

I ♥ NORWALK
ARTS & CULTURAL COMMISSION
TUESDAY, AUGUST 1, 2023 – 6:00 - 7:00 PM
AGENDA

To allow public access, anyone may access a meeting by telephone or Zoom. Specific instructions and links can be found at www.norwalkct.org/meetings.



Members of the public can call in and listen to a meeting. They will not be able to speak or see any of the meeting participants. Each meeting will use a unique Meeting/Webinar ID. Please find the information using the link above.



Members of the public who wish to provide "live comments" will need to register in advance and use the Zoom meeting platform. All participants will be muted upon entering the meeting. To speak, click the "raise your hand indicator" and you will call on by the host of the meeting during the public comment section. Please find the information using the link above.



Members of the public who wish to provide public comment are encouraged to submit those via email in advance of the meeting. For these comments to be read into the record, they should be submitted at least three hours in advance of the meeting start time. Please email Maritza Alvarado at malvarado@norwalkct.org to provide written public comment prior to the meeting.

I. CALL TO ORDER

II. ROLL CALL

III. PUBLIC PARTICIPATION

IV. ADMINISTRATION

- a. Member introductions
- b. Approve the minutes of the June 6, 2023, regular meeting of the Arts Commission
- c. New ordinance review and commission purpose (Sabrina Godeski)
- d. Committee Formation – Lead Assignments
 - i. Arts Projects Committee (rotating based on projects)
 - ii. Events Committee (rotating based on projects)
 - iii. Budget Committee

V. NEW BUSINESS

- a. Budget Review
- b. Update on current projects in the pipeline
 - i. Monroe Street Underpass (Sabrina Godeski)
 - ii. West Avenue Underpass (Sabrina Godeski)
 - iii. Ely Avenue Fence (Sabrina Godeski)
 - iv. You Are Not Alone Murals (Brian Kasper)
- c. Marketing Plan Discussion

VI. OLD BUSINESS

VII. ADJOURNMENT

Ava Jacobs

Contact: (925) 915-9667, ava.jacobs@comcast.net
Address: 83 Washington St, STE #3G Norwalk CT 06854

Education

SUNY Purchase, Purchase, NY — *BFA & BA 2022*

BFA: Dance
BA: Arts Management
Minor: Political Science
Summa Cum Laude

Experience

SPACE 67 - Norwalk, CT

July 2022 - PRESENT
Studio Manager

JUICE Creative Group - Norwalk, CT

February 2022 - PRESENT
Operations Manager

Beam & Barre - Cos Cob, CT

October 2019 - PRESENT
Sales Associate / Social Media Manager

Oakland School for the Arts - Oakland, CA

Summer 2018 Summer 2022
Summer Program Dance Teacher

Encore Theatrical Dance Supplies - Walnut Creek, CA

November 2015 - December 2019
Assistant Manager / Sales Associate

Savage Jazz Dance Company - Oakland, CA

August 2017 - July 2019
Company Member / Dance Teacher

Skills / Knowledge

- Certified in Adobe Photoshop
- Certified Pointe Shoe Fitter
- Final Cut Pro
- Microsoft Excel
- Accounting and Bookkeeping
- Search Engine Optimization (SEO)
- Writing and Editing

Brian Kaspr

Currently lives and works in Norwalk, CT

414.803.9308
bkaspr.com

brian@bkaspr.com
@bkaspr

Brian Kaspr is a visual artist exploring abstraction through the use of typography, lettering, and found imagery. He is trained as a fine artist, printmaker, graphic designer, and sign painter, and uses this unique blend of skills to create original paintings, objects, and murals. Kaspr also co-founded Flat Vernacular in 2010, a wallpaper, fabric and interiors company.

Education

2006 BFA, sculpture and printmaking, Maryland Institute College of Art, Baltimore, MD

Studied under-
Michael Rakowitz
Pepe Coronado
Hugh Pocock

Exhibitions, Installations, and Public Art

- 2023 - Forthcoming - Carriage Barn Arts Center, *"The Flower Show"*, New Canaan, CT
Club Gallery, *"Blue Chips"*, Miami, FL
Norwalk Art Space, *"Alternative Realities"*, Norwalk, CT
- 2022 - Colony, *"Dream Home"*, New York, NY
Site specific installation, *"Dream Home"*, Norwalk, CT
Public Art/Performance, *"Untitled"*, Miami, FL
ABV Gallery, *"A Better View"*, Atlanta, GA
Public Art, *"Surfside"*, Point No Point Park, Stratford, CT
- 2021 - La La Land Gallery, *"Art School Dropout"*, Los Angeles, CA
Public Art, *"Untitled 2 (warmth)"*, Norwalk, CT
Public Art, *"Poncey"*, Atlanta, GA
O+ Festival, *"Good Work"*, Kingston, NY
Public Art, *"Wild Fires"*, Norwalk, CT
Public Art, *"Fur White & Green Tea"*, Norwalk, CT
- 2020 - Site specific installation, *"Viking Funeral (No Place Like Home)"*, Darien, CT
Public Art, *"Waves"*, Point Pleasant, NJ
Public Art, *"Be Yourself"*, Bridgeport, CT
Public Art, *"Love Abundantly"*, Darien, CT
- 2019 - Public Art, *"Where it's At"*, Los Angeles, CA
Public Art, *"Sitting at the Top"*, Atlanta, GA

Public Art, *"Making it Up"*, Atlanta, GA
Public Art, *"Hey Good Looking"*, Fairfield, CT
Site specific installation, *"Black Mass"*, Norwalk, CT
Birmingham Museum of Art, *"Barbie, Dreaming of a Female Future"*, Birmingham, AL
Site specific installation, *"Around Every Corner"*, New York, NY
Site specific installation, *"Viking Funeral (You're Gonna Miss Me)"*, Darien, CT
Site specific installation, *"If it Were Easy"*, New York, NY
Site specific installation, *"Gone Surfing"*, Los Angeles, CA
Site specific installation, *"Full Powers"*, Los Angeles, CA
Public Art, *"Wait it Gets Better"*, Los Angeles, CA
Public Art, *"Another Day, Another Dollar"*, Los Angeles, CA
Site specific installation, *"Thanks for Visiting"*, New York, NY
2018 - Site specific installation, *"Candy Coated"*, Portland, OR
2017 - Site specific installation, *"Stay for Awhile"*, Culver City, CA
2015 - Performance, *"Death by Magenta"*, Middletown, NY
2014 - Site specific installation, *"Corporate Speak"*, New York, NY
2013 - Site specific installation, *"One Day at a Time"*, New York, NY

Relevant Experience

2020 - Present - Voting member - Norwalk Arts Commission
2021 - Present - Chair - Infrastructure Committee, Norwalk Arts Commission

Collections

My work is in private collections across the United States as well as the UK and Australia.

