

Public Art Advisory Committee Meeting

January 12, 2021

12:00 p.m.

Zoom

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



AGENDA

Members

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

Ex Officio

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

Staff

Shelli Kerr
David Wright
Danielle Semsrott
Josh Stacey

1. Call meeting to order *Tom Hoehn*
2. Approve minutes from December meeting * *Tom Hoehn*

PROPOSALS

3. Recommendation for
Library Community Art Project *Hadi Dudley*

STRATEGIC PLANNING

4. Consensus on Master Plan Process *Aaron Kohn*
5. Consensus on principles and goals
for Public Art Master Plan *Tom Hoehn*
6. Review Developer's Art Kit *Tom Hoehn*

PROJECT UPDATES

7. Guide, These, My Hands *Shelli Kerr*
8. Almost Forgotten Osage Prairie *Danielle Semsrott*

OTHER BUSINESS

9. Other business
10. Adjournment *Tom Hoehn*

* Attachment

Public Art Advisory Committee Meeting

December 8, 2020

12:00 p.m.

Zoom Meeting



MINUTES

Attendance

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

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

2. **Minutes from November 10 meeting.** Tom asked for approval of the minutes.

Aaron made a motion to approve the November 10, 2020 minutes. Lauren seconded the motion. All in favor; motion passed 5-0.

PROPOSALS – None Submitted

STRATEGIC PLANNING

3. **Scope of Strategic Plan.** Aaron shared a drop box with several materials provided to assist with the strategic planning session. Should take about four months and have something ready by July.

4. **Virtual Workshop Schedule.** A meeting that might fall out of a regularly scheduled meeting. Voluntary, but helpful to block out some time, maybe in a different setting to brainstorm. To see where we are and what do we need to change and add. What is our role with other organizations that have grown since the committee was established. Then activate and share it widely. The Mayor would like to see activating the Developers Art Kit – maybe PAAC to come to some of those meetings. Can we meet off-site as a separate meeting. Staff feels we need to check with legal counsel, but we anticipate we would have to post an agenda and record the meeting. Tim noted that even the animal shelter meetings had to follow the same protocol.

Lauren suggested the next meeting be dedicated to it, instead of separate meeting if it has to be treated the same. Tom asked the group if they would be open to expanding the meeting to longer than an hour. Most said they would be available. They agreed to use the existing meeting schedule.

The strategic plan needs to be the primary discussion on the next agenda. A strong foundational vision will help us in decision making on down the road. They will provide some structure on that ahead of the next meeting.

5. **Community Plan Overview.** Shelli provided a presentation on the community plan. David suggests that we need to talk about what kind of art people looking for. What are they getting on the trail to go see? What is captivating enough to bring them out there? Parks Board like those that are “Instagram” worthy and interactive.

6. **PAAC History.** Shelli had shared the inventory sheets and map. Everything seems to be there, but what are the takeaways. Everyone should look at on their own to help identify those takeaways. We are using tourism dollars to pay for quite a bit of this, so we have to keep that in mind as we select pieces. Kalene – how do we bring more people to the community – and they want to go see 130 pieces of art in the community. Influencers

are asking about how to get to Bentonville and find those public art pieces. Need to consider how we tell the story. A& P will continue to do this because it is a draw. Tom will provide information ahead of the next meeting. Shelli will provide the notes from public feedback we gathered a few years ago.

PROJECT UPDATES

7. **Guide, These My Hands.** Need to discuss an announcement.
8. **Almost Forgotten Osage Prairie.** Showed photo of work in progress. Should be installed in the next two weeks. Installation will include the sculptures and the plants. It won't look full like the renderings for a little while. Signage needs to be ordered and installed. Might want to think about a public art hashtag to signage if we can decide on one. Need an unveiling date/event. Should be installed by Christmas. Depending on COVID, we'll need to decide on a marketing plan. David said Parks has been doing small public reveals and made an announcement about a week after it's been opened/installed. David encourages caution on an event. Kalene suggests just a media reveal. Time that in January and give them a heads up of what is coming later with Guide These My Hands.
9. **Open Heart Landscaping.** No real update. Hard to find a group that will undertake the maintenance for this landscaping. Our city crew doesn't have the time or funding for detailed maintenance, so we were looking for a volunteer group to adopt this area in 2021 in terms of maintenance. We have funding and a plan to install, just not maintenance. Tree and Landscape doesn't want to move forward until maintenance is addressed. Private company or civic organizations, either would work. Maybe reach out to the schools or parents of the schools. Kalene said Fulbright is a Jr High and they might be old enough to work on it. Pitch it as a business education/project. Danielle will reach out to them.
10. **Flight.** David reported the sculpture is in process. Foundation has been poured. Just waiting on it to be delivered and installed by the end of the month. Park is officially open. Osage side will open next spring.

