



Public Art Advisory Board Meeting Minutes

July 17, 2023 at 12:00 p.m.

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

Present

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

Staff Present

Assistant Director of Communications Craig O'Neil; Virtually: Board Coordinator Tatia Ghviniashvili.

1) Call to Order

The meeting was called to order at 12:01 p.m.

2) Consent Agenda

- a. Approve minutes of the regular meeting on June 12, 2023

Motion made by Charles Hamilton to approve the minutes as presented; seconded by Danny Humphress. Motion carried unanimously with a 5-0 vote.

Sara Segal arrived at 12:03 p.m.

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

There were none.

4) Action Items

- a. Presentation from Otocast, LLC

Eric Feinstein, founder of Otocast, gave a presentation. He explained that Otocast is an audio guide for public art/museums/buildings/cemeteries, and any other structure/place that is a point of interest. Each point of interest has specific elements such as the name of the item, the location, a descriptive text, at least one photo and audio.

Mr. Feinstein briefly spoke of the history of Otocast and how the program has evolved over time. He further broke down how clients are able to customize the audio guide to fit a certain demographic (kids vs. adults), and even allow the user to toggle between different languages. Other various features were discussed such as adding color coded pins to the guide for breaking down locations based on categories, and analytics of when users access the guide. Amended on August 21, 2023.

Following the presentation, the floor opened for discussion and the board asked various questions. A long discussion ensued and Mr. Feinstein agreed to put together a draft proposal for board review at the upcoming work session on Monday, July 24.

5) Non-Action Items

There were none.

6) Staff Updates

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

Ms. Maier explained the process of procuring items for the city as they fit within various monetary thresholds. Anything that is under \$3,000.00 employees are able to purchase themselves, as long as due diligence is exercised in terms of purchasing an item that will hold the greatest value for the city. Any item from \$3,000.01-\$10,000.00 requires two written, and comparable, quotes. Items in the range of \$10,000.01- \$50,000.00 require three written quotes, and anything from \$50,000.01 and above has to go out for formal solicitation using OpenGov. She explained the process, noting that solicitations are typically out for three months' time, unless a special circumstance requires a longer time frame. If the value of the item being awarded is under \$75,000.00, the City Manager can sign off, however, if the item is over \$75,000.00 it will need to be approved by the City Commission.

She further explained the steps following the solicitation, which include proposal presentations, public meetings, and selection committee meetings. The floor opened for further discussion and the board asked various questions about the process for call to artist specific to public art projects for the city. A further discussion ensued about platforms used to find artists, and if there are ways to gather more submissions.

- b. Public Art Murals in Chain of Lakes Canal

Mr. O'Neil briefly spoke about an opportunity to work with the Department of Natural Resources & Sustainability on a public art mural installation on walls of canals in the chain of lakes. The board spoke in support of the idea and expressed their enthusiasm for moving forward with the project.

Betsy Gwinn left at 1:45 p.m.

7) Board Comments

There were none.

8) Upcoming Agenda Items

None were discussed.

9) Adjournment

The meeting adjourned at 1:47 p.m.

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Minutes approved by the board on August 21, 2023.
/s/ Tatia Ghviniashvili, Board Coordinator.