



Public Art Advisory Board Regular Meeting

Agenda

November 18, 2024 @ 12:00 PM

City Hall Commission Chambers
401 S. Park Avenue

welcome

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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 October 21, 2024 1 Minute

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

4. Action Items

- a. Online Public Art Collection 20 minutes
- b. Rack Cards to Promote for Public Art Collection 10 minutes

5. Non-Action Items

- a. Winter Park Library Stained Glass Update 10 minutes

6. Staff Updates

- a. Seven Oaks Park Tour 10 minutes
- b. Letter to Post Office Regarding Public Mural 5 minutes
- c. Orange County Sculpture Rotation Process 15 minutes

7. Board Comments

8. Upcoming Agenda Items

9. Adjournment



Public Art Advisory Board

agenda item 2.a

item type

Consent Agenda

meeting date

November 18, 2024

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

Approve the minutes of October 21, 2024

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

1. PAAB-mins-2024-10-21 DRAFT CO



Public Art Advisory Board Regular Meeting Minutes

October 21, 2024 at 12:00 PM

City Hall Commission Chambers
401 S. Park Avenue

Present

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

Absent

Peggy Bohl

Staff Present

Assistant Director of Communications Craig O'Neil, Director of Communications Clarissa Howard, Creative Services Manager Theresa Broman, Senior Advisor of Arts & Culture Anda Ariail, Content & Graphics Specialist Meghan Robinson

1. Call to Order

Call to order 12:02 pm

2. Consent Agenda

- a. Approve the minutes of September 23, 2024

Motion made by Mr. Hamilton to approve the minutes, seconded by Ms. Burst. Motion carried unanimously with a 6-0 vote.

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

4. Action Items

- a. Seven Oaks Park Art and/or Mural Installation

The process to bring art to Seven Oaks Park was discussed extensively. It was concluded that the first action to take would be a tour of the park, scheduled tentatively in November. Staff will bring the Board's recommendations before the Commission for approval. A suggestion was made to visit the sculpture garden in Lake Nona for ideas.

Mr. O'Neil suggested presenting the art ideas of PAAB for Seven Oaks park to coincide with when Communications presents the art collection. Staff explained the process to present and make recommendations to the WP Commission.

Mr. Humphress recommended a facade easement with the adjacent neighbor. Mr. O'Neil said the city would need to work out an agreement to not paint over the mural. Jason Seeley is in communication with the property owner.

- b. Photography for Remaining Public Art Collection

Staff worked with Phil Eschbach on photographing the public art pieces. Seven pieces remain. Mr. Eschbach requested \$450 for 3 hrs of work to photograph the remaining pieces.

Motion made by Mr. Humphress to approve the payment of \$450 to Mr. Eschbach for photography work; seconded by Ms. Burst. The motion carried unanimously by a 6-0 vote.

c. Letter to Winter Park Post Office Regarding Murals on Building

Mr. O'Neil shared an edited and approved letter to the Postmaster General regarding PAAB's interest in refurbishing the murals on the post office building. Mr. Humphress shared his concern that the letter gives the impression that the board has decided to refurbish the mural when the board is only considering refurbishing it. Staff will clarify in the letter that the board is in the exploratory phase in wishing to refurbish the post office building murals. Staff will return with an updated letter.

5. Non-Action Items

6. Staff Updates

a. Process for Temporary Rotating Public Art Sculpture Installations

Ms. Ariail spoke with Dawn Knight, the Public Art Coordinator for Orange County Arts and Cultural Affairs. Ms. Knight is the steward of the Sculpture on the Lawn program. Discussion emanated on how the Sculpture on the Lawn project is run. Ms. Knight provided staff with the parameters the county uses from beginning to end so the board has an idea of what they may encounter installing sculptures at Seven Oaks park. Ms. Knight would like to collaborate with Winter Park to receive the sculptures after they are uninstalled in Orange County. The artist would pay for the move, Winter Park would pay for the installation and the artist loan fee.

b. Online Public Art Collection Update

Ms. Broman gave the update and informed that all of the items that were requested by the board in previous meetings with the exception of the "slider" have completed. Slide functionality is being researched and staff needs more time. Ms. Broman suggested with the press release, a rack card can be handed out at different locations. The associated costs were advised. Discussion was held on the launch date for the online public art collection web page and will be decided at the next meeting.

