



Public Art Advisory Board Work Session Meeting Minutes

July 24, 2023 at 5:30 p.m.

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

Present

Charles Hamilton, Betsy Gwinn, Elizabeth Ingram, and Lisa "Tinker" Marsh.

Absent

Sara Segal, and Danny Humphress.

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 5:31 p.m.

2) Discussion Item(s)

- a. Discuss new app for public art promotion

An at-length discussion was held about Otocast, a location-based audio guide, that the board is considering purchasing for the city and its public art displays. Specifically, the discussion centered around what exactly the board wants Otocast to do, such as what pieces/points of interest will be featured, and how much of the budget would need to be allocated for this project. Staff highlighted that each point of interest (whether a single piece of art or a location) will cost \$100.00, and if the total price goes above \$3,000.01, an additional written quote will be required to compare to Otocast as part of the city's procurement process.

The board spoke in further detail about the logistics of choosing what art/location gets featured. Varying locations around the city, such as City Hall or the Library and Events Center, would appear as a singular dot on the app and when the user selects a location, points of interest within that space will come up for the user to explore further.

74 points of interest were chosen/discussed, which will be about \$7,400.00, and these will be discussed/solidified at the next regular meeting, along with parameters to present to Otocast.

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

Staff explained that no discussion needs to be held on this subject, because Winter Park does not qualify for the funding and organizations that do, have already received funding. It was further explained that this grant was going to be an option to fund the

canal murals (discussed in the previous meeting)- however- Orange County criteria prevents Winter Park for applying/qualifying for funding. The board held a brief discussion.

3) Adjournment

The meeting adjourned at 7:05 p.m.

/s/ Tatia Ghviniashvili, Board Coordinator.