

City of Clearwater

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



Meeting Minutes

Thursday, June 10, 2021

2:00 PM

Main Library - Council Chambers

Public Art and Design Board

Roll Call

Present 5 - Chair Neale A. Stralow, Vice Chair Jerri Menaul, Board Member Jonathan Barnes, Board Member Brianne Roberts, and Board Member Gregory Byrd

Absent 2 - Board Member Eric Seiler, and Board Member Danny Olda

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 minutes of the February 18, 2021 Public Art and Design Board Special Meeting and the April 1, 2021 Public Art and Design Board Special Meeting.

Member Menaul moved to approve the minutes of the February 18 and April 1, 2021 Public Art & Design Board Special meetings 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 Welcome new Board member Gregory Byrd.

Member Byrd was welcomed and introduced himself.

New Board member Brianne Roberts, representing the Clearwater Arts Alliance, also was welcomed and introduced herself.

- 4.2 Review an update on the status of the Cultural Arts Strategic Plan.

In 2020, the City contracted with Designing Local, Ltd. to facilitate the Cultural Arts Strategic Plan process. The firm has conducted a series of public information sessions and individual feedback interviews with stakeholders who are involved in and connected to Clearwater's arts and culture. On May 27, 2021 a public panel with the CAA (Clearwater Arts Alliance, Inc.), Creative Pinellas, Ruth Eckerd Hall, and two practicing artists focused on "The Future of Arts and Culture in Clearwater."

Designing Local now is producing a draft of recommended Strategic Plan goals and objectives. When completed, the draft will be circulated among City leadership and staff and then with the project steering committee. Comments and edits will be incorporated into the draft with the goal of presenting a completed document to Council at the August 16, 2021 Work Session and August 19, 2021 Council Meeting.

Cultural Affairs Coordinator Christopher Hubbard said Designing Local's 16 draft recommendations, being circulated for review, concentrated on: 1) Public Art; 2) Place-Based Art Investments; and 3) General Arts and Culture. One recommendation encouraged reinstatement of the Public Art in Private Development Ordinance with language similar to cities that retained public art requirements and recent case law favoring cities with private development ordinances. The request for implementation funding was submitted for the FY (Fiscal Year) 2021/22 budget.

In response to questions, Mr. Hubbard said the update encouraged Cultural Affairs to partner with Creative Pinellas and Parks & Recreation to partner with Forward Pinellas on pairing transportation and trails. Staff was establishing business partnerships. He encouraged members to attend the City Council meeting to support the Strategic Plan. The City Attorney was provided the recommendations.

4.3 Review an update on the status of repairs to the public art installation located at the intersection of US19 and State Road 60.

The Board previously requested staff to investigate repairing the 2012 LED light public art installation on the underside of the US19/SR60 overpass. After consulting with FDOT (Florida Department of Transportation) Representatives, they recommended the City submit a Community Aesthetic Feature (CAF) application to replace the lighting with an enhanced installation of lights that meets current FDOT standards. The application required the City to provide engineered drawings of the proposed lighting and its integration into the overpass structure.

Staff is working with FDOT and the project artist to locate the original drawings. Once located, the drawings will be updated with upgraded lighting and submitted with a CAF application. That agreement requires the City to acknowledge its responsibility for maintaining the new lighting.

Mr. Hubbard said the City's public art investment was part of the overpass construction and not a separate aesthetic process. If the engineered drawings cannot be located, staff would need to consider exceeding the project's maintenance allocation to produce new expensive drawings.

It was stated the FDOT archivist should have plenty of information on the original project.

4.4 Review a staff report on a grant application to Bloomberg Philanthropies for a mural along N. Martin Luther King Jr. Avenue and at the entrance to Cherry Harris Park.

Cultural Affairs staff and the City's Neighborhoods Coordinator submitted a grant application to the Bloomberg Philanthropies "Asphalt Art Initiative" to fund a mural on N. Martin Luther King Jr. Avenue extending to the Cherry Harris Park entrance. If awarded, the \$15,000 funding would be used to create a mural via an artist-led community design process. The North Greenwood community and Clearwater Urban Leadership Coalition were enthusiastic about the project and agreed to be project partners to create the mural.

Mr. Hubbard said the Bloomberg Philanthropies website did not list a decision deadline.

4.5 Review a report from the Clearwater Arts Alliance on the completion of the Public Art and Design Advisory Board grant-funded signal box wrap projects.

The CAA submitted a report on the completion of the signal box wraps funded by a \$9,000 grant awarded by the Public Art and Design Advisory Board to create six boxes designed by local artists and located in the Milton Park, Skycrest, Lake Bellevue, Clearwater Beach, Valencia Park, and Spring Branch neighborhoods. The Neighborhood groups embraced the projects which supported the work of many local artists.

