



Public Art Advisory Board Regular Meeting

Agenda

September 23, 2024 @ 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.

-
- 1. Call to Order**
 - 2. Consent Agenda**
 - a. Approve the minutes of August 19, 2024 1 Minute
 - 3. Public Comments (for items not on the agenda): Three minutes allowed for each speaker**
 - 4. Action Items**
 - a. Highwaymen Painting Selection for Library and City Hall Display 5 minutes
 - b. Final Expenditures for FY2024 10 minutes
 - 5. Non-Action Items**
 - 6. Staff Updates**
 - a. Post Office Mural 5 minutes
 - b. New Doors at Winter Park Farmers' Market 5 minutes
 - c. Jason Seeley - Public Art Options at New Seven Oaks Park 20 minutes
 - d. Public Art Collection Online Catalog 20 minutes
 - 7. Board Comments**
 - 8. Upcoming Agenda Items**
 - 9. Adjournment**



Public Art Advisory Board

agenda item 2.a

item type

Consent Agenda

meeting date

September 23, 2024

prepared by**approved by****subject**

Approve the minutes of August 19, 2024

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

1. PAAB-mins-2024-08-19 DRAFT



Public Art Advisory Board Regular Meeting Minutes

August 19, 2024 at 12:00 PM

City Hall Commission Chambers
401 S. Park Avenue

Present

Danny Humphress, Peggy Bohl, Austin Reeves, Elizabeth Ingram, Charles Hamilton, Drew Henner, Laura Burst

Absent

Staff Present

Director of Communications Clarissa Howard, Assistant Director of Communications Craig O'Neil and Content & Graphics Specialist Meghan Robinson

1. Call to Order

Craig O'Neil called the meeting to order at 12:00 p.m.

2. Consent Agenda

- a. Approve the minutes of June 17, 2024

Motion made by Ms. Burst to approve the minutes, seconded by Mr. Hamilton. Motion carried unanimously with a 7-0 vote.

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

4. Action Items

- a. Funding for Arts Weekend

A request of \$3500 was made to the Board, \$500 for chalk art and \$3000 for a temporary art installation during the month of February to promote Art's weekend.

Motion made by Ms. Bohl to approve the funds for preparation for Arts Weekend; seconded by Mr. Hamilton.

Discussion followed regarding the \$3K for the temporary piece. It was advised that the \$3,500 will be lost if not used. Ms. Ariail will come to the next meeting with a presentation. The Board will hold a work session to discuss options and provide input on the temporary art installation. Mr. O'Neil will schedule the work session.

Motion carried unanimously with a 7-0 vote.

- b. Discussion of Arts & Culture Alliance Liaison(s)

Ms. Howard requested one board member to become the liaison to the Arts Alliance. Ms. Bohl conceded to Mr. Hamilton to be the liaison.

Motion made by Ms. Bohl to approve Mr. Hamilton as the Alliance liaison; seconded by Mr. Reeves. Motion carried unanimously with a 7-0 vote.

c. Reschedule Meeting on September 16

Motion made by Mr. Henner to approve moving the September meeting to 9/23/2024; seconded by Mr. Humphrees. Motion carried unanimously with a 7-0 vote.

5. Non-Action Items

6. Staff Updates

a. Public Art Collection Online Project

Ms. Broman provided an update on the Public Art online collection project. The GIS system on the page will be user-friendly and locator-friendly. There will be two buttons, location and category, both will have subsections to further narrow artwork selections. All listings will be in alphabetical order by artist. The webpage should be completed by the September meeting. A tagline will be added "all art is property of artist" and art images will be watermarked. Promotion of the online public art collection will be launched with a press release and also added to Arts Weekend marketing and events.

b. Highwaymen Painting Loan

Ms. Bohl updated the board on the Highwaymen Painting loan. Ms. Bohl and Mr. O'Neil chose 3 out of 7 paintings. The selected painting will be used at the library during Black History month February 2025, as a contribution to Arts weekend and will then be on display at City Hall for the remainder of the year. There were twenty-five African American male highwaymen artists and one woman, Mary Ann Carroll. Ms. Bohl asked the Board to select their preference of the 3 paintings. The choice of Highwaymen painting will be for vote on the next agenda.