Selected Corporate Clients

Maybelline, Kate Spade, Universal Music, Ban.do, Aldo, Nordstrom, Victoria's Secret, Ray Ban, North Face, Away, American Express, Urban Outfitters, Pop Sugar, The Infatuation, Nike, MoMA, Refinery 29, Baggu, Bon Appetit, Facebook, Madewell, L'Oreal, Goop, Resy, Caterpillar, Adidas, Rebecca Minkoff, Resy, Yahoo!, Delpozo, Afar Magazine, & Fleur du Mal.

Marc Alan

Music and Arts Professional, Community Builder and Arts Advocate

128 Gillies Lane
Norwalk, CT 06854
(917) 275-6757
Marc.FactoryUnderground@gmail.com

Professional Summary:

Highly creative and passionate Music and Arts professional, who is educated, well-rounded, and a versatile team player. I have built a successful 35-year career in Live Music Concert Production; Music Marketing and Artist Development; Arts Management, and Music Education.

I am an Audio Engineer who has worked at the top levels of the Touring industry; I have mixed “Front of House” audio for internationally-famous, and Grammy Award-winning, musicians and entertainers in over 40 countries, including several tours with Armed Forces Entertainment.

I relocated from New York City to Norwalk, CT in 2011, where I founded and developed a successful recording studio and video production company called Factory Underground. As the Director of Marketing and Business Development, as well as an avid, Google-certified, social media marketer, I have helped Factory Underground become one of the top recording studios in the northeast.

In 2020, Factory Underground further expanded into Music Education, becoming a nationally-accredited secondary, and post-secondary private academy. Our certificate-program is a mix of traditional learning, and hands-on project experience in music production, audio engineering and videography.

Outside of my professional work, I am a committed community-builder and arts advocate, who enjoys “giving back” to my local community. I am deeply dedicated to developing Norwalk into the most vibrant “*City of the Arts*” in the state of Connecticut. This cause led me to joining the City of Norwalk Arts Commission in 2017, under the direction of then-Chair and mentor Susan Wallerstein.

As Chairman of the Arts Commission since 2019, as well as a volunteer with the Connecticut Arts Alliance, and the Fairfield Cultural Alliance, I advocate for Music and the Arts as economic drivers in our growing city, a draw of cultural tourism, supporting small business, and creating equitable economic and educational opportunities for young people of diverse multi-cultural backgrounds.

I have also advocated for the establishment of a Cultural (Arts) District in Norwalk, since it was first recognized by the state of Connecticut in 2019.

Current Employment:

Director of Marketing - Factory Underground Studio / Factory Underground Tech / Pilot Light Records (Norwalk, CT)

January 2011 - Present

Manage all facets of marketing, and business development for two individual companies under the Factory Underground brand, including Factory Underground Studios (Recording and Video Production) and Factory Underground Tech (Nationally Accredited Private School).

I am also the Principle Partner and Director of Pilot Light Records, a subsidiary of Factory Underground, which provides Artist Development to emerging independent recording artists.

FOH Engineer - Technical Director: Jose Feliciano (International)

November 2018 to Present

Technical Director and Touring Front of House Audio Engineer for Grammy Award winning musician, singer-songwriter Jose Feliciano. I have mixed approximately 50 shows over the past five years including shows in Israel, Puerto Rico, and Chile.

Production Manager - FOH Engineer - Wall Street Theater (Norwalk, CT)

June 2016 to Present

I have been the primary FOH (Front of House Sound Engineer) at Wall Street Theater since it opened in 2016, and have been the production manager since 2021.

I advance the production for all events, interfacing with the artist tour management, house management and in-house production staff. Other duties include systems engineering for the in-house PA system, maintenance and inventory of production assets, purchasing and installation of new equipment, hiring and training new staff, backline rentals, etc.

Touring Audio and Production Experience:

FOH Engineer - Frost Lighting (New York, NY) 2011-2012

Highlights including mixing sound for Michelle Obama

FOH Engineer and Systems Technician: Abott Audio/Bestek (New York, NY) September 2010 - June 2014

Worked on high profile corporate and music events at venues including Ellis Island, Statue of Liberty, Hofstra University, Williamsburg Savings Bank, and others.

FOH (Front of House Audio) Engineer: Type O Negative; Hatebreed; Lordi; New York Dolls (International) May 2007 - April 2011

Highlights include mixing sound for Type O Negative at the Polish Woodstock Festival 2007 in front of an audience of 300,000 people and mixing the New York Dolls at the Zep Arena in Osaka, Japan in 2010.

FOH Engineer - House of Blues New Orleans/Live Nation (New Orleans, LA) April 2006 - May 2007

FOH Engineer for Louisiana Philharmonic Orchestra - Propaganda Audio (Gretna, LA) April 2006 - May 2007

FOH Engineer / Tour Manager - Armed Forces Entertainment (International) June 2004 - September 2004

During this period, I toured with an American rock band hired to perform for the United States Armed Forces on bases in Iceland, United Kingdom, Germany, Austria, and Norway, over a two month period.

FOH Engineer - Christine Aguilera (US)

June 2000 - September 2000

Chief Engineer - Studio Instrument Rentals/SIR Studios (New York, NY)

September 1993 - June 2000

SIR Studios are utilized by national touring and recording artists to rehearse for tours and television appearances. During my tenure, I worked directly with Jeff Beck, Aerosmith, Ozzy Osbourne, Pink, Ringo Starr, Linkin Park, Kid Rock, Christine Aguilera, Linda Perry, Train, Charlie Watts, Sonny Rollins, Mary J Blige, Missy Elliot, Sonny Rollins, and many others.

Other Business Management Experience:

Studio Manager - Studio Instrument Rentals/SIR Studios (New York, NY)

September 2000 to June 2003

After working in SIR studios as a sound engineer for seven years, I was promoted to the position of Studio Manager. This diverse position gave me extensive experience in customer service, dealing with record labels and professionals across every facet of the recording industry. I conducted hiring, training and scheduling of all studio staff, processed studio and equipment rentals, collected record label purchase orders, and advanced the production of each event, rental, and rehearsal.

Community Work:

Chairman - Arts Commission for the City of Norwalk, CT

2019 - present (Voting Member since 2017)

Member - Connecticut Arts Alliance (Since 2022)

President - Wall Street Neighborhood Association 501c3 (Norwalk, CT)

2017 - Present

City of Norwalk Chamber of Commerce - Leadership Institute - Featured Speaker (2023)

Spring Gala Production Manager - George Washington Carver Foundation of Norwalk, CT (2020 - 2023)

Marketing Committee - George Washington Carver Foundation of Norwalk, CT
2018 - 2019

Co-Founder/Organizer - Norwalk Film Festival (Norwalk, CT)
2020 - 2021

Founder/Organizer - Make Music Day (Norwalk, CT)
June 21, 2019 - 2021

Co-Founder/Organizer - Hometown Love Holiday Food Drive (Norwalk CT)
2017-2019

Founder/Organizer - First Friday on Wall Street (Norwalk, CT) 2016

Education:

Queens College (Flushing, NY)
1986 - 1988 (Economics/Music)

State University of New York (Buffalo, NY)
1984-1986 (Business Undergraduate)

Stuyvesant High School (New York, NY)
1981-1984 (Specialized High School for Science and Mathematics)

