Public Art Advisory Board Meeting Minutes

August 21, 2023 at 12:00 p.m.

City Hall, Commission Chambers
401 S. Park Avenue | Winter Park, Florida

Present

Danny Humphress, Charles Hamilton, Elizabeth Ingram, Lisa “Tinker” Marsh, and Sara Segal.

Absent

Betsy Gwinn.

Staff Present

Assistant Director of Communications Craig O’Neil; Content and Graphics Specialist Meghan McNeil; Virtually: Board Coordinator Tatia Ghviniashvili.

1) Call to Order

The meeting was called to order at 12:04 p.m.

2) Consent Agenda

a. Approve minutes of the regular meeting July 17, 2023

In the last paragraph of page one, change the word ‘coated’ to ‘coded’.

Motion made by Sara Segal to approve the minutes with the amendment suggested; seconded by Lisa “Tinker” Marsh. Motion carried unanimously with a 5-0 vote.

3) Public Comments (for items not on the agenda):

There were none.

4) Action Items

a. App for Promotion of City's Public Art Collection.

Mr. Hamilton presented two additional vendor proposals to comply with the city’s procurement policy before the board could decide to move forward with Otocast (as discussed in previous meetings). A brief discussion preceded the presentation, specific to the 82 points of interests (POI) that Otocast would use, and what the total price would be. Each POI will cost $100.00 upfront, and $50.00 moving forward on an annual basis for purposes of maintenance and upkeep.

Following the discussion above, Mr. Hamilton talked the board through a proposal submitted by VoiceMap, a medium that connects a voice to a location and creates an audio guide experience (an audio "walk"). The primary feature that differentiates VoiceMap from Otocast is how defined the path is. The app provides a recommended pathway, created by the publisher, and the user chooses to follow it- or not to follow it. Another difference is that the user needs to pay in order to use the tool, as opposed to Otocast, which would be free to the user (paid for by this board). Overall, it has similar functionality to Otocast, including being GPS centric. Mr. Hamilton spoke in further detail of the product and the board provided feedback and asked questions.

The next vendor, Cuseum, provides a digital engagement platform to its user. Mr. Hamilton spoke in detail about the features of the app and how its similar/different from both Otocast and VoiceMap. Some of the premium features found in Cuseum are data analytics, IBeacon support, image recognition, augmented reality, etc. An important difference between Otocast and Cuseum, is that Cuseum does not charge per POI and instead charges a one-time onboarding fee ($250.00), which is also the monthly on-going fee. There are various features that could be selected and will be charged for separately and included in the monthly fee.

The board asked numerous questions about Cuseum and its varying features. An at-length discussion ensued about Cuseum, and the board showed interest in moving forward/exploring it further.

Motion made by Elizabeth Ingram to move forward with Cuseum and send it to procurement for approval.

The board briefly discussed the price-point of Cuseum with the addition of various features such as analytics and android accessibility.

Motion failed due to lack of second.

New motion made by Elizabeth Ingram to move forward with Cuseum, with the inclusion of data analytics and android accessibility, and send it to procurement for approval. Seconded by Danny Humphress. Motion carried unanimously with a 5-0 vote.

b. Stained Glass Donation

Mr. O'Neil presented photographs of stained glass that is being offered for donation to the city's public art collection from the family of late Senator Paula Hawkins and husband Walter Eugene "Gene" Hawkins. The donation is being given on the condition that the city pay for the removal/delivery of the pieces.

Photographs of the stained glass being offered were presented (in the agenda packet)- which included a 9ft. peacock created by a local artist. Staff noted that it would cost $2,000-$3,000 to have it removed and packed. Based on some suggestions from city staff, the peacock would be added to the grand staircase of the event center. Mr. O'Neil also shared four circular pieces that staff think could make a great addition to the Commission Chamber.

The board held a discussion about preserving all, some, or none of the pieces, and if the board agrees to allocate funding for those pieces.

Motion made by Danny Humphress to allocate funding to preserve the peacock stained glass; seconded by Elizabeth Ingram. Motion carried unanimously with a 5-0 vote.

A brief discussion followed about the remainder of the stained-glass pieces.

Motion made by Elizabeth Ingram to spend up to $2,000.00 on the four circular stained-glass pieces and pass on the rest.

Motion failed due to lack of second.

A new motion made by Danny Humphress to decline the remaining pieces other than the peacock piece; seconded by Charles Hamilton. Motion carried unanimously with a 5-0 vote.

5) Non-Action Items

There were none.

6) Staff Updates

There were none.

7) Board Comments

There were none.

8) Upcoming Agenda Items

None were discussed.

9) Adjournment

The meeting adjourned at 1:35 p.m.

Minutes approved by the board on _____September 18, 2023.
/s/ Tatia Ghviniashvili, Board Coordinator