



Public Art Advisory Board Work Session

Agenda

June 20, 2023 @ 5:30 pm

Commission Chamber - City Hall
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 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. Future Goals & Public Art Criteria | 90 minutes |
| <ul style="list-style-type: none">• Finalize top priority short-term and long-term goals.• Clarify and determine specific criteria for public art in Winter Park. | |
| b. Location Based App for Public Art | 30 minutes |
| <ul style="list-style-type: none">• Discuss options for location based apps to promote Winter Park public art.• Board members who attended the Florida Association of Public Art Professionals (FAPAP) Annual Conference suggest Otocast.• Otocast representative will attend the next PAAB meeting virtually on July 17, to explain product. | |

3. Adjournment



item type Discussion Item(s)	meeting date June 20, 2023
prepared by Craig O'Neil	approved by Clarissa Howard
board approval Completed	
strategic objective	

subject

Future Goals & Public Art Criteria

item list

- Finalize top priority short-term and long-term goals.
- Clarify and determine specific criteria for public art in Winter Park.

motion / recommendation

background

- The board held several work sessions to update their strategic plan through late 2021, as shown in attached document dated 09.20.21.
- In preparation to request a dedicated public art funding source, the board determined their best uses for funding with results shown in document dated 06.22.
- After a presentation to City Commission on 07.27.22, to request a dedicated public art funding source, the board was asked to come back with their top several initiatives for use of funds. The board decided upon those items outlined in attached document dated 10.17.22.
- Second presentation to City Commission on 04.12.23 resulted in unanimous decision to fund public art via a percentage of annual increase in Unassigned General Fund balance, similar to the city's Parks Acquisition Fund.

alternatives / other considerations

fiscal impact

ATTACHMENTS:

[Board Member Ideas for Use of Public Art Funds FINAL 06.22 REVISED 10.17.22 FOR COMMISSION REQUEST FOR PRIORITIES.pdf](#)

ATTACHMENTS:

[Board Member Ideas for Use of Public Art Funds FINAL 06.22.pdf](#)

ATTACHMENTS:

[STRATEGIC PLAN SUBCOMMITTEE CHANGES.pdf](#)

ATTACHMENTS:

[Public Art Funding Approved by City Commission 04.12.23.pdf](#)

Public Art Advisory Board Ideas for Use of Public Art Funds

1. Progress Point Park (*or other high-profile areas*)
 - Make this area a “destination” for art
 - An “Art Park” similar to Lake Nona sculpture garden.
 - Perhaps five or six pieces for five or six points.
 - A place for selfies to be taken and shared to promote the pieces.
2. Art Installations at Entrance Corridors to City Limits (similar to Rhythmic Colors)
 - Lee Road and I-4 area
 - Aloma and 436 area
 - US 17-92 and Orange Avenue
 - US 17-92 and train bridge
3. Implement a forward-thinking approach towards marketing and education with a robust set of curated content to promote all of the city’s public art pieces.
 - Via app/website/appropriate technology with artist profiles and information about the art.
 - Print/radio/social media promotions.
 - Audio walking tours and other forms of interactive experiences.
4. New and current varieties of public art such as murals, video or light-based projections, painted intersections, commuter rail corridors, city alley enhancement and activation, mosaics, performance art, etc.
5. Reimplement art exhibitions on the scale of city’s previous *Art on the Green* initiatives.

Public Art Advisory Board Ideas for Use of Public Art Funds

June 2022

- Maintain existing collection, update framing, weatherproofing, solar lighting etc.
- Acquisition/installation of new public art at strategic locations including:
 - o Progress Point Park
 - o Library & Events Center
 - o MLK, Jr. Park walkways (meandering sidewalk toward Lake Rose)
 - o SunRail corridor
 - o East Morse Blvd. near Scenic Boat Tour
 - o City golf courses
 - o Old library building re-use
 - o Entrance corridors into city limits
- New varieties of public art such as murals, video projections, painted intersections, light-based, city alley enhancement and activation, mosaics, etc.
- Dedicated budget for future landmark acquisitions.
- Elevate the excellence, scale/scope and impact of art presented (including performance art), collaboration with other arts organizations, and development of media/promotional tools to extend reach and community engagement over time.
- Enhance calls for artists, stipends, fees and commissions to attract artists of proven or emerging potential and broaden the range of diversity and community representation.
- Promote awareness and significance of public art.
 - o Public artist lectures.
 - o WP public art app, QR code to maps & walking tour, audio & artist profiles
 - o Expand capacity of advisory board through paid collaboration with experts/professionals (ex: curator for new library/events center, tech experts to digitize artworks for online app, collection inventory/exhibition, data analysts for research.
 - o Engagement of skilled volunteers and community members on ad hoc sub-committees for short term project or event-based purposes.
 - o Develop streamlined tools/best practices to leverage data on WP public art to determine its current success/reach/impact. And guide creation of new programs/policies.
 - o Increase use of high-tech tools and art media.
 - o Digital art works and art projections with educational info on individual works.
- Celebration of new art installations with dedication ceremonies, public events, advertising.
- Reimplement art exhibitions on the scale of city's previous *Art on the Green* initiatives.
- Data collection for best practices, strategic planning, and new program creation. See Bloomberg advocacy: [Arts Data in the Public Sector: A new guide for cities to leverage data about arts & culture](#).