c. John Costin Large Bird Prints

Mr. O'Neil informed that the remaining seven (7) John Costin prints were all framed within the \$3,500 budget and will be installed alongside the other prints at the Events Center.

d. White A Sculpture Restoration

The White A sculpture is in reconstruction. The landscaping is being completed by city staff. The cost is \$565 over the budgeted \$4K due to using the suggested aeronautical paint. New photographs of the White A sculpture will be taken after the restoration and added to the online public art collection.

7. Board Comments

a. Request for discussion of items by Charles Hamilton

Mr. Hamilton expressed his interest in being involved with the Seven Oaks Park project. A meeting was initiated with Parks Director Jason Seeley at Seven Oaks park. During the park walk around, Mr. Hamilton noticed a bare wall on the northwest side of the park. Mr. O'Neil mentioned that Mr. Seely previously suggested a mural, but advised that the owners will need to approve it. Mr. O'Neil was waiting on Mr. Seeley to inform him of the owners approval or disapproval before bringing the discussion to the board.

It was discussed, the type of art, genre and dynamic rotating shows; identifying where the art should be placed; having a strategic plan for the board; inviting Mr. Seeley for his input; an update on the call for artists. Mr. Hamilton advised that the designated art locations will be permanent and the board could implement an ongoing organized high profile art program for the park.

After discussion the following points arose: the importance of including the Board Liaison when meeting with staff members to avoid conflicting information between board members and staff members; the role of PAAB to identify opportunities for public art in the city and to select the art; the role of the park board and parks department to earmark locations in the city to fit art; PAAB makes recommendations to the City Commission.

8. Upcoming Agenda Items

Ms. Howard suggested having Mr. Seeley return and provide an update on where the Board stands, regenerate the park map and update the Board on the progress of the park. Ms. Bohl announced that she would like to participate in the refurbishing of the doors at the Amtrak station. Ms. Howard advised that staff will research the status of the Amtrak door refurbishing and inform the board for further discussion. Ms. Ingram suggested unveiling an art piece on Arts Weekend.

9. Adjournment

The meeting adjourned at 1:23 p.m.

Approved by the board on
/s/ Bahiyyah Layton, Board Coordinator



Public Art Advisory Board

agenda item 4.a

item type

Action Items

meeting date

September 23, 2024

prepared by

Craig O'Neil, Assistant Director of Communications

approved by

Clarissa Howard, Director of
Communications

subject

Highwaymen Painting Selection for Library and City Hall Display

motion | recommendation

The board is asked to select a Highwaymen painting for Arts Weekend display at the Library and Commission Chambers lobby display for the following six months.

background

Peggy Bohl and Craig O'Neil met with Morse Museum staff in July to discuss a loan agreement for an original Highwaymen painting. The loan agreement paperwork is being finalized and the Morse Museum needs to know which painting the board has selected to display.