Personal and Professional References Upon Request

MELISSA MATUSKA

1 Longshore Avenue
Norwalk, CT 06854

479-283-4774
melissamatuska@yahoo.com

AREAS OF EXPERTISE

- Program Development
- Leadership
- Strategic Planning and Assessment
- Event Management
- Accounting and Budget Planning
- New Business Development
- Certified Volunteer Manager
- Partnership Development
- Logistics/Process Analysis

PROFESSIONAL EXPERIENCE

FAIRFIELD UNIVERSITY, FAIRFIELD, CT 2017-2020
EVENTS AND SALES MANAGER

- Managed front-of-house staff, building operations, interns and program deployment for the Regina A. Quick Center for the Arts
- Augmented the existing volunteer program by implementing a recruitment and training process for current and new volunteers
- Responsibilities included generating outside revenue resulting in management of over 400 university and external events annually
- Coordinated logistics for visiting artists, managing travel, accommodations, and other hospitality-related items
- Oversaw summer camp marketing, logistics, and sales, significantly expanding the program and tripling the number of attendees.

TWENTY ONES INC., NEW YORK, NY 2012-2017
SALES AND EVENTS MANAGER

- Oversaw organizational logistics management and production of top-tier events for celebrities, Fortune 500 companies, sports teams and other high-profile clients
- Exhibited strong project management skills with the ability to create and oversee events, programs and meetings
- Digital Content Lead for the 40/40 Club website (the4040club.com) including content development, product creation, eCommerce and some web development

LONG ISLAND UNIVERSITY, BROOKLYN, NY 2010-2011
DIRECTOR OF ALUMNI RELATIONS

- Developed, implemented and maintained Alumni Societies for the School of Health Professions and Nursing while building awareness for the LIU Brooklyn Campus Alumni Association
- Displayed well-developed leadership skills with the ability to motivate and develop staff and volunteers, inspiring the interest and cooperation of alumni and other offices throughout the university community
- Established an alumni benefits program by securing revenue of \$650K through an affinity program with insurance partners
- Planned alumni events surrounding the NCAA Basketball Tournament for LIU and the 125th Reunion for the Arnold and Marie Schwartz College of Pharmacy and Health Sciences

UNIVERSITY OF ARKANSAS, FAYETTEVILLE, AR 2003-2010
ASSISTANT DIRECTOR OF ALUMNI RELATIONS

- Managed nationwide territory of all alumni outside of Arkansas including 24 alumni chapter boards and 28 Regional Razorback programs, resulting in a 10% annual engagement increase
 - Displayed exceptional interpersonal, written, and oral communication skills with demonstrated ease in public speaking and advocacy, showing the ability to comfortably work with a sophisticated alumni population
 - Created, implemented and maintained alumni volunteer student recruitment program with the Office of Admissions. Annually produced over 250 events including events surrounding the Billion Dollar Campaign
 - Spearheaded completion of Missouri Razorback license plate program that contributed \$10K annually in scholarship money
-

EDUCATION & TRAINING

Master of Business Administration, Management, Long Island University, New York, NY, 3.8 GPA, Cum Laude
Bachelor of Science, Education and Health Professions, University of Arkansas, Fayetteville, AR

CERTIFICATIONS

Certified Volunteer Manager, Arkansas Public Administration Consortium and University of Arkansas
Diversity Certificate, University of Arkansas

CONFERENCES AND SPEAKING ENGAGEMENTS

Presenter at Summit Conference (2010)
Judge at CASE District III Awards (2008-9)
Attended “Building Lifelong Relationships” CASE conference (2008)
Summit Volunteer Leadership Conference Planning Committee (2008-10)
Speaker at Council for Advancement and Support of Education (CASE) (2007)
Peer Connections Conference Head Chairman (2007)
Educational Leadership Conference for U.S. Army (2005)

PROFESSIONAL AFFILIATIONS AND DEVELOPMENT

Life Member of the Arkansas Alumni Association
Norwalk Arts Commission (2017-present) and Appointed Voting Member (2018)
Sigma Beta Delta Honor Society (2014-present)
Arkansas Volunteer Coordinators Association Chapter Secretary (2008-10)
Alumni Professionals of Arkansas Committee Chair (2008-9)
Arkansas Volunteer Coordinators Association State Board Member (2007) and Secretary (2009)
Toastmasters International (2004-2006)
Arkansas Letterman’s Club and Committee Chair (2003, 2011, 2014-15)

PUBLISHED ARTICLES

Published two articles in *ARKANSAS* Magazine
Multiple contributions to *Anecdotes* newsletter for the Schwartz College of Pharmacy and Health Sciences

AWARDS & DISTINCTIONS

Honorable Mention for Volunteer Program ▪ University of Arkansas at Little Rock and the Arkansas Public Administration Consortium (2009)
Advancement Program of the Quarter “Pride of Arkansas Tour” (2009)
Council for Advancement and Support of Education Faculty Star (2007)
University of Arkansas Staff Team of the Year Award (2004 and 2008)

TECHNICAL SKILLS

Mac and PC literate, Microsoft Office Suite (Outlook, Excel, Word, OneNote, Publisher, PowerPoint, and Access),
PeopleSoft, AS400, Raiser’s Edge Fundraising Software, Tripleseat and Workday

Nori A. Grudin

3 Kellee Drive ♦ Norwalk, CT 06854 ♦ 203-326-1486 ♦ Sailornor@hotmail.com

Profile

Motivated, personable travel professional with a successful 21.5-year track record of outstanding customer service. Talent for quickly mastering technology. Diplomatic and tactful with professionals and non-professionals at all levels. Accustomed to handling time-sensitive, confidential documents. Demonstrated history of producing high quality reports and meeting stringent guidelines.

Flexible and versatile – able to maintain a sense of humor under pressure. Poised, confident and competent. Thrive in deadline-driven environments. Excellent team-building skills.

Skills Summary

- | | | |
|-------------------------|-------------------|------------------------------|
| ➤ Apollo and Sabre GDS | ➤ Sales | ➤ Written Correspondence |
| ➤ Customer Service | ➤ ABS Super User | ➤ Professional Presentations |
| ➤ General Office Skills | ➤ Ticket Exchange | ➤ Excellent Multi-Tasker |
| ➤ ARC Certified | | ➤ Windows 10 Proficient |

Professional Experience

TAUCK INCORPORATED

Prepare and issue airline tickets

Author professional correspondence to customers

Liaise with internal and external customers regarding travel plans

Maintain internal Airline Booking System (ABS) for non-GDS users

Rapidly learn and master varied computer programs; recently completed Microsoft Office Suite classes

Trained reservations staff to use Apollo GDS

ROSENBLUTH TRAVEL

Track and report all hotel and airline revenues through ARC

Compiled and coordinated all travel documentation for business travelers

THE ART INSTITUTE OF CHICAGO

Worked in book department of the museum's gift shop

Established and maintained intimate knowledge of stock items

Assisted international clientele with purchases

Cashiering

Education

CHARTER OAK STATE COLLEGE - new Britain, Ct

working towards B.A. of American Studies

NORWALK COMMUNITY COLLEGE – NORWALK, CT

A.S. Communications

Certifications and Affiliations

Certified Travel Associate

Certified Travel Counselor

Member of the Institute of Certified Travel Agents (I.C.T.A)

