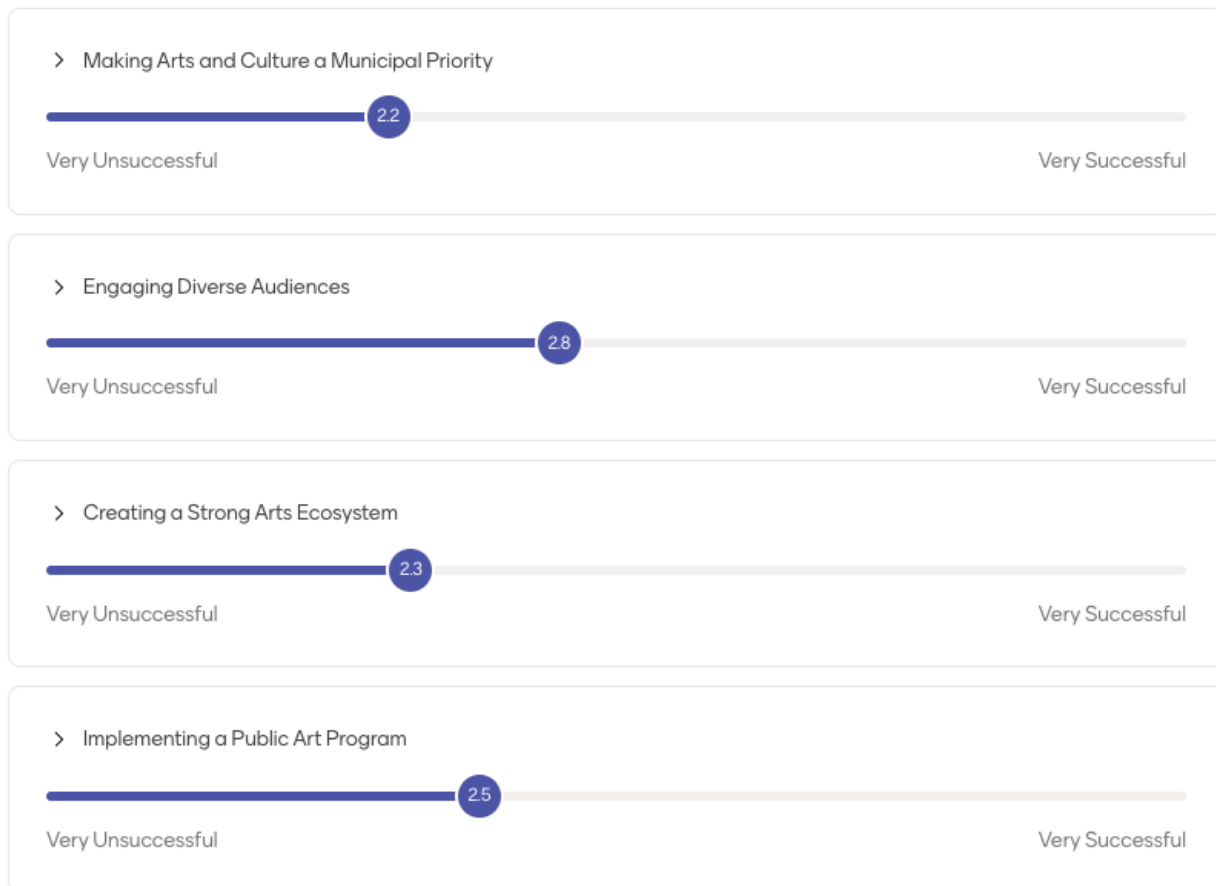
NPAC has ambitious goals for their work for a six person voluntary commission, however with a good project plan that follows the adopted Master Plan, NPAC will be able to accomplish their goals and more. It is recommended that NPAC conduct a similar vision and planning session each year to determine goals, and revisit the dashboard to expand or edit the project plan once a quarter. The dashboard should be referenced at each NPAC meeting to help keep members accountable.

Mentimeter Results

Q: Let's fast-forward three years in the future: what will success for NPAC look like?

