

# City of Clearwater

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



## Meeting Minutes

**Thursday, June 11, 2020**

**2:00 PM**

**Main Library - Council Chambers**

## **Public Art and Design Board**

**Roll Call**

**Present** 6 - Chair Jerri Menaul, Vice Chair Eric Seiler, Board Member Neale A. Stralow, Board Member Michael Potts, Board Member Jonathan Barnes, and Board Member Danny Olda

**Absent** 1 - Board Member Jennifer Barbaro

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

Awaiting approval

**1. Call To Order**

*The Chair called the meeting to order at 2:00 p.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 March 12, 2020 Public art & Design Board minutes.

**Member Seiler moved to approve the minutes of the March 12, 2020 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**

*CAA (Clearwater Arts Alliance, Inc.) Vice President Beth Daniels discussed CAA use of the \$9,200 Public Art and Design Board Discretionary Fund grant to wrap signal boxes with art; 4 applications from underserved neighborhoods were approved and 2 additional neighborhoods will be chosen. She said neighborhood residents collaborated on choosing a subject and artist. As some Myrtle Avenue/Lakeview Road neighborhood residents raised butterflies, she said that community's chosen artist created a design with butterflies; a high resolution digital layout of the artwork on vinyl will be installed next week. She said the Skycrest neighborhood's choice of gladiola fields recognized the gladiola farm on which the neighborhood was built. She said the Spring Branch neighborhood project was on hold until completion of major intersection renovations and the Lake Belleview neighborhood had not met to choose a subject or artist due to the pandemic. She said Neighborhood Services Coordinator Juliahna Green first sent notice of the "Thinking Outside the Box" program to underserved neighborhoods and recently sent notice to larger neighborhoods. She said vinyl wraps were sized for specific signal boxes.*

**4. New Business Items**

4.1 Appoint a Public Art & Design Board member to the Sculpture360: Season X selection panel.

*Consensus was for Member Barnes to represent the Public Art & Design Board on the Sculpture360: Season X selection panel.*

*Cultural Affairs Coordinator Christopher Hubbard identified other panel members: 1) CRA (Community Redevelopment Agency) Director Amanda Thompson; 2) DCMA (Downtown Clearwater Merchants Association) President Lina Teixeira; 3) CRA Public Relations Program Manager Rosemary D'Amour; and 4) Clearwater Assistant Library Director Linda Rothstein.*

#### **4.2 Review the updated timeline for Sculpture360: Season X.**

*Mr. Hubbard said the pandemic had delayed the Sculpture360: Season X selection process. While artist Dominique Martinez removed his sculpture early due to civil unrest concerns, artists Donald Gialanella and Adi Ben Dov agreed to extend their sculptures' display until September when Season X artwork is installed. Mr. Hubbard recommended paying the artists a prorated stipend of \$500 each for the 3-month extension.*

*Mr. Hubbard reviewed the timeline: 1) current week – Call to Artists release; 2) July 16, 2020 - Call to Artists closes; 3) July 20 week - selection panel meets; 4) July 27 week - Public Art & Design Board reviews panel recommendations/approves selections at Special Meeting; 5) August 3 week – artists on shortlist notified; 6) August 20 - Council reviews and approves artwork; 7) August 24 – artist contracts issued; 8) September 18 –Season IX artworks deinstalled; and 9) September 30 – Sculpture360: Season X installation deadline. Sculptures will be displayed for 18 months.*

**Member Seiler moved to recommend approval of reimbursing artists Donald Gialanella and Adi Ben Dov a prorated stipend of \$500 each from the Public Art & Design Board Discretionary Fund to extend the display of their sculptures for 3 months. The motion was duly seconded and carried unanimously.**

*Mr. Hubbard was complimented and thanked for his efforts.*

#### **4.3 Review staff recommendations for the placement of public art at Crest Lake Park.**

*Mr. Hubbard said in response to his May inquiry, the Parks & Recreation Department and project designers recommended against the splash pad proposed for the \$64,000 Crest Lake Park Public Art component based on safety, longevity, and maintenance concerns. Alternative suggestions with themes reflecting natural park features: 1) smaller artworks sited throughout the park on a linear discovery path and 2) free-standing sculpture in a high-traffic area. During the park planning process, citizen input focused on the environment and use of the park. He will meet with*

