

Public Art Advisory Committee Meeting

September 14, 2021

12:00 p.m.

Zoom

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



AGENDA

Members

Tom Hoehn, Chair
Steven Baker
Grant Cottrell
Allyson Esposito
Kaitlyn Garcia-Maestes
Aaron Kohn
Jerris Palmer

Ex Officio

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

Staff

Shelli Kerr
David Wright
Josh Stacey

1. Call meeting to order *Tom*

2. Approve minutes - June and July meetings * *Tom*

PROPOSALS

3. Slaughter Pen Artwork * *Tom*

4. Creative Brief for Lettering Project * *Tom*

PROJECT UPDATES

5. Marketing Strategy * *Kalene*

6. PAAC logo redesign * *Grant*

7. *Guide These, My Hands* Condition *Shelli*

8. Strategic Plan Promotion *Tom*

OTHER BUSINESS

9. Membership Terms * *Shelli*

10. Adjournment *Tom*

* Attachment

Public Art Advisory Committee Meeting

June 8, 2021

12:00 p.m.

Zoom Meeting



MINUTES

Attendance

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

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

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

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

PROPOSALS

3. **Translation Artwork.** Shelli reported a concept that came out of listening sessions as part of Bentonville Together Diversity, Equity and Inclusion initiative. The recommendation was to have a piece of art that said "welcome" in a variety of languages. A goal would be to unveil this at the event scheduled for August 21st. There is no set budget or location for the project.

Tom said this had been done in many places and the goal would be to make it unique. Kalene suggested concrete letters of the city with artwork on the sides prepared by people from different places that represents where they came from. They like the idea of a piece that fits into DEI and engages diversified artists.

Action: They agreed to hold on this recommendation until they complete the Strategic Plan.

PROJECT UPDATES

5. **Almost Forgotten Osage Prairie Awareness.** Tom reported there will be an article in the newspaper this weekend and Shelli shared the webpage dedicated to this artwork.

Action: Shelli will promote on the city's social media outlets.

6. **Guide These, My Hands Condition Update.** Shelli reported that Danielle Hatch, the artist, indicated the cost to purchase the correct fabric is \$690. This does not include the time and labor for hand sewing the poem again. Grant asked if the artists support shifting the placement; which the artists indicated could be done. Jerris suggested a water repellant spray and boning in the hem. The committee would like details on the proposed material and need some reassurance that it would hold up better than the current material. Steven agreed the piece needed to be replaced or removed because of its condition. Aaron stated that it is not the committee's responsibility to correct an artwork and that this is a good learning opportunity. Gayatri asked if the committee has done this before. It has been done on a few pieces with funding from Visit Bentonville but

none from the PAAC's budget. Allyson suggested that situations like this warrant adoption of policies for maintenance of both temporary and permanent pieces.

Action: Tom made a motion to request the artists test the new material with one row for a few weeks to see how the piece is holding up and revisit the option to fund purchase of new material at that time. Grant seconded the motion. All in favor, motion passed 6-0.

- 7. Cricket Pitch Display Site.** David shared plans for the 28th Street Park, stating that they have been able to combine the park project with the necessary road projects which will reduce construction costs. The project should be under construction in 90-100 days, with a maximum 18 month build-out. An art installation could be in early 2023. There will be signage and landscaping. Aaron suggested that this provides a good context and another example for needed policies on how to approach opportunities such as this. He and Allyson will work on these.

David identified three possible art display locations: (1) the intersection, (2) the roundabout, or (3) near the cricket pitch, with the cricket pitch probably be the most visual and interactive. The committee likes the idea of having an art piece that tells the story of cricket, with it being the origins of baseball.

Action: The committee will continue to look at this site as a possible project as they work to develop the strategic plan.

- 8. Strategic Plan Survey Results.** Shelli shared preliminary results of the prioritization survey for the Strategic Public Art Master Plan. The top goal was to *"Build a public art collection of the highest quality to enhance Bentonville's growing art and cultural offerings."* She indicated that involvement with the programming of the square could present a challenge since the city does not own it. Allyson suggested maybe there are other ways to be involved that are not site specific and engage a storytelling approach.

Shelli also reported that in the top three goals was to *"Involve the community in all aspects of the public art program."* However, there are no specific tasks/strategies under that topic and that it may be best to combine it with either *"Improve accessibility with expanded interpretive and educational materials"* or *"Improve awareness and celebrate public art in Bentonville."*

Gayatri suggested finding a few approaches to gathering public feedback on the plan. Consider setting up at the July 2nd First Friday. This public involvement provides additional support for the plan. Allyson reported that CACHE has recently completed a public opinion study on art in the region that she can share.

Action: Shelli and Tom will work on identifying opportunities to gather public feedback on the plan.

OTHER

Adjournment.

Meeting adjourned at 1:03 p.m.

Public Art Advisory Committee Meeting

July 13, 2021

12:00 p.m.

