

Public Art Advisory Committee Meeting

February 9, 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
Grant Cottrell

Ex Officio

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

Staff

Shellie Kerr
David Wright
Danielle Semsrott
Josh Stacey

1. Call meeting to order *Tom Hoehn*
2. Introductions *Shellie Kerr*
3. Approve minutes from January meeting * *Tom Hoehn*

PROPOSALS

4. Library Outdoor Mural * *Hadi Dudley*
5. Mull it Over * *Shellie Kerr*

STRATEGIC PLANNING

6. Master Plan * *Tom Hoehn*
Aaron Kohn

PROJECT UPDATES

7. Guide, These, My Hands *Shellie Kerr*

OTHER BUSINESS

8. Other business
9. Adjournment *Tom Hoehn*

* Attachment

Public Art Advisory Committee Meeting

January 12, 2020

12:00 p.m.

Zoom Meeting



MINUTES

Attendance

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

Guests: Hadi Dudley, Library Director and Ziba Rajabi, artist

1. Call Meeting to Order. Chairperson Tom Hoehn called the meeting to order at 12:01.

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

Steven made a motion to approve the December 2020 minutes. Aaron seconded the motion. All in favor; motion passed 5-0.

PROPOSALS

3. Library Artwork. Hadi Dudley, Bentonville Public Library Director, presented the artwork associated with the library expansion study. As part of the public engagement process, they developed a public art component to engage citizens in a collaborative art piece. 80 art kits were distributed to all ages and abilities. Artist Ziba Rajabi described how she compiled the artwork received into an art book and then cut strips from the original pieces to weave them together into the shape of the Bentonville city limits. The artwork will be installed above the fireplace in the library.

Lauren made a motion to approve the library artwork. Jerris seconded the motion. All in favor; motion passed 5-0.

STRATEGIC PLANNING

4. Consensus on Master Plan process. Aaron shared an outline for proceeding with the Public Art Master Plan that identified discussion topics for each PAAC meeting through June. He also discussed a possible need for establishing a gift policy. The goal is to end up with a five-year strategic plan.

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

Lauren asked about the adoption process. Shelli indicated that the last public art plan had not been officially presented and adopted by City Council, but that she will bring it through that process if the committee chooses to do so.

5. Consensus on principles and goals for Public Art Master Plan. Tom presented a revised draft of the plan prepared in 2016. Regarding the core principles, Lauren asked if they are aspirational or actually what will be done. Shelli described when they were originally discussed, the intent was that these would be the guidelines

used when artwork was proposed. Several pointed out that a proposal may not meet all four principles. These are the additional comments and discussions around the core principles:

- Should the goals be measurable or maybe the strategies?
- Do these goals meet the principles?
- Possible change to first one with "visual" to "creative." The committee wanted to keep "visual."
- Is "foster" the right word for the diversity, equity and inclusion principle?
- Place diversity, equity and inclusion principle at the top.
- Regarding expanding public knowledge, consider: "level the playing field for arts accessibility." Maybe something more along the lines of expand access to the visual arts to get people excited and energized about public art.

Tom and Aaron will wordsmith the principles based on these comments and send out for review via email prior to the next meeting.

Some members indicated maybe the goals and strategies overlap too much. Maybe only one is needed. Or even combining the goals and the core principles.

- 6. Review Developer's Art Kit.** Due to time limitations, Tom introduced the kit and suggested continued discussion in the future on how to get developers to choose public art as one of their site amenities.

PROJECT UPDATES

- 7. Guide, These My Hands.** Shelli said that the artists are in the fabrication stage. She will reach out before the next meeting to see how it is coming along and when they anticipate installation.
- 8. Almost Forgotten Osage Prairie.** Danielle reported that the artwork has been installed and that an unveiling will take place in the spring when the plants have had an opportunity to grow and bloom.

OTHER

9. Other business.

- Shelli reported that Tim is no longer the representative from City Council. The Mayor will be appointing one of the new members, Holly Hook or Gayatri Agnew, to the committee.
- Shelli noted that a new member is being appointed at City Council tonight, Grant Cottrell. Tom asked about the selection process. Shelli stated that the Mayor is working on establishing a new process for committee appointments and that staff is following the draft of that policy. The committee suggested that someone from the committee should be involved in the selection process.
- Kalene provided an update on the public art map that will be printed as a booklet. Jerris asked if there was any specific category of nighttime artwork, those that are lighted. Kalene said they do have neon highlighted, but haven't created a separate nighttime category.
- David provided a timeline on the promenade construction. He anticipates approximately 14 months for design and then a year for construction. They are working around several developments taking place in the immediate area. He believes some construction could begin by fall 2022 but likely 2023 when most activity will start. Aaron wants to ensure that art stays part of the discussion as these projects move forward.

