



# Public Art Advisory Board Regular Meeting

## Agenda

**July 17, 2023 @ 12:00 pm**

City Hall Commission Chambers  
401 S. Park Avenue

### welcome

Agendas and all backup material supporting each agenda item are accessible via the city's website at [cityofwinterpark.org/bpm](http://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. **Consent Agenda**
    - a. [Approve minutes of the regular meeting on June 12, 2023](#) 1 minute
  3. **Public Comments (for items not on the agenda): Three minutes allowed for each speaker**
  4. **Action Items**
    - a. [Presentation from Otocast, LLC](#) 40 minutes
      - Otocast Founder and CEO, Eric Feinstein, will present his product including a mobile app for public art inventory.
      - Board member questions and discussion will follow.
  5. **Non-Action Items**
  6. **Staff Updates**
    - a. [Information sharing from city's Procurement Manager, Jennifer Maier.](#) 15 minutes
      - Ms. Maier will inform board members of standard procurement procedures including the city's public calls to artists and answer board member questions regarding procurement policies.
    - b. [Public Art Murals in Chain of Lakes Canal](#) 5 minutes
      - Natural Resources & Sustainability Department has opened discussion regarding the board's interest in public art mural installations on walls of canals in the chain of lakes.
      - More information will be obtained if board is interested in proceeding with such a project.
  7. **Board Comments**
  8. **Upcoming Agenda Items**
  9. **Adjournment**



|                     |                     |              |               |
|---------------------|---------------------|--------------|---------------|
| item type           | Consent Agenda      | meeting date | July 17, 2023 |
| prepared by         | Tatia Ghviniashvili | approved by  |               |
| board approval      |                     |              |               |
| strategic objective |                     |              |               |

## subject

Approve minutes of the regular meeting on June 12, 2023

## motion / recommendation

## background

## alternatives / other considerations

## fiscal impact

## ATTACHMENTS:

[Draft Minues.pdf](#)



# Public Art Advisory Board Meeting Minutes

June 12, 2023 at 12:00 p.m.

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

## Present

Danny Humphress, Charles Hamilton, Sara Segal, Betsy Gwinn, Elizabeth Ingram, Lisa "Tinker" Marsh.

## Absent

Laurie Ellen Havel.

## Staff Present

Assistant Director of Communications Craig O'Neil; Deputy City Clerk Kim Breland; Content & Graphics Specialist Meghan McNeil.

### 1) Call to Order

The meeting was called to order at 12:00 p.m.

A moment of silence was held in honor of victims of the Pulse Nightclub shooting seven years to-date.

A brief reminder of the Board Appreciation event was provided, which is being held on Thursday, June 29 at 5:30 p.m.

### 2) Selection of Chair and Vice Chair

**Motion made by Lisa "Tinker" Marsh to nominate Danny Humphress as Chair; seconded by Sara Segal. Motion carried unanimously with a 6-0 vote.**

**Motion made by Elizabeth Gwinn to nominate Charles Hamilton as Vice Chair; seconded by Sara Segal. Motion carried unanimously with a 6-0 vote.**

### 3) Consent Agenda

- a. Approve minutes of regular meeting March 20, 2023

**Motion made by Sara Segal to approve the minutes as presented; seconded by Lisa "Tinker" Marsh. Motion carried unanimously with a 6-0 vote.**

- b. Approve minutes of regular meeting April 17, 2023

**Motion made by Sara Segal to approve the minutes as presented; seconded by Charles Hamilton. Motion carried unanimously with a 6-0 vote.**

#### **4) Public Comments (for items not on the agenda)**

There were none.

#### **5) Action Items**

##### **a. Review of Florida Association of Public Art Professionals Conference**

Feedback about the conference was provided, along with key takeaways that can be implemented by this board in the future. Mr. O'Neil also noted that the luncheon at the Farmer's Market was a success.

An in-depth discussion ensued with input, takeaways and ideas shared from the board members in attendance of the conference. Ms. Ingram gave a few project suggestions which included an art piece outside the open space in front of City Hall, hosting a lecture/presentation with the artist who was commissioned for the MLK Jr. Park Project, a social media campaign to help the public vote for a location for a potential new art piece/involve the community, etc. The board held a brief discussion about planning multiple work sessions to have in-depth conversations about upcoming projects and focusing on those that need to get completed.

Ms. Segal provided her input and gave recognition to Terry Olson, Director of the Orange County Arts & Cultural Affairs, for his role with the conference. She shared various ideas to raise awareness of this board and the public art initiative of the city. Ms. Gwinn spoke on working to attain greater visibility for this board and public art around the city, and feels that the board's primary objective moving forward should be to identify and clarify goals.

The board discussed the work session in further detail, including structure and goals.

##### **b. Board direction regarding online public art brochure vs. online app.**

A discussion was held about Otocast, a platform for narrated auto guides used for navigating, exploring and discovering one's surroundings. Otocast, as opposed to an online art brochure, is a more immersive experience for the user but will come at a far greater cost. Mr. O'Neil and Mr. Hamilton have been in some communication with Otocast founder Eric Feinstein, and a discussion ensued about inviting Mr. Feinstein to the next meeting to further discuss the idea of implementing Otocast into the city.

The work session will focus on discussion top priority goals and brainstorm what the next steps are to execute projects. The meeting will be held on Tuesday, June 20 at 5:30 p.m. – 7:30 p.m. Staff will make the necessary accommodations.

#### **6) Non-Action Items**

There were none.

**7) Staff Updates**

a. Best of Show Art Locations

A brief update was provided, highlighting that the Best of Show winner from 2022 has been relocated to the Library and Events Center, and the winner for 2023 will be hung in the lobby of City Hall.

**8) Board Comments**

The board and staff held a brief conversation about an event to host past Best of Show winners.

**9) Upcoming Agenda Items**

None were discussed.

**10) Adjournment**

The meeting adjourned at 1:18 p.m.

Minutes approved by the board on \_\_\_\_\_.  
/s/ Tatia Ghviniashvili, Board Coordinator



|                     |              |              |                 |
|---------------------|--------------|--------------|-----------------|
| item type           | Action Items | meeting date | July 17, 2023   |
| prepared by         | Craig O'Neil | approved by  | Clarissa Howard |
| board approval      | Completed    |              |                 |
| strategic objective |              |              |                 |

## subject

Presentation from Otocast, LLC

## item list

- Otocast Founder and CEO, Eric Feinstein, will present his product including a mobile app for public art inventory.
- Board member questions and discussion will follow.