7. Board Comments

8. Upcoming Agenda Items

9. Adjournment

The meeting adjourned at 1:02 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

November 18, 2024

prepared by

Craig O'Neil, Assistant Director of Communications

approved by

Clarissa Howard, Director of Communications

subject

Online Public Art Collection

motion | recommendation

City staff recommends launching the online Public Art Collection before the holiday season, if the Board is ready to do so.

background

City staff has been working on the new online Public Art Collection over the last year and has updated the board on its progress at several board meetings. The most recent suggestions from board member Charles Hamilton are attached. City staff will address these suggestions and ask for the Board's approval to move forward with the launch of the new, first-ever, online Public Art Collection. City staff would like to launch the collection before the busy holiday season begins, and then also promote it during Arts Weekend in February 2025.

alternatives | other considerations

fiscal impact

One or more elements of the suggested changes will incur an expense, unknown at this time, awaiting estimates. These elements could be added to the platform after launching to the public - if the board decides to include them.

attachments

1. Online Public Art Collection input from Public Art Advisory Board member Charles Hamilton

Online Public Art Collection input from Public Art Advisory Board member Charles Hamilton

- **Didactics** - I haven't read them all, but they look excellent. I know there are some gaps, some of which are my fault.
- **Photography** - Overall, these are wonderful updates to our pre-existing imagery. They look clean and much improved. A few recommendations:
 - **Clarity** - There are some images that look pretty dark and hard to see... E.g.: "Landscape" > Doug Prince. I haven't looked through every single image, so I don't know how many this applies to. Perhaps this could be a Photoshop tweak instead of a re-shoot?
 - **Enlargements** - I could be wrong about this, but didn't we discuss implementing zoomed-in/full-screen views of the works? Some of the art remains hard to see and properly appreciate within the pop-up windows. As is typical for art-and-image-related apps of this ilk, users will expect an option of this kind to more clearly see the item in question, which helps them determine if they want to bother with the next step: actually going to the trouble of visiting the work itself in situ.
- **Navigation** - This remains one of the biggest gaps in the design, and fits within the rubric of conversations we've been having for some time. From the perspective of a mobile phone UX, this collection is very difficult to use. Basic navigational elements are still missing, such as the following:
 - **Primary and secondary navigational elements** - The app itself is lacking these basics. The hamburger menu that does appear in a responsive design scenario (small form-factor) is only for the City of WP site at large, and not specific to the Art Collection app. Some items could/should include the following:
 - Global and local nav; Back/Forward/Next, Bottom /Top Nav; breadcrumbs or some other visual element(s) that helps the user understand where they are in the app, how to make other choices.
 - **Purposeful icons or text content** - Aside from the drop-down menus, there is not an icon, graphical element, or even a text blurb that indicates how a user is supposed to move through the app and remain aware of where they are and what they can do next.

Possible short-term solution: Could we repeat the functions absorbed within the drop-down menus into a global nav at the bottom of the screen? This would allow the user to always have access to other content without having to scroll up again and figure out what they were doing in the first place.
- **Supporting text** - Some of the navigational issues can be solved in the short term by adding some more descriptive text such as the following:
 - Describe what the user will find in the collection.
 - Blurb the functionality of the drop-downs (what will I see/get when I select from this menu?).