OTHER

11. **Art Feeds.** Shared photo of the wet and rainy unveiling with a few students. Poured a new path from the parking lot to the playground and used this mural to add to the sidewalk. Students and parents wanted this to be at the inclusive playground. And the sidewalk was selected as the best location.
12. **Dylan's position.** Dylan notified us this morning that he is resigning due to moving out of the city limits.
13. **Adjournment.** *Tom made a motion to adjourn, Allison seconded. Motion approved, 5-0. Meeting adjourned at 12:59 p.m.*

From: noreply@civicplus.com
To: [Shelli Kerr](#)
Subject: Online Form Submittal: Public Art Proposal
Date: Thursday, January 7, 2021 4:24:36 PM

Public Art Proposal

Proposal for Public Art

Is the proposal independent or in response to a request for proposals?	Independent Proposal
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Date	1/7/2021
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CONTACT INFORMATION

Complete this section if someone other than the artist is completing the form, such as a curator or organization donating artwork to be placed on public property.

Name	Hadi Dudley
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Title	Library Director
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Organization Name	Bentonville Public Library
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Street Address	405 S. Main Street
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City	Bentonville
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State	AR
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Zip Code	72712
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Email Address	hdudley@bentonvillear.com
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Phone Number	(479)271-3194
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ARTIST INFORMATION

Name	Ziba Rajabi
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Address	1221 W Mount Comfort Rd, Apt 303
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City	Fayetteville
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State	AR
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Zip Code	72703
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Email Address	zibarajabi@gmail.com
Phone Number	(479)270-3499
Upload artist resume / CV	Ziba Rajabi-CV (4) (1).pdf
Artist portfolio	Rajabi_Bani Adam_.pdf
Artist website (if available)	<i>Field not completed.</i>
For Collaborative Proposals: <i>Please use this section to provide information for partnering artists.</i>	
Name	<i>Field not completed.</i>
Address	<i>Field not completed.</i>
City	<i>Field not completed.</i>
State	<i>Field not completed.</i>
Zip Code	<i>Field not completed.</i>
Email Address	<i>Field not completed.</i>
Phone Number	<i>Field not completed.</i>
Upload artist resume/CV	<i>Field not completed.</i>
Artist portfolio	<i>Field not completed.</i>
Artist website (if available)	<i>Field not completed.</i>
ARTWORK DETAILS	
Title of artwork	This Is Your Public Library
Medium	Wood frame w/ paper, permanent marker and acrylic
Location	Bentonville Public Library
Height	65" h
Width and depth	65" w
Description of artwork	see attachment

Upload narrative	Art Project for Bentonville Public Library (1).pdf
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Upload image of proposed artwork	BPL Art Mockups .pdf
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INSTALLATION AND MAINTENANCE

Is the proposal for temporary or permanent display?	Permanent
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If temporary, what is the requested display period?	Not applicable
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Is the artwork already complete?	No
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If artwork is complete, is it currently on display?	No
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If artwork is currently on display, when will it be available?	<i>Field not completed.</i>
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If artwork is not complete, how much time is needed for fabrication?	1-2 months
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Is the artwork best suited for indoor or outdoor display?	Indoor
---	--------

Is a foundation required to install the artwork?	No
--	----

If a foundation is required, indicate the size and shape needed.	<i>Field not completed.</i>
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Does the artwork require access to electricity?	No
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Does the artwork	No
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require access to
water?

What is the life expectancy of the artwork?	11 or more years
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Are there any special maintenance needs for this artwork?	No
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If yes, describe ongoing maintenance needs.	<i>Field not completed.</i>
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BUDGET FOR PERMANENT DISPLAY

Complete this section if the proposal is for a permanent display. If not, type "0" in the space provided to ensure the application is complete.

Upload detailed budget	<i>Field not completed.</i>
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Purchase price	n/a
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Delivery and installation cost	n/a
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Total budget for permanent display	n/a
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BUDGET FOR TEMPORARY DISPLAY

Complete this section if the proposal is for a temporary display. If not, type "0" in the space provided to ensure the application is complete.

Upload detailed budget	<i>Field not completed.</i>
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Annual lease amount	<i>Field not completed.</i>
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Annual insurance cost	<i>Field not completed.</i>
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Total annual cost	<i>Field not completed.</i>
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Installation cost	<i>Field not completed.</i>
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Deinstallation cost	<i>Field not completed.</i>
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Total cost	<i>Field not completed.</i>
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Purchase price	<i>Field not completed.</i>
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Can the lease amount be credited to the purchase price?

Field not completed.

FUNDING

What is the planned funding for this proposal?

Private funding

Is the artwork a donation to the City of Bentonville?