Zoom Meeting



MINUTES

Attendance

Voting Members		Ex Officio	Staff
Aaron Kohn	✓ Kaitlin Garcia-Maestes	✓ Gayatri Agnew	✓ Shelli Kerr
Grant Cottrell	Allyson Esposito	✓ Kalene Griffith (VB)	David Wright
Jerris Palmer	✓ Steven Baker		✓ Josh Stacey
✓ Tom Hoehn			

1. **Call Meeting to Order.** Chairperson Tom Hoehn called the meeting to order at 12:06 pm, noting that there is not a quorum so no items will be voted upon.
2. **Minutes from June meeting.** With no quorum, this item is tabled to the August meeting.

PROPOSALS

3. **None.**

PROJECT UPDATES

4. **Guide These, My Hands Condition Update.** No update provided from artists. Shelli will forward any updates as they come in.
5. **Strategic Plan Priorities.** Shelli shared the final results of the prioritization survey for the Strategic Public Art Master Plan. She explained that the names listed under the "Assignments" are those who expressed an interest in working on that particular task. There were two tasks without anyone assigned, so those task were revised.

The task (2.g) to hire a marketing firm was revised to "develop a marketing strategy for promoting new art installations." Kalene agreed to share what Visit Bentonville is doing to promote art as well as recommendations for moving forward. Shelli will add Kalene to the "Assignments" column for this item.

The task (4.e) to seek legislation for 1% public art funding was revised to "Seek additional funding options to leverage the city budget for public art."

Action: Kalene will present past and future efforts for public art marketing and promotion at the August meeting.

Tom will pull the presented priority list into the strategic plan document.

OTHER BUSINESS

6. **Public Engagement.** Tom is asking for volunteers to assist with gathering public input at the August 6th First Friday. Shelli has reserved a booth. The hours are from 3 to 9 and she will set up a sign-up genius to take 2 hours shifts. Shelli will set up the Community Development Tent and have a chalkboard and chalk for people write their answer to the question: "What does public art mean to you?" Kaitlin and Gayatri are not available,

but Tom, Shelli and Steven are. Kalene suggested to consider a video backdrop since it's the week of the film festival.

Action. Shelli will send out a sign-up genius to schedule volunteers for First Friday.

7. **2021 Project.** The committee discussed the idea of "Bentonville Letters" as the next project. A few locations included the property between city hall and the DAC, The Commons amphitheater, Gateway Park, the north gateway into Bentonville, and the Bark Park. A downtown location may not be the best because of all of the construction as well as the development of the quilt of parks. Kalene suggested commissioning would be the fastest approach and Kaitlin liked the RFP approach to get a variety of designs. Shelli indicated that if we got a signed agreement and first invoice by mid-November, the project can roll-over to the next year. However, rolling it over without a project started would be a different request. Suggestions about the design included it being interactive (particularly for photos), accessible, use a graphic designer for the concept and then work with a fabricator, and to consider mobility.

Actions: Tom and Kaitlin will work on a creative brief to describe the project to begin reaching out to local graphic designers. In the meantime, committee members should be looking around the community for potential locations.

Shelli will ask about rolling over funding into 2022.

8. Tom reported that Grant is working on a revision to the PAAC logo and a marketing plan for the hashtag.

Adjournment.

Meeting adjourned at 12:45 p.m.

From: noreply@civicplus.com
To: [Shelli Kerr](#)
Subject: Online Form Submittal: Public Art Proposal
Date: Monday, September 13, 2021 10:34:16 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	9/13/2021
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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	JT Geren
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Title	Marketing Manager
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Organization Name	Runway Group
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Street Address	125 W Central Ave
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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	jtgeren@runwaynwa.com
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Phone Number	770-367-8523
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ARTIST INFORMATION

Name	Runway Group
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Address	125 W Central Ave
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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	jtgeren@runwaynwa.com
Phone Number	7703678523
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	<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	Mountain Biking Capital of the World
Medium	Iron, Steel, Paint
Location	Slaughter Pen
Height	20 feet
Width and depth	40 feet
Description of artwork	A shipping container with a large globe on top. This piece of work will be a signal to all that they are in the heart of the Mountain

Biking Capital of the World. (see attachment)

Upload narrative	<i>Field not completed.</i>
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Upload image of proposed artwork	CONTAINER BRIDGE_V3.png
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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?	3-6 months
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Is the artwork best suited for indoor or outdoor display?	Outdoor
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Is a foundation required to install the artwork?	No
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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 require access to water?	No
What is the life expectancy of the artwork?	11 or more 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	<i>Field not completed.</i>
Delivery and installation cost	<i>Field not completed.</i>
Total budget for permanent display	<i>Field not completed.</i>
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	<i>Field not completed.</i>
Annual insurance cost	<i>Field not completed.</i>
Total annual cost	<i>Field not completed.</i>
Installation cost	<i>Field not completed.</i>
Deinstallation cost	<i>Field not completed.</i>
Total cost	<i>Field not completed.</i>
Purchase price	<i>Field not completed.</i>

Can the lease amount be credited to the purchase price?	<i>Field not completed.</i>
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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?	Yes
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Email not displaying correctly? [View it in your browser.](#)

**Letters Project
Creative Brief
August 2021**

GOAL

Create a work that fosters engagement and identifies location as Bentonville, Arkansas

Attributes

- Human scale
- Bold, graphic design
- Consider community involvement in fabrication
- Iconic. *Let's meet at the _____. Oh, I saw that on social*

Location

- Consider a portable installation that can be moved for city events - Sports tournaments, First Friday, BFF, bike trail heads
- If not portable, a public location with high pedestrian traffic and easy access

Desired Response

- A happy, energetic experience to encourage photo taking and sharing on social media

Inspiration

- Dallas - [BIG letters](#)
- [Rio](#)
- [Brisbane](#)
- [Ottawa](#)
- Austin uses airport code [ATX](#)
- There are many cities around the world with large letter installations. What could make our approach unique?

