

Public Art Advisory Committee Meeting

October 12, 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

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 - September meeting * *Tom*

PROPOSALS

3. Slaughter Pen Artwork * *Tom*

4. Compton Gardens Mural *

5. Lettering Project RFP * *Tom/Shelli*

PROJECT UPDATES

6. Marketing Strategy * *Kalene*

OTHER BUSINESS

7. Selection & Appointment Update *Shelli*

8. Adjournment *Tom*

* Attachment

Public Art Advisory Committee Meeting

September 14, 2021

12:00 p.m.

Zoom Meeting



MINUTES

Attendance

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

1. **Call Meeting to Order.** Chairperson Tom Hoehn called the meeting to order at 12:04 pm.

2. **Minutes from June and July meetings.** Tom asked for approval of the June and July minutes.

Stephen made a motion to approve the June and July minutes. Grant seconded the motion. All in favor; motion passed, 5-0.

PROPOSALS

3. **Slaughter Pen Artwork.** Tom introduce the artwork proposed by the Runway Group for installation in Slaughter Pen mountain bike park. It uses a shipping container (Conex box), currently serving as a bridge/tunnel on the trail, and laser cutting letter into the side to spell "Mountain Biking Capital." To the top of the Conex box is a large wire framed globe with the words #MTBCAPITAL. Ropeswing will donate the artwork to the city while retaining maintenance responsibilities. A similar one is located in Bella Vista. Comments included:

- Need a map showing the specific location.
- Concerns about overlap with the sign ordinance. Shelli indicated that based on the current proposal and location, it is considered artwork.
- Prefer to see a more refined concept with dimensions. The globe is out of scale and appears top heavy.

Action: Tom agreed to bring these comments back to Ropeswing and have a more detailed concept plan for the next meeting.

4. **Creative Brief for Lettering Project.** Tom shared details of the proposed lettering project.

- Do we want the full city, state, or just the city? Might leave that up to the artists.
- Suggested natural materials.
- How can this project pull in Bentonville's internationality and diversity?
- Possible location between the airport and Bentonville. Would need a location that would allow access.
- Site will determine scale.
- Location is open, but might provide some suggestions.
- This project is likely best for graphic designers but can still be opened up to artists.
- The Momentary is working on a similar project for 45' letters to spell out "Indian Land."

The committee agreed to issue an RFP.

Action: Shelli will work with Tom and Kaitlyn on the RFP. Shelli will reach out to finance about a deadline for having a contract to spend this year's budget.

PROJECT UPDATES

5. Marketing Strategy. Kalene prepared this document and was not in attendance to present.

6. PAAC Logo design. Grant shared five concepts for a new committee logo.

- Liked the color scheme
- Some did not like the background imagery – possibly influencing future artworks.
- Contemporary
- #3 seems busy and not as clean
- #4 reminds some of American Airlines
- #5 maybe too extreme

Committee agreed on proceeding with design #2.

Action: Grant will refine design #2.

7. Guide These, My Hands. The committee agreed that Guide These, My Hands has fallen into a state of disrepair and should be removed.

Allyson made a motion to remove the artwork. Tom seconded the motion. All in favor; 5-0/

Action: Shelli will ask the artists to remove the artwork.

8. Strategic Plan Promotion. Tom shared that the Strategic Plan is complete and ready to be shared.

Actions:

- Shelli will ask the Mayor about presenting to City Council
- Share with Debbie Griffin
- Attach to the RFP
- Mention while soliciting new members for the committee
- Post on the website.

OTHER BUSINESS

9. Membership terms. The packet includes changes to the terms of membership. Shelli asked members to get with her if there are any concerns about those proposed changes. Advertising for PAAC positions will start this month.

10 Adjournment.

Tom made a motion to Adjourn. Kaitlyn seconded the motion. All in favor; 5-0.