Hospitality Specialist

ARC (Airline Reporting Corporation) Certified

Volunteer and Charity Work

Making Strides Against Breast Cancer Annual Walk

Habitat for Humanity

Annual Tauck World of Giving volunteer event – 2001 – 2009

2001: Valley Forge, Valley Forge, PA

2002: Roosevelt Vanderbilt National Historic Site, Hyde Park, NY

2003: Harkness State Park, Waterford, CT

2004: Ellis Island, New York, NY

2005: Minuteman National Park, Lexington/Concord MA

2006: Norwalk Community Parks, Norwalk, CT

2007: The Old North Church, Boston, MA

2008: Plimouth Plantation, Plymouth, MA

Nori A. Grudin

3 Kellee Drive ♦ Norwalk, CT 06854 ♦ 203-326-1486 ♦ Sailornor@hotmail.com

2009: Beardsley Zoo, Bridgeport, CT

Norwalk CT WAPA Mural Docent

Slow Art Day Norwalk – 2016 , 2017, 2018, 2019

Norwalk Art Commission member – 2017 to present

Started the Norwalk Art Commission's Facebook and Instagram pages

ROBERT ABRIOLA

7 Blake Street Norwalk, CT 06851 • 203-257-9856 • babriola@ymail.com

CLIENT ACCOUNT DIRECTOR & BUSINESS LEADER

Dynamic account leader and relationship manager with extensive experience in building client partnerships across multiple geographies (NAM, LATAM, and EMEA). Expertise in marketing services and creative materials execution with full responsibility of managing multiple teams onsite at client locations. Managing forecasting, budget and P&L performance. Career history exhibits strong team management through:

- | | | |
|-----------------------------------|-----------------------------------|-------------------------------|
| + Team Leadership / Collaboration | + Creative / Marketing Operations | + Process Improvements |
| + Technology Deployment | + Supply Chain Management | + Cost Savings Strategies |
| + Account Growth / Development | + Procurement & Negotiation | + Operations / P&L Management |

SELECTED CAREER HIGHLIGHTS

- + Managing \$50m in client operations for HH Global across NAM, LATAM, and EMEA
- + Led business strategy, client partnerships, and marketing operations for LogicSource across multiple accounts across NAM delivering \$22MM in annual revenue
- + Managed a large team and creative operations of 500+ annual direct marketing programs at Affinion Group
- + Negotiated all annual RFP efforts over 9-year period that yielded \$72MM in total savings



BACARDÍ



weight
watchers



PROFESSIONAL HISTORY

HH Global – Chicago, IL

2019 - Present

HH Global is the first-choice partner in outsourced marketing execution for leading brands. Applying proven processes, industry-leading technology, HH Global develops innovative solutions that drive down the cost of clients' marketing print procurement and content development, while improving quality, sustainability, and speed to market.

Global Account Director

Accounts: BACARDI, HEINEKEN, PABST

- Full responsibility for the client relationship and performance of Bacardi and Heineken partnerships
- Client relationship management, contract governance, product delivery and management of business reviews
- Overall responsibility to meet all order window execution, KPI's, and savings targets
- Drive strategy, innovation, and sustainability across operating companies
- Oversee large scale projects including global sustainability and harmonization planning efforts
- P&L management of \$50m in annual revenue across countries

LogicSource – Norwalk, CT

2013 - 2019

LogicSource is a fully transparent, investment-based sourcing and procurement solutions firm that executes deployable, customized solutions. LogicSource delivers immediate savings and sustainable value with proven, pre-built assets, including its world-class supplier ecosystem, strategic sourcing center and leading OneMarket® technology.

Managing Director, Client Relationship Management

Accounts: BOSTON BEER COMPANY, WEIGHT WATCHERS, BIG LOTS, BJ'S WHOLESALE CLUB, GYMBOREE, DISH, CENVEO, BEST BUY, MBI

- Led business strategy and account performance, P&L, delivery of services, KPI's, SLA's, and same account growth
- Managed the execution across marketing, consumer packaged goods, and retail clients
- Developed innovation and optimization strategies to ensure increased account value and creative operational success
- Realized \$2.3MM in same account revenue; negotiated 3 contract renewals in 2016 to delivery \$3.1MM in annual revenue

*Affinion is a global leader in affinity marketing of membership, insurance and package products and services.
Affinion services over 65 million members worldwide enrolled in over 30 products marketed in over 300 configurations*

Group Vice President, Marketing Services 2009 – 2013

- Directed the execution of all creative and graphics efforts from campaign development through delivery
- Supervised a large team of over 80+ associates across multiple site locations
- Handled all supplier negotiations and outsourcing procurement of \$100+ million in annual spend
- Managed 2,000+ performance based marketing membership and fulfillment programs annually across multiple channels
- Managed execution of over 500+ million pieces of direct mail annually
- Negotiated RFP efforts for all direct mail, advertising, point-of-sale, and retail; over \$72 million in total savings

Vice President, Marketing Services 2002 – 2009

- Supervised the design, creative and production of all marketing material and member communication
- Led the creative development of direct mail, advertising, in-branch marketing, fulfillment, POS, and publications
- Supervised a 60,000 square foot fulfillment and manufacturing facility in Cheyenne, WY

Creative Studio Director 1998 – 2002

- Supervised the execution of all marketing materials for direct mail acquisition, member communication, and publications
- Managed staff of 25 creative associates. Hired, trained and developed all new creative services team members

Director, Creative Services

- Supervised the design and production of all commercial packaging, advertising, merchandising, and point-of-sale material
- Managed 18 FTE's including art directors, designers, copywriters, print managers, photographers, and illustrators
- Developed in-house creative services department from out-sourced function saving \$650K in annual costs
- Hired personnel, instituted policy and procedures for high-level output of over 1,100 yearly CD releases

Creative Director

- Supervised and directed the design and production of marketing and promotional material for full service design agency
- Managed in-house creative staff and supervised outside support personnel

EDUCATION**Southern Connecticut State University – New Haven, CT**

Bachelor of Science: Dual Major: Marketing / Graphic Design

Yale University – New Haven, CT

Communication Arts Internship

School of Visual Arts – New York, NY

Advanced Courses: Advertising / Design / Photography

TEACHING

Norwalk Community College, Norwalk, CT – Adjunct Professor 2020 - Present

Fashion Institute of Technology, New York, NY – Guest Lecturer 2020 - Present

Sacred Heart University, Fairfield, CT – Adjunct Professor 2000 - 2005

VOLUNTEERISM

Norwalk Arts Commission, Norwalk, CT – Vice Chair 2020 - Present

PROFESSIONAL AFFILIATIONS

Marketing Executives Group / Sales & Marketing Executives / Future Trends
DMA Direct Marketing Association / Print & Print Production / Direct and Database Marketing
Print Production Professionals / Direct Mail Group Financial Services Marketing / Database Marketers Marketing, PR,
Sales Innovators Network / Marketing Edge Print Industry Networking Group
Digital Marketing / eMarketing Association Network / Procurement Professionals

Naomi S. Clark

clarkns@gmail.com

www.fortmakers.com

www.naomi-clark.com

Studio: Norwalk, CT

720-771-5265

EDUCATION:

University of Colorado Boulder, BFA, 2004. Painting

Pratt Institute, MFA, 2008. Painting

PROFESSIONAL EXPERIENCE:

Co-founder and Artist: Fort Makers, Brooklyn, NY, 2008-Present. Fort Makers is a design and art collective. We conceive of and implement a range of projects from usable art objects to large-scale outdoor installations and commissions for private clients. We have worked with numerous large companies and institutions including West Elm, Anthropologie and MoMA PS1.

