

City of Clearwater

*Main Library - Council Chambers
100 N. Osceola Avenue
Clearwater, FL 33755*



Meeting Minutes

Thursday, February 18, 2021

9:00 AM

Special Meeting

Main Library - Council Chambers

Public Art and Design Board

Roll Call

Present 4 - Vice Chair Jerri Menaul, Board Member Eric Seiler, Board Member Michael Potts, and Board Member Jonathan Barnes

Absent 3 - Chair Neale A. Stralow, Board Member Jennifer Barbaro, and Board Member Danny Olda

Also Present - Christopher Hubbard - Cultural Affairs Coordinator, Patricia O. Sullivan - Board Reporter

Awaiting approval

1. Call To Order

The Vice Chair called the meeting to order at 9:10 a.m. at the Main Library.

To provide continuity for research, items are in agenda order although not necessarily discussed in that order.

2. Approval of Minutes

2.1 Approve the Minutes of the January 14, 2021 Public Art and Design Advisory Board Meeting.

Member Potts moved to approve the minutes of the January 14, 2021 Public Art & Design Board meeting as submitted in written summation. The motion was duly seconded and carried unanimously.

3. Citizens to be Heard Regarding Items Not on the Agenda: None.

4. New Business Items

4.1 Discuss the role of public art in the creation of the Cultural Arts Strategic Plan with Designing Local, Ltd.

The City retained Designing Local to assist in creating the Cultural Arts Strategic Plan. The project began at the end of 2020 and is currently in the public engagement phase. During this phase, Designing Local is conducting a series of focus groups with organizations throughout Clearwater to gather their input on the goals, objectives, and strategies of the Plan.

Amanda Golden, with Designing Local, Ltd., attended the meeting via telephone. She reviewed the Clearwater Cultural Arts Strategic Plan – Stakeholder Report based on 25 meetings over the past few months. She said the plan could be a catalyst for responding to residents’ needs via cultural art programming and investment. She said stakeholders were questioned about their perceptions of Cultural Arts in Clearwater, their visions for Arts and Culture in Clearwater, and their investment recommendations. Stakeholder general comments identified needs: 1) a master arts and culture events calendar; 2) all arts and cultural organizations meeting quarterly to share information re activities; and 3) establish

techniques for ongoing public participation in programming development.

Board Member suggestions:

1) Reinstate private developer public art investment; 2) Imagine Clearwater could provide a catalyst for expanding public art; 3) Clearwater was a music city, known for the Jazz Festival and concerts and music could be integrated into public art; 4) Open arts center for all ages where children could be dropped off for art, dance, and musical instrument lessons or children and seniors interaction; 5) City embrace art renaissance, similar to St. Petersburg, by providing studio space for artists and encouraging murals and private donations; 6) Invest in cultural capital downtown when natural opportunities occur; 7) Integrate public art into the multimodal transportation project and current PSTA (Pinellas Suncoast Transit Authority) site development; 8) Locate public art in East County near Ream Wilson Trail, City ballparks, and Duke Energy Trail; 9) Reopen outdoor market under the Memorial Causeway bridge or elsewhere in City to attract diverse residents who rarely attend City events and do not conflict with St. Petersburg's market schedule; 10) Plan outdoor festival series with pop up concerts at City parks while awaiting completion of Imagine Clearwater - musicians might jam together without compensation to increase exposure; 11) Expand mural projects beyond downtown; 12) Decorate storm drains and cast iron stormwater covers with unifying theme or logo that ties City together; and 13) Embrace St. Petersburg College as a great resource with a beautiful campus and encourage its students to participate in City public art efforts.

Mr. Hubbard said Forward Pinellas was partnering with municipalities to develop a cultural trail highlighting opportunities for dining, activities, and art within a few blocks of the Pinellas Trail. A cultural trail would zig and zag, connecting amenities such as the Largo Cultural Center and Dunedin Fine Art Center. It was suggested the trail also highlight galleries in Clearwater, etc. near the Trail but distant from downtown hubs.

5. Old Business Items: None.

6. Director's Report: None.

7. Board Members to be Heard: None.

8. Adjourn

The meeting adjourned at 10:00 a.m.

Attest:

Chair Public Art & Design Advisory Board

Board Reporter