

# City of Clearwater

*City Hall  
112 S. Osceola Avenue  
Clearwater, FL 33756*



## Meeting Minutes

**Thursday, March 8, 2018**

**2:00 PM**

**Council Chambers**

## **Public Art and Design Board**

## Roll Call

**Present** 4 - Vice Chair Jerri Menaul, Board Member Eric Seiler, Board Member Jennifer Barbaro, and Board Member Neale A. Stralow

**Absent** 2 - Chair Alex Plisko, Board Member Karen Cunningham

**Also Present:** Kris Koch – Planning & Project Manager, Madai Gutierrez – Special Events & Public Art Specialist, Patricia O. Sullivan - Board Reporter

Awaiting approval

### 1. Call To Order

*The Chair called the meeting to order at 2:00 p.m. at City Hall.*

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 January 11, 2018 Public Art & Design Board meeting minutes

**Member Stralow moved to approve the minutes of the January 11, 2018 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 Update on the SPC East Library Public Art Project

The Selection Panel met on 2/27 to review the finalist proposals and to select an artist to do the artwork for the project. After reviewing the proposals it was felt that the artists needed to revisit and resubmit their proposals with staff providing more guidance on the theme, concept, and specific location for the site of the artwork. The artwork is to be submitted by April 2nd and the panel will meet again on April 5th.

*Special Events & Public Art Specialist Madai Gutierrez reviewed the Staff Report. It may be necessary to schedule an extra Board meeting to consider the Committee's recommendation and forward a decision to the City Council for the May 3, 2018 meeting.*

4.2 Provide an update of the Morningside Recreation Center Project

It is still on track for a June 2018 completion at which time the artist can then come in and install artwork. We are working with the artist on his installation schedule.

*Ms. Gutierrez said the Morningside Recreation Center's opening was delayed until July. A slight modification to the center's public art project will provide front desk staff outside views; art panels flanking the front door will be more translucent. The artwork will be installed before the Grand Opening. Members will be sent invitations*

*It was stated the Clearwater Arts Alliance would help with the ribbon cutting ceremony.*

#### **4.3 The Clearwater Art Alliance to provide a report on their boards activities.**

Per request from the PADB's during the last meeting, the CAA will be presenting a report of the board's current activities and projects.

*Elizabeth Daniels, President of Clearwater Arts Alliance, reviewed previous Alliance events, including a celebration of public art and tour of signal boxes recently decorated by the Alliance. She hoped the Alliance and Public Art & Design Board could partner, collaborate on projects, and introduce new art to the community.*

*Ms. Daniels said following research and design, the Alliance published a cultural art map of Clearwater in December 2016, printed 20,000 copies, and distributed them to the chambers of commerce and local hotels. She said the brochure made an important statement about Clearwater's commitment to the arts. The next update will add the 2nd Century Studio and remove several art galleries that have closed.*

*Ms. Daniels expressed concern the last installation of Sculpture360 had no media coverage or celebration of the local artists featured. She said the Alliance had worked hard on the Garden Avenue Garage mural project before the Board canceled it. She said the Alliance needed serious lead time to plan grand openings.*

*Ms. Daniels said the Alliance was working on guided afternoon art walks from 2nd Century Studio to the Middens and Main Library. She suggested the Alliance and Board collaborate on enhancing the Middens sculpture by repairing the unreliable LED lights, installing a plaque explaining the sculpture's symbolism, and adding a podium for pedestrian viewing from the bridge.*

*Ms. Daniels suggested the Board talk with private developers while projects were in the planning stage to encourage the incorporation of public art.*

#### **4.4 Provide further information about upcoming Capital Improvement Projects**

*Ms. Gutierrez said the City CIP (Capital Improvement Project) list covered the next 6 years. She was reaching out to departments re each project's public art budget and plans to incorporate public art or contribute to the Public Arts fund: 1) Cleveland Avenue streetscape; 2) Seminole Boat Launch; 3) Fire Station; and 4) CGS (Clearwater Gas System) building. Other projects included a downtown intermodal facility, Airpark hangar, and Countryside Police Department building. Information was requested on the source and amount of funds that will be available for Public Art.*

#### **4.5 Provide information about the Street Scaping Project**

Jennifer Shannon and Catherine Corcoran will address the board and speak about the project as well as answer any questions.