No

Email not displaying correctly? [View it in your browser.](#)

Ziba Rajabi

1221 W Mount Comfort Rd, Apt 303, Fayetteville, AR 7270 / 479.270.34.99 - www.zibarajabi.com - zibarajabi@gmail.com

Solo and Two-Person Exhibition

- 2020** The Thing with Feathers, Invernadero Artist-run Gallery, CA
Bleeding to Space, Tops Gallery, Memphis, TN
Poetics of Places, Two-Person exhibition with Suzannah Schreckhise, 211 South Gallery, Bentonville, AR
- 2019** When They Sing a Song of Joy with Sorrow, MFA Thesis Show, Fine Art Center Gallery, Fayetteville, AR

Group Exhibition

- 2020** A Common Thread: Textiles Past and Present, The Arts Center of Greenwood, SC
Color in the Round, Mount Sequoyah Center, Fayetteville, AR
Resemblance, Soo Contemporary Gallery, Tehran, Iran
Hope the Wind Rises – A Part of *Imaginative Gardens*, The II Platform, Fayetteville, AR & London, UK
House Party, Bonder Project, Online Show, Memphis, TN
Executive Orders, Online collaboration with The II Platform, London, UK
Amorphous Objects, Ghost Art Project, Online Exhibition
Sewn In: a Look at Contemporary Fiber Arts, Fenix Gallery, Fayetteville, AR
Pensacola Museum of Art Members Show, Pensacola Museum, Pensacola, FL
The 57th Annual Juried Competition, Masur Museum, Monroe, LA
Portrait: Identity and Expression, Site:Brooklyn Gallery, New York, NY
Typos + Spills + Broken Glass, Amos Eno Gallery, New York, NY
- 2019** Cross-Sections: MFA Online Exhibition
No Center Line, SequoyahHall, Fayetteville, AR
Night Garden, yngspc-nightgarden.com, Online Exhibition
Feel The Burn, Mim Gallery, LA
Year Two: Green, Bentonville, AR
Pensacola Museum of Art Members Show, Pensacola Museum, Pensacola, FL
Hands-On: A Collective Haptic Perspective, Pancake House, Minneapolis, MN
Interconnected, Walker Stone House, Fayetteville, AR
Bloom, Sykes Gallery, Millersville University, PA
- 2018** Artists and Locations, CICA Museum, South Korea
Nefelibata, Indiana University Kokomo Downtown Gallery, Kokomo, IN
- 2017** Float to the bottom, Sink to the top, sUgAR Art Gallery, Fayetteville, AR
Absolute Zero, Lalaland Gallery, Fayetteville, AR
Four AM, Lalaland Gallery, Fayetteville, AR
- 2016** Running Toward Dreams, sUgAR Art Gallery, Fayetteville, AR
(A touring exhibition participating Iranian and American young artists)
Running Toward Dreams, Negar Art Gallery, Tehran, Iran
(A touring exhibition participating Iranian and American young artists)
Persian Gardens, Aaran Projects, Tehran, Iran
- 2015** Small Pictures, Aria Gallery, Tehran, Iran
- 2014** The Rabbit Hole, Mehrva Gallery, Tehran, Iran
- 2013** Revolver, Raf Gallery, Tehran, Iran

Curatorial Project

- 2019** UTK @ UARK, Exchange Exhibition, SCUL Gallery, Fayetteville, AR
SEEING THROUGH, Juried and Co-curated with Minah Kim, Sugar Gallery, Fayetteville, AR
- 2018** Alter-Sphere, sUgAR Gallery, Fayetteville, AR
- 2016** Running Toward Dreams, Co-curated with Maryam Amirvaghefi, sUgAR Gallery, Fayetteville, AR
Running Toward Dreams, Co-curated with Maryam Amirvaghefi, Negar Gallery, Tehran, Iran

2014 The Rabbit Hole exhibition, Mehrva Gallery, Tehran, Iran

2013 Co-founder of Rabbit Hole Group, Tehran, Iran

Awards

- 2019** Artist 360, Student Artist Grant, Mid-America Arts Alliance
Summer Research Grant, The University of Arkansas, Fayetteville, AR
Project Grant, The University of Arkansas, Fayetteville, AR
Vermont Studio Center Residency Award, The University of Arkansas School of Art, Fayetteville, AR
Graduate Assistantship, The University of Arkansas, Fayetteville, AR
Graduate Fellowship, The University of Arkansas, Fayetteville, AR
- 2018** New Outstanding ICT Member Scholarship, The University of Arkansas, International School, Fayetteville, AR
Anderson Ranch Residency Award, The University of Arkansas School of Art, Fayetteville, AR
Graduate Fellowship, The University of Arkansas, Fayetteville, AR
Graduate Assistantship, The University of Arkansas, Fayetteville, AR
- 2017** Graduate Fellowship, The University of Arkansas, Fayetteville, AR
Graduate Assistantship, The University of Arkansas, Fayetteville, AR