Mission:

The Winter Park Public Art Advisory Board (PAAB) is committed to collecting, exhibiting, and conserving notable works of art to be strategically located in public spaces.

Vision:

We use art to stimulate creativity and conversation in all cultural endeavors to residents and visitors in our community. The art will be an inclusive collection that creates a sense of place as it encourages dialogue, reflects the city's history, values and beauty and fosters an interest in future opportunities.

Public Art Defined:

Any artistic medium curated with consideration that reflects the past, present and future for the community at large located in public space within city limits. Public art can be interpretive, historic, social, or decorative, and can be temporary, permanent, site specific commissioned, or from the city collection.

Major Goals:

1.0 Infrastructure Goal

To create a stable infrastructure with an effective working Board supported by sufficient staff and resources to implement the Strategic Plan.

2.0 Exhibitions

To present art in public places through exhibitions and acquisitions to enhance the experience of living in and visiting Winter Park.

Subcommittee stopped here on 07.15.21

3.0 Funding Goal

To develop and maintain public and private funding sources by securing support, expanding the donor base and pursuing innovative partnerships and alternative resources.

4.0 Communications/Image Goal

To raise awareness and appreciation of the value of art in public places throughout Winter Park.

5.0 Relationships Goal

To initiate and sustain opportunities to enhance community support while building consensus among city officials.

Strategies to Achieve Goals, Vision and Mission

1.0 Infrastructure Goal

To maintain a stable infrastructure with an effective working Board supported by sufficient staff and resources to implement the Strategic Plan.

Strategy 1.1 Effective Board

What. The Strategic Plan of the PAAB will be used as the tool to match prospective candidate's skillsets for recommendations to City Commission.

Who. City Commission

Strategy 1.2 Sufficient Staff Resources

What. Staff resources are required to fulfill the official charge of the Board, and effectively support implementation of this Strategic Plan. Additional resources may be required for special programs, with temporary or contract support employed if necessary.

Who. Staff liaison and city staff support. Chair and Vice Chair of Board, with review by full Board.

2.0 Exhibitions

To present quality exhibitions involving notable art in public places through exhibitions and acquisitions to enhance the experience of residents and visitors of Winter Park.

Strategy 2.1 Presenting Exhibitions

What: Exhibitions will be scheduled as funds and resources are available, (board input needed here as to how frequently and what type?)

Who: PAAB may hire professional art consultants/curators for exhibitions with approval from the City Commission and support from city staff. These exhibitions may be temporary, permanent, or rotating in a variety of public spaces.

Strategy 2.2 Preserving Public Art

What: The PAAB will be responsible for preserving and conserving current public art which have been secured through acquisition, donation/gifts, or loans including those from the Winter Park Sidewalk Art Festival. Works of art will be curated by city staff with overview from the PAAB.

Who: Staff and contracted resources, as recommended by the PAAB, should be responsible for the City's permanent collection.

Strategy 2.3 Collecting

What: Collecting or acquiring public art will be implemented as funds and/or resources become available. Proposed acquisitions, donations/gifts, or loans of art will be reviewed by the PAAB and a recommendation made to the City Commission.

Subcommittee stopped here on 09.02.21

3.0 Funding Goal

Tabled this discussion until input from Board and further direction from city staff regarding presentation to City Commission.

4.0 Communications/Relationships Goal

To raise awareness and appreciation of the value of art in public places for the Winter Park community, central Florida, statewide, and globally.

Strategy 4.1 Develop and Implement External Communications Plan

What. Develop a Communications Plan to keep the community and other external stakeholders aware of events, exhibitions and value of public art.

Who. PAAB working with city Communications Staff on advertising and publicity. Stakeholders and audiences include Winter Park residents, merchants, donors, arts community, and the tourism industry.

Strategy 4.2 Develop and Implement Internal Communications Plan

What. Develop an Internal Communications Plan to keep stakeholders aware of events and value of public art, as well as for PAAB inclusion on art/architecture decisions. Include regular updates for City Commission and community on Board activities.

Who. PAAB working with city Communications staff.

Strategy 4.3 Develop and Distribute Public Art Communications Tools

What: Develop current best practice communication tools to raise awareness and support of public art in Winter Park.

Who: PAAB working with city Communications staff with City Commission approval.

Strategy 4.4 Relationships Goal

What: To initiate and sustain opportunities to enhance public support and build consensus among city officials to increase city government support.

Non-city collaborative? (tied into funding)

City collaborative? (tied into funding)

Subcommittee finished here 09.16.21

Public Art Funding Approved by City Commission 04.12.23

Ten percent of any annual increase in Unassigned General Fund balance as reported in the audited Annual Comprehensive Financial Report will be designated for the commissioning, acquisition, installation, maintenance and promotion of public art. For the purpose of calculating these transfers, any increases in Unassigned General Fund balance will first be offset by any prior year decreases since the last transfers for public art. However, these offsets will only be required to the extent Unassigned General Fund balance is less than 30% of General Fund expenditures and transfers out for operating expenditures reported in other funds.



Public Art Advisory Board

agenda item

item type	Discussion Item(s)	meeting date	June 20, 2023
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board approval	Completed		
strategic objective			

subject

Location Based App for Public Art

item list

- Discuss options for location based apps to promote Winter Park public art.
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- [Otocast](#) representative will attend the next PAAB meeting virtually on July 17, to explain product.

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