



Public Art Advisory Board Regular Meeting

Agenda

October 16, 2023 @ 12:00 PM

City Hall Commission Chambers
401 S. Park Avenue

welcome

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please note

Times are projected and subject to change.

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- 1. Call to Order**
 - 2. Consent Agenda**
 - a. Approve the minutes of the regular meeting September 18, 2023 1 minute
 - 3. Public Comments (for items not on the agenda): Three minutes allowed for each speaker**
 - 4. Action Items**
 - a. App for Promotion of City's Public Art Collection 120 minutes
 - 5. Non-Action Items**
 - 6. Staff Updates**
 - 7. Board Comments**
 - 8. Adjournment**
 - 9. Upcoming Agenda Items**



Public Art Advisory Board

agenda item

item type

Consent Agenda

meeting date

October 16, 2023

prepared by

Tatia Ghviniashvili, Board Coordinator

approved by

Tatia Ghviniashvili, Board Coordinator

subject

Approve the minutes of the regular meeting September 18, 2023

motion | recommendation**background****strategic objectives****alternatives | other considerations****fiscal impact****attachments**

1. Draft Minutes



Public Art Advisory Board Meeting Minutes

September 18, 2023 at 12:00 p.m.

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

Present

Danny Humphress, Charles Hamilton, Elizabeth Ingram, Sara Segal, Peggy Bohl and Betsy Gwinn.

Absent

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 12:00 p.m.

Mr. O'Neil introduced new board member, Peggy Bohl.

2) Consent Agenda

- a. Approve minutes of the regular meeting August 21, 2023

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

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

There were none.

4) Action Items

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

Mr. O'Neil spoke briefly of the discussion and actions taken at the previous meeting and noted that following the meeting, he had an internal conversation with the procurement department and has secured \$9,000.00 for this board to move forward with choosing an app. With the funding secured, the board can continue to discuss and take time to solidifying their decision.

The floor opened for board members to voice their concerns/questions and a long discussion ensued about Cuseum, Otocast and an in-house online brochure (all discussed in detail at previous meetings). Mr. O'Neil highlighted that staff can setup a virtual presentation for the board from both Cuseum and Otocast to answer any

outstanding questions about the apps, as well as invite Theresa Broman, Creative Services Manager at the city, to speak on the in-house online brochure and the process associated with creating it. The discussion continued about feature and price differences between Otocast and Cuseum, with the board expressing their likes/dislikes, along with the role that the board would have in launching the chosen app.

The board also discussed the Arts and Culture Alliance and what role, if any, they would play within the app. Clarissa Howard, Director of Communications, spoke briefly about the upcoming Arts and Culture Alliance meeting. Following a further discussion, the board and staff agreed to broach the subject of the app with the alliance at their next meeting, as well as invite Cuseum, Otocast and Theresa Boman to give respective presentations. The board will submit questions/concerns about these apps to Mr. O'Neil via email, who will put them into the agenda packet for next month.

5) Non-Action Items

There were none.

6) Staff Updates

a. Stained Glass Donation

The peacock stained glass art, discussed at the last meeting, has been salvaged. The piece is currently in storage until it is installed in the Event Center.

7) Board Comments

No discussion was held.

8) Upcoming Agenda Items

Presentations from Cuseum, Otocast and Theresa Boman.

9) Adjournment

The meeting adjourned at 1:16 p.m.

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



Public Art Advisory Board

agenda item

item type

Action Items

meeting date

October 16, 2023

prepared by

Craig O'Neil, Assistant Director of Communications

approved by

Clarissa Howard, Director of
Communications

subject

App for Promotion of City's Public Art Collection

motion | recommendation**background**

The board has been investigating options for an app to promote the city's public art collection. Since each option under consideration varies in regard to price, look, services provided, initial workload to launch the app, and ongoing maintenance, the following summaries will help to clarify.

Communications Department: In-House (cityofwinterpark.org) (30 minutes)

- The city's Communications Department can create an online brochure that looks very similar to an app. The responsive website would perform on both IOS and Android phones.
- An interactive Google map would be included and Google analytics would be used to track performance.
- Initial data entry and future updates would be performed by the Communications staff with assistance from board members via information gathering.
- Future updates would be completed in-house as needed at no cost.
- In addition to photography costs estimated at \$900, the board could also opt to include a coffee table book at \$2,370 for 50 copies, for a total of \$3,270.

Cuseum (cuseum.com) (30 minutes)

- The Cuseum app would include a website version and perform on both IOS and Android phones.
- Interactive map and analytics are included.
- Initial data entry and future updates would be performed by board members and staff liaison.

- In addition to photography costs estimated at \$900, the entry fee is \$4,800/yr. for a three-year contract (*requiring City Commission approval*), set up fee of \$650 and support at \$50/hr., for a total of \$6,350 for year one and \$4,800/yr. ongoing.

Otocast (otocast.com) (30 minutes)

- The Otocast app would include a website version and perform on both IOS and Android phones.
- Interactive map and analytics are included.
- Initial data entry and updates would be performed by Otocast staff. There are plans for a CMS for customer updates in the near future.
- Otocast pricing is based upon the number of POIs (Points of Interest) we determine. Pricing is currently based on 102 points of interest to include each piece of art separately, as well as the 20 Arts & Culture Alliance organizations totaling \$10,080 for year one and \$4,590/yr. ongoing. We have been informed that price is negotiable.

Discussion (30 minutes)

strategic objectives

alternatives | other considerations

Questions from Board members:

1. Please clarify the planning design process and what our (board/liaison) roles will be.
2. Do you recommend one or more specific apps that you have designed as a best template for Winter Park?
3. How can we gauge initial and ongoing functionality success?
4. How do we balance our public art inclusion with broader links to arts and cultural resources so we don't lose users?
5. What sort of ongoing support do you foresee if we need to tweak or correct the design?

fiscal impact

Costs for each option are included in the attachment.

attachments

1. App Proposal Cost Comparisons 10.23

Public Art Advisory Board App and Online Brochure Cost Comparisons

	Cuseum	Otocast	In-House (City)
Entry Fee	\$4,800/yr. (3-year contract totaling \$14,400) w/ Commission Approval	\$0	\$0
Set-up Fee	\$650	\$0	\$0
Support	\$50/hr.	\$0	\$0
Android App	Included	Included	Responsive Website
IOS App	Included	Included	Responsive Website
Website version	Included	Included	Included
Interactive Map	Included	Included	Website
Analytics	Included	Included	Google Analytics
Point of Interest	unlimited	\$90/POI for setup* \$45/POI ongoing*	unlimited
Photography	\$900 \$150/hr. x 6hrs	\$900 \$150/hr. x 6hrs	\$900 \$150/hr. x 6hrs
Public Art Coffee Table Book	N/A	N/A	\$2,370 50 copies
TOTAL	\$6,350 year one \$4,800/yr. ongoing + support at \$50/hr.	\$10,080 - year one* \$4,590/yr. ongoing* (for 102 POIs) *negotiable	\$3,270