Meeting adjourned at 1:00 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>

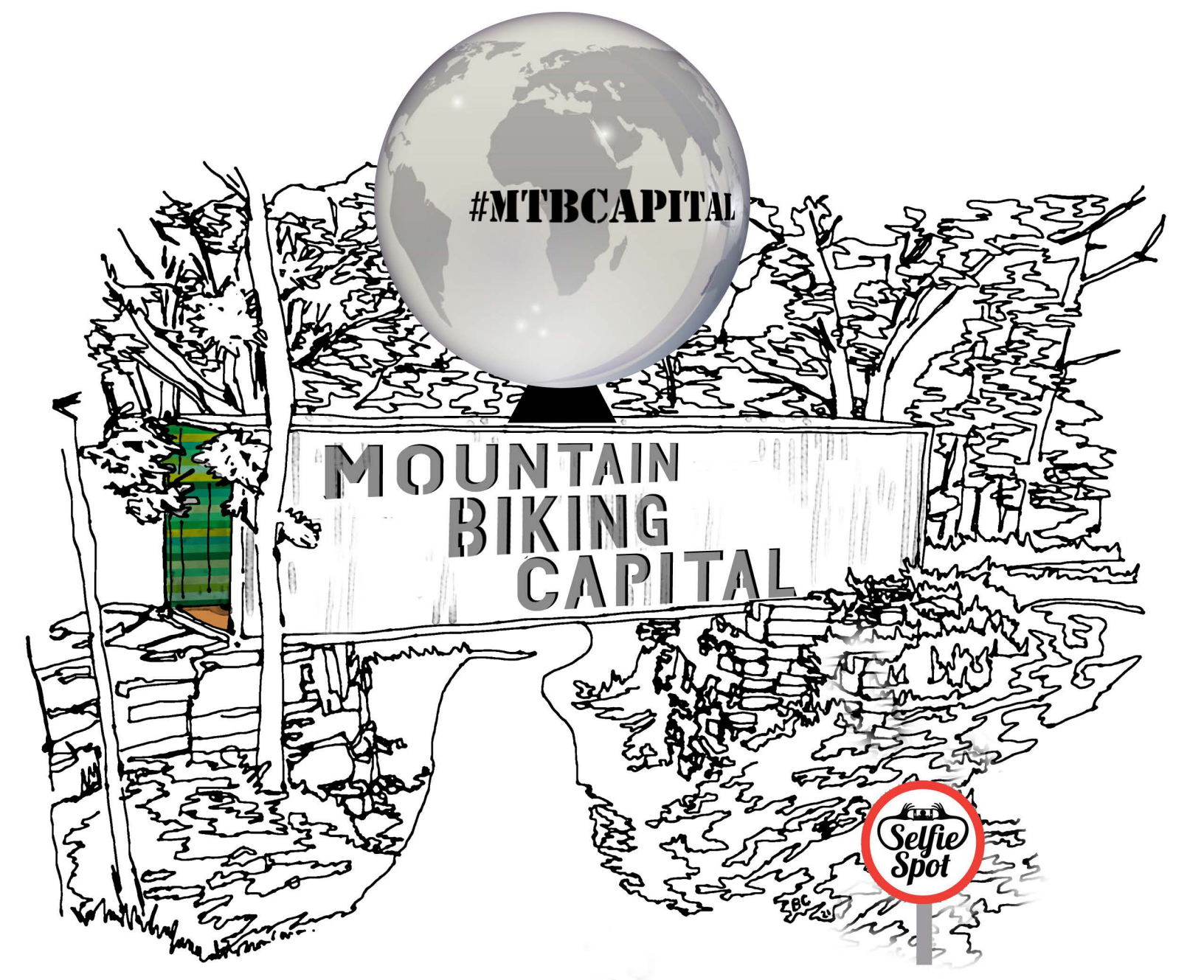
Can the lease amount be credited to the purchase price?	<i>Field not completed.</i>
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FUNDING

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.](#)