10. Adjournment.

Tom made a motion to adjourn, Aaron seconded. Motion approved, 5-0. Meeting adjourned at 1:15 p.m.

From: noreply@civicplus.com
To: [Shelli Kerr](#)
Subject: Online Form Submittal: Public Art Proposal
Date: Tuesday, February 2, 2021 10:45:34 AM

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	2/2/2021
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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 South Main
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City	Bentonville
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State	Arkansas
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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	Various: community participants
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Address	<i>Field not completed.</i>
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City	<i>Field not completed.</i>
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State	<i>Field not completed.</i>
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Zip Code	<i>Field not completed.</i>
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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>
For Collaborative Proposals: <i>Please use this section to provide information for partnering artists.</i>	
Name	Ziba Rajabi
Address	1221 W Mount Comfort Road, Apt 303
City	Fayetteville
State	AR
Zip Code	72703
Email Address	zibarajabi@gmail.com
Phone Number	479-271-3499
Upload artist resume/CV	Ziba Rajabi-CV (4).pdf
Artist portfolio	Rajabi_Bani Adam_.pdf
Artist website (if available)	<i>Field not completed.</i>
ARTWORK DETAILS	
Title of artwork	This Is Your Public Library: A Community Collage
Medium	Color print on vinyl + adhesive
Location	405 S Main Street
Height	2.5 FT H
Width and depth	20 FT L
Description of artwork	see attachment

Upload narrative	<i>Field not completed.</i>
Upload image of proposed artwork	This Is Your Public Library-community collage.pdf
INSTALLATION AND MAINTENANCE	
Is the proposal for temporary or permanent display?	Temporary
If temporary, what is the requested display period?	2 years
Is the artwork already complete?	No
If artwork is complete, is it currently on display?	No
If artwork is currently on display, when will it be available?	<i>Field not completed.</i>
If artwork is not complete, how much time is needed for fabrication?	None - artwork is ready for installation
Is the artwork best suited for indoor or outdoor display?	Outdoor
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>
Does the artwork require access to electricity?	No
Does the artwork	No

require access to
water?

What is the life
expectancy of the
artwork? 1-2 years

Are there any special
maintenance needs for
this artwork? No

If yes, describe
ongoing maintenance
needs. *Field not completed.*

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 *Field not completed.*

Purchase price 0

Delivery and
installation cost *Field not completed.*

Total budget for
permanent display *Field not completed.*

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 *Field not completed.*

Annual lease amount *Field not completed.*

Annual insurance cost *Field not completed.*

Total annual cost *Field not completed.*

Installation cost *Field not completed.*

Deinstallation cost *Field not completed.*

Total cost *Field not completed.*

Purchase price *Field not completed.*

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.](#)

This Is Your Public Library: A Community Collage

Mock-up designed by artist Ziba Rajabi, in collaboration with Bentonville Public Library using art submitted by community members.



About BPL's Community Art Project

Bentonville Public Library's community art project was a creative engagement tool to gather feedback for the library's Needs Assessment study in November 2020. Artwork was submitted by local residents of all abilities – kids, teens and adults – that creatively portrayed their vision and what they imagine for our public library.

Eighty art kits containing archival paper and a calligraphy marker set were distributed; the following prompt was printed on the art kit:

This is Your Public Library

BPL & MSR Design invite you to get creative!

Offer your artistic interpretation of how Bentonville Public Library impacts your life.

What words, images or ideas best represent your idea of a great public library?

Dream Big. Draw a Picture. Share Your Story.

A companion piece to "This Is Your Public Library" - fun, colorful and inspiring pieces are displayed (in full) in the collage as a tribute to those who shared their creativity with BPL. The artworks overlap to symbolize connection, collaboration and community, much like the woven pattern in the finished piece.

The submittals are published (in full) in another format, a full color book entitled, *This Is Your Public Library: A Community Artist Book*. Copies of the book will soon be available for patron checkout at Bentonville Public Library.

The artworks were cut into strips and woven together in the shape of Bentonville by Ziba Rajabi, approved by the Public Arts Advisory Committee on January 12, 2021 and City Council on January 26, 2021 with Resolution 1-26-21A. Installation in the library's fireplace room is pending.