alternatives | other considerations**fiscal impact**

N/A

attachments

1. Morse Museum Selected Highwaymen Paintings (002)

Morse Museum Selected Highwaymen Paintings



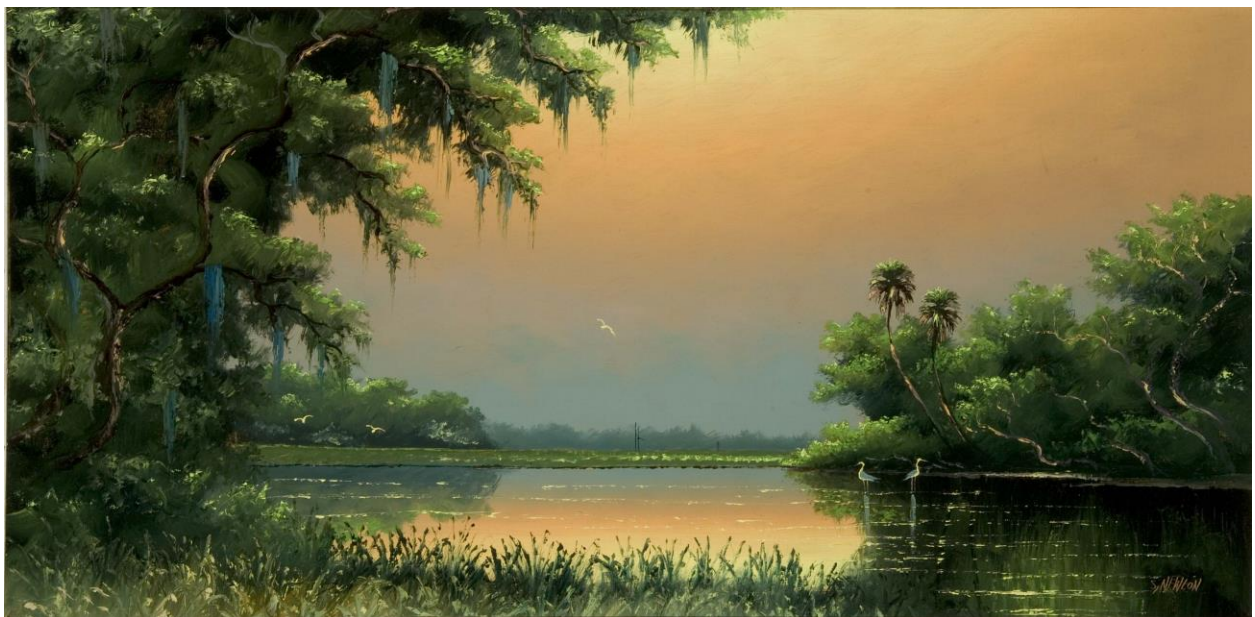
1999-107

Mary Ann Carroll

26.375 × 38.25 in.



2002-044
Alfred Hair
24 x 36 in.



FL-002-98
Sam Newton
24 x 52 in.



Public Art Advisory Board

agenda item 4.b

item type

Action Items

meeting date

September 23, 2024

prepared by

Craig O'Neil, Assistant Director of Communications

approved by

Clarissa Howard, Director of
Communications

subject

Final Expenditures for FY2024

motion | recommendation

The recommendation is to approve these expenditures.

background

Board liaison has encumbered funds for the following two expenditures and is asking the Board for approval or denial before the city's 2024 fiscal year comes to a close.

- Anda Ariail will present:
 - **\$6,000** for a temporary art installation in Central Park and City Hall front lawn to promote Arts Weekend - February 2025. Board members approved \$3,000 for this purpose at their last meeting on August 19. City staff is offering the opportunity to use additional funds that remain in the PAAB budget.
- Theresa Broman will present:
 - **\$1,400** for micro puzzles to use as giveaways at the board's Arts Weekend booth to promote the city's new online Public Art Collection catalog.

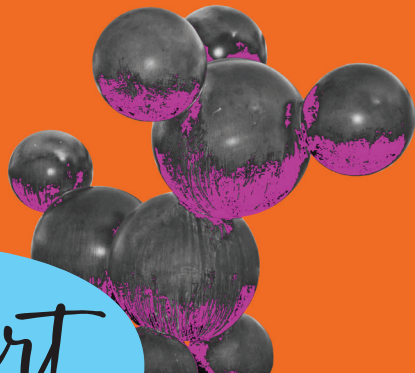
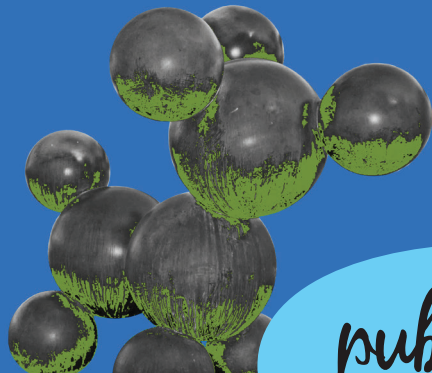
alternatives | other considerations