## motion / recommendation

## background

## alternatives / other considerations

## fiscal impact

## ATTACHMENTS:

[Otocast\\_overview.pdf](#)



# Otocast

SEE WHAT YOU HEAR

# Problem

Leisure travelers often find themselves laden with guidebooks or ill-informed about their local surroundings.

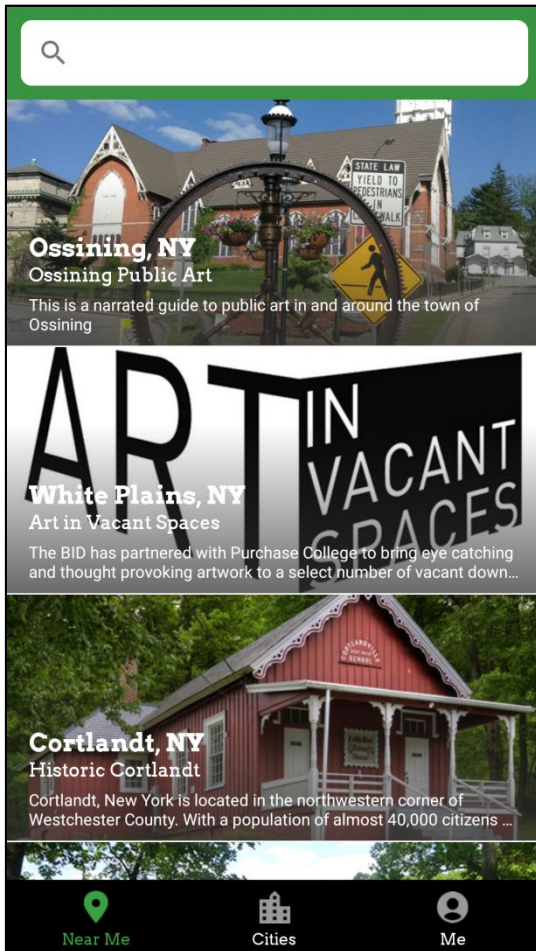


# Need

Regional businesses and attractions want to engage visitors and encourage longer and more meaningful interactions.

# The Otocast Solution

Custom audio guides created by “voices of authority”