*Parks & Recreation staff and park designers for a project update and work with them to identify suitable Public Art sites.*

*Concern was expressed that while the Public Art & Design Board worked to integrate Public Art into projects at the front end of planning processes, Public Art requirements were not engrained in construction staff as demonstrated previously by the installation of incorrect windows at the Morningside Recreation Center which scrapped the requisitioned Public Art project and again the Public Art feature planned for Crest Lake Park was changed late in the process. It was stated a conversation with construction staff was necessary as their decisions often excluded required Public Art components. Rather than be dictated to, it was recommended that Mr. Hubbard had to participate in other department discussions and be included in decisions affecting Public Art plans when they are made.*

*Discussion ensued with support expressed for both proposals and suggestions for a dog sculpture with water squirting out of its mouth near the dog park, a fountain, and strategically placed smaller artworks featuring local flora and fauna that could be compatible with scavenger hunts attracting families and drawing people into the park. Concern was expressed smaller artwork had to be large enough to read, impactful, and protected from theft and vandalism.*

#### **4.4 Review staff report on public art programming in response to COVID-19 and social distancing practices.**

*Mr. Hubbard said Cultural Affairs had partnered with the CRA and CAA on an interactive online map and catalog of downtown arts and cultural assets. The project, featuring photos, videos, and artist interviews, will expand on CAA's successful Public Art walking tour and reach a wider audience. The interactive map and catalog will be posted on the City's website.*

*The concept and efforts were applauded. Discussion ensued with comments that residents would be interested in a self-tour of downtown art with information on individual art pieces and the Public Art program, audio descriptions for the sight impaired would make the art more accessible, and an app based delivery system would be more accessible and inform users about the art as they are viewing it.*

*Mr. Hubbard said it was planned to expand the program Citywide and for it to serve as a repository of past works, including a library of Sculpture360 exhibits. Planned virtual downtown entertainment will switch to physical programming when it makes sense.*

#### **4.5 Review Q3 update on Fiscal Year 2019/2020 Public Art & Design Program Annual Plan.**

*Mr. Hubbard said in addition to Crest Lake Park, Imagine Clearwater, and Sculpture360: Season X, current Public Art projects included: 1) installing LED lighting at East Clearwater Library at St. Petersburg College to illuminate the “Reaching for Knowledge” sculpture at night; 2) reviewing the Clearwater Gas System’s vision and locations for the utility complex’s Public Art project budgeted at \$200,000 – portion of budget may be donated to Public Art & Design Board Discretionary Fund; 3) considering artist designed signage for Seminole Boat Ramp project; Public Art budget being calculated; and 4) CRA planning to install 2 to 4 murals by year’s end between the waterfront, Drew Street, Highland Avenue and Court Street for its Mural Project Phase II. Up to \$20,000 was budgeted for each mural. Sites under consideration: a) an East Avenue warehouse; b) Station Square Park Garage; c) Ultimate Medical Academy Building; and d) Nolen Apartments. Following 5 years of CRA maintenance, mural maintenance will be transferred to building owners. Phase 1 murals, such as the Garden Avenue Garage mural, will be an augmented reality program that will make the figures appear to dance and move across the mural. He hoped the reality program can be incorporated in the interactive online map.*

*In response to a recommendation that a downtown art app incorporate the augmented reality program with artists discussing their art pieces, Sculpture360 exhibits, and art wrapped signal boxes, Mr. Hubbard said while artist videos or voice overs could easily be included, the University of South Florida’s reality program process required significant scanning and mapping.*

*Mr. Hubbard discussed future projects: 1) Police District 3 Substation at McMullen-Booth Road/SR580 intersection - selection of construction manager to be followed by City Council approval in July. The Public Art budget was approximately \$110,000. Collaboration with Pinellas County Schools may be possible based on the site’s location across from Countryside High School and 2) Fire Station 46 on Clearwater Beach – Wannemacher Jensen Architects selected – architect and Fire Department team meeting planned to identify Public Art locations.*

