

# MEMORANDUM

To: Greenbelt City Council  
From: Mark Granfors-Hunt, Chair, Greenbelt Arts Advisory Board  
Via: Ms. Nicole Ard, City Manager  
CC: Greenbelt Arts Advisory Board  
Nicole DeWald, Staff Liaison  
Date: October 8, 2018  
Re: Street Light Banner Referral

At the October 3 meeting of the Greenbelt Arts Advisory Board, members discussed the following referral provided by the Greenbelt City Clerk:

“At the September 11<sup>th</sup> meeting Mr. Byrd requested that the Arts Advisory Board provide recommendations to the City Council on whether to partner with local artists to design and add placemaking banners to lamp posts and if so, ways to do so.”

The Board discussed a variety of purposes which such banners might serve along with possible types and sources of artistic imagery. Members also discussed technical and financial considerations, including consulting Public Works for in kind and other banner related costs, and agreed to revisit the referral at the Board’s November 13 meeting. In the interim, AAB wishes to request input from Council regarding the intended location(s) for display of new banners. Also, members request Council’s input regarding the goals of a possible banner initiative: for instance, whether the intent is to promote a unified Greenbelt “brand”, to celebrate neighborhood diversity, to expand additional seasonal décor beyond the Festival of Lights - possibly related to other major events/festivals, to recognize the work of local artists, to beautify one or more neighborhoods, to encourage cultural tourism, or some combination of the above. As one board member remarked, “What is the question to which banners are the solution?”

We thank you in advance for your input and appreciate the opportunity to provide input regarding this request.