General Interest

Landmarks

Health Walks

Venues

Festivals

Education

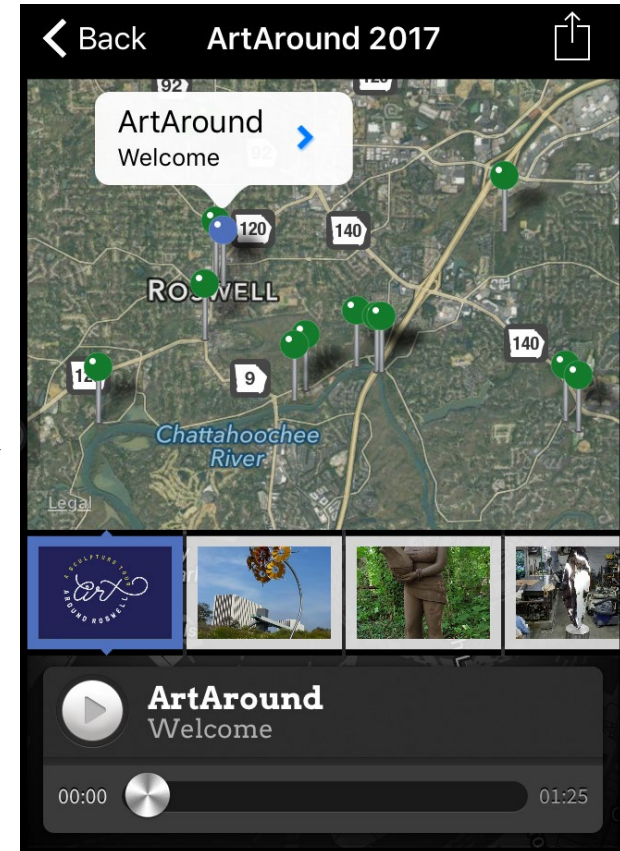
Public Art

Monuments

Botanic Gardens

Scavenger Hunts

Historic Preservation



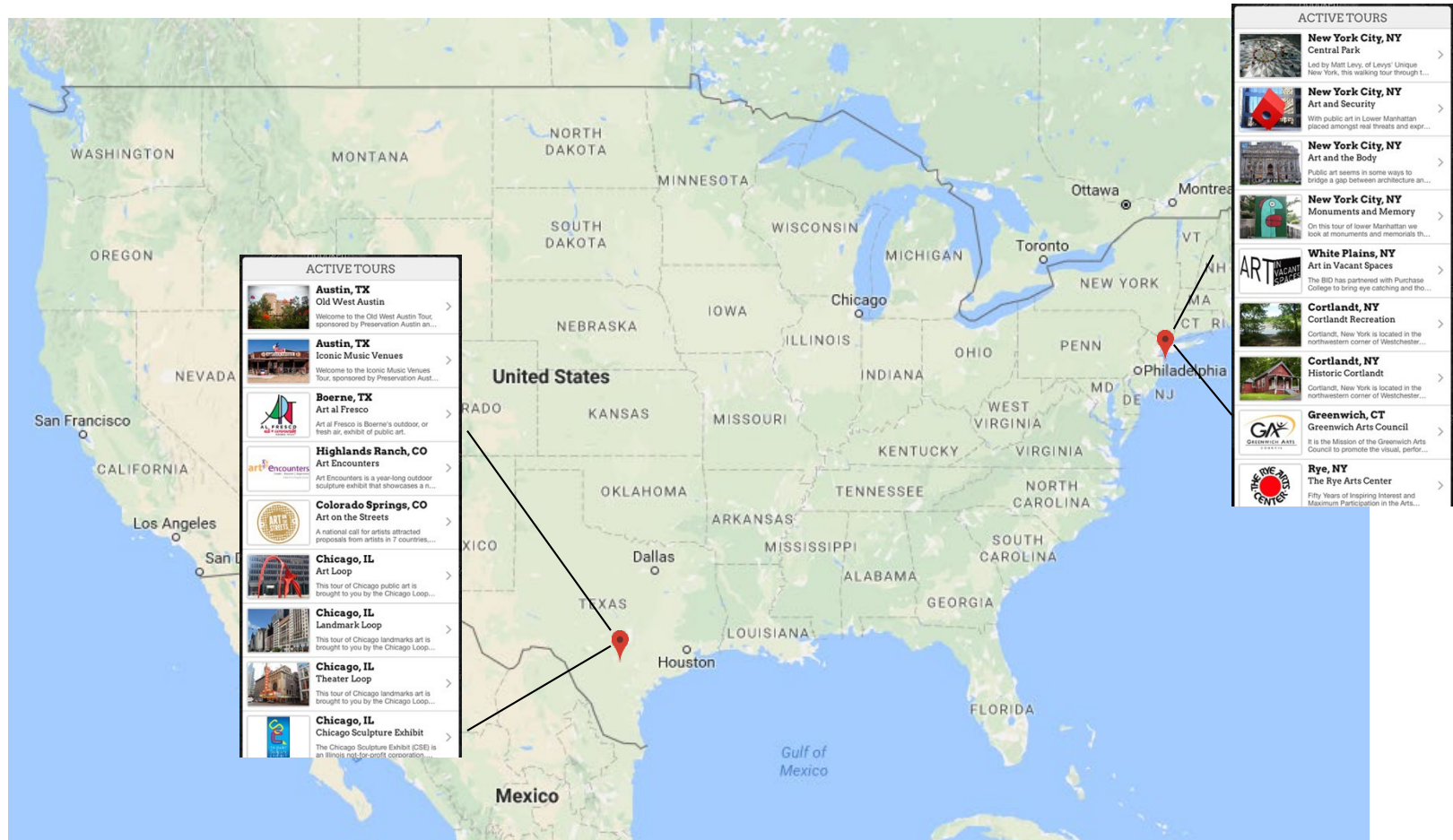
Otocast  
SEE WHAT YOU HEAR

# Platform

- Mobile app
  - Apple, Android
  - Outdoor (GPS)
  - Indoor (Bluetooth)
- API (Application Program Interface)
  - For integration with existing sites
- Mobile web
  - <https://app.otocast.com>
- Dial-up