fiscal impact

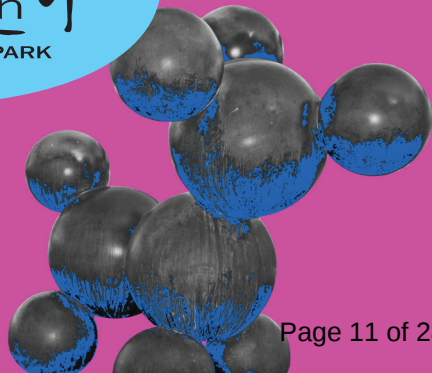
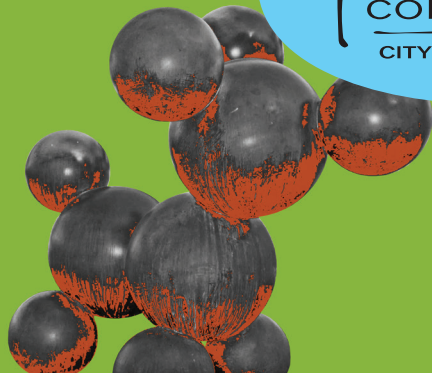
\$7,400 total (\$6,000 + \$1,400)

attachments

1. Public Art Collection Micro Puzzle AW



public art
collection
CITY of WINTER PARK





Public Art Advisory Board

agenda item 6.a

item type

Staff Updates

meeting date

September 23, 2024

prepared by

Craig O'Neil, Assistant Director of Communications

approved by

Clarissa Howard, Director of
Communications

subject

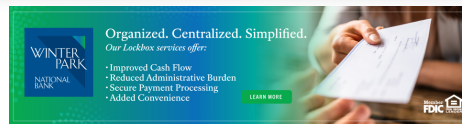
Post Office Mural

motion | recommendation**background**

A board member inquired about the mural on the outside of the Winter Park Post Office. Several years ago, the city was in talks to purchase the Post Office from the federal government to expand Central Park, but the post office is not for sale and a purchase deal was not able to be made. During those discussions, there was talk about saving the mural if the building was to ever be demolished. Please refer to the two articles attached. At this point in time, the mural is not owned by the city. The mural is owned by the federal government.

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

1. Winter Park Post Office Mural in Spotlight Amid Acquisition Talks · the32789
2. Joe Testa-Secca spent decades making art in Tampa. Here's where you can see it_



Photographs from 1965 show vintage images of the Winter Park post office mural created by 93-year-old artist, Joseph Testa-Secca.
Photo by: Abigail Waters

Winter Park Post Office Mural in Spotlight Amid Acquisition Talks

By Katie Clarke | September 1, 2021

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Correction: The original version of this story, published on September 1, 2021, said the that city leaders have expressed the desire to demolish the post office building. To clarify, city leaders have expressed a desire to expand green space in Central Park, but have not discussed demolishing the USPS structure.

In recent months, Winter Park city commissioners have renewed efforts to acquire the United States Postal Service property located at 300 N. New York Ave., through a number of meetings

and work sessions.

The property that sits adjacent to Central Park has been a hot topic among locals for nearly two decades, drawing strong reactions from City officials and the public. Throughout the years, city leaders have expressed the desire to expand Central Park, however, one factor has captured the attention of the32789 readers: the large, abstract mural that wraps around two sides of the post office building.

Through comments on social media, locals have expressed concerns to the32789 about the possible destruction of what they say is an important part of the city's history. So, we set out to discover the story behind the mural, the artist who created it, and its historical significance.

Surprisingly, very little information about the mural is actually available to the public.

Designed by architect Joseph Shifalo in 1964-65, the post office building is currently listed as a “contributing resource” for the Downtown Winter Park Historic District’s designation on the [National Register of Historic Places](#), as a classic example of mid-century modern architecture and art. After a weekend of deep-diving into public records, the32789 was able to interview the Tampa-based mural artist, 93-year-old “Joe” Testa-Secca by phone.

