



Public Art Advisory Board Regular Meeting

Agenda

November 20, 2023 @ 12:00 PM

City Hall Commission Chambers
401 S. Park Avenue

welcome

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assistance & appeals

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"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. Consent Agenda**
 - a. Approve the minutes of the regular meeting on October 16, 2023
 - 3. Public Comments (for items not on the agenda): Three minutes allowed for each speaker**
 - 4. Action Items**
 - a. Art Donation 25 minutes
 - b. Timeline for Online Public Art Inventory Creation and Launch 15 minutes
 - 5. Non-Action Items**
 - a. 2024 Projects and Priorities 15 minutes
 - 6. Staff Updates**
 - a. Stained Glass Installation 5 minutes
 - 7. Board Comments**
 - 8. Adjournment**
 - 9. Upcoming Agenda Items**



Public Art Advisory Board

agenda item

item type

Consent Agenda

meeting date

November 20, 2023

prepared by**approved by**

Craig O'Neil, Assistant Director of
Communications

subject

Approve the minutes of the regular meeting on October 16, 2023

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

1. PAAB-DRAFT MIN-2023-10-16



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 _____.
/s/ Charisma Lowery, Board Coordinator



Public Art Advisory Board

agenda item

item type

Action Items

meeting date

November 20, 2023

prepared by

Craig O'Neil, Assistant Director of Communications

approved by

Rene Cranis, City Clerk

subject

Art Donation

motion | recommendation

The Public Art Advisory Board has been asked to consider a donation of public art from Roman and Michelle Cornell.

background

The Cornells will provide a PowerPoint presentation outlining their possible donation of public art to the city. According to the following outline items in the city's Code of Ordinances, the board is asked to consider this donation and whether to move forward.

Winter Park Code of Ordinances: Sec. 2-67. Public art advisory board.

3a. Following the receipt of data from various sources and deliberation, the public art advisory board shall provide advice and recommendations to the city commission for the siting of public art, and in making these recommendations, the public art advisory board shall endeavor to perform visual inspections of sites to ascertain the physical, cultural and historical aspects of sites being recommended to the city commission.

3c. The public art advisory board shall interview and recommend public art projects and assist in the selection of artists for possible public art projects, but in such respect, the action shall be strictly as an advisory board for the purpose of making recommendations to the city commission.

3f. The public art advisory board shall advise the city commission and city manager in all matters involving or affecting public art.

strategic objectives**alternatives | other considerations**

fiscal impact

- In addition to securing a permanent location, fiscal impact items for the Board to consider include:
 - Transport expense
 - Installation expense
 - Maintenance and upkeep expenses

attachments

None



Public Art Advisory Board

agenda item

item type

Action Items

meeting date

November 20, 2023

prepared by

Craig O'Neil, Assistant Director of Communications

approved by

Clarissa Howard, Director of
Communications

subject

Timeline for Online Public Art Inventory Creation and Launch

motion | recommendation

Discuss and approve the proposed timeline.

background

Moving forward with the Board's decision to use in-house resources to create an online inventory for the city's public art collection, the suggested attached timeline is now up for discussion and edits.

strategic objectives**alternatives | other considerations****fiscal impact**

The budget for in-house City services as approved by Board is attached.

attachments

1. Public Art Online Inventory Timeline 2023-24
2. App Proposal Cost Comparisons 10.23

DRAFT

Public Art Collection 2024 Timeline to Launch Online Inventory

DATE	COMMUNICATIONS DEPARTMENT	PAAB MEMBERS
January/February 2024	• Provide sample of setup including title, year, artist, medium, text, photo, Google map pin	• Provide didactic text for each piece • Provide professional photo for each piece
March 2024	• Begin layout	
April 2024	• Complete layout	
May 2024		• Review entire online inventory and map locations for edits.
June 2024	• Complete edits and announce launch date	

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



Public Art Advisory Board

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Non-Action Items

meeting date

November 20, 2023

prepared by

Craig O'Neil, Assistant Director of Communications

approved by

Clarissa Howard, Director of
Communications

subject

2024 Projects and Priorities

motion | recommendation**background**

Board may wish to outline 2024 projects and priorities including:

- Online art inventory completion and launch.
- Peacock stained glass installation at Events Center.
- Mural paintings in the Chain of Lake canals.
- Additional items as outlined by Board?

strategic objectives**alternatives | other considerations****fiscal impact****attachments**

None



Public Art Advisory Board

agenda item

item type

Staff Updates

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Craig O'Neil, Assistant Director of Communications

approved by

Clarissa Howard, Director of
Communications

subject

Stained Glass Installation

motion | recommendation**background**

Staff met with a second vendor for another estimate to install the recently donated stained glass peacock in the Events Center. The art is currently in secured city storage awaiting installation.

strategic objectives**alternatives | other considerations****fiscal impact**

City staff are working on cost estimates.

attachments

None