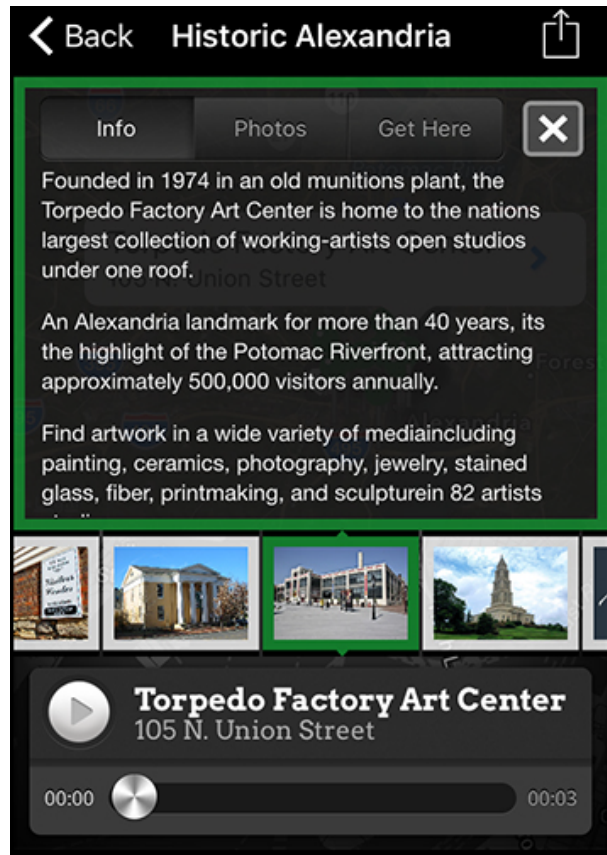
# Location Aware

Shows users the closest guides first



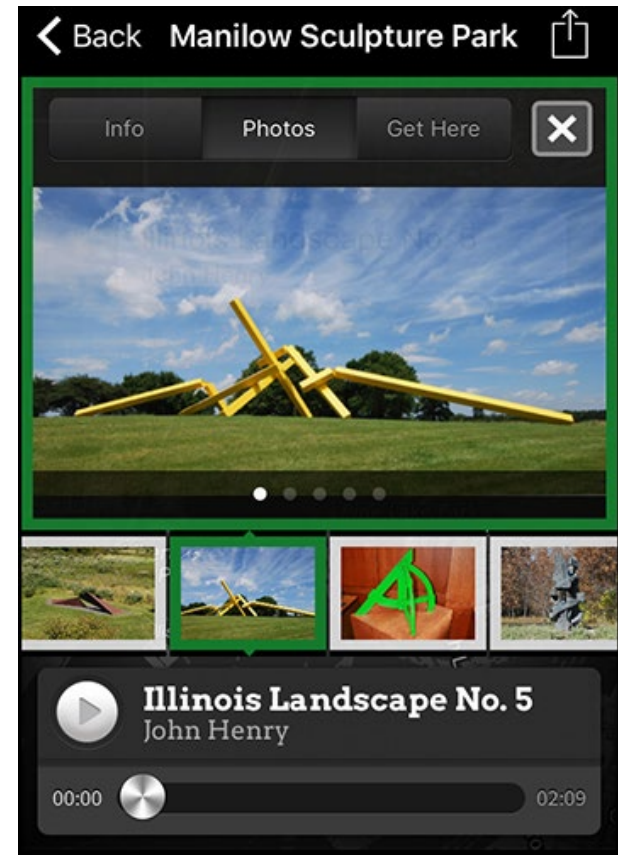
# Themed Points of Interest

Accessed on-demand, through map or images



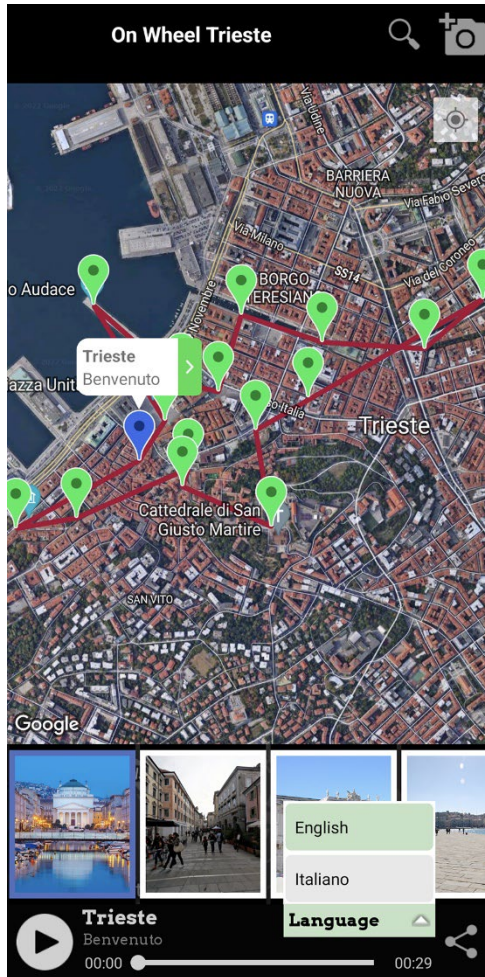
Each "stop" has:

- text description (with active links)
- photo gallery
- real-time directions
- audio content
- social media output



# Multiple Audio Tracks

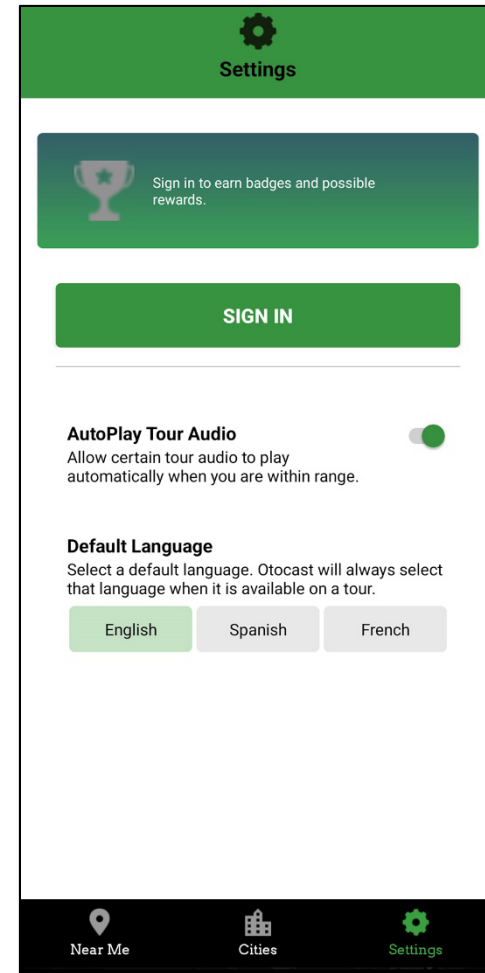
Allows default language setting



Multiple languages

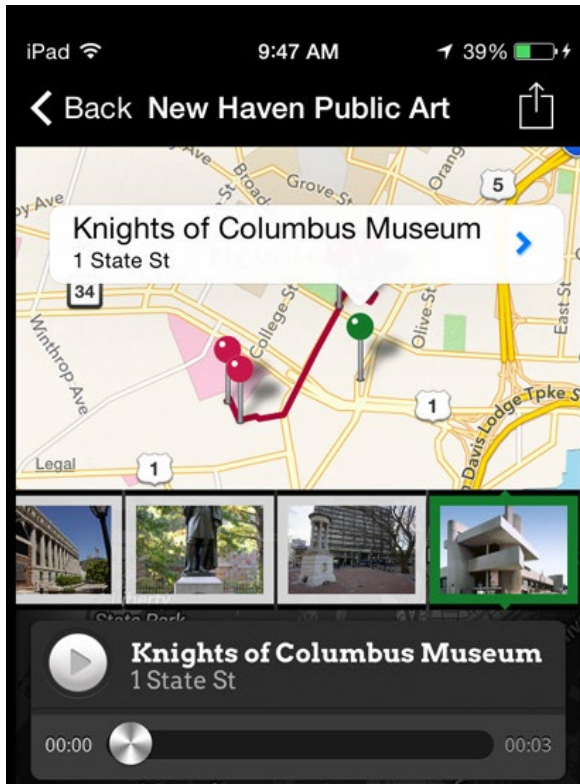
‘Kids’ version

No limit on variations



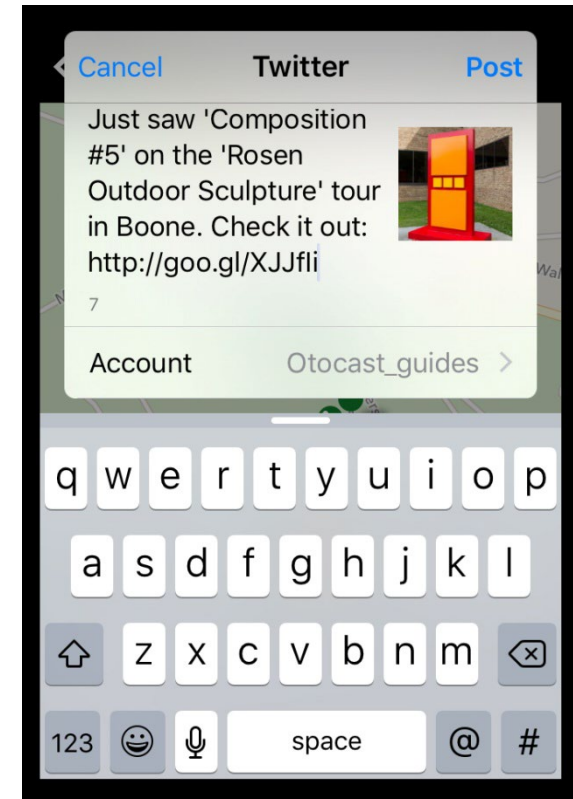
# Our Solution

Options for sponsors provide the same features, though differentiated by color and path



Encourage visits to local businesses.