It was no accident that [Testa-Secca](#) was chosen as the artist to create the mural on the side of the building. At the time, he was becoming a well-known artist across Florida and was recognized locally as a regular at the Winter Park Sidewalk Art Show. Testa-Secca is most well-known for several large mural projects in Tampa and on various college campuses throughout the state.

“There’s one (mural) at the University of South Florida (USF) I did around the same time that is similar,” he said, speaking of the “sister mural” to the one in Winter Park. “It celebrates a meeting place, a place of business. That’s the theme of them.”

In 1964, he won first prize at the Winter Park Sidewalk Art Festival in the “painting (other media)” category, according to the festival’s archives. In 1965, he was awarded Best of Show and received the Edith Tadd Little Medal as the best artist at the festival. In 1964 and ‘65,



U. S. Post Office, Winter Park, FL, 1965.

Images Courtesy of: Joe Testa-Secca

when the post office was being planned, Testa-Secca was asked to submit designs for a proposed mural, because of his growing popularity in the local art scene and his recent honors at the Winter Park Sidewalk Art Show.

“They had good judges and a lot of people who were seriously involved with art,” Testa-Secca said. “I guess I had been showing there every year for a number of years, and then all of a sudden you start to get noticed.”

Five years earlier, a local tile company agreed to underwrite part of his first public art commission, a mural wall at the

[Welcome Center at USF in Tampa](#), and it was precisely the funding needed for Testa-Secca to spend several months in Mexico City to perfect his skills and learn from local artisans.

During his time there, Testa-Secca worked with artisans at the University of Mexico who used various types of stone for large murals. So, when placing his bid for the USPS mural, he proposed a similar medium: painted rock.