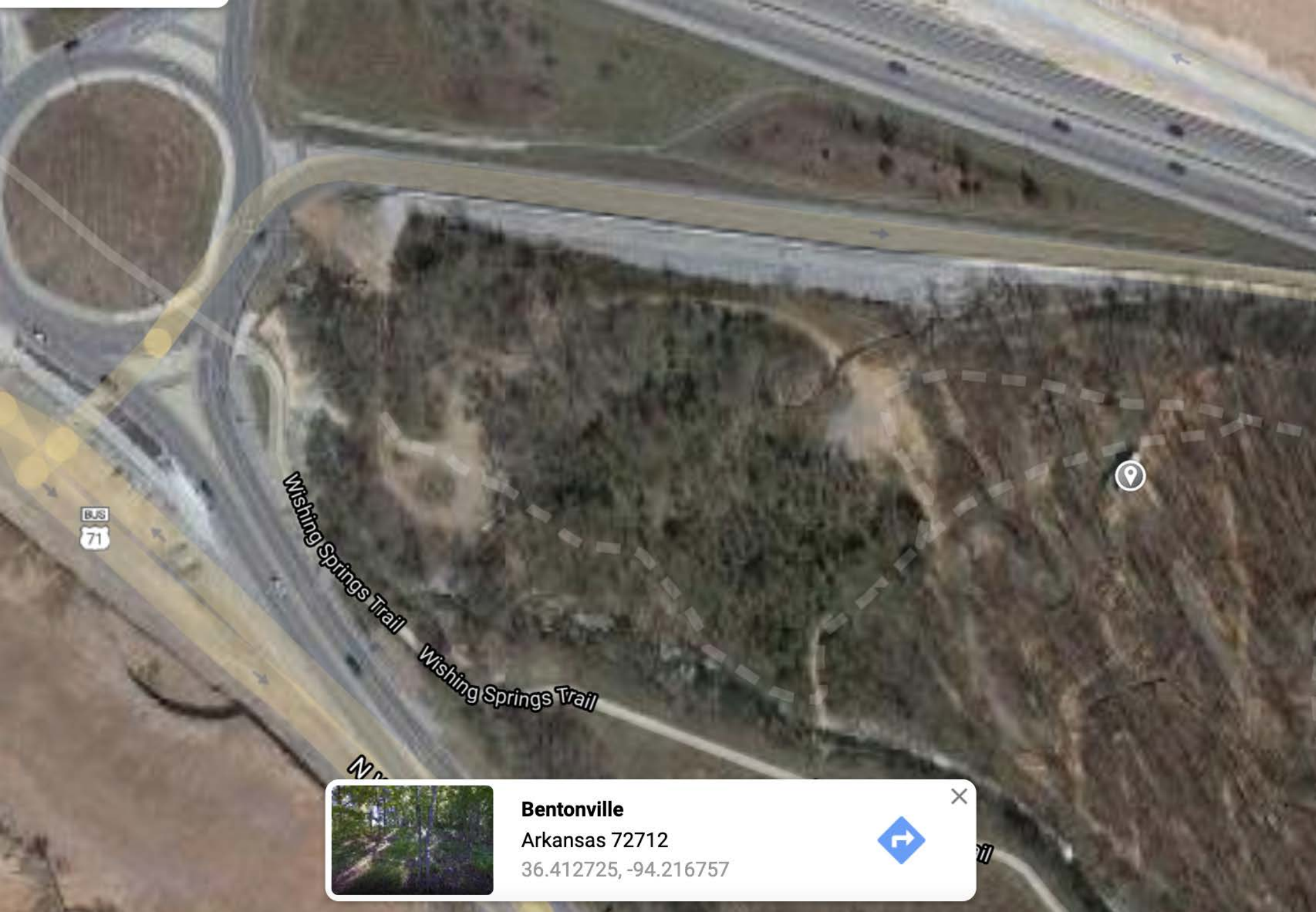


#MTBCAPITAL

**MOUNTAIN
BIKING
CAPITAL**







Bentonville

Arkansas 72712

36.412725, -94.216757





**NISK
SEALAND**

MIKU
814 1610
416 1



Request for Proposals for Artwork: **THIS IS THE PLACE** Permanent Display

Deadline: Friday, Oct. 29, 2021 at midnight CST

The City of Bentonville's Public Art Advisory Committee is seeking proposals for artwork that fosters public engagement, identifies the location as Bentonville, Arkansas, and reflects our growing diversity. The artwork should be human scale and iconic with bold graphic design. Proposals for both permanent artwork and mobile artwork that can be relocated for city events will be accepted. The artwork should create a happy, energetic experience encouraging photo taking and sharing on social media. The committee is seeking a unique approach to city letters as inspired by installations in

Project Name **THIS IS THE PLACE**

Creative Brief **Objective:** A work that fosters public engagement, identifies the location as Bentonville, Arkansas, and reflects our growing diversity.

Key Details: • inclusive • accessible • community engagement in fabrication encouraged • permanent or mobile options considered • fosters social engagement • photo and selfie worthy

Audience: All who live in and visit Bentonville.

Tone/Voice: • Human scale • Bold, graphic design • Iconic

Inspiration: Large letter installations around the world. [Dallas](#) • [Rio](#) • [Brisbane](#) • [Ottawa](#) • [Austin](#). Seeking a unique take on this inspiration.

Description The PAAC is requesting proposals for artwork to be installed on public property, such as parks, community facilities, city offices, and public right-of-way. The artwork must be appropriate for all ages and bring awareness to the growing diverse population in Bentonville.

- The proposal must identify the medium.
- The proposal must identify recommended locations for the proposed artwork.
- The proposal must build on the art and cultural experiences in Northwest Arkansas.

- The proposal must be unique from the artwork currently on display on public property in Bentonville. To see the current inventory, please visit the [Public Art Advisory Committee website](#) for a map and photos.
- Proposals that meet any or all of the themes below will be given higher priority for selection:
 - Artwork that fosters public engagement.
 - Artwork that identifies the location as Bentonville, Arkansas.
 - Artwork that is an expression of Bentonville's growing diversity.
 - Artwork that promotes community harmony.

Display Site

Artists may choose a public display site that best fits their artwork. The proposal must suggest at least one location. A public site is considered any property owned or managed by the City of Bentonville. This includes [city parks](#), [park facilities](#), City Hall (117 W Central Ave), Utility Complex (3200 SW Municipal Drive), Community Development Building (305 SW A Street), and public rights-of-way. Locations with pedestrian traffic and easy access are preferred.

