



Public Art Advisory Board Work Session

Agenda

July 24, 2023 @ 5:30 pm

City Hall, Commission Chambers

401 S. Park Avenue | Winter Park, Florida

welcome

Agendas and all backup material supporting each agenda item are accessible via the city's website at cityofwinterpark.org/bpm and include virtual meeting instructions.

assistance & appeals

Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office ([407-599-3277](tel:407-599-3277)) at least 48 hours in advance of the meeting.

"If a person decides to appeal any decision made by the Board with respect to any matter considered at this hearing, a record of the proceedings is needed to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." (F.S. 286.0105).

please note

Times are projected and subject to change.

1. Call to Order**2. Discussion Item(s)**

- | | | |
|----|---|------------|
| a. | Discuss new app for public art promotion | 45 minutes |
| | <ul style="list-style-type: none">• Discuss proposal from Otocast as presented at board meeting on 07.17.23.• Discuss other app options if necessary to fulfill city procurement policy. | |
| b. | Discuss Orange County's Arts & Cultural Affairs' Diversity, Equity & Inclusion Committee and Sustainability Committee Pilot Grant Program. | 15 minutes |
| | <ul style="list-style-type: none">• The PAAB Board has expressed interest in moving forward with investigating opportunities for murals in lake canals, as proposed by the city's Natural Resources & Sustainability Department.• This pilot grant program could possibly be a great funding source. | |

3. Adjournment



item type Discussion Item(s)	meeting date July 24, 2023
prepared by Craig O'Neil	approved by
board approval	
strategic objective	

subject

Discuss new app for public art promotion

item list

- Discuss proposal from Otocast as presented at board meeting on 07.17.23.
- Discuss other app options if necessary to fulfill city procurement policy.

motion / recommendation

background

alternatives / other considerations

fiscal impact

ATTACHMENTS:

[Otocast Proposal 07.17.23.pdf](#)

Otocast Fees Explained as of 07.17.23

A discussed, pricing is negotiable and we can discuss in more detail, but the structure is generally as follows:

- Initial setup / configuration – includes all work required to build the guide and launch it in the platform and provide all support for the initial year. For “small” guides, it is \$125 per point-of-interest (POI), for “larger” guides (i.e., more than 50 locations), it is \$100 per POI, for very large guides, we negotiate a number. The minimum annual fee is \$500.
- Ongoing Maintenance – provides an additional year of continued support, analytics for the POI created in year 1. For “small” guides, it is \$60 per point-of-interest (POI), for “larger” guides, it is \$50 per POI, for very large guides, we negotiate a number. The minimum annual fee is \$500.

As a reminder, a POI is a tour “stop” – an entry in the guide with a unique set of:

- Name
- Info text
- Photo
- Location
- Audio

Anything beyond this is negotiable.

-Eric



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subject

Discuss Orange County's Arts & Cultural Affairs' Diversity, Equity & Inclusion Committee and Sustainability Committee Pilot Grant Program.

item list

- The PAAB Board has expressed interest in moving forward with investigating opportunities for murals in lake canals, as proposed by the city's Natural Resources & Sustainability Department.
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ATTACHMENTS:

[Porposal for Orange County Art & Cultural Affiars Pilot Grant Program.pdf](#)

**Proposal for Orange County Arts & Cultural Affairs
Sustainability Committee's Pilot Grant Program**

Proposed timing: Potentially fall of 2023; separate from the Cultural Tourism (CT) application/review

Proposed pool: \$100,000 (pending Advisory Council's FY24 budget)

Application due: August 6, 2023

Purpose: Project with a goal of encouraging community improvement related to economic, environmental and/or societal issues. Project must involve a true collaboration with an artist or arts organization from an underserved community.

Eligibility: To ensure TDT funds are being used correctly and meet the State of Florida statute requirements. Applicant organizations must have already received Cultural Tourism Funding in the current funding cycle. Only one application per Cultural Tourism Funding recipient. Project must take place within Orange County, Florida.

Project period: The event or project must take place within the span of January 1, 2024, through December 31, 2024.

Description:

The combined Sustainability Committee and Diversity, Equity & Inclusion Committee will review projects for their commitment to fostering community improvement. The applying organization must also explain how they plan to collaborate in a meaningful way with another, smaller organization from an underserved community or an individual artist(s) from that community. The applicant organization must also explain what their budget is for this project, and how much funding they will need from this program.

Review Panel: Thursday, October 5, 2023

For more information, contact Orange County Arts & Cultural Affairs:

Terry Olson, Terry.Olson@ocfl.net, and Hayley Black, Hayley.Black@ocfl.net

Funding & Standards Committee, May 2023

Approved by Arts & Cultural Affairs Advisory Council May 18, 2023