- Blurb the functionality of the map feature (what will I see/get when I select from this option?) .
- **Featured content** - Some kind of splash imagery, large and poppy that grabs your attention, and that could cycle through various selected pieces of art would have "front-door" impact. I realize that the thumbnails are intended, to some degree, to address that. On a phone, however, they appear mainly below the fold. Which means they're not really visible until you scroll, with the art and all the visual punch hidden.
- **Interactive Locator Map** - There are several items that need attention:
 - **Style** - The filter-rendered hand-drawn look of the map is a lovely touch. However, its usage becomes confusing when the user may have also used the embedded map links within the art pop-up windows. Although both maps serve the same purpose (locating a piece of art), the two styles -- and even their functionality -- confuse the maps' intention since one is a straight, standard map render, and the other is stylized.
Suggestion: Can we, perhaps, have the location links embedded within the pop-ups, link out to the same stylized map? If not, then we should probably drop the stylized version since it creates a visual disconnect.
 - **Blurb description** - The map function needs explanatory text (very brief) so that users know what to expect before clicking on it.
 - **Button location** - The button to select this feature appears only in one place and is quickly lost once the user scrolls. It should be included as one of the options in a global nav menu (see above suggestion). Otherwise, its utility is minimal.
 - **Interactivity / Clusters and overall navigation** - I think the clusters visualization has some very cool potential (and emphatically reminds us that the City collection is very unevenly distributed!). But at this point in development, the map is a confusing feature, and very difficult to use. Can we brainstorm how this can be simplified or modified to make it more useful?
 - **Redraw speed** - The map seems pretty slow. Are other users experiencing the same speed issues?
- **User/usability testing** - We should plan to recruit some sample users (non PAAB, not City employees), watch them test/use the "app," and take notes. It could be a small, informal group -- friends, family, etc. -- that know nothing about the app, but can give us highly useful feedback during their experience using it.



Public Art Advisory Board

agenda item 4.b

item type

Action Items

meeting date

November 18, 2024

prepared by

Craig O'Neil, Assistant Director of Communications

approved by

Clarissa Howard, Director of Communications

subject

Rack Cards to Promote for Public Art Collection

motion | recommendation

Staff is recommending the Board approves moving forward with the rack cards to promote the launch of the new, first-ever Public Art Collection.

background

In addition to its other communications tools, city staff presented the idea of promoting the new Public Art Collection with rack cards. The rack cards will be placed at strategic city locations, including the Winter Park Arts & Culture Alliance member venues, train station, City Hall, Arts Weekend booth and various local arts-related businesses.

alternatives | other considerations**fiscal impact**

The attached estimate is \$388.28 for 500 rack cards, and \$725.61 for 1,000 rack cards.

attachments

1. EST-84996

Mail to: PO Box 161587 Altamonte Springs FL 32716
www.AmericanGraphixSolutions.com

PO Number: Public Art Collection R.C.
Payment Terms: Net 30

Created Date: 10/21/2024

DESCRIPTION: Public Art Collection Rack Cards

Bill To: City of Winter Park - Main
401 Park Avenue South
Winter Park, FL 32789
US

Pickup At: American Graphix Solutions
750 Clay Street
Winter Park, FL 32789
US

Requested By: Theresa Broman
Email: tbroman@cityofwinterpark.org
Work Phone: (407) 599-3422

Salesperson: House Winter Park
Entered By: Elizabeth Rezabala

NO.	Product Summary	QTY	UNIT PRICE	AMOUNT
1	Public Art Collection Rack Cards X 500 100# uncoated cover 4/4 4x9"	500	\$0.7766	\$388.28
1.1	Color Digital 12x18 - Part Qty: 1 Width: 4.00" Height: 9.00" Sides: 2			
2	Public Art Collection Rack Cards X1000 100# uncoated cover 4/4 4x9"	1,000	\$0.7256	\$725.61
2.1	Color Digital 12x18 - Part Qty: 1 Width: 4.00" Height: 9.00" Sides: 2			

Estimates are Good for 30 days after date issued - please see your Account Rep or CSR with any questions or feedback.

American Graphix Solutions
Legendary Customer Service for over 45 years.