- "Money in the pot, **good working relationship with city council** on getting things approved and implemented, unification of all the arts on a more structured basis."
- "Norcross is defined or recognized for certain memorable artistic aspects."
- "Successes we can point to with pride and recognized by the community. **Waitlist of Board Members**, serving on sub committees to help get the hard work done"
- "Installed Art Hunt which provides identification and commerce. Art in the park activities. Community pride and multi generational projects on recurring basis"
- "Doubling investment \$'s each year for three consecutive years. \$15 K, \$30K, \$60 K
Public recognition in Gwinnett County of NPAC success"

Q: To date, rank how successful you feel NPAC has been in regards to the following priorities as identified in the Arts & Culture Master Plan:



Q: What are the most significant ways in which NPAC can improve? (Select all that apply)



G.1.a

Attachment: Wooden Fence

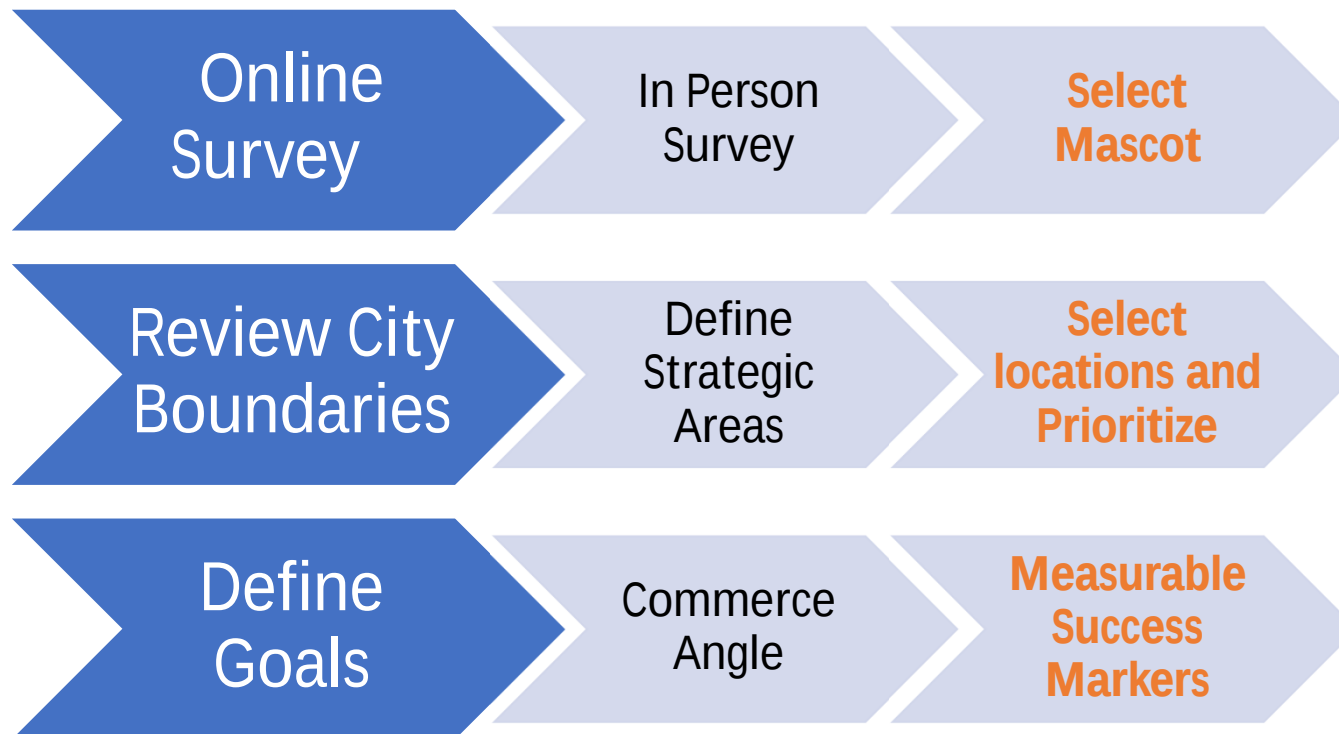
Packet Pg. 9



Norcross Scavenger Hunt

NSH Planning

Sub Committee Tasks (overlapping)