Use social media for marketing efforts. →



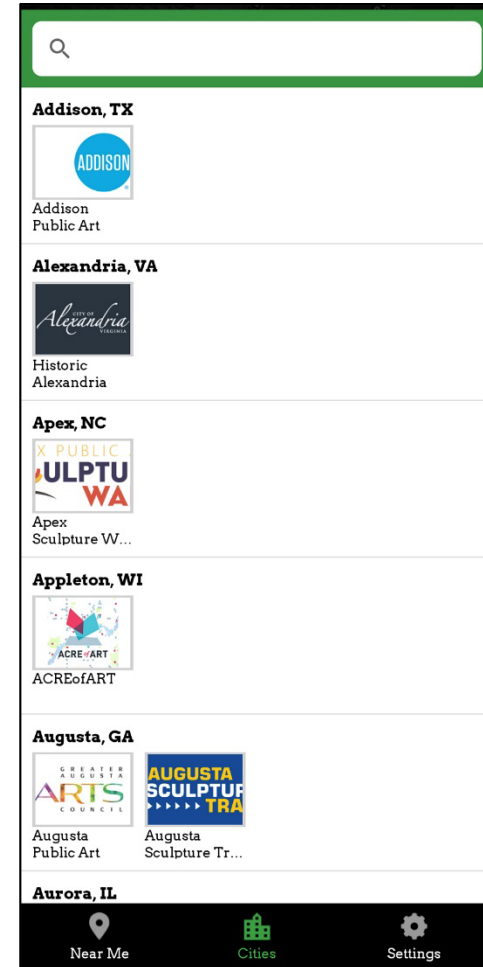
# Our Solution

## Many options to discover content

Search →



Sort by city



# Our Solution

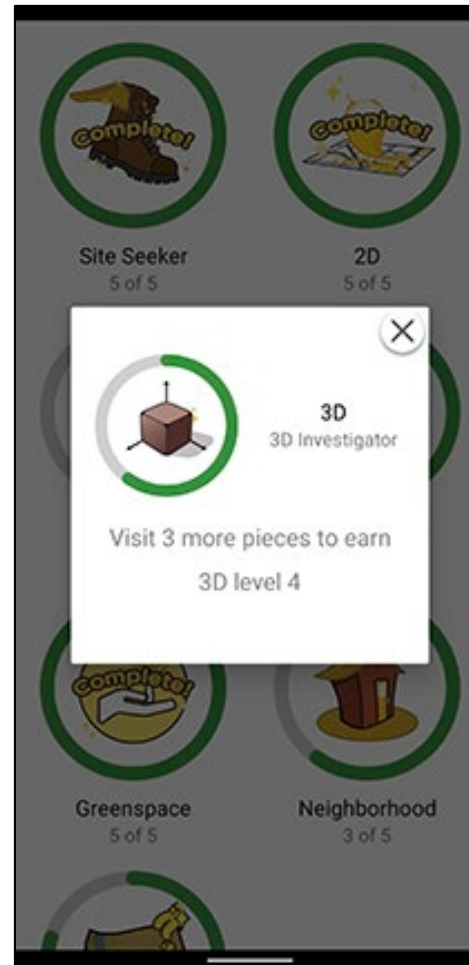
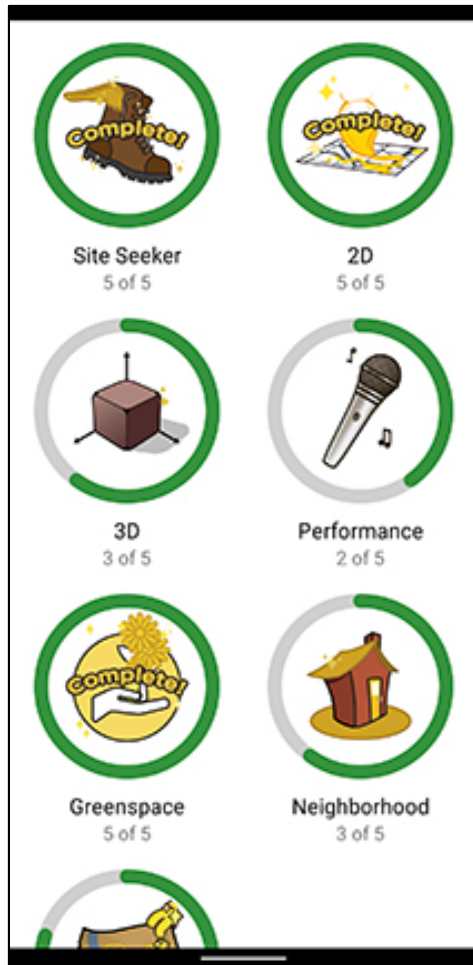
Splash page for various promotions



Once "Continue" is tapped by the user, the app proceeds to the tour information

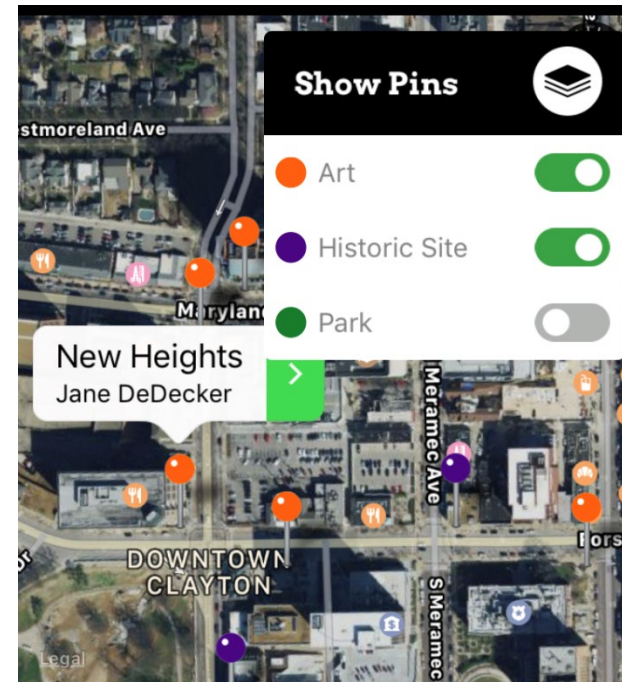
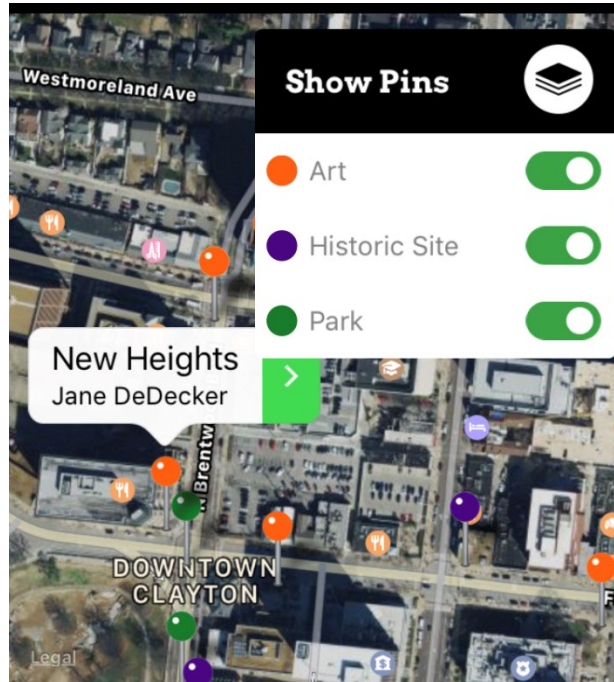
# Our Solution - Gamification