Public Art Advisory Board

agenda item 5.a

item type

Non-Action Items

meeting date

November 18, 2024

prepared by

Craig O'Neil, Assistant Director of Communications

approved by

Clarissa Howard, Director of Communications

subject

Winter Park Library Stained Glass Update

motion | recommendation**background**

Rachel Simmons, Archivist at Winter Park Library, will update the Board on how the library also salvaged some of the stained-glass pieces from the home of former Senator Paula Hawkins. These pieces that were salvaged, in addition to the stained-glass peacock window that the PAAB salvaged and installed at the Events Center last summer, will be included in the city's Public Art Collection.

alternatives | other considerations**fiscal impact**

N/A

attachments

None



Public Art Advisory Board

agenda item 6.a

item type

Staff Updates

meeting date

November 18, 2024

prepared by

Craig O'Neil, Assistant Director of Communications

approved by

Clarissa Howard, Director of Communications

subject

Seven Oaks Park Tour

motion | recommendation**background**

The Board has asked for a standing discussion item on meeting agendas to discuss art in Seven Oaks Park. At the last meeting, staff updated the Board on the timeline for taking a tour of the park, and the City Clerk was asked to recommend the best way to do this. The City Clerk has recommended taking a drone video to follow the Board Chair, Board Liaison, and Parks & Recreation Director on their tour and then presenting the video for discussion at the following board meeting. The Parks & Recreation Director has informed us that the week after Thanksgiving or afterwards will be the appropriate time for a tour.

alternatives | other considerations**fiscal impact**

TBD

attachments

None



Public Art Advisory Board

agenda item 6.b

item type

Staff Updates

meeting date

November 18, 2024

prepared by

Craig O'Neil, Assistant Director of Communications

approved by

Clarissa Howard, Director of Communications

subject

Letter to Post Office Regarding Public Mural

motion | recommendation**background**

At their October meeting, the Board suggested changes to the Post Office letter that was written by Craig O'Neil and Peggy Bohl. The suggested changes were made (attached), and Ms. Bohl was hand-delivering it to the Postmaster to begin discussion regarding the possibility of refurbishing the murals on the outside of the post office building. The murals were created by Joe Testa-Secca in the 1960s.

alternatives | other considerations**fiscal impact**

TBD

attachments

1. Post Office Murals



401 South Park Avenue • Winter Park, Florida 32789

407-599-3506 • cityofwinterpark.org/arts-culture

**Public Art
Advisory Board**

November 8, 2024

Postmaster
United States Postal Service
300 North New York Avenue
Winter Park, FL 32789

Dear Winter Park Postmaster,

On behalf of the Winter Park Public Art Advisory Board (PAAB), I am writing to express the board's interest in possibly restoring the two historically significant murals that wrap around two sides of the Post Office building at 300 North New York Avenue. As you may know, Winter Park is known as the City of Arts and Culture, as we greatly value public art in our community. Although we do not own, nor desire to own, the murals attached to the building, we do consider the murals an integral element of our city's heritage.

The Post Office building is currently listed as a "contributing resource" for downtown Winter Park historic places as a classic example of mid-century architecture and art. The mural artist, now deceased, Joe Testa-Secca, was a recognized and significant artist in central Florida. He was active in the art scene here in the mid-1960s, and his work continues to be actively sought by collectors and admirers. Time has weathered his creation and the creative application of painted tiles. Therefore, we would like to investigate offering assistance from the PAAB to refurbish this beautiful artwork.

We kindly ask that you advise us how to best move forward to begin discussions regarding a mural restoration before additional deterioration occurs. It is our hope that we can create a dialogue and a plan to restore this treasure. Please reach out to Craig O'Neil, Assistant Director of Communications, at your earliest convenience at coneil@cityofwinterpark.org, or 406-599-3506. We look forward to hearing from you, and thank you in advance for your consideration.