The CAA had invited the Board to the June 5, 2021 dedication ceremony for the Spring Branch neighborhood, which was attended by the CAA, City Council, neighbors, and artist Nathan Beard.

CAA president Beth Daniels said the Alliance had been wrapping signal boxes for 7 years using donations from multiple sources. She distributed photos of the wrapped signal boxes funded by the Public Art Board. She said neighborhoods had applied for the wrap project and worked collaboratively with artists to create designs unique to each neighborhood. She said COVID had affected the process but neighbors met via Zoom and chose the artists. She said as a bonus, the project provided artists with income during the pandemic. She said wraps were installed in late April although the Spring Branch wrap was delayed while the intersection and signal box were rebuilt; 20 Spring Branch residents attended the unveiling. She said the Clearwater Beach Association had paid for a beach signal box wrap. She said the CAA paid all artists and the installer, spending the entire grant.

Ms. Daniels said the Alliance was in contact with FDOT to expand the program and wrap State owned signal boxes, especially on Gulf-to-Bay Boulevard.

The Board thanked Ms. Daniels and the CAA for their efforts.

5. Old Business Items

5.1 Review the current Public Art Fund balance.

As of May 26, 2021, the Public Art Fund balance is \$156,715 and can be used for commissions, special initiatives, and grants.

Mr. Hubbard said the Public Art Fund was growing.

5.2 Review a grant funding request by the Clearwater Historical Society for a mural to be located at the Clearwater Historical Society Museum and Cultural Center on the former South Ward Elementary campus.

Mr. Hubbard said the Historical Society may apply for a Public Art Fund grant for the mural.

Clearwater Historical Society president Allison Dolan said volunteers ran the Clearwater Historical Society's campus with 6 buildings on 5 acres. She said the former South Ward School in front opened in 1906 and behind it, the high school opened in 1912. She said a \$10,000 to \$12,000 mural would be illuminated by spotlight, visible from the street, and resemble framed art if painted on the large blank space on the 2-story rear building. She said the Board of Directors had proposed a postcard design.

Concern was expressed that the site should be accessible to the public as many people like to be photographed in front of murals.

Ms. Dolan said the grounds were open on Saturdays from 10:00 a.m. to 2:00 p.m. and by appointment during the week before 4:00 p.m. Gates to the property were not left open. She said the Garden Club was on site while working on plants. She said a volunteer usually was on site between 9:00 a.m. and 7:00 p.m. With more volunteers, she said the facility could open on additional days. She said Ft. Harrison Avenue drivers would be able to view the mural while stopped at the traffic signal.

Ms. Dolan said the Historical Society Board was considering hosting a small musical venue on site with food trucks and local musicians once the weather cools. It was suggested the Historical Society consider booking the Pinellas Symphony.

5.3 Review an update on the Clearwater Police Department Substation III public art project.

The Call to Artists resulted in 73 qualified applicants for creation of low or sunken relief designs that capture and present the Clearwater Police

Department's values of dedication, dependability, pride, safety, service, and trust.

The selection panel will review the applications and select three finalists to create site-specific proposals for presentation on a later date.

Mr. Hubbard said the artwork's proposed location on the building's façade is by public parking near the McMullen-Booth Road entrance. Staff was working with Countryside High School for student representation on the panel.

5.4 Review an update on the Fire Station 46 public art project.

Cultural Affairs staff met with the project team on May 27, 2021 to clarify and establish a suitable surface to support a public art installation facing Mandalay Avenue on the eastern edge of the site,. A Call to Artists will solicit artist qualifications for an architectural glass tower or similar structure; the closing date is June 21, 2021.

Mr. Hubbard said glass art and backlit art were highly desired; the art will be illuminated at night. Early approval of the project will define and clarify its integration into the project before final stakeholder and permit review. Member Menaul will represent the Board on the selection committee.

5.5 Review an update on the Fire Station 47 public art project.

Staff met with the project team on May 27, 2021 to discuss the project's overall design and potential locations for public artwork. Staff has been in contact with Clearwater High School's art department which indicated interest in student participation in the public art process; the Fire Department highly supports these efforts which achieves a key component of public input in the public art design process.

Mr. Hubbard said a preferred media had not been determined but will be part of the creation process for Call to Artists submissions. The Call to Artists will provide information data including themes.

5.6 Review an update on the Crest Lake Park public art project.

Project artist Donald Gialanella is proceeding with the design of his wildlife sculptures for Crest Lake Park. He recently contacted the City indicating a project delay of approximately one month due his designer's illness which required him to secure a replacement. He anticipated the project will proceed again by June 9, 2021 with an updated completion date of July 16, 2021.