Installation Details

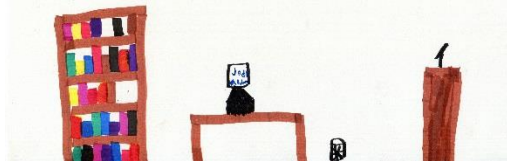
- Dimensions: 2.5 FT high x 20 FT long
- Medium: Color print on vinyl, affixed to exterior brick wall with adhesive
- Location: Exterior brick wall, visible from the street, and upon entry into Bentonville Public Library
- Duration: Temporary, approx. 1-2 years – timeframe based on library needs and material condition
- BPL will monitor the condition of the material; when fading or wear and tear begin to occur, the vinyl will be removed
- BPL will contract with a local print company for printing and installation, directly after final approval from the City of Bentonville



Sample Artworks

Artwork was submitted by local residents of all abilities – kids, teens and adults.

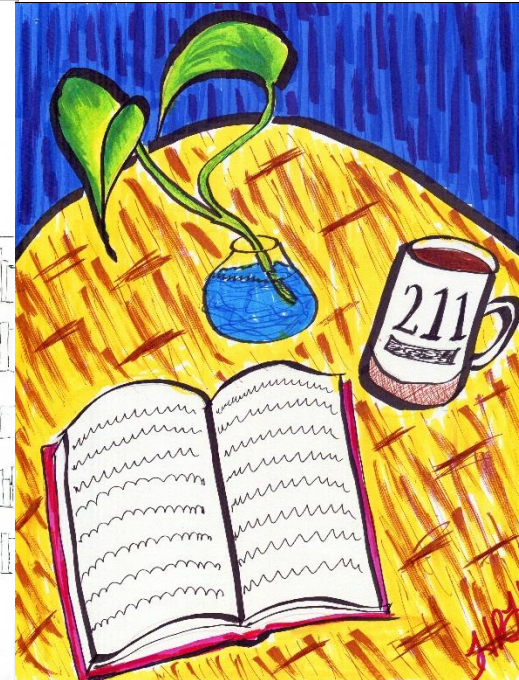
The words that represent my ideas of a great library is the Bentonville Public Library. Sam



Idea for
LIBRARY!



FUN helpful FRIENDLY
★ COLORFUL Cozy
Educational KIND
CREATIVITY IMAGINE
hospitable ♥



From: noreply@civicplus.com
To: [Shelli Kerr](#)
Subject: Online Form Submittal: Public Art Proposal
Date: Thursday, February 4, 2021 12:40:20 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	2/4/2021
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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	Elizabeth Miller
Title	Art Collection Manager
Organization Name	OZ Art, LLC
Street Address	110 NW Second Street
City	Bentonville
State	AR
Zip Code	72712
Email Address	emiller@weimail.com
Phone Number	4796162375

ARTIST INFORMATION

Name	Nina Chanel Abney
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)	https://ninachanel.com/
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	Mull it Over
Medium	paint
Location	on Razorback Greenway at the base of existing mural located at approximately 700 SE 5th St
Height	0
Width and depth	510" x width of trail
Description of artwork	Artist painted the adjacent wall in 2020. This would be an

extension of the artwork onto the trail. Mockup of final product is attached.

Upload narrative

[Abney Project Brief.docx](#)

Upload image of proposed artwork

[Nina Chanel Abney trail mockup.jpeg](#)

INSTALLATION AND MAINTENANCE

Is the proposal for temporary or permanent display?

Temporary

If temporary, what is the requested display period?

3 years or more

Is the artwork already complete?

No

If artwork is complete, is it currently on display?

No

If artwork is currently on display, when will it be available?

Field not completed.

If artwork is not complete, how much time is needed for fabrication?

3-6 months

Is the artwork best suited for indoor or outdoor display?

Outdoor

Is a foundation required to install the artwork?

No

If a foundation is required, indicate the size and shape needed.

Field not completed.

Does the artwork require access to electricity?