Residency and Workshop

- 2019** Vermont Studio Center, Johnson, VT
- 2018** Anderson Ranch Art Center, Aspen, CO

Selected Publication

- 2020** The Idle Class: Winter 2020 - The Makers Issue, [Sewn Together](#)
Under The Bridge, Issue 5, *Concentric Series*
NWA Democrat-Gazette, [In Stitches: Artists sew their souls into Fenix exhibition](#)
NWA Democrat-Gazette, [Makers' Round-Up: Kellie Lehr, Ziba Rajabi both create in paint](#)
Interview with Studio Break Podcast
Under The Bridge, Winter 2020, *Painting*
Post-Script Magazine
- 2019** NWA Democrat-Gazette, [Iranian student artist builds cultural bridges through art](#),
UARK Newswire, SoArt Presents M.F.A Thesis Exhibition, Ziba Rajabi: 'When they sing a song of joy with sorrow'
Young Space, Interview with Ziba Rajabi
Wotisart Magazine, September Edition
A5 Magazine, July Edition
Average Art Magazine, April Edition
Milk Publication, First Edition
- 2017** Claudius Speaks
Average Art Magazine- April Edition
Average Art Magazine-May Edition
- 2016** Running Toward Dreams underway in Tehran
Iran Daily, 23rd May
- 2014** Rabbit Hole Project Review at Mehrva Gallery,
Tandis Magazine, Aug, NO.280, p.5
- 2013** 8 Peers Revolver, Weekly Review on Galleries,
Tandis Magazine, May, No.248, p.6

Education

- 2019** Master of Fine Arts, University of Arkansas, Fayetteville, AR
- 2013** Bachelor of Art, Painting Major, Soore University of Art, Tehran, Iran
- 2008** Associate Degree in Graphic design, Institute of Higher Education, Karaj, Iran
- 2006** Diploma in Graphic Design, Golshan High School, Tehran, Iran