Notable achievements: I have executed major public art installations, and undertaken other artistic ventures in several cities across the United States. I have held artist fellowships overseas as well, in Portugal and Italy. I was nominated for the Joan Mitchell Foundation Award.

TEACHING EXPERIENCE:

Art Teacher- King School Lead Teacher, Stamford, CT, 2019- present

9th-11th grade. •painting, drawing, sculpture, design and animation, ceramics, STEAM Advanced Art, Fashion design

Art Teacher- Sonoma Country Day School Lead Teacher, Santa Rosa, CA, 2017- Present

K-7th grade. •painting, drawing, sculpture, design and animation.

Portfolio Development- Pratt Institute Pre-College Summer Program, Brooklyn, NY, 2017

•9-12th grade portfolio development for interior design and sculpture

Art Teacher: Marymount Assistant Art and STEAM Teacher, New York, NY, 2015-2017

3rd through 5th Grade. •Instruction in diverse media.

Teaching Artist: The Textile Arts Center, Brooklyn/Manhattan, NY, 2011-Present.

•Plan and teach silk painting classes.

Art Teacher: Lourdes Academy, Brooklyn, NY, 2010-2011. •Created the art curriculum for a diverse group of high school students, Grades 9-12 •Sourced and garnered funding for all supplies used throughout the year. •Taught art classes for Grades 9-12

Teaching Artist: My Little Village, New York, NY, 2008-2010. •Created lessons and taught art to children ages 2-4.

Teaching Artist: Putney Pre-collegiate Program, Amherst College, Amherst, MA, Summer 2008 •Planned and taught fashion design and painting to international high school students on the Amherst College campus •Planned and executed cultural outings for international high school students.

Teaching Artist: Guggenheim Museum, Learning Through Art Program, New York, NY, 2006-2007.

- Assisted the teaching artist in overseeing a year-long art project with 3rd graders at a public elementary school in the Bronx.

Teacher: Global Volunteer Network, Accra, Ghana, 2003-2004 •Assisted other teachers and taught lessons to young children.

Lighting Designer, Project Manager, Theatre Projects, Norwalk, CT 2009 – Present

Fundamental objective is to support the client and design team in the planning and construction of public assembly spaces. Specialize in lighting design and system infrastructure for domestic and international projects.

Selected Projects

Completion

Brown University Performing Arts Center, Providence RI	2023
Palace Theatre, New York, NY	2023
Dr Phillips Center, Orlando, FL	2022
Fisher Center Belmont University, Nashville, TN	2021
Klarman Hall, Harvard Business School, Boston, MA	2018
HBS Online Studios, Harvard Business School, Boston, MA	2020
Jio World Center, Mumbai India	2021

Director of Technical Services - Sachs Morgan Studio, New York, NY 1999 – 2009

Interacted with client and design team from initial interviews through construction. Working knowledge of building and life safety codes pertaining to places of assembly. Designed and supervised award-winning architectural lighting projects. Set up AutoCAD standards to streamline contract document preparation. Initiated marketing efforts, client interviews and project fee calculation systems.

Selected Projects

Completion Date

Nederlander Theatre, New York, NY	February 2009
Kennedy Center Eisenhower Theatre, Washington, DC	August 2008
Mark Taper Forum, Los Angeles, CA	July 2008
Granada Theatre, Santa Barbara, CA	March 2008

Production Manager, Columbia Artists Management, Inc. New York, NY 1993-1996

Production Stage Manager for national tours including Bolshoi Ballet, National Ballet of China, Paris Opera Ballet Ensemble and New York City Ballet Ensemble.

Lighting Designer 1986-1996

Freelance Lighting Designer for dance, opera and drama including Tony nominated production *Wilder, Wilder, Wilder*, Circle in the Square Theater; Daring Project Dance Company; Long Wharf Theatre; and New Voices Theatre Company.

Awards

Temple Emanu El, New York, NY 2007 IALD, Lumen
New World Stages, New York, NY 2006 Lumen

Education

BA in Economics from Connecticut College, New London, CT.

Affiliations

United Scenic Artists Local 829
ETCP Certified

DANNY LOFTUS GEORGE

(305) 467-6717 | Danny.G@TheNorwalkConservatory.org

Danny was a 2018 Forbes 30 Under 30 Finalist in Education and is a Spanish Speaker. As an Actor he has been seen in New York, London, and on national tours in shows including Sister Act, The Burnt Part Boys, Chicago, and 21 Chump Street. As a Director his most recent productions include Songs for a New World at Gateway Playhouse & Urinetown as the Roe Green Directing Fellow. He was also a celebrity interviewer for Playbill.

Employment History

The Norwalk Conservatory of the Arts

President

- Oversight of the quality of the academic and support programs of the College and all of its component entities; Supervision of the relationship between students and the administration; Management of the University's finances; Administration of the personnel system; Fundraising, events, and auxiliary enterprises. Creation, implementation, and direction of events

The All in One AVDS

CEO

- Annual Conference and talent recruitment for theatre companies and corporate entities including Disney, Royal Caribbean, and Norwegian Cruise Line.
- Over 1,500 patrons in attendance at the national conference held annually.

The Growing Studio International

CEO

- Curriculum Design and institutional review for the performing arts departments of over 40 Universities across the country.
- Largest theatre school in the world with 6,000 students in New York City. Studios in London, Paris, and Amsterdam and outreach globally.

**CITY OF NORWALK
ARTS COMMISSION
REGULAR MEETING
JUNE 6, 2023**

ATTENDANCE: Marc Alan, Chair; Robert Abriola, Ava Jacobs, Brian Kasper, Melissa Matuska, Steven Rust

OTHERS: Sabrina Godeski, Sam Schutz, Annica Lydenberg

I. CALL TO ORDER

Mr. Alan called the meeting to order at 6:01 p.m.

II. ROLL CALL

Mr. Alan called the roll. A quorum was present.

III. PUBLIC PARTICIPATION

There was no one present who wished to address the Commission at this time.

IV. ADMINISTRATION

a. Approve the minutes of the March 7, 2023 regular meeting.

The Commission members reviewed the minutes.

