



Public Art Advisory Board Regular Meeting Minutes

November 18, 2024 at 12:00 PM

City Hall Commission Chambers
401 S. Park Avenue

Present

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

Absent

Austin Reeves

Staff Present

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

1. Call to Order

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

2. Consent Agenda

- a. Approve the minutes of October 21, 2024

Motion made by Mr. Hamilton to table and amend the minutes until the next meeting, seconded by Mr. Humphress. Motion carried unanimously with a 6-0 vote.

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

4. Action Items

- a. Online Public Art Collection

Staff suggested launching the online public art collection before the holidays. Mr. Hamilton provided input commending the online public art collection and then listed concerns with the primary user experience. Ms. Broman informed the board that a couple of the suggested items were implemented, one of which was the colorful banner. Discussion ensued on the primary user experience of viewing the site on a mobile phone vs a desktop. It was explained that the experience is different because the online collection is a responsive website and not a mobile app. Ms. Broman reviewed the following items on the list:

Didactics - Look excellent

Photography - Recommended tweaking for clarity, this was explained in the previous banner discussion

Enlargement - It was decided enlarging the photos can be done on the phone, but

not on the website

Clarity - Staff recommended not adjusting as it takes away from the original art

Navigation - depends on the type of mobile phone; the back to the top and hamburger menu will be discussed with the city's webmaster

Interactive Locator Map - still working on the map feature; used the ADA compliant google mapping system; the loading is per the phone

Ms. Broman reiterated that the website is responsive and will have frequent updates as a living and changing tool. A work around solution was provided allowing swiping through the photos. Mr. Humphress suggested making the thumbnail images rectangular and larger. Ms. Ingram voiced her concern regarding the backward movement of launching the website if the thumbnail pictures have to be enlarged. This discussion led to the reiteration of the product is a responsive website and not an app. Mr. Hamilton suggested the design of the site is a web responsive mobile responsive environment. Ms. Broman advised that if the Board decides to go with a mobile app then the online public art collection will become a special project and could no longer be completed in-house at no cost.

Mr. Henner commended the work on the website. **Ms. Bohl made motion to move forward; seconded by Ms. Ingram. Discussion followed** – Mr. Hamilton presented the history of the project and stated the board has not had the opportunity to develop the site as it could have been developed. Discussion continued on confusion regarding cost of the project and staff confirmed that aside from the photography costs, that would have occurred with any products, this is a zero cost project.

Motion made by Ms. Bohl to move forward with the Online Public Art Collection; seconded by Ms. Ingram. Motion with a 5-1 vote. 1 voted no.

b. Rack Cards to Promote for Public Art Collection

Mr. O'Neil informed the board that the estimates for the rack cards are \$388.28 for 500 and \$725 for 1K. Staff recommends 1000 rack cards and will provide board members with a draft of the rack card to be created by Ms. Broman.

Motion made by Ms. Bohl to approve 1000 rack cards; seconded by Ms. Burst. The motion carried unanimously by a 6-0 vote.

5. Non-Action Items

a. Winter Park Library Stained Glass Update

Mr. O'Neil introduced Rachel Simmons, Archivist at the Winter Park Library. Ms. Simmons updated the board on the progress of 2 of the 5 stained glass pieces received from the Paula Hawkins family stained glass collection. The Lilies in Blue and one of the Christmas ornament windows have been framed and backlit. The estimated date of display will be approximately the beginning of the new year.

6. Staff Updates

a. Seven Oaks Park Tour

It was recommended that a drone tour take place at Seven Oaks Park. This tour will include the Board Chair, the Staff Liaison and the Director of Parks & Recreation and will be scheduled early December. The video will be brought to the board for review. Ms. Howard advised that Advent Health expressed interest in supporting art in the park, but details are still being discussed.

b. Letter to Post Office Regarding Public Mural

Ms. Bohl advised the W.P. Postmaster has called her twice in response to the letter, but she was not available. He appears to be interested.

c. Orange County Sculpture Rotation Process

Discussed at length was the collaboration with the Orange County sculpture rotation project before the sculptures are returned to the artists in mid-January or whether to delay the project. It was decided to delay the collaboration project with Orange County. Ms. Ariail advised the collaboration with Orange County will make a great impact and suggested the option to use sculptures that Winter Park finds on its own. Mr. O'Neil suggested this time of year with all the holiday events that Parks & Recreation must manage is not a good time to pursue this project. He suggested working with Orange County and city staff in the new year to plan for the next sculpture rotation.

7. Board Comments

Ms. Bohl suggested adding the Morse loan of the Highwaymen painting to the WP art collection and maintaining the Emily statue. Mr. O'Neil advised that staff has initiated the documentation for the Highwaymen painting and the maintenance of the statue.

8. Upcoming Agenda Items

9. Adjournment

The meeting adjourned at 1:34 p.m.

Approved by the board on December 16, 2024
/s/ Bahiyyah Layton, Board Coordinator