Ziba Rajabi

www.zibarajabi.com

zibarajabi@gmail.com

(479)270-3499



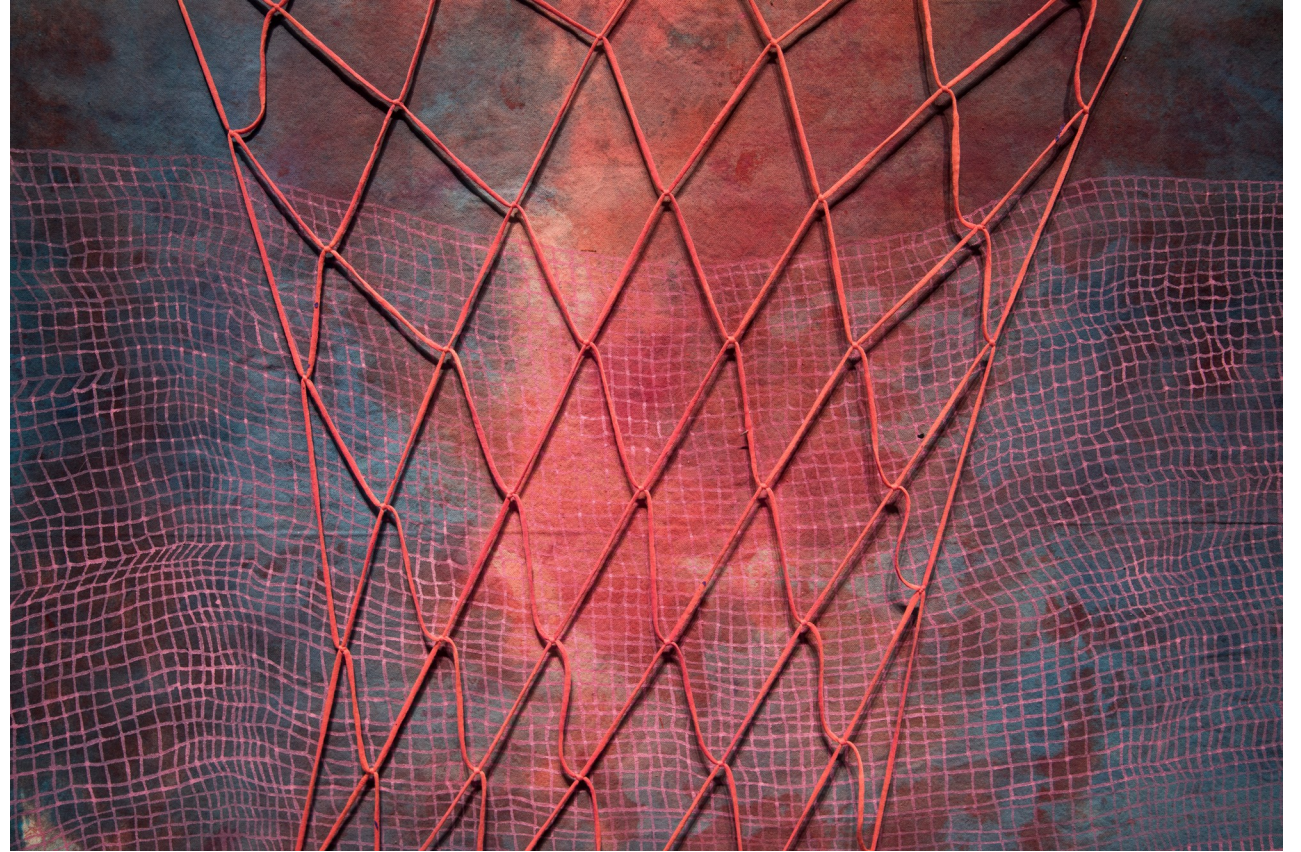
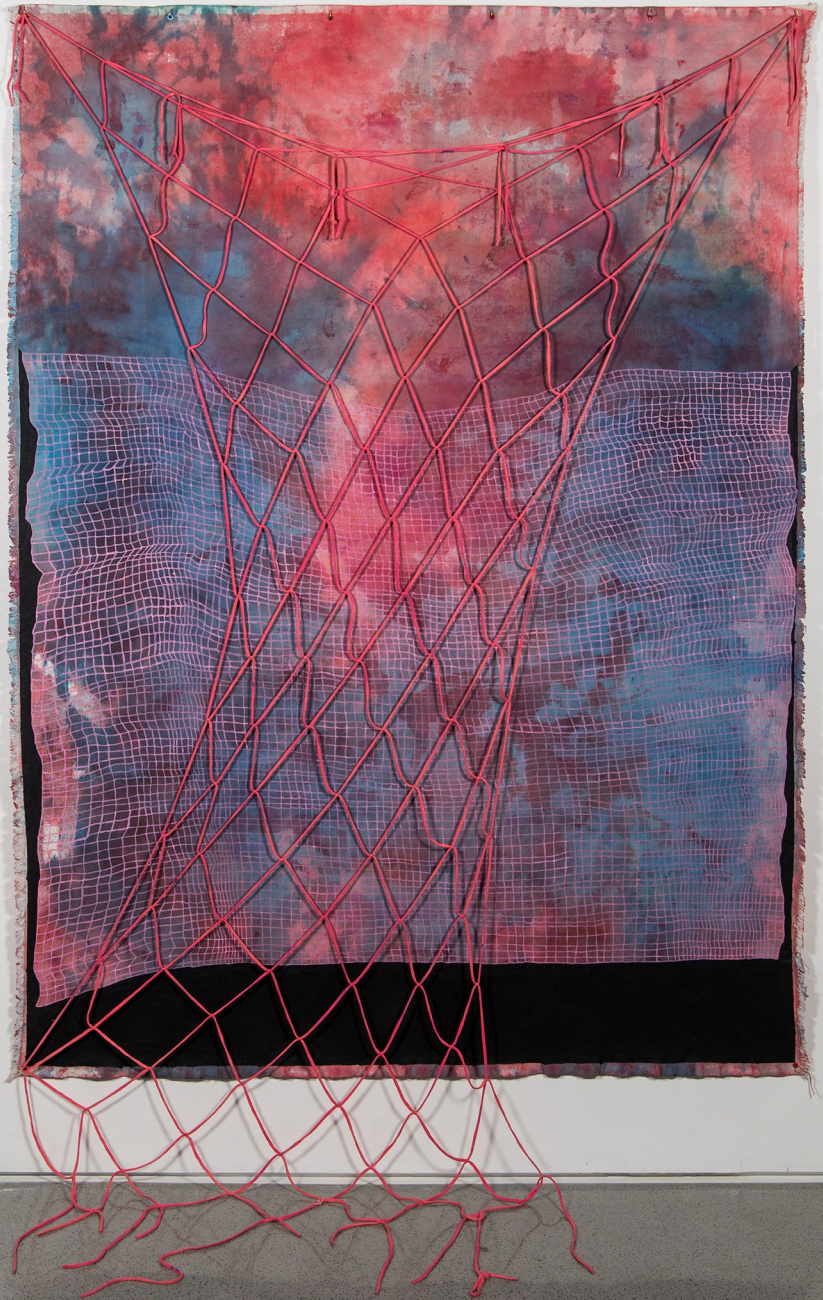
Misordered Story
144"x120"
Acrylic on Canvas,
Thread, Grommet



Misordered Story, Detail
144"x120"
Acrylic on Canvas,
Thread, Grommet



Toranj
71"x80"x25"
Acrylic on Canvas, Grommet



Bleeding into Space
70"x50"
Acrylic on Canvas,
Thread, Grommet

Collaborative Public Art Project for Bentonville Public Library

The Bentonville Public Library art Project is a collaborative and community-engagement art piece made with paintings created by library patrons and others interested in the library.