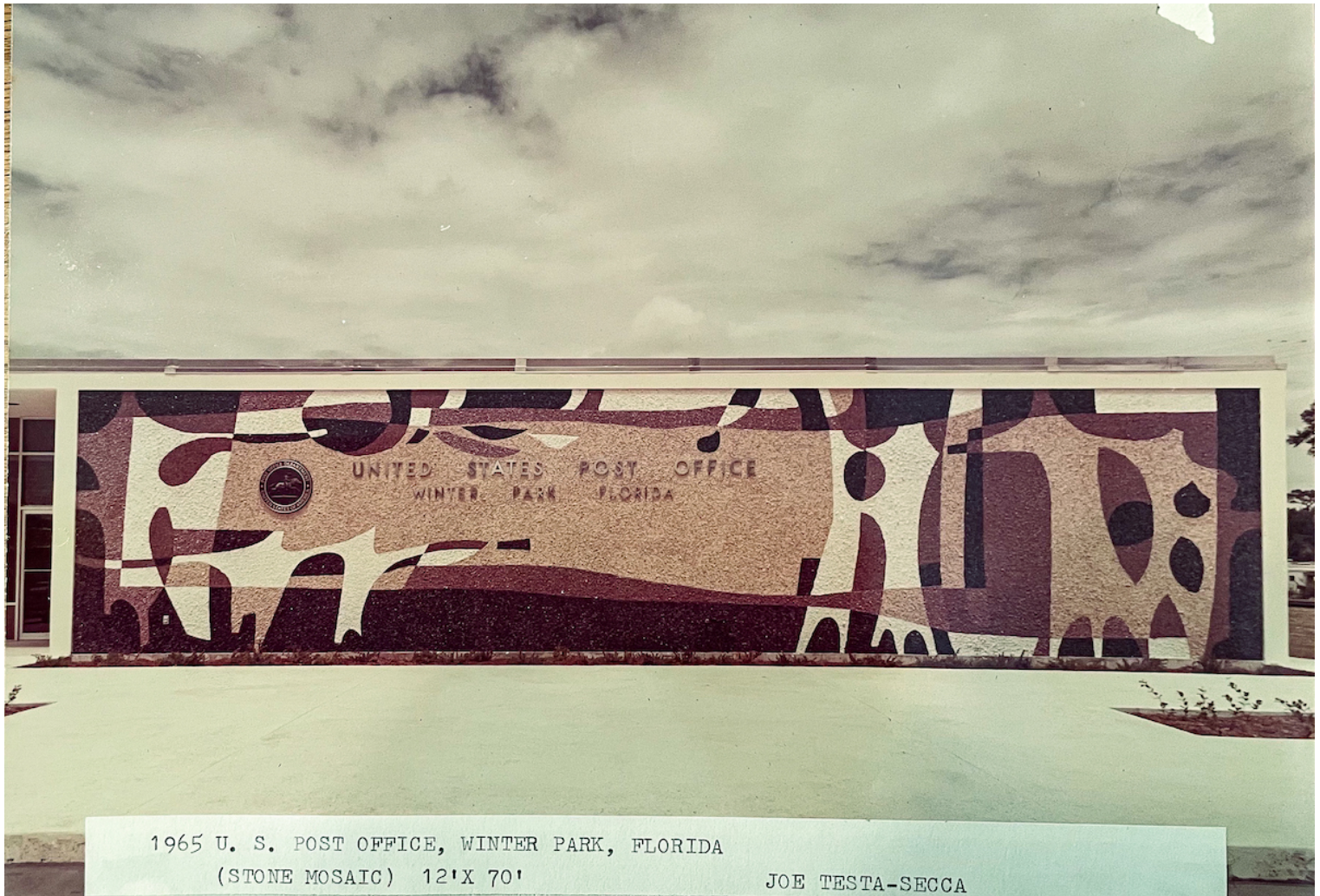


Artist Joe Testa-Secca worked with various artisans in Central Florida to paint, arrange, and style painted rocks to fit the design for his post office mural.

Testa-Secca worked with local Central Florida artisans to paint the rocks, then applied, structured, and arranged them to create his overall design. According to the artist, the design for the mural is also inspired from Mexico City, where he developed his technique, learned how to draw full-scale cartoons, and create sections of irregular shapes to avoid the typical gridding that was the standard approach to large-scale ceramic tile murals.

“It’s really a gathering of people,” Testa-Secca said. “If you look at the mural, you can see [that concept through] abstract figures.”

When told his art on the Winter Park Post Office might be demolished to expand green space, Testa-Secca was understandably saddened. However, he explained his belief that the mural itself could be saved if city leaders felt it was important enough.



Vintage photographs show the first looks at Testa-Secca's mural designed on the United States Postal Service building in Winter Park, Florida.

In Hillsborough County, city officials did just that. According to the artist, engineers [preserved Testa-Secca's mural](#), "Symbols of Mankind," after its original home, Robert W. Saunders, Sr. Public Library, was demolished and rebuilt. Contractors cut the mural into five-foot sections and lifted them with a crane into place on the new library building.

From a historical perspective, both the post office's architecture and mural are classic examples of mid-century modern design. Author, historian, and Orlando resident, Rick Kilby, explained the significance of the style. "Mid-century modern symbolizes hopefulness and advancement into the space age," Kilby said. "It was the post-war period. America was booming, and we were becoming a world power. The architecture of the time looked forward, rather than to the past."

Kilby is also aware of the preservation of the library mural. “It’s quite a big deal to cut a mural off a building,” Kilby said. “To [the Hillsborough community], it was important to save it. Because Joe is a Tampa-based artist, I think, maybe they have a greater appreciation for him.”

According to the National Register of Historic Places website, there is no Federal law prohibiting the demolition of a historic landmark. If the post office land is purchased by the City, it will cease to be recognized as federal land.

When asked about potential plans to save the mural if the building itself is demolished, spokesperson for the Winter Park Communications Department, Clarissa Howard, said there have not been any conversations about the mural yet. She reiterated that it is still quite early in the City’s acquisition process for the property.

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This story was written by Katie Clarke, one of our collection of writers covering news in Winter Park, Florida. Our staff writers can be reached at news@the32789.com.

