

Public Art Advisory Committee Meeting

November 10, 2020

12:00 p.m.

Zoom

Contact skerr@bentonvillear.com to request participation via Zoom.



AGENDA

Members

Tom Hoehn, Chair
Lauren Haynes, Chair
Aaron Kohn
Dylan Turk
Jerris Palmer
Steven Baker
Allison Glenn

Ex Officio

Tim Robinson
(City Council)
Kalene Griffith
(Visit Bentonville)

Staff

Shelli Kerr
David Wright
Danielle Semsrott

1. Call meeting to order *Tom Hoehn*
2. Minutes from October meeting * *Tom Hoehn*
3. Introductions

PROPOSALS

4. Turtle Sculpture * *David Wright*

OLD BUSINESS

5. No old business.

NEW BUSINESS

6. Public Art Strategic Planning * *Aaron Kohn*

PROJECT UPDATES

1. Guide, These, My Hands *Shelli Kerr*
2. Almost Forgotten Osage Prairie *Danielle Semsrott*
3. Open Heart Landscaping *Danielle Semsrott*
4. Flight *Shelli Kerr*
5. Art Feeds *Shelli Kerr*

OTHER BUSINESS

6. Adjournment *Tom Hoehn*

* Attachment

Public Art Advisory Committee Meeting

Oct. 13, 2020

12:00 p.m.

Zoom Meeting



MINUTES

Attendance

Voting Members		Ex Officio	Staff
✓ Aaron Kohn	✓ Johnetta Dexter	✓ Tim Robinson (city council)	✓ Shelli Kerr
Dylan Turk	✓ Lauren Haynes	✓ Kalene Griffith (VB)	✓ David Wright
✓ Jerris Palmer	✓ Steven Baker		✓ Danielle Semsrott
✓ Tom Hoehn			✓ Josh Stacey

Guests: Jesse Elliott and Allyson Esposito with CACHE.

1. Call Meeting to Order. Chairperson Tom Hoehn called the meeting to order at 12:02.

2. Introductions.

3. Minutes from September 8 meeting. Tom asked for approval of the minutes.

Aaron made a motion to approve the September 8, 2020 minutes. Steven seconded the motion. All in favor; motion passed 6-0.

4. Meet CACHE. Allyson Esposito and Jesse Elliott with CACHE explained their role and purpose. Generally, they are a third party intermediary arts council to serve at the intersection of funders and municipalities. Constituents include artists, nonprofit arts organizations, and for-profit creative industries. Right now they have 13 funded projects that have had to be responsive to Covid-19. They are looking to lead a regional cultural planning process and help each municipality develop a ten year strategic plan. They envision being a regional support for public art in general. There is a need and want for more public art. Kicking off in Rogers, now.

Tom asked *what does regional support mean?* Funding, sharing of information and resources. Serving as the glue between all the municipalities, creating connection. They will want to know our needs to see how they can help. They are building lists of artists in the region, their specialty and creating a survey for discovery of whose here.

Committee members shared a little about the history of the committee, how they started, who they've worked with – schools, local artists, promoting our cultural diversity, equity and inclusion. There's a need to clarify what is public vs private in the public realm.

Tim asked about the regional study with Forecast. That created a foundation for conversations about space activation but there was still a gap in the implementation. Allyson pointed out that this committee is further along than other communities in the region. Many artists want to work in the public realm, but there is a skill set specific to public art. They have a team of mostly local artists that have been helpful in getting deep into community and different types of working artist groups. CACHE also has consultants – subject matter experts – that have experience with other public art programs, policies, costs, etc. They are planning more Zoom workshops to help plant some seeds and see where people are at, likely in November. One may be for cities and municipalities as well as real estate and development market. In the middle of setting up an arts resource

desk – platform for everyone –calls for artists, craigslist for artists, how-to information, a variety of content of at varying levels.

Hoping this is the beginning of a larger conversation with the committee. Focused on Springdale and Rogers initially. They need to know how they can best help. They are currently under the NWA Council and have a page on their website; expecting a CACHE website early next year.

PROPOSALS

- 5. BPL Public Engagement Art Project.** Library is conducting a study and is including a public engagement art project. Participants will be given kits to illustrate ideas about the future of the library on small canvas. Artist Ziba Rajabi will combine these with solid pieces to weave together and create an outline of the Bentonville city limits. They anticipate the project being complete in early 2021 and installed above the fireplace at the library. Aaron asked about what resources they have to get the public involved. Tom suggested the think through the criteria for submission.