*Engineering Project Manager Jennifer Shannon and Landscape Architect Cat Corcoran reviewed the next phase of Cleveland Avenue Streetscaping from Missouri Avenue to Cleveland Avenue and Gulf-to-Bay Boulevard to Court Street, including stormwater features. The road will have 1 vehicle lane in each direction, bicycle lanes on the outside and a turn lane in the middle. Public art opportunities were at the Mercado planned at the Hillcrest Avenue intersection and near the concrete columns at Court Street. An estimated 4 parking spaces will be lost on the Gulf-to-Bay Boulevard section when the City reclaims its right-of-way and builds reverse 45 degree parking. Review of the irrigation and parks maintenance was underway.*

*It was recommended that staff post project information sheets on the City's website to offset any negative reactions. A positive attitude for affected business owners was recommended during construction.*

#### **4.6 Provide Information about the Garden Ave Garage Project**

Amanda Thompson will address the board and provide information about the project and answer any questions.

*CRA (Community Redevelopment Agency) Director Amanda Thompson discussed the purpose of the CRA, reviewed her background in urban planning, the arts, and her support of Ms. Gutierrez's public art efforts. She wanted public art integrated into the CRA downtown plan under development. She reviewed an upcoming tour of downtown galleries for Dali museum patrons. She wanted to highlight public art in Clearwater and will push for grant funding for future art projects.*

*Ms. Thompson supported restarting the stalled Garden Street Garage mural project. A new Call to Artists will be issued in the next 30 days. The Selection Committee will choose a design to present to the Board. The project was important for aesthetics and to highlight available*

*parking. Staff will identify downtown locations for public art that will assist with wayfinding. The CRA will provide additional funds. In response to a question, she said the project probably was more attractive to local artists as responders to Calls to Artists must budget for supply and travel costs.*

*In response to questions, Ms. Gutierrez said the CRA and DDB (Downtown Development Board) allocated \$5,000 each and the Board committed \$10,000 in public art funds to the mural project. Planning & Project Manager Kris Koch said the project's budget would be reviewed once additional downtown locations were approved and the size of the art was determined.*

*Support was expressed for moving forward with the mural project. It was requested that the CRA submit suggestions to the Board. It was noted only one artist had responded to the previous Call to Artists; it was hoped the next call would result in multiple responses.*

*It was recommended that efforts to reach mural artists be expanded; the Clearwater Arts Alliance perhaps could post project information on its Facebook page. Ms. Thompson said the mural project may not have attracted much responses due to its low budget.*

*Ms. Daniels was thrilled the Garden Street Garage mural project was moving forward. She said Christopher Hubbard had thought it was worthwhile to add colorful murals to Clearwater's landscape. She said murals attracted people's attention and made buildings attractive and fun. She said Clearwater Arts Alliance had planned and funded an event and concert at Station Square Park coordinated with the mural's grand opening. She said changing the mural project plan had consequences.*

*The Clearwater Arts Alliance was thanked for bringing great art and events to downtown Clearwater.*

#### **4.7 Provide information about the Imagine Clearwater Project**

*Kris Koch will address the board and speak about the project as well as answer any questions.*

*Mr. Koch reviewed plans for the Imagine Clearwater waterfront redevelopment plan. The estimated \$55-million cost was not a final figure. Funding sources were being explored and fundraising efforts were underway. Updated plan information was available on the City's web page. A 2-week acoustic study of Coachman Park was completed. Presentations to the Board will be scheduled as plans and diagrams are developed. The Civic Gateway to the project would be a great location for a public art piece. The City's defined art district extended from Crest Lake Park to the waterfront, incorporating downtown.*

*Member Stralow, whose firm Stantec was contracted to design the Imagine Clearwater plan, said all elements of the Coachman Park experience were being considered. He said the plan, which had ,major challenges, was past its validation phase and at 15% design. He said the plan would identify real costs, phases, and a seamless and economic delivery of the project without interrupting uses.*

*It was stated the Imagine Clearwater waterfront redevelopment would be a legacy project for the City.*

**5. Old Business Item:** None

**6. Director's Report**

*In response to a question, staff reported terms for Members Plisko and Powers were expiring. Member Plisko was subject to term limits and Michael Potts was appointed in his place. Member Powers' position will be reappointed once the City's Code is updated with the new name of the Pinellas County Arts Council.*

**7. Board Members to be Heard**

*The public was thanked for their presence.*

**8. Adjourn**

*The meeting adjourned at 3:00 p.m.*

Attest:

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Chair  
Public Art & Design Advisory Board

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Board Reporter