- Process:

Art kits, including markers and canvases, will be distributed during a public engagement workshop. Participants will be asked to paint their ideas about the public library. Afterward, the art pieces will be collected and given to a local artist, Ziba Rajabi, to create a woven art piece. It will then be glued on a wooden frame in the Bentonville map's shape to visually and conceptually address the region. (the image model is attached.)

An artist book will be created from scanned copies of the art submissions; several copies will be ordered for the library's collection and use; this portion of the project will also be coordinated by the Ziba Rajabi.

- Conceptual basis:

The weaving technique represents the concept of intertwining our community's ideas and thoughts about the future expansion of Bentonville Public Library. The final piece will be presented in a frame that is in the shape of the Bentonville map to visually represent the district.





PAAC Strategic Development Process

The goal of the Bentonville Public Arts Advisory Committee strategic review is to build on the Public Art Master Plan 2016-2020 and develop an updated four-year plan (2021-2025). The PAAC will conduct the review in the first half of 2021 in its monthly meetings, evaluating past work, assessing the community landscape, and inform its four-year plan.

Schedule

The review will be translated into the updated strategic plan and set of objectives in advance of the 2022 City Draft Budget compiled in July 2021.

January 12	Master Plan Core Principles, Goals and Audience
February 9	Benchmarks and programming
March 9	Feedback and collaborations
April 13	Documents review, sharing with stakeholders
May 11	Finalized plan
June 8	Submit budget recommendation for 2022

January 12, 2021: Core Principles, Goals, and Audience

Context: Shelli and Tom have gathered documents and drafted updates for the new four-year plan and developers guide. At the basis of these documents is our committee's mission, informed by our core principles, goals and (suggested new section) audience.

Objective for meeting:

1. Agree on structure for strategy development
2. Provide feedback on foundational elements for the basis of our work. Do these accurately describe our guiding principle for the next four years?

To REVIEW

- Core Principles
- Goals
- Additions
 - o Audience
 - o General Public - Everyone
 - o Future generations
 - o Young people
 - o Residents
 - o Tourists/Visitors
 - o City of Bentonville
 - o Businesses
 - o Artists
 - o Emerging
 - o Established
 - o Other?

February 9, 2021: Benchmarks and programming (draft)

Context: In order to achieve their public art goals, communities around the world have taken different approaches and implemented creative solutions. The focus of this discussion will be on some of the public arts programs and tools that could help us define “how” we achieve our goals.

Objective for meeting:

Does the PAAC want to prioritize or explore any additional tools or models in its four-year plan?

Programs

- Art Education / Outreach
- Creative placemaking
- Grants
- Alternative models for public art
- Technical Assistance

Tools

- Gift Policies
- Maintenance Funds/Trusts
- Fees
- Legislated Incentives (aimed at developers')
- RFP/Commission Frameworks
- Evaluation criteria
- Annual cycles (schedules and budgetary planning)

March 9: Feedback and Collaborations (draft)

Context: The community, local organizations, and businesses are both our audience and most important stakeholders. The support of partners has been key to the PAAC's achievement and will continue to be. It is crucial to solicit feedback on public arts initiatives, and to understand the needs/wants of the community in our planning.

Objective for meeting: Develop priorities for next four years on how to communicate with the public, raise support from partners, and gather feedback from the community.

Stakeholders

Internal

- Bentonville Parks and Recreation Department
- Community Development Department
- Visit Bentonville
- Bentonville Public Schools
- Bentonville Public Library

External

- Downtown Bentonville
- Benton County
- Crystal Bridges and the Momentary
- Local organizations e.g. OZArt, NWA Council
- Local schools e.g. Sunshine School
- Local businesses e.g. Arvest

April 13: Documents Review

Objective for meeting:

- Complete update of the Developer Art Kit and activation plan
- *Review a first version of a Gift Policy*

May 11: Final Public Art Master Plan

Objective for meeting:

Agree to measurable, actionable steps that will be taken to meet PAAC's goals

(Illustrative)

Goal	Action	Target
Build a public art collection of the highest quality to enhance Bentonville's growing art and cultural offerings.	1 – Conduct annual RFP workshop with local artists	2021
	2 – Have following year's major projects budgeted for city draft	July 2022 for FY 2023
	3 – Develop a rotating public fence or format to feature local artists on a quarterly basis	FY2024

Goal	Action	Target
Use other public and private funds to leverage current funding resources.	1 – Publish Gift Policy	2021
	2 – Annual review of Developer Art Kit with survey from participating developers	2022--
	3 – Partner with regional arts organizations on Artist Library to be able to recommend local talent for projects	2022

June 8: Budget for 2022

Objective for meeting:

Approve programs and budget ask from city for 2022 in time for the city's review process (draft budget due in July)



Public Art Master Plan 2021-2025



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.



