



Public Art Advisory Board Work Session Meeting Minutes

June 20, 2023 at 5:30 p.m.

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

Present

Charles Hamilton, Sara Segal, Betsy Gwinn, Elizabeth Ingram and Lisa "Tinker" Marsh;
Virtually: Danny Humphress; Board Coordinator Tatia Ghviniashvili.

Absent

Laurie Ellen Havel.

Staff Present

Assistant Director of Communications Craig O'Neil.

1) Call to Order

The meeting was called to order at 5:33 p.m.

2) Discussion Item(s)

a. Future Goals & Public Art Criteria

Staff gave a brief overview and background of previous discussions about public art funding and explained that the City Commission has approved a funding source for public art based on a list of top initiatives/projects previously provided that would be benefited from funds. The discussion that followed was specific to this list of initiatives (found in the agenda packet), and what items should take priority/focus from the board. Staff also highlighted that the board has \$15,000.00 to spend before September and should keep that in mind when discussing projects.

Some of the ideas brought up by the board focused heavily on utilizing the existing city projects and building public art opportunities off of them. These include the Library and Events Center, Central Park, Seven Oaks Park, MLK Jr. Park, etc. There was also brief discussion of identifying neglected entrances to the city and incorporating art in some type of fashion. An at-length discussion followed with more ideas being contributed, including having a launch party for Otocast, and if needed, waiting till next year in order to allocate a larger budget to invest in a multi-channel launch. A discussion followed.

b. Location Based App for Public Art

The board held an in-depth discussion about Otocast, which is a platform that provides narrated audio guides- used for exploring, navigating and discovering one's surroundings. In terms of public art, Otocast can be used for the public to learn about and interact with various art installations throughout the city, as well as serve as the online inventory for all public art. The price associated with acquiring Otocast would

stay well under the \$15,000.00 budget mentioned earlier, which would open up opportunities for other initiatives as well. Eric Feinstein, the founder of Otocast, will be in virtual attendance at the next regular meeting to give the board a presentation of the product in further detail and allow the board to ask questions. Before the presentation, the board agreed to research other analogous products so there is a more informed discussion with Mr. Feinstein.

3) Adjournment

The meeting adjourned at 7:25 p.m.

/s/ Tatia Ghviniashvili, Board Coordinator