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LIFE & CULTURE

Joe Testa-Secca spent decades making art in Tampa. Here's where you can see it.

The artist, who died at 94, was also a professor emeritus at the University of Tampa.



Joe Testa-Secca, pictured in the St. Petersburg Times in 1965, grew up in Tampa and returned to teach at the University of Tampa. He was a professor emeritus at the University of Tampa. [St. Petersburg Times via Newspapers.com]

By **Kristen Hare** *Times staff*

Published March 5, 2023

Have you seen Joe Testa-Secca?

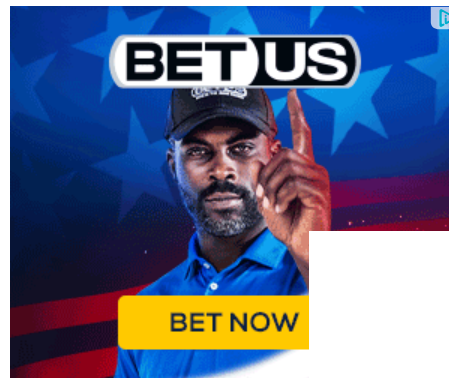


Testa-Secca died peacefully at 94 on Feb. 20. But if you look around Tampa, you'll see him.

The prolific and versatile artist was among the people who introduced contemporary art to Tampa Bay, helped build the University of Tampa's arts program and gallery, created works of art that still hang in hundreds of homes around the country and made art that's become part of the city.

It started in the early 1950s when the Tampa native found work in the Navy as a medical illustrator. There, after a heavy lamp hit him in the side of the head, the wound refused to heal. The surgeon with whom Testa-Secca worked discovered malignant melanoma and attempted what was then a pretty radical surgery by removing Testa-Secca's right ear.

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He returned home to Tampa, son Patrick Testa-Secca said, in a time when “people probably weren’t as polite. That injury back then would have destroyed most people. He didn’t let that destroy him.”

His father found purpose in art. After going back to school, Testa-Secca painted, sketched, took on commissions and started teaching at the University of Tampa.

“He became a cornerstone for the arts when the Ybor art culture was just starting to grow,” said Jocelyn Boigenzahn, UT’s director of college galleries and a lecturer.

In 1959, Testa-Secca got a commission to create pieces for the outer walls of two buildings on the University of South Florida, Tampa campus.

“The fact that they were including public art integrated into the surfaces of

really kind of pivotal and pioneering for the establishment (FBI wants to hear from victims of Read More

s,” said Sarah Howard, curator of public art and social practi

Testa-Secca’s work in glass mosaic and bas-relief set the tone for what was on the campus, Howard said.



“This was groundbreaking at the time.”

colleagues to open a gallery space on UT's campus. And he taught more than just art.

Jack King, now a professor emeritus of art at UT, started there as a student. He found a place where his professors taught him about the world itself. Testa-Secca and colleague Harold Nosti "taught me more about life at the coffee machine than probably in class."

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Testa-Secca encouraged his students and young artists to make art and share it, said Patrick Testa-Secca. It was something his father did quite well.

"He had a pace that was crazy."

Testa-Secca worked from a home studio in Temple Terrace, producing enough work most years for a one-man show. When daughter Maria Dietz was a little older, she asked her dad why he'd never created any portraits. That year, he surprised her with her portrait. It still hangs in her living room.

Testa-Secca decorated his daughter's 6-foot wedding cake and always arranged the family's food to look like a masterpiece.

"He made everything beautiful," Dietz said.

He did that for Tampa, too.