PROJECT ZONES

Parks
Trails
Arts District
City Gateways
North Walton Corridor

SUMMARY

The Bentonville Public Art Master 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. It provides the Public Art Advisory Committee with a framework to make public art a reality. The PAAC is responsible for creating the plan then recommending it to the Mayor and City Council to ensure its implementation by encouraging City staff, other city Commissions and Boards and future councils in continued development of our 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.



CORE PRINCIPLES

- Enhance the community's visual environment
- Promote awareness of the city's social, cultural, and historical composition
- Foster diversity, equity, and inclusion
- 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.

GOALS

The PAAC will develop and nurture a public art program that will build a legacy 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.
- Use 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.
4. Acquire at least two public works of art annually.
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 publicly accessible art.
8. Hire staff dedicated to public art
9. Create an Annual Work Program based on the Public Art Master Plan

2021-22 FOCUS – Theme: **TBD – What is our “Walk/Bike/Run/Play”?**

Description	Target	Budget	Source
Support Local Art Organizations Partner with arts organizations to enable installations of more public art	Ongoing		OZ Art CACHE
TBD Text			
Developer Art Kit Activate a program to encourage developers to add public art as an amenity	Spring 2021	N/A	PAAC, City Economic Dev Team
TBD Text			

Public Arts Advisory Committee

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.

2021 PAAC Members

Citizens - Steven Baker, Grant Cottrell, Allison Glenn, Lauren Haynes, Tom Hoehn, Aaron Kohn, Jerris Palmer

Visit Bentonville - Kalene Griffith,

City of Bentonville - City Council: Tim Robinson, Parks and Recreation: David Wright, City Planning: Shelli Kerr and Danielle Semsrott



PAAC Accomplishments



Partnership and/or Temporary Installations



NuPenny's Last Stand, Randy Regier
 Ozark Topography, Ed Pennebaker
 Liquid Shard Inspired, Napoleon Dezaldivar
 Truth Booth, Cause Collective In Search of the Truth
 Grow with this Tree, Tree & Landscape Committee
 Story Walk, Bentonville Public Library

Universal Inseparability, Ben Pierce
 Guide These My Hands, D. Hatch T. Rae
 Flight, Bob Doster
 Art Feeds, Sunshine School
 Box Turtle, Private Commission



2021



Developer Art Kit

A tool kit to encourage developers to add public art as an amenity



Contents

I. About the Bentonville Public Arts Advisory Committee

II. Why public art?

III. How the PAAC can help you

1. Idea Development
2. Location Analysis
3. Permissions and Permits
4. Financing and Funding
5. Artist Selection
6. Community Engagement
7. Fabrication and Installation

IV. Getting started

V. Examples of local public art

VI. Contact us

I. About Bentonville's Public Arts Advisory Committee (PAAC)

The Mayor appointed four members to establish the first active PAAC, which began meeting in October 2007. The committee meets monthly, and has 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.

The PAAC is comprised of employees of the Town of Bentonville as well as citizens from diverse backgrounds and artistic experiences.

Mission

The PAAC envisions Bentonville with successful and engaging public spaces of distinctive character. Here 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.

Goals

The PAAC will develop and nurture a public art program that will build a legacy 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.
- Use 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.

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

Core Principles

- Enhance the community's visual environment
- Promote awareness of the city's social, cultural, and historical composition
- Foster diversity, equity, and inclusion
- Expand public knowledge of the visual arts

PAAC's Public Art Master Plan 2021-25

The Bentonville Public Art Master 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. It provides the Public Art Advisory Committee with a framework to make public art a reality. The PAAC is responsible for creating the plan then recommending it to the Mayor and City Council to ensure its implementation by encouraging City staff, other city Commissions and Boards and future councils in continued development of our 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.

II. Why public/private art?

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.



Public art projects garner interest from local business leaders, media, and community supporters. A group of 75 people attended the unveiling of one of Bentonville's PAAC projects. Local media covered the event.



Public/private art can provide a focal point for community involvement. Here a member of the PAAC is describing a one of its projects..

III. How the PAAC can help

The PAAC has purview over art in public spaces but also wants to encourage the inclusion of art in development projects from private developers. The PAAC should be looked at as a resource to help you navigate the consideration of public art as an addition to your development project and to the community at large.