No

Does the artwork require access to water?	No
What is the life expectancy of the artwork?	3-6 years
Are there any special maintenance needs for this artwork?	No
If yes, describe ongoing maintenance needs.	<i>Field not completed.</i>
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>
Purchase price	0
Delivery and installation cost	0
Total budget for permanent display	0
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>
Annual lease amount	0
Annual insurance cost	0
Total annual cost	0
Installation cost	0
Deinstallation cost	0
Total cost	0

Purchase price	0
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Can the lease amount be credited to the purchase price?	Not applicable
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FUNDING

What is the planned funding for this proposal?	Private funding
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Is the artwork a donation to the City of Bentonville?	No
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Email not displaying correctly? [View it in your browser.](#)

In 2020 OZ Art, in partnership with JustKids and the Unexpected mounted the statewide mural project Arkanvas where we installed 13 murals across the state in a 2 month period (www.arkanvas.com). Five of these artworks were in Bentonville. One of these artworks was targeted to be visible to those who use the Razorback Greenway, the idea being to add a further draw to use the already thriving trail. This artwork is located at approximately 700 SE 5th St., facing the Greenway and is by world renowned artist Nina Chanel Abney. The Artist included in her plans the idea to extend the artwork down onto the trail. Given our timeline in 2020, we were unable to address this portion of her proposal, but now, as we enter spring, we were hoping to revisit.

The design is quite simple, though would likely require the trail be re-routed to 5th street for the period of one week while the artwork is painted. We would plan to use [Colortop base](#) for the paint with an the [Shark Grip](#) additive to make the surface slip resistant. These are the same products we used to paint the basketball courts in Pine Bluff. OZ Art would pay for all costs associated with the artwork.



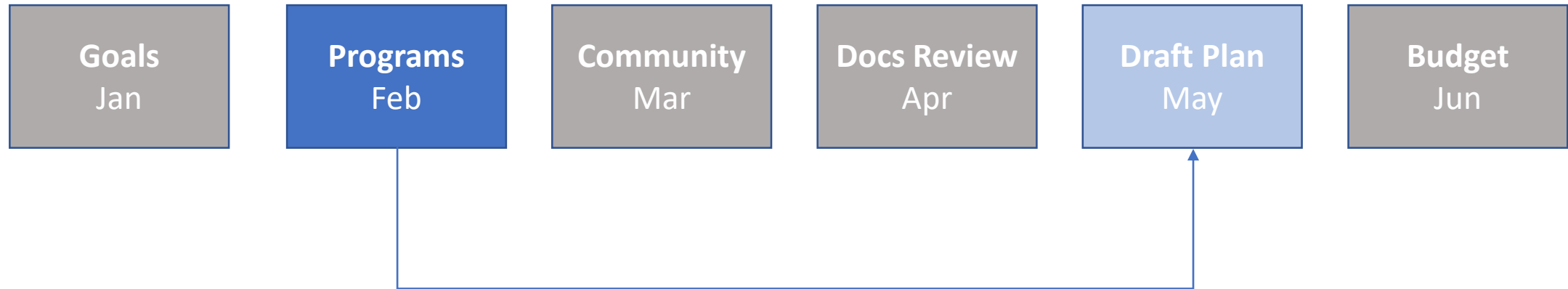


Core Principles

- Foster diversity, equity, and inclusion
- Enhance the community's visual environment
- Promote awareness of the city's social, cultural, and historical composition
- Increase excitement, access, and engagement with public art

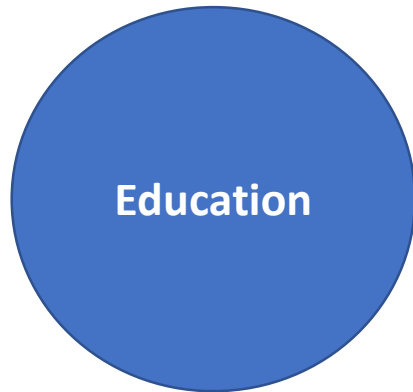
Roadmap | Strategic Planning

Between now and May, brainstorm, review concepts, and decide on programming we want to enact.



Benchmarks | Programming in cities worldwide

What would be relevant and useful in Bentonville?



Education

Are there communities that do not have access to our public arts program?

Outreach Programs

Schools, Library, Community Centers

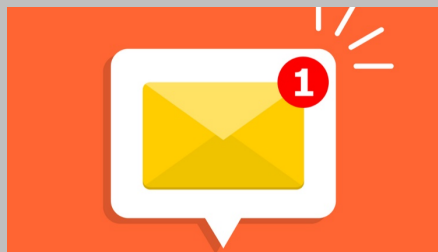
Art Feeds, Mural
by students at
Sunshine School



Glow, painted by
Ignite students



Communications
*Hint: for March
Agenda**



Convening

Parent/teacher guide for public art

The Art of Words

"LOVE" (1976)
By artist Robert Indiana
Love Park
15th Street &
JFK Boulevard

MUSEUM
WITHOUT WALLS™ AUDIO
(STOP #1)

Philadelphia is known as the "City of Brotherly Love," so artist Robert Indiana's "LOVE" sculpture seems right at home here in "LOVE Park." But did you know that Philadelphia isn't the only city with a "LOVE" sculpture? Robert Indiana's "LOVE" sculptures can be found all over the world, even in other languages! The artist also made similar sculptures with the words "EAT," "HOPE," and "INDIANA."