Public Art Marketing Strategic Plan

Public art has the potential to **elevate** our image. Bentonville has an opportunity to **engage** our public and private spaces for our locals and visitors with unique art **experiences**. As we continue to **evolve** as a art destination, we **envision** that public art will define our urban fabric to demonstrate our city's commitment to **excellence**. Our goal is the public art will give our community identity, and our character.

Celebrating Bentonville, Public Art and the Artists

Goal:

To promote and communicate our artists and art as they are fabricating and installing the art. Plus, support continued promotion annually.

- Make announcement of the artist the Advisory Committee is partnering with for public art
- Set up interviews with the local media for the artists during fabrication and installation
- Write press release about the art when we are unveiling
- Do podcast with the artists and about the art; About Art and Why Bentonville
- Video the process so we can time lapse the project on You Tube
- Create a Public Art tour to support this art with additional art during following the announcement
- Bring in art influencers at least three times a year to showcase our public art. We will rotate the experiences (include newest pieces with a couple other top public art)

Continued Celebration to support artists and art

- Provide ongoing seminars and workshops for education on every piece of art; virtual or in person
- Work with local colleges and schools to develop curriculum related to our public art
- Create a database for the public art
- Create workshops ran by artists to train project managers, engineers, architects, contractors, and other design professionals to with artist for creative process of our art
- Add to the brochure
- Create collateral to support public art and artists; brochure/booklet and website
 - Note we are gathering bios from artists and a short copy about art for our website

A thought is to start working ahead by booking the art for the next two or three years, so we have a plan

Community focus groups on what they would like to see, what is the interest in arts, and tell them where we are going (allows them to feel engaged)

Create a public art Program Report (could help us get more funds for public art)

CONCEPT 1

This concept celebrates the color pallet used in the Master Plan document and other elements currently associated with PAAC. These colors are a great representation of both the natural elements surrounding our city's art and the bright nature found in many of the works themselves. The irregular block shapes represent the organic forms of our area's natural setting, as well as the handmade qualities found in each unique work of art.

The use of Palatino font for 'PAAC' is maintained to retain primary aesthetic of the current logo. Futura font is also utilized in the titles, as it is used in The City of Bentonville's official crest.



CONCEPT 2

An alternate version of Concept 1, using a new font (Filson) to represent the committee with a unique mark that further deviates from the current logo. Also introduced are shape elements representing some of our most recognizable works of art for both visual interest and the commitment of our committee to celebrating art in Bentonville's public spaces.



CONCEPT 3

Further explorations in sculpture design elements and typography.



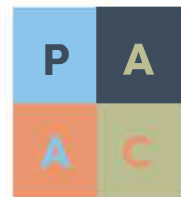
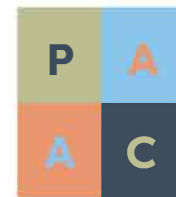
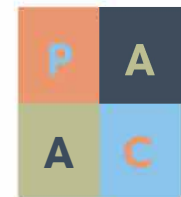
CONCEPT 4

Further explorations in typography, composition and color.



CONCEPT 5

Another exploration of composition and color for the mark only
(can expand upon if direction is well-received).



MEMO

To: Public Art Advisory Committee

From: Shelli Kerr, AICP, Comprehensive Planning Manager

Date: September 14, 2021

Re: Terms Adjustments

Proposing to adjust current terms so all terms run with the calendar year.

This adjustment streamlines the process of advertising, accepting applications, and making appointments. Advertising would begin in October, interview in November, and appointments made at the first meeting in December.

Four positions will be open starting Jan. 1, 2022. Two positions (1&2) are eligible for reappointment, if requested in writing.

Position	Member	Term No.	Term Begins	Term Expires	Proposed Expiration	Change
1	Steven Baker	1	10/1/2018	9/30/2021	12/31/21	+3 months
2	Grant Cottrell	1	11/1/2018	10/31/2021	12/31/21	+2 months
3	Vacant		11/1/2018	10/31/2021	12/31/21	+2 months
4	Vacant		11/1/2018	10/31/2021	12/31/21	+2 months
5	Allyson Esposito	1	11/1/2020	10/31/2023	12/31/23	+2 months
6	Kaitlin Garcia Maestes	1	11/1/2020	10/31/2023	12/31/23	+2 months
7	Tom Hoehn	1	7/1/2020	6/30/2023	12/31/23	+6 months