**** MR. ABRIOLA MOVED TO APPROVE THE MINUTES OF THE MARCH 7, 2023**

**** MR. KASPER SECONDED.**

**** THE MOTION TO APPROVE THE MINUTES OF THE MARCH 7, 2023 MEETING AS SUBMITTED PASSED WITH FOUR (4) IN FAVOR (ABRIOLA, KASPER, MATUSKA AND RUST) AND ONE (1) ABSTENTION (JACOBS)**

V. COMMITTEE/STAFF UPDATES

a. Budget Committee Update – Sabrina Godeski

Ms. Godeski presented her report. She said that Mr. Shockley had retired from the City, so Ms. Godeski will be handling the Traffic Graphic program. There is also \$20,000 in the budget for this. A discussion followed about possibly increasing the amount offered to the participating artists.

Ms. Godeski then gave a brief overview of the budget and noted that Mr. Kasper would be giving a more in depth report on capital projects.

b. Communications Committee Update – Marc Alan

Mr. Alan said that the City administration would be taking over all the social media and a new system will be introduced. This means that the Arts Commission will not need to have their own, separate social media account. Discussion followed about the transfer process for Arts and Cultural Commission and the potential for creating new committees.

c. Infrastructure Committee Update – Brian Kasper & Sabrina Godeski

i. Authorize the expenditure of \$25,000 of Art in Public Places capital funding to execute the You Are Not Alone Murals.

ii. Authorize the expenditure of the remaining \$5,000 operating budget as described by the Infrastructure Committee for marketing purposes.

Mr. Kasper introduced Ms. Schutz and Ms. Lydenberg. Ms. Schutz said that the group had started in 2019 and they have 70 different murals around the world. The focus is mental health and the theme is “You Are Not Alone.”

Ms. Lydenberg said that she was a painter and had read Ms. Schutz’s book about her struggles. Mural arts are temporary and reaches out to those who are passing by. Mural have appeared in different countries and done by artists in a variety of languages.

Ms. Schutz said that the goal is to inspire the artists around the world to participate and reach the people who need to hear this message. There are interviews with the various artists along with the various artists’ stories. The goal is to reduce stigma and shame associated with mental health. The people who are hearing the message are going on to share that same message. There is consistency in terms of the message and color palette.

Ms. Schutz spoke about the recent event in Darien where the empty Bank of America building, which is scheduled to be demolished, was painted with the message and described how many residents participated.

She also outlined their proposal for September, which is Suicide Prevention Month and detailed the process.

Discussion followed about the quality and quantity of the murals, the City’s bidding process and whether the murals would be located on public or private property.

Ms. Schutz said that they would like to have five murals in the Norwalk area. The organization is looking for \$25,000 to complete the five murals.

Ms. Schutz said that they could come back to the Commission with the locations and size of the walls. The discussion moved to how long the various murals last and whether they could be changed.

**** MS. MATUSKA MOVED TO AUTHORIZE THE EXPENDITURE OF \$25,000 OF ART IN PUBLIC PLACES CAPITAL FUNDING TO EXECUTE THE YOU ARE NOT ALONE MURALS WITH THE CONDITION THAT MR. KASPER CURATES THE PROJECT AND THE COMMISSION APPROVES THE DESIGN AND LOCATIONS IN ADVANCE.**

**** MR. ABRIOLA SECONDED.**

**** THE MOTION PASSED UNANIMOUSLY.**

ii. Authorize the expenditure of the remaining \$5,000 operating budget as described by the Infrastructure Committee.

Mr. Kaspr said that there was \$5,000 remaining in the Operating Budget. Discussion followed.

**** MR. ABRIOLA MOVED TO AUTHORIZE THE EXPENDITURE OF THE REMAINING \$5,000 OPERATING BUDGET AS DESCRIBED BY THE INFRASTRUCTURE COMMITTEE FOR COMMUNICATION.**

**** THERE WAS A SECOND.**

**** THE MOTION PASSED UNANIMOUSLY.**

The discussion moved to the interactions with the State of Connecticut Department of Transportation regarding the use of State owned spaces in Norwalk.

VI. NEW BUSINESS

a. Arts and Cultural Commission Transition and Reappointments.

Ms. Godeski explained that the Arts Commission was transforming into the Arts and Cultural Commission and that the current Arts Commissioners have first choice to remain on the Commission. She added that the Chair and Vice Chair will be appointed by the Mayor and the change in the by-laws will allow the Commission to raise funding. There are nine seats with three ex-officio members who are not required to be Norwalk residents. She requested that the members who wished to remain to send her their resumes.

VII. OLD BUSINESS

There was no additional old business to consider at this time.

VIII. ADJOURNMENT

**** MR. KASPR MOVED TO ADJOURN.**

**** MR. ABRIOLA SECONDED.**

**** THE MOTION PASSED UNANIMOUSLY.**

The meeting adjourned at 7:24 p.m.

Respectfully submitted,

S. L. Soltes

Telesco Secretarial Services

Chapter 17A, Arts Commission, is hereby amended in its entirety to read as follows:

Chapter 17A

ARTS AND CULTURE COMMISSION

§ 17A-1. Commission; Purpose.

There shall be a Commission known as the "Norwalk Arts and Culture Commission" (the "Commission"). The purpose of the Commission shall be to serve as stewards for the City of Norwalk's public art collection and cultural assets. The Commission shall also promote the educational, cultural, economic, and general welfare of the public through the marketing of arts and cultural attractions, as well as encourage, facilitate, and cooperate with artists and artistic and cultural enterprises and organizations for the development of the creative, performing, and visual arts as well as cultural activities in the City of Norwalk. The Commission shall be deemed a "cultural district commission" for purposes of Section 10-401a of the Connecticut General Statutes, as the same may be amended from time to time (the "Act").

§ 17A-2. Definition.

"Cultural District" means each area within the City of Norwalk designated by the Common Council from time to time as a Cultural District in accordance with the provisions of the Act. A map of each Cultural District as so designated shall be available from the Department of Economic and Community Development or other Department designated by the Mayor.

§ 17A-3. Membership.

- A. The Commission shall consist of nine regular members appointed by the Mayor with the consent of the Common Council. All regular members shall be electors of the City of Norwalk, and a majority of the regular members must live or work in a Cultural District.
- B. Not less than seven regular members of the Commission must represent the Norwalk arts and culture community, including at least one representative from each of the following categories:
 - (1) local cultural or arts council,
 - (2) cultural organizations (i.e., historical society, museum, ethnic heritage organization),
 - (3) artists that live and/or work in a Cultural District,
 - (4) organizations that represent artists (artist cooperative, etc.), if applicable,
 - (5) for-profit creative businesses (i.e., theatre or gallery), and

(6) local business and/or chamber of commerce.

Any regular member of the Commission may represent more than one of the foregoing categories.