OLD BUSINESS

- 6. No old business.**

NEW BUSINESS

- 7. No new business.**

PROJECT UPDATES

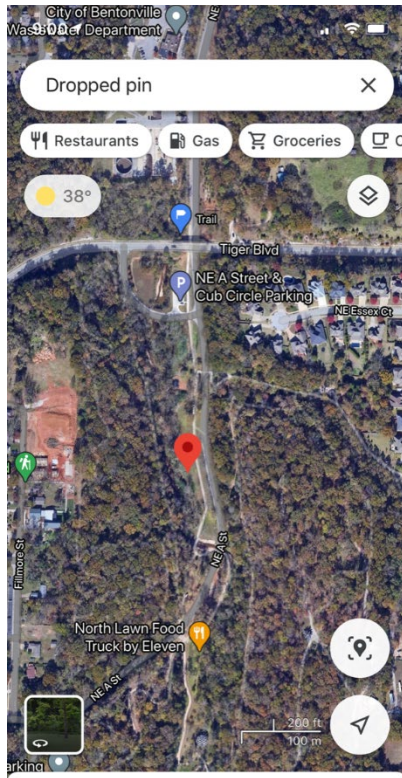
- 8. Almost Forgotten Osage Prairie.** Still anticipating late 2020 install. Getting signatures on the agreement now. Some plants may not be able to be planted until next year.
- 9. Open Heart Landscaping.** Not much of an update. Trouble securing 2021 volunteer maintenance. Looking for a group to commit to maintaining the landscaping next year.
- 10. Guide, These, My Hands.** The item was not placed on the City Council agenda because of renovations to the building and other development in the area. Tom talked to the artist about some options, suggesting it might be easier to get through the approval process if it's a freestanding structure, without compromising the integrity of the artwork. Tim said along a trail there are so many bicyclists and they may not be encouraged to stop. Steven noted that the committee originally like it because of the different approach of attaching to a building and installing along a trail like much of our other work. He suggested a park may be better. David suggested Train Station Park – it is on a trail, but it is a visible downtown space, across from the library. Jerris suggested Austin Baggett, across from Momentary. Dave Peel will be renovated, but could be a year or two out from construction on that. Steven suggested we may not want it near the Momentary in case it gets confused with The Momentary's installations. Out of courtesy to them, it should be placed a little further away. Lauren wanted to make sure we are letting the artists know the approval processes and be respectful to the artwork. Tom summarized that we will suggest Train Station or Dave Peel Parks, the city needs to confirm on setbacks and structural requirements, gauge support from the parks and Recreation Advisory Board and get a revised costs estimate. Tom wanted to note that we appreciate their time and effort to make these changes.
- 11. Flight.** Has not been installed
- 12. Art Feeds.** Josh reported there is an Art Feeds meeting with Sunshine School tomorrow about the plan for the unveiling at Citizens Park, tentatively planned for November 14.

- 13. Colorfull.** Since there are no field trips due to COVID, the students are unable to participate at this time. Mr. Snider has suggested painting the mural himself and waiting on the bubbles, letting the students finish that when they can participate again.

OTHER

- 14. Public Art Map.** Kalene reported that the public art map will include 120 pieces of public art, including the city's artwork and a Crystal Bridges map on the back. Going live in next day or so, google map for artwork on Visit Bentonville website and printing the map Friday. Tim suggests a scavenger hunt with the art map with a prize for completing. Could include routes for walking, bikes, and cars. Kalene reported they launched this last week through Goosechase and has 8 pieces to find each week. Kalene will provide the link and encourages everyone to share.
- 15. Recognize Johnetta for service.** Shelli reported that Johnetta's term ends at the end of this month and although she could request reappointment for another term, she has decided to focus on her work. She's been on the board for three years, serving since November of 2017. In that time, she was part of approving five major projects: Sassy – original and new location; Rainbow Springs at Lawrence Plaza; Basketball Courts at Memorial Park; Universal Inseparability at the Corner at Park Springs; Open Heart in the roundabout at Bright Rd. In recognition, Shelli presented a frame with photos of artwork Johnetta helped to install.
- 16. Adjournment.**

Tom made a motion to adjourn, Lauren seconded. Motion approved, 6-0. Meeting adjourned at 1:04 p.m.



Dropped pin
Near Downtown Bentonville, Bentonville, AR 72712

Box turtle sculpture.
Roughly 11ft long ...7ft wide ..5ft tall .. 800 -900lbs

Stephen Fienbach, a eureka springs artist.

It's got hollow legs with blown glass inserts and meant to back lighted from a solar led light. Thinking it could be a hid off of the all-American trail, tucked into the woods on the side of the trail. That would give us the ability to hide/mount the solar panel in a tree.



PRIORITIES

The PAAC will pursue public art projects that meet the following priorities:

- Enhance the public's experience with and appreciation for the arts.
- Create successful and engaging public spaces.
- Elevate the quality of urban design and enhance public infrastructure.
- Strengthen neighborhood and community identity and pride.
- Commemorate Bentonville's history.
- Embrace and celebrate diversity.
- Provide opportunities for education and learning.