“Digital Passport” – to encourage and reward visits



# Our Solution

## Layered content



A single guide may consist of various locations for different themes

# Analytics

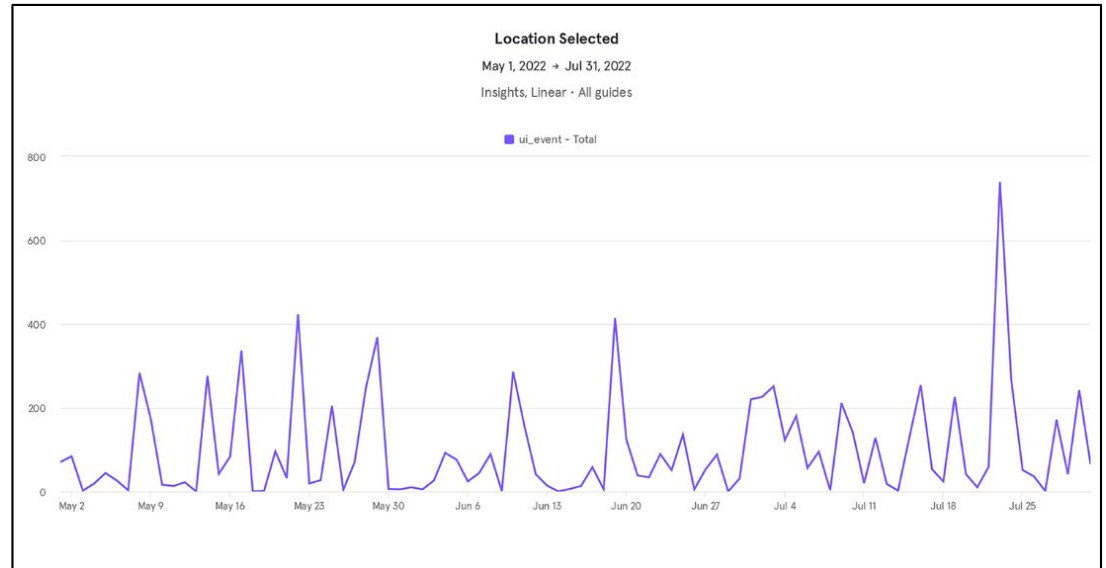
Learn more about how / where visitors interact, and for how long.

## Sample Metrics:

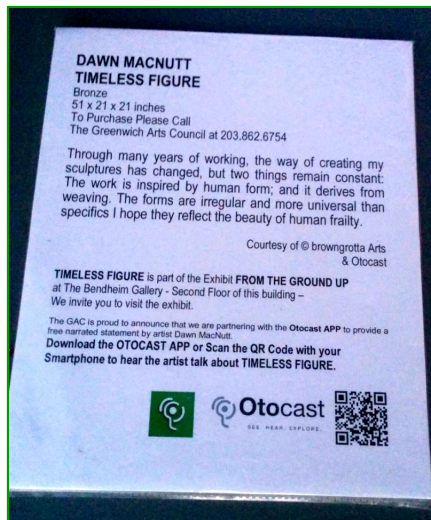
- ❑ Tours Accessed
- ❑ Points-of-interest Accesses
- ❑ Time Spent (Duration)
- ❑ % Completed
- ❑ Ratings / Most popular tours
- ❑ First-time users
- ❑ Repeat users
- ❑ Social media sharing
- ❑ Visitor demographics (location)

# Analytics

| Label                    | Times Selected | Audio Plays |
|--------------------------|----------------|-------------|
| Welcome                  | 593            | 374         |
| Love Struck              | 243            | 200         |
| Paul                     | 240            | 151         |
| Revolution               | 216            | 136         |
| Shhh                     | 163            | 103         |
| The Age of Stone         | 154            | 97          |
| Range of Motion          | 149            | 109         |
| Garden of Sculpture      | 145            | 91          |
| Keepsake                 | 140            | 111         |
| Ohio Star                | 138            | 133         |
| Remembering              | 133            | 104         |
| A Smile From Bayon       | 130            | 82          |
| The General              | 125            | 119         |
| Tory's Comet             | 120            | 115         |
| Harry Wilks              | 119            | 75          |
| Adam's First Breath      | 117            | 74          |
| Zig Zag                  | 115            | 100         |
| Wherefore Art Thou       | 114            | 72          |
| The Web                  | 112            | 71          |
| Midnight Serenade Pose 2 | 107            | 88          |
| The Family               | 106            | 95          |