Find It! Find the following clues in the wordsearch!

PHILLY	G M K V P Y F E D
LOVE	X Z D O L I G R L
SCULPTURE	A P G L X N O O Z
ART	V W I A K D Q B L
ROBERT	T H W A M I B E O
INDIANA	P C M N A A F R V
	V L X X R N P T E
	B T Z B T A V W H
	S C U L P T U R E

Draw it! Create your own word sculpture. Choose your own special word (your name, a place, a feeling, a thing) and stack up the letters on the pedestal in the park below!

The name of my park is:

- Association for Public Art "[Fun Guide](#)"
- Bike Tours / Guided tours

Art
(Collection)

What concepts can help grow our impact?

Outdoor Art

Sculptures, Murals, Installations

RFPs



Commissions



Gifts



Misc/Private



Concepts

Annual RFP

Framework for new
park/city feature

Review Process/Policy for
Private Art facing Public Space

Portable Material
to take to Events

Residencies

Gift Policy

Outdoor "Gallery"

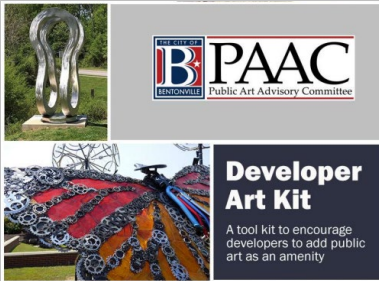
Collection in City Buildings

Maintenance Fund

Placemaking

Should we consider exploring a Percent for Art policy?

Creative Review Developer Guide



Municipal Code
“Large-Scale
Development Design
Standards”

[Link](#)

Creative Economies Economic Impact

Arts
Attractions

Practicing
Artists

Arts
Organizations

2015 Economic Impact in NWA: \$131M

[Link](#)

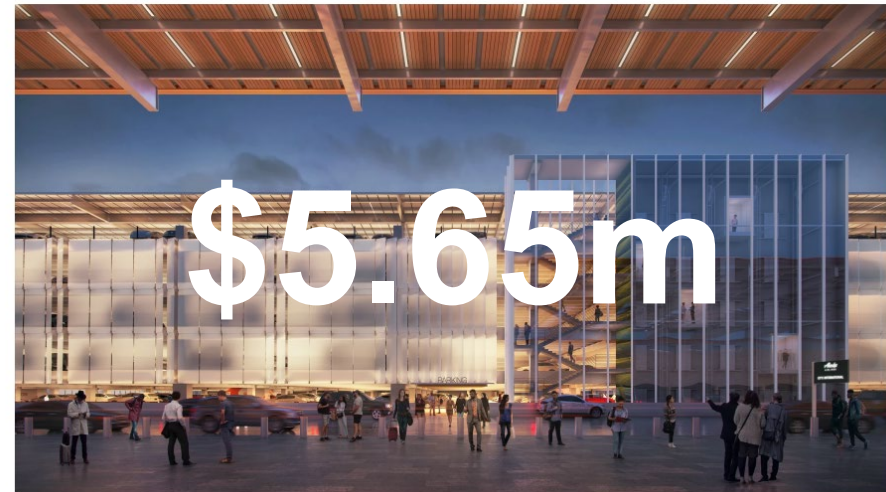
Percent for Art *Examples*

Memphis – 1% City Capex

Nashville – 1% Large-Scale Private Developments

Panelists 'In The Thick Of Judging' For Largest Public Art Project In Kansas City's History

KCUR | By [Laura Spencer](#)
Published January 11, 2021 at 3:00 AM CST



Courtesy Build KCI



Public Art Master Plan 2021-2024



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

- Foster diversity, equity, and inclusion
- Enhance the community's visual environment
- Promote awareness of the city's social, cultural, and historical composition
- Increase excitement, access, and engagement with public art



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 public and private partnerships to support expansion
- Integrate art into all public and private developments
- Involve the community in all aspects of the public art program
- Improve accessibility with expanded 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: Gayatri Agnew, 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