Mr. Hubbard will maintain contact with Mr. Gialanella to keep the project

moving forward. Installation will take about 2 weeks. Pads will be installed once final sculpture dimensions are received.

5.7 Review an update on the Downtown Clearwater Mural Program Phase II.

Artist DAAS had completed his mural on the east façade of 701 Franklin Street. Public feedback has been very supportive and the project attracted positive press and news coverage. Artist Cecilia Lueza has begun testing paint materials on the Cleveland Street/Garden Avenue intersection. It was anticipated artist MJ Lindo-Lawyer would begin the third mural by September 2021.

Mr. Hubbard said the CRA (Community Redevelopment Agency) was investigating the PixelStix app which provides details on the artist and site when an artwork's label is tapped by a smartphone. A pilot program would label CRA downtown murals, dumpsters and public art.

It was recommended the Board fund expansion of the app to include all public art in the City.

5.8 Review an update on the creation of the online Mural Forum.

The Mural Forum was up and running on www.downtownclearwater.com <<http://www.downtownclearwater.com>>. The Forum has a message board for artists seeking mural sites and one for business owners seeking muralists. City staff monitors the Forum which will be a testing ground for a larger citywide mural initiative.

In response to a question, Mr. Hubbard anticipated the mural program would be expanded Citywide in 6 months.

6. Director's Report

Mr. Hubbard said the GMP (Guaranteed Maximum Payment) for Imagine Clearwater will soon be determined. Once approved, he will start the process of issuing Calls for Artists internationally that pinpoints public art locations on an outline of the site. Project designers have identified 13 suitable locations for artwork, a rotating sculpture garden location, plus 2 monumental signs and smaller signs.

A resident recommended Imagine Clearwater encourage participation, engagement, and commitment to art, including paying artists a respectful wage. She said she had not seen street musicians in Clearwater. She recommended that CMA (Clearwater Marine Aquarium) expand its focus on the marine environment and the impacts of trash and waste. She suggested dedicating free space in the park for emerging creative crafters, singers, etc. and feature a tip box. She said Imagine Clearwater's signature could

be world class art and marine life.

It was recommended that the Call for Artists for this generational project include interactive art.

Mr. Hubbard reviewed the history of the harbor front public art sculpture “the Middens” which pays homage to the site and estuary, environment, marine diversity and modern waterfront. The “Middens” will be relocated about 30 yards.

Mr. Hubbard said more murals were planned via public/private partnership to enhance downtown buildings’ attractiveness. A live painting was planned as part of Market Marie on June 12, 2021 at the corner of Court Street and Myrtle Avenue. A mural will be painted on the Station Square Parking Garage overlooking the park where cultural and entertainment events took place.

Mr. Hubbard said the City was partnering with the CAA to rotate art in the MSB (Municipal Services Building) garage cabinets. A Call for Artists will be issued for emerging artists.

Mr. Hubbard said the Aging Well Center gallery had reopened with artwork by Tony Blue; a group show by artists 50 and older was slated for mid-July.

Mr. Hubbard said staff had entered into a partnership with Sandy Lane Elementary School to exhibit students’ work at the MSB.

Mr. Hubbard said the Mercado and Cleveland Street Phase II were under development. He was working with Engineering and the CRA on public participation prior to construction. The Mercado will present opportunities for pop-up artwork. During the extended construction timeline, staff will communicate with the community about areas where the public can interact.

Mr. Hubbard said he met yesterday with the CRA on placemaking initiatives for downtown during Imagine Clearwater construction to invigorate the public in smaller spaces. The City was working with partners such as Jazz Holiday and Ruth Eckerd Hall to host outdoor entertainment events.

Mr. Hubbard said staff was working on an agreement to exhibit Clyde Butcher’s Everglades exhibit at the Main Library. Mr. Butcher will travel to the opening and make a presentation.

In response to questions, Mr. Hubbard said the event will be advertised; arrangements can be made for large classes to attend. The Public Art & Design Board traditionally focused on the creation and installation of

public art. The consultants' strategic plan includes opportunities to incorporate diverse mediums such as music and dance with investment from the City, CRA, and Public Art Board. Blast Friday was not extended.

7. Board Members to be Heard:

Member Byrd requested that Calls to Artists and art show information be forwarded to St. Petersburg College and City high schools to provide student artists an opportunity to participate.

8. Adjourn

The meeting adjourned at 3:10 p.m.

Attest:

Chair
Public Art & Design Advisory Board

Board Reporter