# Local Promotion



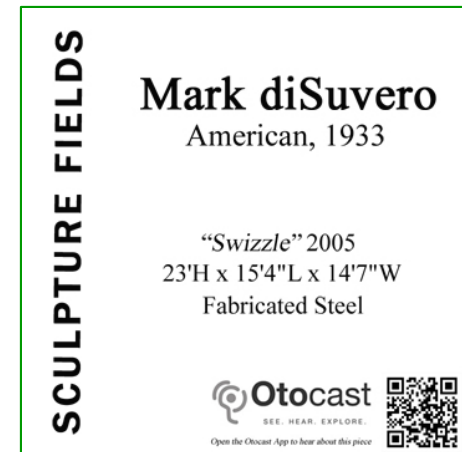
Greenwich Arts Council



Napa ARTWalk



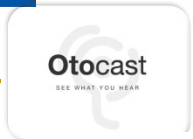
Boston Puzzle Hunt



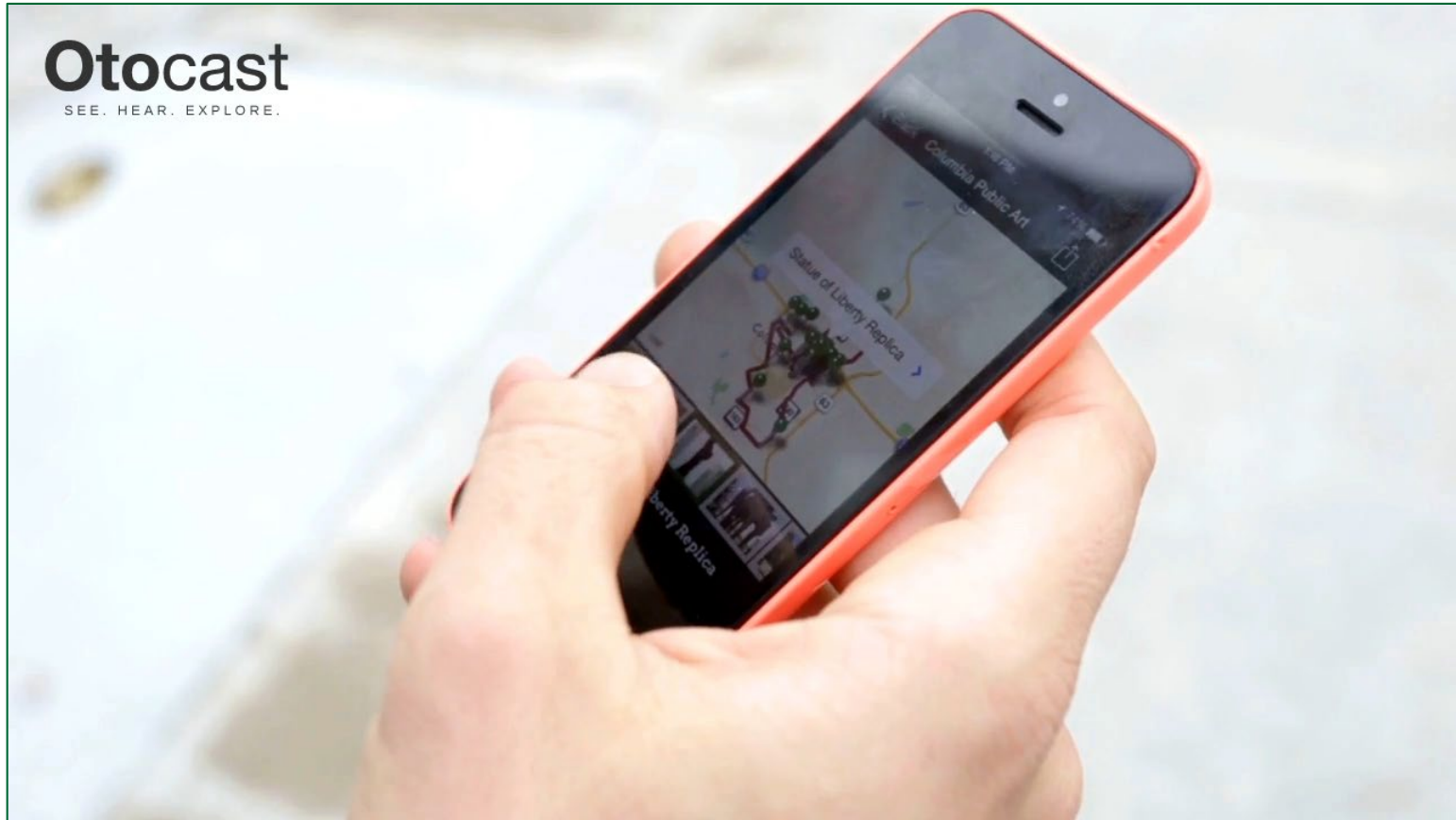
Sculpture Fields (Chattanooga)



Chicago Sculpture Exhibit



# Local Promotion



Video from the Columbia, MO “City Channel”

