

## Public Art Advisory Committee Meeting

May 11, 2021

12:00 p.m.

Zoom

Contact [skerr@bentonville.com](mailto:skerr@bentonville.com) to request participation via Zoom.



## AGENDA

### Members

Tom Hoehn, Chair  
Aaron Kohn  
Jerris Palmer  
Steven Baker  
Grant Cottrell

### Ex Officio

Gayatri Agnew  
(City Council)  
Kalene Griffith  
(Visit Bentonville)

### Staff

Shelli Kerr  
David Wright  
Danielle Semsrott  
Josh Stacey

1. Call meeting to order *Tom Hoehn*
2. Welcome new members *Tom Hoehn*
3. Approve minutes from April meeting \* *Tom Hoehn*

### PROPOSALS

4. None received

### PROJECT UPDATES

5. *Almost Forgotten Osage Prairie* Awareness *Tom Hoehn*
6. *Guide These, My Hands* Condition Update *Shelli Kerr*
7. Cricket Pitch Display Site *Josh Stacey*
8. Strategic Planning \* *Tom Hoehn*  
*Aaron Kohn*
9. Developer's Art Kit \* *Tom Hoehn*

### OTHER BUSINESS

10. OZArt Mural Ride *Tom Hoehn*
11. Adjournment *Tom Hoehn*

\* Attachment

## Public Art Advisory Committee Meeting

April 13, 2021

12:00 p.m.

Zoom Meeting



## MINUTES

### Attendance

| Voting Members   |                 | Ex Officio             | Staff             |
|------------------|-----------------|------------------------|-------------------|
| ✓ Aaron Kohn     |                 | ✓ Gayatri Agnew        | ✓ Shelli Kerr     |
| ✓ Grant Cottrell | ✓ Lauren Haynes | ✓ Kalene Griffith (VB) | ✓ David Wright    |
| ✓ Jerris Palmer  | ✓ Steven Baker  |                        | Danielle Semsrott |
| ✓ Tom Hoehn      |                 |                        | ✓ Josh Stacey     |

Guest: Ali Worley, City of Bentonville Animal Shelter Manager

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

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

*Tom made a motion to approve the March 2021 minutes. Aaron seconded the motion. All in favor; motion passed 6-0.*

### PROPOSALS

**3. None Received.**

### STRATEGIC PLANNING

**4. Master Plan.**

- Aaron will send out an updated master plan draft and the developer's kit for review before the May meeting.
- The committee discussed pulling together a theme of inclusion, local artists and focusing on a sense of place.
- David brought up that the Cricket Pitch Court at 28<sup>th</sup> Street Park is ready to start planning for artwork.
- They liked the idea of something iconic, like "You Belong Here" at The Momentary.
- Lauren cautioned about limiting it to local artists if we want diversity, may need to reach out beyond NWA.
- Consider partnerships with other organizations, such as Boys and Girls Club, Sunshine School, particularly as it relates to the youth and educating the public about art. Look at a project that is interactive.
- The Biking Art Tour was a good project, but required a fee and participation was limited. How do we do something like this and increase awareness of our public art?
- What is a good way to share the stories of the art we have in Bentonville?
- Grant suggested something similar to the pamphlets and websites setup for the Fort Smith Mural projects.
- Consider a partnership with the library for art-related books, readings and programs.
- Kalene reported that the booklet of all the public art will be published next month, but that the website has additional information, including bios and backstories on the projects. She is also making sure that our art is in the state database.

## PROJECT UPDATES

5. **Almost Forgotten Osage Prairie.** Josh provided a photo of the artwork and reported that landscaping has been installed.