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you can see some of Testa-Secca's work:

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Public Art Advisory Board

agenda item 6.b

item type

Staff Updates

meeting date

September 23, 2024

prepared by

Craig O'Neil, Assistant Director of Communications

approved by

Clarissa Howard, Director of
Communications

subject

New Doors at Winter Park Farmers' Market

motion | recommendation**background**

The city's Parks & Recreation Department is currently investigating options for replacing the doors that face the railroad tracks at the Farmers' Market. At this time, they do not have a solid deadline as to when they will be replaced. They will, however, keep Craig O'Neil informed as to the progress of this project and what the possibilities may be in regard to murals on the new doors that would adhere to the historic building policies.

alternatives | other considerations**fiscal impact**

TBD

attachments

None



Public Art Advisory Board

agenda item 6.c

item type

Staff Updates

meeting date

September 23, 2024

prepared by

Craig O'Neil, Assistant Director of Communications

approved by

Clarissa Howard, Director of
Communications

subject

Jason Seeley - Public Art Options at New Seven Oaks Park

motion | recommendation**background**

Jason Seeley, Parks & Recreation Director, will present construction progress of Seven Oaks Park, and what upcoming opportunities for public art in the park may entail.

alternatives | other considerations**fiscal impact**

TBD

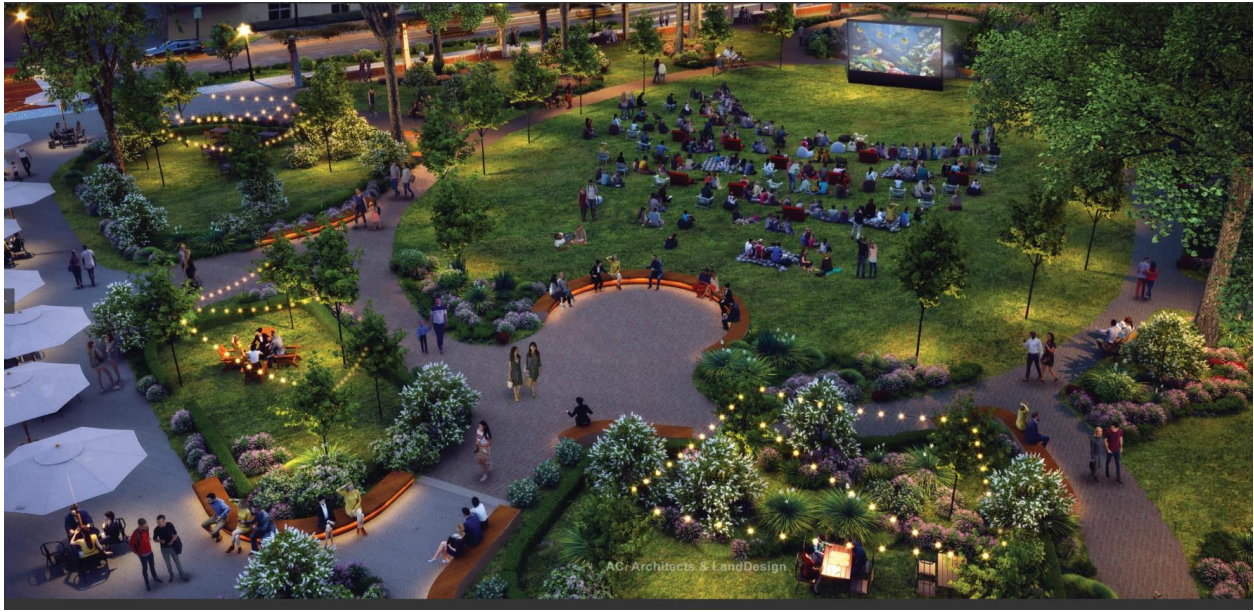
attachments

1. 7 Oaks Park from Jason 03.18.24





L0.02 OVERALL PLAN





Public Art Advisory Board

agenda item 6.d

item type

Staff Updates

meeting date

September 23, 2024

prepared by

Craig O'Neil, Assistant Director of Communications

approved by

Clarissa Howard, Director of
Communications

subject

Public Art Collection Online Catalog

motion | recommendation**background**

The Communications Department has been working on the Public Art Collection online catalog for the past six months. New photos of the entire collection were taken and descriptions of each piece have been uploaded. Theresa Broman, Creative Services Manager, will present the current status of the online collection for final input from board members.

alternatives | other considerations**fiscal impact**

N/A

attachments

None