Public Art Advisory Board
Regular Meeting Minutes

March 18, 2024 at 12:00 PM

City Hall Commission Chambers
401 S. Park Avenue

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

Absent
Betsy Gwinn

Staff Present
Assistant Director of Communications Craig O'Neil and Content & Graphics Specialist Meghan Robinson.

1. Call to Order

The meeting started at 12:02

2. Consent Agenda

a. Approve the minutes of regular meeting on February 19, 2024

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

4. Action Items

a. DOWDLE Studios "Land That I Love"

Mr. O'Neil shared a video that DOWDLE Studios sent that discusses the "Land That I Love" tour for America's 250th birthday project. Eric Dowdle is looking to partnering with just a few cities that would be interested in commissioning an original Dowdle art piece that tells the unique story and rich history of Winter Park.

Mr. Humphress said he doesn't believe that this falls under the mission of the Public Art Advisory Board but seems more of a promotional item for something the Communications Department would be interested in. Mentioning that meeting with them could be something the board presents to the commission about if it would benefit the city.

The board members agreed they would like to move forward with a Zoom presentation from Kirn and Andrea Nord to receive more information about the project.

b. 15 lightyears Estimate for Lighting Repair at Rhythmic Colors

Mr. O'Neil drove by Rhythmic Colors recently and noticed the lights were not working. 15 lightyears Inc. came out and figured out there was an Inverter malfunction and the city needed to replace a 250 watt Inverter in an existing cabinet that is being used to power the lighting display. The company proposed to furnish all labor and materials not to exceed the sum of $1,113.

Mr. Hamilton discussed his concern about the lights only lasting three years and wanted to know how often this would happen and would they need to spend $1,200 every three years on this. Mr. Humphress asked if this was something that Mr. O'Neil recommended and he said yes and mentioned reaching out to the Electric Utility department and see if they could help out with the cost of the replacement.

The board agreed to approve the cost of the repair for Rhythmic Colors after finding out about their new general fund budget. They also were in agreement to figure out how often these lights will need to be repaired.

5. Non-Action Items

a. Information Gathering for Lake Canal Mural Installation

Jessica Stanley from Stanley Creatives, Procurement manager, Jennifer Maier, and Natural Resources Lake Manager, Joey Cordell were all in attendance to speak and answer any questions about the Lake Canal Mural Installation.

Mrs. Stanley started discussing the differences between and RFQ and an RFP and which option would be best for the Mural installation. She stated a benefit of an RFQ is you get more qualified and more interested candidates for your project. Jessica said that the board needs to be as specific as possible about the art work and mentioned specific pricing. Mrs. Stanley's company charges about $31/square foot, and they are on the cheaper side. Logistically, it starts getting tricky and won't be worth it for artists if it's under $18/square foot. Mr. O'Neil explained the last time he used an RFP was for Rhythmic Colors and can put the elements together with no problem. Moving forward with an RFQ, he will use the procurement department and Jessica Stanley to help him create one.

Mrs. Maier chimed in with the city's process and is supportive of an RFQ. The RFQ will open up the artist pool and the one thing the city can't ask for is the price. She strongly recommends setting a budget. Artists will have to submit through OpenGov and not through arte café, but can post about the opportunity on that platform. Mrs. Maier can add artists that the board recommends prior to the solicitation going out because once it goes out there will be a cone of silence. A cone of silence is making sure there is no communication with anyone besides the procurement division and the artists applying. Every application has to come in through OpenGov.

Insurance with boating was brought up and Mrs. Maier said that they don't like non-city staff using city owned property. The city will coordinate with someone on who will help with the boat unless they provide their own boat. Jessica Stanley did mentioned that muralists will apply whether or not they know how to operate a boat, swim, etc. The artist will have to have some type of insurance which is standard. There will need to be further discussion on the boat situation.

Joey Cordell said the traffic time frame for the slowest season will be January through February. He mentions that there should be no problem blocking off a few days so the artist can finish the canal mural. He also mentions that he doesn't see any repairs that will need to be done before the mural is placed both sides and the top of the roof.

6. Staff Updates

a. Board Appointments

Mr. O'Neil mentioned the election is March 19 for Mayor and Commissioner Seat 2. Sara Segal, Tinker Marsh, Danny Humphress, and Betsy Gwinn terms will be expiring. These board members should be on the lookout for a letter from the City Clerk's office outlining the procedure if these members want to be reappointed.

With half the board members' terms expiring, Mr. Hamilton mentioned the idea of creating a "FAQ" or "debriefing" for the new members that will join the board. It will be a baseline document so new members can be caught up fast when being appointed to the board. This will help make sure that everything the board members thus far have worked on won't get lost in future years. Mrs. Ingram agreed that would be a great idea because you are thrown in so fast once joining.

Mr. O'Neil mentioned before the meeting wrapped up was the next Arts & Culture Alliance meeting is Tuesday, March 26. Mrs. Bohl mentioned she would be in attendance.

b. Public Art Dedicated Funding Source

Mr. O'Neil gave an update in regard to the Public Art Dedicated Funding Source. Last year, Mr. O'Neil and the board presented in front of the commission in hopes of retaining a funding source for Public Art, similarly to how other cities create a percentage dedicated to funding. The City Commission weren't fond of that idea.

City management recommended we use a percentage of the excess from the general fund for the year. There is a formula that the Finance Department put together, and the fund is now $289,751 for public art, which will remain there until it is spent and won't disappear if not used. However, there will be stipulations for what is used for, such as new art and maintenance of art. It will not include marketing and events and that will have to be used by the general fund.

Mrs. Bohl mentions that justifies how desirable the city has become. Mr. Humphress wanted to thank the city staff for everything that has come along with everting on the Public Art Board. Following that note, Mr. Hamilton thanked Craig O'Neil in particular for everything he has done to make this happen.

Mr. O'Neil mentioned the stained-glass window is almost completely framed and is meeting with everyone next week to get things solidified and placed at the Events Center.

7. Board Comments

Charles Hamilton wanted to talk about the Seven Oaks Park. Mr. Hamilton spoke with Parks & Recreation Director, Jason Seeley and said the timeline has been extended and about a year behind. He talked about how the board should talk about where the art should be placed and start at the beginning of the design phase and make sure it's not the last to have a say. The board should start reviewing plans for this park and figure out where art should be placed in the next few meetings. He also mentioned that Jason said he would host a walking tour of Seven Oaks after Fourth of July. Mr. O'Neil mentioned that Jason Seely, Parks & Recreation Director, would be at the next meeting to discuss the Seven Oaks Park Project.

Mr. O'Neil reminded the board members of the email he sent out regarding the FAPAP conference. He will need a headcount from anyone who wants to attend. The conference will be about an $800 per person expense, which will include conference ticket and lodging since the conference will be held in Gainesville.

8. Upcoming Agenda Items

9. Adjournment

The meeting adjourned at 1:27 p.m.

Approved by the board on April 15, 2024
/s/ Meghan Robinson