*Mr. Hubbard reviewed far future projects: 1) Fire Station 47 by Clearwater High School; 2) new City Hall; and 3) Clearwater Beach Marina renovations.*

*A resident reported the Clearwater Historical Society was interested in participating in the CRA Mural Project.*

#### **4.6 Review a staff update on the progress of Imagine Clearwater and the Memorial Causeway Lighting project.**

*Mr. Hubbard said the City Council would discuss Imagine Clearwater and budget at next week’s Special Meeting. A suggested relocation of the band shelter would not affect Public Art plans. The Engineering Department included Mr. Hubbard in the Imagine Clearwater planning process.*

*Mr. Hubbard displayed renderings of proposed lighting of the Memorial Causeway bridge piers and underdeck above the Intracoastal Waterway. The City Council supported moving forward with the project, proposed to cost \$1.3 million. Lighting would be remote controlled and could feature steady, pulsing, or slowly changing colors. Permit applications will be submitted to FDOT (Florida Department of Transportation) in July and installation of the 3 – 4 month project was anticipated to begin in August.*

## **5. Old Business Items**

### **5.1 Review current Public Art & Design Board Discretionary Fund balance.**

*Mr. Hubbard reported the Discretionary Fund balance was \$92,215. Upcoming expenses: 1) \$9,000 – Sculpture360: Season X and 2) \$1,000 - extended loan of sculptures “Gaia” and “In a Musical Atmosphere.” The Clearwater Gas project may provide additional income.*

*Mr. Hubbard said he was working with the Assistant City Manager to identify funding sources to create a separate Public Art maintenance fund. Ideally, an annual allocation of \$15,000 to \$20,000 would fund immediate Public Art general maintenance and conservation and accumulate over time to support more intensive repair or restoration. They also were investigating a dependable, non-project-based source to replenish the Discretionary Fund to ensure that money remains available to support special initiatives and community projects. He suggested Red Light Camera fees from the safety program could fund Public Art, a beautification program that improves the City’s quality of life.*

### **5.2 Review a staff update on the FYI Community Partnership, Inc. public art initiative.**

*Mr. Hubbard said the City Council had approved the \$8,500 grant to the FYI Community Partnership, Inc. to create a community mural in the Belleview Lake neighborhood. The partnership was working on a design with multimedia artists and a muralist; the final design will be submitted to the Public Art & Design Advisory Board for approval prior to installation.*

### **5.3 Review a staff update on the repair of the public artwork at US-19 and Gulf-to-Bay Boulevard.**

*Mr. Hubbard said artist Steven Weitzman’s studio indicated FDOT maintained the construction drawings for the Public Art lighting under the US Highway 19 overpass at Gulf-to-Bay Boulevard. Mr. Hubbard was working with the District 7 office to locate the drawings and determine if a lighting maintenance agreement between the City and FDOT existed. If one is not found, the City will request FDOT to replace the lighting.*

*Concerns were expressed that FDOT tried to push amenity maintenance responsibilities onto local governments and installation costs for new lights could reach \$100,000. It was recommended the City press FDOT to install new lights.*

- 5.4 Review a staff update on an inquiry regarding the public art maximum required expenditure cap for City capital improvement projects.

*Mr. Hubbard said the City Attorney continued to review the request to increase the \$200,000 expenditure cap for Public Art at Imagine Clearwater, a legacy project not a CIP (Capital Improvement Project).*

## **6. Director's Report**

*Mr. Hubbard expressed concern a Boynton Beach Public Art project had made African Americans in a composite photograph unrecognizable after minimalizing their features. He stated his commitment that those types of malicious actions would not occur in Clearwater.*

## **7. Board Members to be Heard:** None.

## **8. Adjourn**

*The meeting adjourned at 3:25 p.m.*

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Chair  
Public Art & Design Advisory Board

Attest:

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Board Reporter