Choosing a mascot



Frog, Bird,
Star, Goat

Sub Committee
makes
recommendation
to NPAC

Choose
Mascot

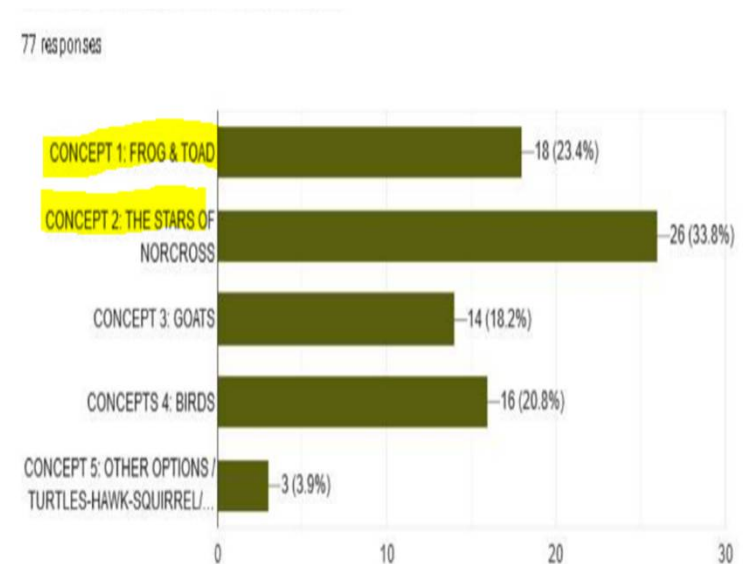
Update to
Mayor &
Council ?

Plan date for
big reveal ?

In-person survey – Art Splash

RESULTS TALLY

- **Winner - Stars at 33%**
- **2nd place – Frog at 33%**
- **3rd place - Birds at 20%**
- **77 total respondents**

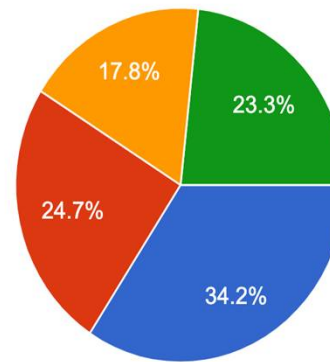


Subcommittee is responsible for recommendations only.
NPAC will make the final decisions.

Online Survey via SM post

RESULTS TALLY

- **Winner - Frog at 34%**
- **2nd place – Stars at 24%**
- **3rd place - Birds at 23%**
- **73 total respondents**



- Concept 1: Frog & Toad
- Concept 2: The Stars of Norcross
- Concept 3: Goats
- Concept 4: Birds

Subcommittee is responsible for recommendations only.
NPAC will make the final decisions.

Survey Inconclusive

Recommendation

- **Stars at total of 57% (preliminary)**
- **Hold until subcommittee complete analysis**
- **Reassess best fit based on location, rollout plan**

Subcommittee is responsible for recommendations only.
NPAC will make the final decisions.

Subcommittee Tasks

Early-stage planning Tasks

- Identifying installation locations
- **Mascot**(s) recommendation
- Recommend **art form** based on location and messaging
- Set **milestone** goals
- Defining how to **measure success**

Subcommittee is responsible for recommendations only.
NPAC will make the final decisions.





reImagine
SCULPTURES THAT REDEFINE RECYCLING
"GEORGE"
Created by Debbi Rhodes



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SCULPTURES THAT REDEFINE RECYCLING



“GEORGE”

Created by Debbi Rhodes



CHAIR **ELIZABETH SIMPSON** · BOARD MEMBER **YAMILY MIJES-O'REILLY** · BOARD MEMBER **NICOLE MORGAN** · BOARD MEMBER **ROBERT FORRO**
BOARD MEMBER **JACQUES MURPHY** · BOARD MEMBER **MICHAEL MACMANUS** · STAFF LIAISON **SHAYLA ALEXIS**

Agenda Report

To: Norcross Public Arts Commission (NPAC)
From: Michael MacManus, Board Member
Date: February 25, 2025 – Regular NPAC Meeting
Item #: 25-7251
Title: **Norcross Forever Stamp Program**

Recommendation:

Create a consistent program of creating art on the Norcross Power Boxes throughout the city using an image of a Stamp. Each stamp would commemorate or identify with the location. In addition, each stamp would include the words "Norcross Forever" similar to the "USA Forever" stamps. Plus, there would be a short few words to identify the picture. With different stamps throughout Norcross, we would create a great community interest by encouraging visitors and residents to go "Stamp Collecting."

Background:

NPAC is looking at the 12 different zones on how to impact the individual areas with art that is meaningful to the area but consistent with the overall Master Plan. This may work but should be investigated further.

Financial Impact:

At first glance, the cost could be minimal. We need to investigate options on how to apply the art – pain, sticker, cover, etc.

Consistent with Master Arts & Cultural Plan?

Yes. The program would touch all zones of Norcross with art designed for that particular area. It encourages residents and visitors to visit parts of the city previously unknown and learn about the history and heritage of the areas. It creates a sense of pride in the City of Norcross with the Norcross Forever theme.

Next Steps:

Need to meet with Norcross Power to gain their cooperation with the concept. Need to look at costs to apply the art. Need to look at power box locations and suggestions on individual themes. Need to get City approval.

Attachments:**Updates:**

TBD