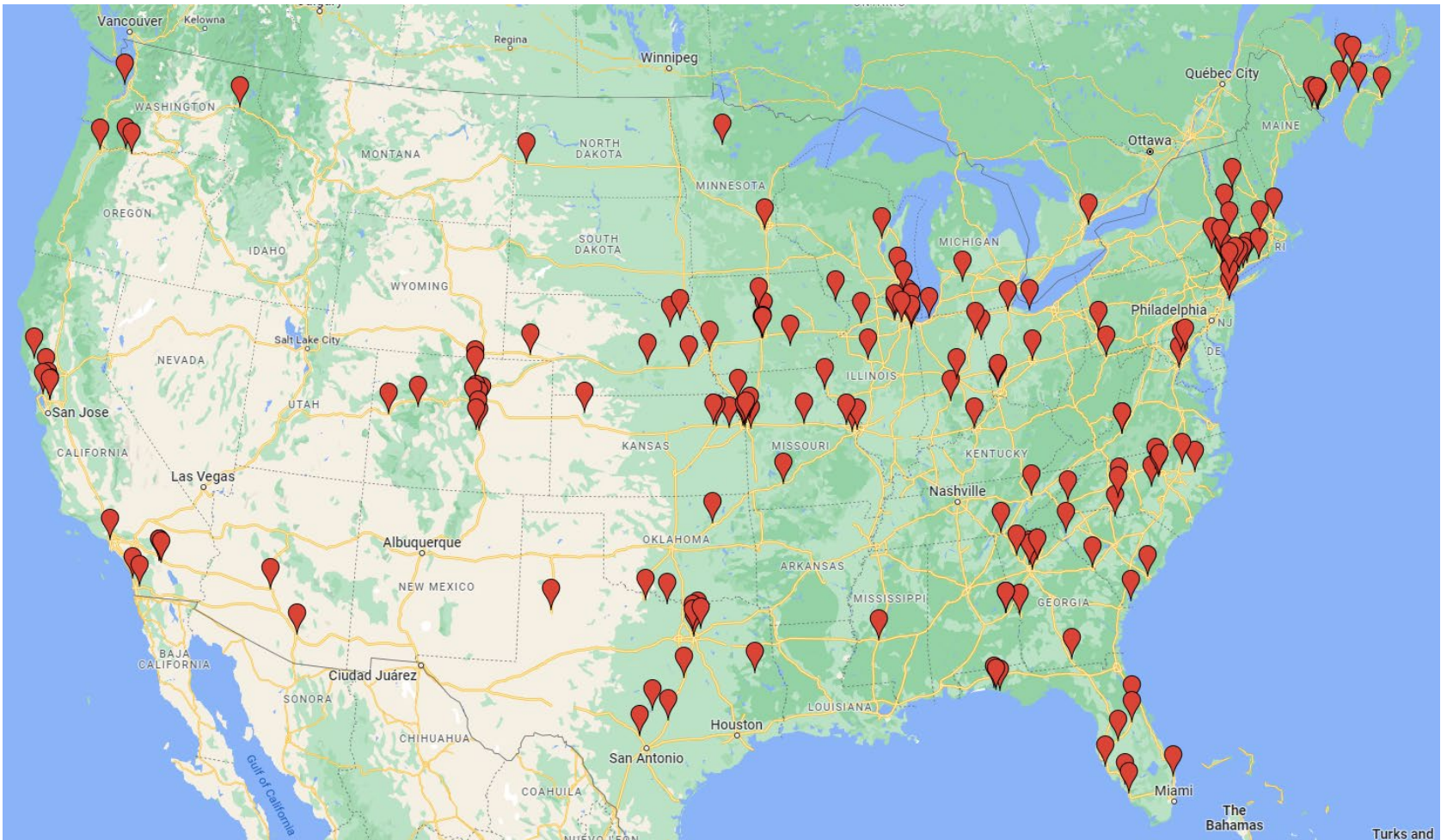
<http://vimeo.com/114358196>



# Quick Statistics

- ❑ Free download for Apple and Android
- ❑ Average 12% monthly growth in user base since launch
  - ❑ Users from every state and 90+ countries
- ❑ Over 4,300 points of interest in US, Canada, England, Germany, Italy
- ❑ 203 cities, 300+ guides
- ❑ Short-term (1 day) and long-term (permanent) guides
- ❑ Art, architecture, nature, festivals, scavenger/puzzle hunts

# Content Partners



# Recent and Roadmap Items

- ❑ Bluetooth beacon support
  - ❑ More elegant indoor/outdoor guides
  - ❑ Proximity alerts
  - ❑ Optional auto-play
- ❑ Website API (Application Program Interface)
  - ❑ Sample (Napa, CA): <https://bit.ly/3srELdn>
- ❑ Mobile web application
  - ❑ Built using the above API
  - ❑ Sneak peek: <https://app.otocast.com>
  - ❑ Napa direct link: [https://app.otocast.com/guide/Napa\\_ARTwalk\\_2021](https://app.otocast.com/guide/Napa_ARTwalk_2021)
- ❑ Dial-up option
  - ❑ For app-averse, or older phone users

# Content Partners (partial list)

## Local Government



## Economic Development / BIDs



## Tourism / Destination Marketing



## Historic Preservation



# Content Partners (partial list)

## Local Government

### Connecticut

- Stratford
- Stamford
- New Haven

### Indiana

- Michigan City

### New York

- Cortlandt
- Ossining

### Ohio

- Columbus
- Fairfield
- Hamilton

### Michigan

- Hastings

### Missouri

- Columbia

## Economic Development / BIDs

Beacon  
Boston  
Chicago  
Dallas  
Indianapolis  
New York

## Tourism / Destination Marketing

Historic Hudson River Towns  
Sculpture Fields  
New Haven Garden Club  
Museum of Art, DeLand, FL  
Pyramid Hill Sculpture Park, OH  
True/False Film Festival, Columbia, MO  
Landmarks, UT Austin  
Kingsbrae gardens, St. Andrews, NB  
Nathan Manilow Sculpture Park, IL

## Historic Preservation

Preservation Austin  
Encinitas Historical Society

# Comments

- ❑ “I am certain that everyone who tries the tours will find them to be fun and interesting.” — Norwalk, CT Mayor Harry Rilling
- ❑ “An amazing asset for locals, visitors, or tourists” - Judith Bacal, Norwalk Project Manager
- ❑ “I highly recommend Otocast if you are looking for an inexpensive, well designed audio/GPS system for your collection or organization” — Geoffrey Bates, Director and Curator, Nathan Manilow Sculpture Park
- ❑ “Hearing the voice of the artist makes it seem like the artist is standing next to you as you look at the piece.” — Napa Valley Register
- ❑ “A wonderful tool.” - Lampo Leong, professor of art
- ❑ “A must for public art and the public art parks that exhibit the work.” — Google reviewer
- ❑ “A must-have for me wherever I go.” — Apple reviewer

# Thank you

## Additional questions?

- ❑ Eric Feinstein (US)
  - ❑ [eric.feinstein@otocast.com](mailto:eric.feinstein@otocast.com)
  - ❑ 914-923-4626
  
- ❑ Vaughn McIntyre (Canada)
  - ❑ [vaughn.mcintyre@otocast.com](mailto:vaughn.mcintyre@otocast.com)
  - ❑ 506-529-8016



|                     |               |              |                 |
|---------------------|---------------|--------------|-----------------|
| item type           | Staff Updates | meeting date | July 17, 2023   |
| prepared by         | Craig O'Neil  | approved by  | Clarissa Howard |
| board approval      | Completed     |              |                 |
| strategic objective |               |              |                 |

## subject

Information sharing from city's Procurement Manager, Jennifer Maier.

## item list

- Ms. Maier will inform board members of standard procurement procedures including the city's public calls to artists and answer board member questions regarding procurement policies.

## motion / recommendation

## background

## alternatives / other considerations

## fiscal impact



|                     |               |              |                 |
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## subject

Public Art Murals in Chain of Lakes Canal

## item list

- Natural Resources & Sustainability Department has opened discussion regarding the board's interest in public art mural installations on walls of canals in the chain of lakes.
- More information will be obtained if board is interested in proceeding with such a project.

## motion / recommendation

## background

## alternatives / other considerations

## fiscal impact

ATTACHMENTS:

[Canal 1.jpg](#)

ATTACHMENTS:

[Canal 2.jpg](#)

ATTACHMENTS:

[Canal 3.jpg](#)