Sincerely,

Peggy Bohl
Public Art Advisory Board Member



item type

Staff Updates

meeting date

November 18, 2024

prepared by

Craig O'Neil, Assistant Director of Communications

approved by

Clarissa Howard, Director of
Communications

subject

Orange County Sculpture Rotation Process

motion | recommendation

If the board is interested in pursuing this opportunity, specific locations for sculptures will need to be determined and the appropriate concrete pads will need to be installed to include lighting. These items will need to be added to an upcoming PAAB meeting agenda under Action Items.

background

Anda Ariail, Senior Advisor of Arts & Culture, presented to the Board at their meeting on October 21. Her presentation included the process that Orange County follows to display public art sculptures on the front lawn of Orange County Administration in downtown Orlando. The PAAB discussed possibly working with Orange County to install one or more pieces of art in Winter Park locations such as Martin Luther King, Jr. Park.

alternatives | other considerations

fiscal impact

As per attachment which depends on the number of sculptures included/installed.

attachments

1. Orange County Sculpture on the Lawn Program - Anda 08.26.24

Orange County Sculpture on the Lawn Program

Yearly Orange County Arts & Cultural Affairs unveils a new season of 4 sculptures on the front of the Administration Building.

Lifecycle

- Post the RFP in March
- Call out for 6-8 weeks
- Decision made at end of May/early June
- August enter the contract phase
- Install mid-January

Artist Call

- OCACA posts the call on Café, local listings, American for the Arts, International Sculpture Center
- They post an international art call which can be complex due to sculpture shipping, contracts and payment to an artist in another country
- They post as an RFP (Request for Proposal) not an RFQ (Request for Qualification) which means that almost all of the sculptures already exist and they are not receiving sketches of something to be built
- The OC PAAB is who reviews and chooses the sculptures
- One key element is that the sculpture must be able to withstand the Florida climate, including hurricanes

Artist Fee

- \$5,000 loan fee
- \$4,000 paid after sculpture is delivered and installed
- \$1,000 paid after sculpture is deinstalled and picked up
- This \$5,000 fee is very competitive and one of the reasons why they receive such quality entries
- **Honorarium:** *Each artist will be awarded \$5,000 as a fee for the annual loan of his or her artwork and to help offset any necessary transportation, installation, and housing costs. No other compensation will be provided. A payment of \$4,000 will be made upon installation and processing of required paperwork, and \$1,000 will be paid upon removal and processing of required paperwork.*

Artist Responsibility

- The artist is responsible for arranging the sculpture shipment to and from as well as paying for the shipping
- The shipment must arrive to OC on the date of install. OC does not house or hold sculptures prior to install or after deinstall
- The sculpture must be picked up on the day it is deinstalled
- Almost always the artist attends both the installation and deinstallation

Orange County Responsibility

- Oversee the Artist call and selection
- Coordinate the installation company
- Handle the contract and payment
- Handle, pay for and hold the insurance for the installation and sculptures
- Handle, pay for any sculpture maintenance

Installation

- RDS Industrial out of Cocoa Beach handles their install and deinstallation
- Having an installation firm versus the artist installing is for ease and insurance
- Deinstallation and installation happens all in one day on all 4 sculptures
- Concrete pads are pressure washed and cleaned between deinstallation and installation
- Deinstallation and installation costs between \$6,000 and \$7,000
- OC next install/deinstall is Jan 16, 2025

Unveiling Ceremony

- The day after installation an unveiling reception is held for the public
- Most of the artists stay and attend the reception

Hurdles

- The biggest hurdle was finding an installation that was reliable, showed up on time and had enough workers to handle the job
- There needs to be a lead administrator on this project. Dawn at OC has got the process down now and she yearly oversees the program from start to finish.
- There will be some contract and legal items that need to be figured out first year

Rewards

- Temporary art reinvigorates and activates a space. It brings people back and nudges them to relook at a space.
- Temporary art exhibits do not need as much maintenance

Must Have

- Concrete pads for sculptures and lighting
- OC pads are 12' x 12' by 1 foot deep
- The pads are being drilled into each year so the depth is important for strength

Collaboration Opportunity

- OC is interested in extending their Sculpture on the Lawn program and finding spaces locally where their sculptures could temporarily go after the year display at OC
- New location would pay to move the sculpture and reinstall and a new loan fee to the artist
- This collaboration would do away with some of the administrative aspects for the new location
- Do not know RDS Industrial could handle reinstalling the sculpture in a new location in the same day it deinstalls the sculpture at OC
- A collaboration could be an option for the front of City Hall