## OTHER

6. **Resignations and Appointments.** Shelli report that Lauren had turned in her resignation. Members thanked Lauren for her service and insight on the committee. She will still be in Bentonville until July and is happy to help or answer questions until she moves. That leaves two open positions for which they have received six applications. Shelli, Tom and Josh are conducting interviews this week.
7. **Condition of *Guide These, My Hands*.** Tom shared photos of the artwork the day of installation and a few days ago. The material is fading and the wind is causing the ruffles to fray and get pushed behind the bars. The committee agreed that Tom and Shelli would reach out to the artists to discuss and get their feedback on how it can be improved to weather the outdoor environment.
8. **Social Media and Hashtag.** Grant suggested selecting a hashtag to identify our public art projects. The committee agreed on #BentonvillePublicArt. This can serves as a means of increasing awareness and activating art pieces. Consider adding it to signage, website, brochures and city newsletter.
9. **Idea.** Shelli suggested each month the committee highlight an artwork with information about the piece, when it was installed, why it was selected, the background and information about the artists. The committee liked the idea and Shelli said she would start working on it to post on social media.

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Tom summarized the action steps:

- a. Review the master plan information and develop ideas/ strategies for this year's funding of \$25,000.
- b. Tom and Shelli to reach out to Traci Rae Manos and Danielle Hatch about condition of *Guide These, My Hands*.
- c. Start promoting #BentonvillePublicArt.
- d. Shelli to work on plan for monthly artwork spotlight.

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## Adjournment.

*Grant made a motion to adjourn, Aaron seconded. Motion approved, 6-0. Meeting adjourned at 12:50 p.m.*

# 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.

### **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

### **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

## PAAC's Public Art Master Plan 2021-24

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

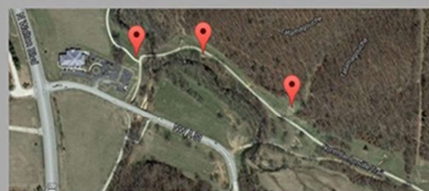
The PAAC is ready to help you enrich your development project with art. The first step is to contact the PAAC through **Shelli Kerr**, Planning Services Manager, The City of Bentonville at: [skerr@bentonvillear.com](mailto:skerr@bentonvillear.com), or (479) 271-6826.

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



# 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...

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## 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: *This place – Welcoming. Belonging.*

| Description                                                                                                                                                                                                                                    | Target                | Committee Champion | Partners                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|--------------------|--------------------------------------------------------------------------|
| <b>2021 Installations</b> <ul style="list-style-type: none"><li>Partner with Department of Parks and Recreation to commission a work for the new Cricket Pitch upcoming 8<sup>th</sup> Street Gateway Park</li><li>Second Work – TBD</li></ul> | YE 2021               | All                | 2021 PAAC budget up to \$25K                                             |
| <b>Support Local Art Organizations</b><br>Partner with arts organizations to enable installations of more public art                                                                                                                           | Ongoing               | Allison            | OZ Art, CACHE, B&GC, Ignite, School District, Crystal Bridges, Momentary |
| <b>Developer Art Kit</b><br>Activate a program to encourage developers to add public art as an amenity                                                                                                                                         | Spring 2021           | Tom                | PAAC, City Economic Dev Team                                             |
| <b>Hashtag Activation</b><br>Activate #BentonvillePublicArt using city social channels, signage, and communications. Monthly spotlight series. Encourage others to use                                                                         | Spring 2021 - Ongoing | Grant              | OZ Art, Visit Bentonville, Chamber of Commerce                           |
| <b>Beyond 2021</b><br>Plan for expanded funding, securing a full time City position, maintenance, greater public engagement                                                                                                                    | 2022-2024             | All                | City and partner organizations, grants                                   |

## 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, Allyson Esposito, Kaitlin Garcia-Maestas, Tom Hoehn, Aaron Kohn, Jerris Palmer

**Visit Bentonville** - Kalene Griffith

**City of Bentonville** - City Council: Gayatri Agnew, Parks and Recreation: David Wright and Josh Stacey, 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. Manos  
 Flight, Bob Doster  
 Art Feeds, Sunshine School  
 Box Turtle, Private Commission