- C. Regular members shall be designated to serve staggered three-year terms. Any regular member may be removed by the Mayor for failure to attend three or more meetings of the Commission, without reasonable excuse, within a calendar year. Any vacancy for any reason in the position of a regular member shall be filled by the Mayor with the consent of the Common Council for the unexpired portion of the term of the member whose place becomes vacant.
- D. The Commission may also include up to three ex officio members, appointed by the Mayor with the consent of the Common Council. Each ex officio member must be affiliated with a Norwalk arts and cultural organization, but need not be an elector of the City of Norwalk. Ex officio members may fully participate in meetings of the Commission, but without being counted towards quorum requirements and without the right to vote. Ex officio members shall be appointed for three-year terms. Any ex officio member may be removed by the Mayor for the failure to attend three or more meetings of the Commission, without reasonable excuse, within a calendar year. Any vacancy for any reason in the position of an ex officio member may be, but is not required to be, filled by the Mayor, with the consent of the Common Council, for the unexpired portion of the term of the ex officio member whose place becomes vacant.

§ 17A-4. Officers; Operation.

- A. The Mayor shall appoint a Chair and Vice Chair of the Commission who shall each serve for a term of three years or until the earlier of their resignation, death, removal, or the expiration of their term on the Commission. No Chair or Vice Chair shall serve more than two consecutive terms in such position.
- B. The Chair shall be responsible for presiding over meetings of the Commission, establishing a meeting schedule, and appointing members to any subcommittee(s) established by the Commission. The Vice-Chair shall chair meetings in the event of absence of the Chair.
- C. The Business Development and Tourism Department, or other Department designated by the Mayor, shall provide administrative support to the Commission.

Section 17A-5. Powers and Duties.

- A. The Commission shall have such powers and duties as may be necessary or desirable for the purpose of carrying out the provisions of the Act and as may otherwise be designated by the Common Council from time to time. In furtherance of the foregoing, but not by way of limitation, the Commission shall:

(1) Assist the Mayor and Common Council in the determination and

establishment of Cultural Districts;

- (2) Prepare and maintain an inventory and asset map of the cultural and artistic resources of the City by each subject deemed to be of significance by the Commission; and
- (3) Develop and manage an Arts and Cultural Plan as a guiding document for the Commission, which shall include, but not be limited to, the following:
 - (a) the goals and objectives of the Commission, including goals and success measures for Cultural Districts,
 - (b) a management plan for the maintenance and preservation of the City's arts and cultural resources, and
 - (c) a marketing plan for the promotion of the City's arts and cultural resources.

B. In no event shall the acts or proposed acts of the Commission conflict with the lawful designated duties of any other body or commission of the City of Norwalk.

§ 17A-6. Acceptance of Public Art.

- A. The Commission shall review any proposed gift or donation to the City of any piece of Public Art (as defined below) and make a recommendation to the Mayor and Common Council as to whether such gift or donation should be accepted or rejected and, if accepted, the proposed location of such piece of Public Art in the City. Upon receipt of such recommendation, which shall not be binding on the Mayor or Common Council, the Mayor and Common Council shall review and make a determination as to whether to approve such gift or donation, including the proposed location of such gift or donation, in accordance with City and Common Council policy and procedures.
- B. For purposes of this Chapter, the term "Public Art" means works of art in all artistic disciplines that are created or designed for, built, or displayed in a community space and accessible to all (public) for the benefit of residents and visitors. Public art may include murals, sculptures, temporary installations, art shows, and festivals and other types of artistic expression.

§ 17A-7. Establishment of the Norwalk Arts and Cultural District Account; Investment.

- A. There is hereby established an account known as the Norwalk Arts and Cultural District Account (the "Cultural District Account"). The Cultural District Account is established under authority of the Connecticut General Statutes for the exclusive purpose of funding activities in a Cultural District that implement or promote the purpose of this Chapter. The Account shall consist of the following:

- (1) Funds attributable to sponsorships or underwriting of specific cultural or artistic events and/or programming within a Cultural District. Such sponsorships or underwriting shall be approved in accordance with City and Common Council policy and procedures; provided, however, that such approval shall not be required for any individual sponsorship or underwriting that does not exceed \$20,000 in the aggregate;
 - (2) Any funds from any source designated to be added to the Cultural District Account to be used exclusively for cultural or artistic events and/or programming within a Cultural District; and
 - (3) All investment income earned by the Cultural District Account.
- B. All of the monies in the Cultural District Account shall at all times be subject to withdrawal for use as provided in this Chapter. All or any part of the monies in the Cultural District Account may be invested in any manner in which public funds may be lawfully invested. No sums contained in the Cultural District Account, including interest and dividends earned, shall be transferred to any other account within the City budget or used for any purpose not provided for in this Chapter.
- C. Any budget proposed by the Mayor or approved by the Common Council, and any appropriation made for the arts and cultural enrichment of the City, shall not be reduced, ratably or otherwise, in consideration of any moneys in the Cultural District Account. Expenditures from the Cultural District Account shall add to and not replace budgets and appropriations which also serve the purposes of the Cultural District Account.
- D. The continuation of the Cultural District Account shall be perpetual notwithstanding that from time to time said account may be unfunded. Funds in the Cultural District Account shall not lapse at the end of the City's fiscal year.

§ 17A-8. Expenditures from the Cultural District Account; Administration.

- A. Any funds held in the Cultural District Account pursuant to Section 7(A)(1) of this Chapter shall be expended in accordance with the terms of the applicable sponsorship or underwriting. All other funds held in the Cultural District Account shall be expended in accordance with (1) the Arts and Cultural Plan and (2) any applicable guidelines prepared by the Business Development and Tourism Department and approved by the Common Council.
- B. No expenditure of funds from the Cultural District Account shall be in excess of the available balance in the fund.
- C. No officer or employee of the City, or any member of their immediate family, may receive a financial benefit from or have a direct or indirect personal or financial conflict of interest in any Person that receives funds from the Cultural District

Account. Terms used in this subparagraph not otherwise defined in this Chapter shall have the meanings given in § 32-3 of the Norwalk City Code, as the same may be amended.

§ 17A-9. Cultural District Account Reporting.

The Chief of Economic and Community Development or their designee shall, on an annual basis or as otherwise requested by the Common Council, prepare and deliver a written report to the Common Council of the amount in the Cultural District Account and deposits and expenditures therefrom.

Effective Date.

The foregoing amendments to Chapter 17A shall be effective July 1, 2023.

