



Public Art Advisory Board Regular Meeting Minutes

October 16, 2023 at 12:00 PM

City Hall Commission Chambers
401 S. Park Avenue

Present

Danny Humphress, Lisa Tinker Marsh, Sara Segal, Elizabeth Ingram, Peggy Bohl, Charles Hamilton

Absent

Betsy Gwinn

Staff Present

Assistant Director of Communication Craig O'Neil; Director of Communication Clarissa Howard; Content and Graphic Specialist Megan Robinson; Board Coordinator Charisma Lowery

1. Call to Order

The meeting was called to order at 12:03 p.m.

2. Consent Agenda

- a. Approve the minutes of the regular meeting September 18, 2023

Motion made by Lisa Tinker Marsh to approve the minutes as presented; seconded by Danny Humphress. Motion carried unanimously with 6-0 vote.

3. Public Comments (for items not on the agenda): Three minutes allowed for each speaker

There were none.

4. Action Items

- a. App for Promotion of City's Public Art Collection

Theresa Broman, Creative Service Manager at the City of Winter Park, outlined the benefits of the in-house proposal. The features include digital books, coffee table-style

books, which are in print along with accessibility to all computers and cellular devices. Clarissa Howard, Director of Communications, explained the city's option is a web-based, responsive and cost-efficient plan. In addition, the assets are owned by the city program. The board asked questions following the presentation and Ms. Broman clarified.

Tatiana Villate with Cuseum, presented a digital app to the board. The features include accessibility, mobile guided tours, multi-language support and enhanced educational experiences. This app is accessible for hearing and visually impaired individuals.

Eric Feinstein with Otocast, presented features ranging from Bluetooth beacon capability, adaptive progressive web app, too a negotiable price accommodating the needs of the board. Further discussion between the board included the price difference between Otocast, Cuseum and the City of Winter Park.

The board held an at length discussion and spoke on the pros and cons of all three options, provided feedback and asked questions. Staff will review their department's current schedule and follow up with the board regarding their needs moving forward, depending on the platform selected by the board. Coffee table discussion took place between the board and Ms. Broman.

Motion made by Danny Humphress to work with the city on creating an interactive website, in addition to the existing city website, to catalog and showcase the city's public art collection; seconded by Peggy Bohl. Motion carried unanimously with a 6-0 vote.

5. Non-Action Items

There were none.

6. Staff Updates

There were none.

7. Board Comments

There were none.

8. Upcoming Agenda Items

Mr. O'Neil updated the board on next month's meeting date, which will be held November 20.

A tree sculpture and an art piece by a local artist will be presented to the board.

The board asked questions about the \$9,000 funding discussed in previous meetings, Staff noted they will come back to the board with clarifications at the next meeting.

9. Adjournment

The meeting adjourned at 2:13 p.m.

Minutes approved by the board on November 20, 2023.
/s/ Charisma Lowery, Board Coordinator