There are several specific areas of the public art process that the PAAC can help you with including

1. Idea Development
2. Location Analysis
3. Permissions and Permits
4. Financing and Funding
5. Artist Selection
6. Community Engagement
7. Fabrication and Installation

Art should be an important element of a private development project. These model the same principles of a public art project. The closer that connections can be made between public and private art projects, the more powerful the impact can be. A public/private artwork can have greater impact if its design takes into account the site, its history, the traffic, the surrounding environment, and the characteristics of its setting.



The PAAC leading a site visit for artists considering responding to a request for proposal for a public art project.

Bentonville City Code already encourages art as an “amenity” of any private development project as follows:

Site Amenities. Each commercial development shall contribute to the establishment or enhancement of the community and public spaces by providing at least two (2) of the amenities listed below. Any such areas shall have direct access to the public sidewalk network and such features shall not be constructed of materials that are inferior to the principal materials of the building and landscape.

- a. Patio, seating area;
- b. Pedestrian plaza with benches;
- c. Mini park, square or green;
- d. Transit stop;
- e. Public art;
- f. Window shopping walkway;
- g. Outdoor play area;
- h. Kiosk area;
- i. Water feature;
- j. Clock tower or steeple; or
- k. Any other deliberately shaped area and/or focal feature that, in the Planning Commission’s judgment adequately enhances such development and serves as a gathering place.

IV. Getting started

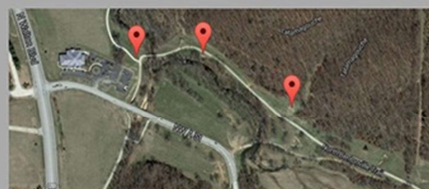
The PAAC is ready to help you enrich your development project with art. The first step is to contact the PAAC through **Shelli Kerr**, Planning Services Manager, The City of Bentonville at: skerr@bentonvillear.com, or (479) 271-6826.

From there Shelli will engage the rest of the Committee to see how we can best help you and your team with information on every aspect of your vision for art in your private space.

I. Examples of local public art projects



As of October 2014, the Bentonville Public Art Advisory Committee is pleased to present its inaugural public art initiative, Bentonville City ARt, with three sculptures installed on the North Bentonville Trail. Located along the hard surface trail within a 7-minute walk south/east of the Hidden Springs parking area, these proposed works constitute a sculpture trail intended to enhance the user experience of walkers, runners, cyclists and other guided visitors of all ages. The sculptures were selected for their ability to beautify, draw attention to, and visually augment the landscape along the trail, their potential to function as informative educational sites via signage and touring, and for their likelihood to encourage photography and sharing via social media.



SunKissed

Located at the Y trail intersection, the bright, bursting lines of Nathan S. Pierce's monumental sculpture **SunKissed**, echo the radiating spokes of the intersecting trails, and make a conspicuous splash clearly visible from North Walton Avenue, providing both a striking visual landmark for the North Trail system, and a potent branding and marketing opportunity.



Ozarks Topography, S4R9T149

Whether glowing subtly in the shade or scattering chromatic light across the surrounding landscape, Ed Pennebaker's stained block-glass sculpture **Ozarks Topography, S4R9T149** takes its inspiration from the colors and textures of the surrounding bluffs, rock formations, creeks, and the sky. By filtering and reflecting the light of the surrounding landscape, the sculpture will respond dynamically to varying weather conditions and to seasonal color shifts throughout the year.



PAC-Man

Along the trail one will encounter Craig Gray's whimsical **PAC-Man**, a seven-foot tall striding figure fashioned from native Arkansas stone. Evoking the lore and imagery of the "Arkansas Traveller," this work provides both an opportunity for historical/geological education, and a playful photo opportunity for all trail users.

Photographs: Thomas J. Hoehn, PAAC



Always a Pupil - Amanda Willshire

One of seven works in the "Tunnel Vision Project" by the Bentonville Public Arts Advisory Committee

Located at the entrance of the North Walton Boulevard Trail tunnel.

This work is made from pieces of beverage cans, bicycle reflectors, and bottle caps.

Installed October 2016



Aura Activity - Joann Lacey & Eric Williams

This mural is one of seven works in the "Tunnel Vision Project" by the Bentonville Public Art Advisory Committee

Located at the entrance of the South Walton Boulevard Trail tunnel.

Installed October 2016





Open Heart by Matthew Duffy. Southwest Bentonville in the roundabout at Bright Rd and Gator Blvd.



Universal Inseparability by Ben Pierce. Intersection of NW A Street and Tiger Blvd

V. Contact Us

The Committee is available to meet on an individual basis to consider projects that you have under development and to explore options with you on how art can be incorporated, sourced, and more!

For questions please do not hesitate to contact us.

Shelli Kerr

Planning Services Manager, The City of Bentonville
skerr@bentonvillear.com
(479) 271-6826

Thomas Hoehn

PAAC Chair
tomhoehn00@gmail.com

Aaron Kohn

PAAC member
apkohn@gmail.com