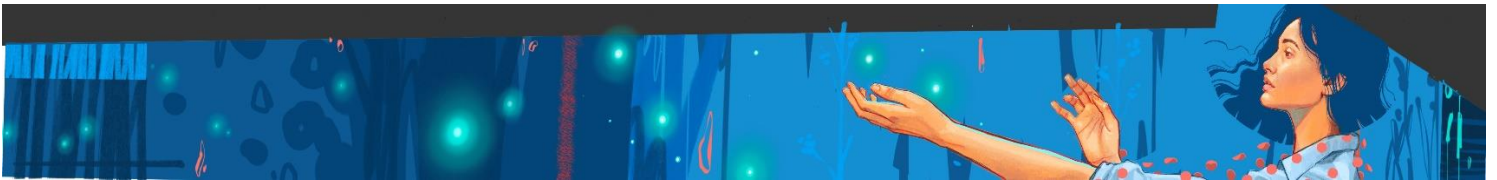
Norwalk Arts and Cultural Commission

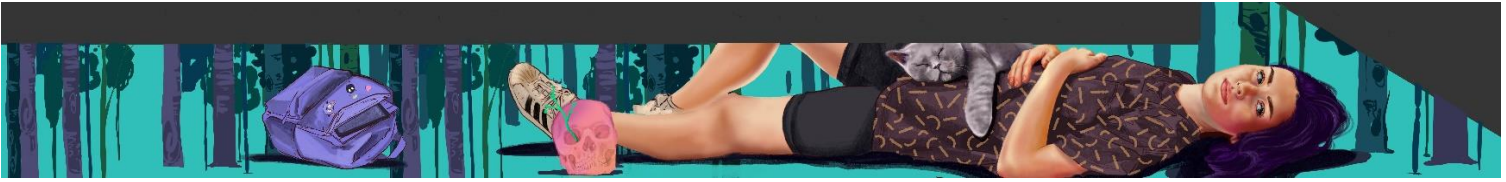
Budget Summary FY23-24

Dept	Account	Summary	Original Balance	Expenses	PO	Transfer In/Out	Balance
011450	5221	Printing & Duplicating	\$ 1,000.00				\$ 1,000.00
	5225	Secretarial Services - Telesco SS	\$ 1,800.00				\$ 1,800.00
	5235	Membership & Dues	\$ 100.00				\$ 100.00
	5237	Advertising	\$ 1,000.00				\$ 1,000.00
	5258	Other Professional Services	\$ 8,000.00				\$ 8,000.00
	5286	Business Expenses	\$ 2,500.00				\$ 2,500.00
	5298	Other Contractual Services	\$ -				\$ -
	5329	Other Operating Supplies	\$ -				\$ -
		TOTAL					\$ 14,400.00

Capital Accounts						
Summary of YTD Expenses and Account Balances						
Description	Department #	Pro.#	Original Balance	Expenditures	PO	Avail. Bal.
MLK Blvd Art	0921-1450-5777	C0792	\$ 50,000.00	\$ 40,500.00	\$ -	\$ 9,500.00
PO: Julio Pardo			\$ 16,500.00	\$ 16,500.00	\$ -	\$ -
Req: Studio 162, LLC			\$ 26,500.00	\$ 26,500.00		\$ -
Arts in Public Places Program	0922-3760-5777	C0804	\$ 25,000.00	\$ 6,000.00		\$ 19,000.00
Arts in Public Places Program	0923-3760-5777	C0804	\$ 50,000.00	\$ -		\$ 50,000.00
Arts in Public Places Program	0923-3760-5777	C0804	\$ 150,000.00	\$ -		\$ 150,000.00
TOTALS						\$ 228,500.00

City of Norwalk





Mural : noun – defined as any piece of graphic artwork that is painted or applied directly to a wall, ceiling, or other permanent substrate.

To us, it is so much more. It is inspiration, empowering, an anchor to the community, wonder in the eyes of a young creative. It is meaningful discussion, your favorite part of walking your dog, the last step in the direction to your location, the art we all can share, the backdrop to a memorable photo, it is a tradition that dates back to the cave walls. It is where art innovates.

We are Rough Edge Collective : Maria-Jose (MJ) Lindo-Lawyer and Joshua Lawyer, a married couple who met in a small gallery in the Mission district of San Francisco over 10 years ago. Both of us being the art kid in school, we were obsessed with creating. Being children of immigrant parents who didn't know the next steps to take, led us to becoming self-taught artists. We know first hand how impactful public art can be, I ([MJ](#)) was forced to move frequently due to the civil war in Nicaragua, my family relocated to Toronto Canada and it was there that I was captivated by the mural work while riding the subway as a child. Meanwhile 2600 miles away, in the bay area, [Joshua](#), growing up in a strong Tongan culture, although beautiful and rich, was not in a traditional Tongan career path in pursuing the arts. Through the 90's bay area graffiti/street art scene and seeing artists like Barry McGee transform the public space is where he would find inspiration and his life's passion.

Our professional careers started in Bay area galleries and would span across the country over the next 15 years. In late 2018 we attempted our first mural and were immediately hooked. Since then, we have been able to travel across the country, providing artwork for communities and growing rapidly as muralists and public artists.

When designing this piece we wanted to take on the Light house (a familiar symbol for any coastal city) and use it as a guiding light for the artwork but in a way that felt more intimate to ones personal journey. This led to the design “Light House” It is about a guiding force that leads you “home, the seemingly small moments that you realize are so impactful in when granted hindsight. The helpful hands that help lead you to a place where you belong. It is about finding community and the journey it takes to get there, a beacon that grants you safe passage on this journey.

For the second piece, we build on a narrative of a youth and adolescence. She is of “giant” heritage and trying to find her way into who she wants to be. In her backpack and with the skull, you get insight as to her tastes in music and pastime. It is a moment in life that is both challenging and exciting.

West Avenue Gateway Mural:
Full design



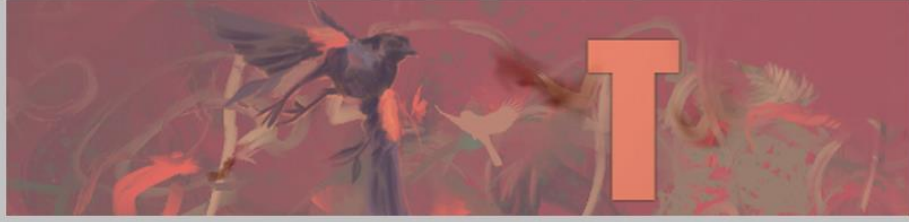
ERNESTO
MARANEZ

West Avenue Gateway Mural:
Placed design



ERNESTO
MARANJE

West Avenue Gateway Mural:
Close up design



ERNESTO
MARANEZ

ROYALTY-FREE VECTOR



DOWNLOAD PREVIEW



City of Norwalk Marketing Campaign for Public Art Spaces

Outline – June 14, 2023

Summary: The Norwalk Arts Commission wishes to develop a marketing campaign to build awareness for muralism in public spaces among City business property owners and landlords in the urban core areas, as well as to make introductions with mural artists to initiate projects.

Budget: \$5,000 (remaining F23 funds)

Timing: Summer 2023

Tactics:

- Develop and online business survey to build a database of potential locations:
<https://forms.office.com/g/k8XgS2bq2f>
- Develop a distinctive brand identity and hashtag (e.g. #NorwalkPublicArt #NorwalkMuralProject, #MuralNorwalk)
- Work with the Tax Assessor's office to obtain business email addresses/mail addresses in targeted areas
- Work with City mural artists to obtain bios, photos and contact information
- Develop and distribute email messaging and printed postcard and door hanger for distribution
- Utilize City websites and social platforms to spread the message organically; boost with paid posts/ads as appropriate
- Identify other targeted advertising/promotional opportunities (e.g. Chamber e-newsletter/newsletter, event tabling/sponsorships, T-shirts/posters for merchandising, etc.)