The PAAC envisions Bentonville with successful and engaging public spaces of distinctive character where citizens and visitors will encounter works of public art that will surprise and delight with artwork that celebrates the city's history, its entrepreneurial spirit and growing diversity.



PAAC
Public Art Advisory Committee

Enriching and engaging our community through public art

Public Art Master Plan 2016-2020



PROJECT ZONES

Parks
Trails
Arts District
City Gateways
North Walton Corridor

GOALS

The PAAC will develop and nurture a public art program that will build a legacy of public art for future generations to enjoy. The goals established below are to guide the development of Bentonville's Public Art Program.

- Build a public art collection of the highest quality to enhance Bentonville's growing art and cultural offerings.
- Forge partnerships able to support and nurture public art.
- Integrate public art into all public and private developments.
- Utilize other public and private funds to leverage current funding resources.
- Involve citizen and volunteers in all aspects of the public art program.
- Improve public accessibility of Bentonville's public art collection with interpretive and educational materials.
- Improve awareness and celebrate public art in Bentonville.

STRATEGIES

1. Implement a Public Art Program by formally adopting the recommendations, policies and procedures in the plan.
2. Adopt a per capita direct appropriation funding policy for public art.
3. Establish a care and maintenance fund for public art.
4. Seek to annually acquire two (2) public works of art for the first five years.
5. Place community participation at the center of all public art program activities.
6. Encourage the inclusion of the Public Art Master Plan into the Community Plan and city development regulations.
7. Encourage developers to include publically accessible art.
8. Hire staff dedicated to public art.
9. Create an Annual Work Program based on the Public Art Master Plan.



ACCOMPLISHMENTS

The Bentonville City Council first established a public art policy and the Public Art Advisory Committee (PAAC) on February 13, 2007 with Ordinance No. 2007-24. On August 20, 2012, Mayor Bob McCaslin appointed four members to establish the first active PAAC, which began meeting in October that year.

These founding members established a mission statement and core principles, created an application process and application form, and drafted an amendment to the public art policy. The amended ordinance was adopted on May 14, 2013 with Ordinance No. 2013-40.

Since, the PAAC became active, they have:

- Issued a Call for Artists – Feb 2014
- Installed 3 pieces – September 2014
- Purchased 2 pieces – Aug 2015
- Vetted ideas for Arts District – Spring 2015
- Conducted two public input sessions – May 2015
- Reviewed NuPenny's Last Stand – 2015
- Reviewed UpStream Art - 2015
- Issued Call for Proposals Train Station Park – Fall 2015
- Prepared Work Program for 2016 – Winter 2016



PAAC
Public Art Advisory Committee

Enriching and engaging our community through public art

Public Art Master Plan 2016-2020

The Bentonville Public Art Visioning Plan will be used as a roadmap to help city leadership and citizens understand the long-term value and direction of public art in Bentonville and will be used by the Public Art Advisory Committee as a tool to make public art a reality. The PAAC is responsible for creating the plan and recommends it to the Mayor and City Council to ensure its implementation by encouraging City staff, other city Commissions and Boards and future councils to use this document to build a public art program. The plan:

- Establishes a vision for public art embracing Bentonville's entrepreneurial spirit.
- Identifies geographic priorities for focusing resources.
- Recommends the planning, funding, and decision-making processes necessary to achieve the vision.

2016-2017 WORK PROGRAM

Theme: "Walk/Bike/Run/Play"

Project Zones: City's parks and trails

	Target	Budget	Source
1. Art-infused Crosswalks Crosswalks designed with an artistic theme as an entrance into the Arts District. Location: Intersection of SW A St. & SW 4th St.	Summer 2016	\$15,000	PAAC
2. Tunnel Vision Art murals painted along the tunnels of the Bentonville trails. Location: 7 tunnels along the Bentonville trails	Fall 2016		A&P
3. Bike Arch An archway made out of bricks and bikes, designed by Tylur French. Location: S. Bentonville Trail at the SE corner of S. Walton Blvd. and Medical Center Parkway	Fall 2016	\$60,000	PAAC
4. Developer Art Kit Create a tool kit to encourage developers to add public art as an amenity.	Summer 2016	N/A	N/A
5. Interactive Musical Swing set/Playground Bring in a temporary musical swing set or purchase an interactive playground. Location: An urban, walkable location.	Summer 2017	\$200,000	Multiple

CORE PRINCIPLES

Enhance the community's visual environment

Promote awareness of the city's social, cultural, and historical composition

Encourage a spirit of collaboration

Expand public knowledge of the visual arts

PUBLIC ART...

- Has the power to energize our public spaces and transform the places where we live, work and play.
- Helps green spaces thrive and enhances roadsides, pedestrian corridors and community gateways.
- Serves as a powerful economic force, attracting businesses and qualified workforces.
- Enhances public spaces and creates destinations in a community.
- Encourages people to fully appreciate and utilize public areas.
- Is an essential component of a community that strives to be distinctive.