To see city-owned property, visit this [site](#):

<https://gis.bentonvillear.com/Html5/Index.html?viewer=master>

1. Make sure the button next to "Community Development" is checked.
2. Click on the "+" next to Community Development to expand that layer.
3. Click on the box next to "Public Property." All city-owned property will display in blue.

Installation & Maintenance

The City will coordinate with the artist for timing and any assistance needed by the city and is requesting installation be complete by June 1, 2022. Upon acceptance by the city after installation, the city will assume maintenance responsibilities. The application must include details on maintenance required for the artwork.

Budget

The Public Art Advisory Committee will fund a maximum of \$20,000.00 as part of this initiative. The PAAC reserves the right to fund a single proposal or several proposals.

Artists are required to submit a detailed budget. Proposals without a detailed budget will not be accepted. Budget should include cost of transportation, installation, and purchase price for permanent displays.

- Selection and funding are contingent upon a signed Letter of Agreement between the artist and the City of Bentonville.

- Travel, lodging and meal expenses associated with this project are not reimbursable.
- No funds are designated for project development.
- Payment is dispersed as follows: 50% upon a signed agreement and receipt of invoice, and the remaining 50% upon complete installation and receipt of invoice.

Eligibility Any artist, graphic designer, landscape architect or any other designer is eligible to submit a proposal.

Submission All proposals must be submitted using the online application form at <http://www.bentonvillear.com/FormCenter/Planning-8/Public-Art-Proposal-70>. Required attachments may be uploaded in a Word or PDF format. Proposals that do not complete the online submission form and/or do not upload the required documentation will not be accepted.

Deadline **Friday, Oct. 29, 2021 at midnight CST**

Contact Shelli Kerr, AICP
Comprehensive Planning Manager
City of Bentonville, AR
305 SW A St.
Bentonville, AR 72712
479-271-3122
skerr@bentonvillear.com

Artwork Guidelines Artwork proposed for outdoor installation must be suited to continuous outdoor display and able to be maintained by the City.

Artwork cannot contain logos, tag lines or be in any way thematically linked to a commercial business, establishment, product or service.

Review Criteria

- **Artistic Quality and Merit:** Due consideration will be given to the strength of the artist's concept, vision, innovation, execution and craftsmanship.
- **Context:** Consideration should be given to the architectural, historical, geographical and socio-culture of the City. The PAAC may also take into consideration the theme and context of the display in terms of scale, form, content and materials.
- **Mission Statement & Core Principles.** Works of art for public display shall meet the mission statement and core principles of the PAAC.

Mission Statement: "Enriching and engaging our community through public art."

Core Principles:

- Enhance the community's visual environment
- Promote awareness of the city's social, cultural, & historical composition
- Encourage a spirit of collaboration
- Expand public knowledge of the visual arts
- **Prohibitions:** The PAAC shall reject for display works of art that are obscene (as defined by A.C.A. § 5-68-302 *et seq.*) or violate other state or Federal laws.
- **Conformance with Public Art Policies.** Proposed artwork must comply with the public art policies adopted by ordinance (provided in Attachment A).

Attachment A: Public Art Policy *(Ordinance No. 2013-40, 06-14-13)*

1. **Approval.** All requests to display artwork on city maintained property shall be approved by the Bentonville City Council, the Public Art Advisory Committee and if required, the Parks & Recreation Advisory Board and / or other City Boards and Commissions.
2. **Insurance.**
 - a. **Temporary Works of Art.** The City is self-insured and does not insure temporary display of artwork on city maintained property. The artist who loans temporary works or art for display on city maintained property shall bear the risk of loss from damage, destruction, or theft of the artwork while it is in the care of the City of Bentonville. The artist shall agree in writing to assume sole liability or responsibility for loss, damage, or theft of the artwork.
 - b. **Permanent Works of Art.** Insurance details relating to permanent works of shall be outlined in the contract agreement.
3. **Assumption of Risk and Public Safety.** Display of artwork shall not create an unnecessary safety hazard to the public or city employees and shall be displayed in a manner that does not unreasonably impeded traffic or interfere with public safety.
4. **Types of Display.** Art displays hosted or coordinated by the City may include competitions sponsored by the City, art displays featuring individual artist, themes and art displays featuring groups of artists.
5. **Location.** Artwork may be displayed in public places approved by City Council. Artwork may be physically separated from the main exhibit when, in the opinion of the City Council, warranted under current community standards. Artwork, other than works of art currently in placed at the time of adoption of this ordinance, shall not be displayed on the Bentonville Square.
6. **Compatibility.** Proposed public art shall be evaluated for its compatibility relative to the following:
 - Visibility and public access
 - Public safety
 - Traffic patterns
 - The relationship of the proposed public art project to the site's existing or future architectural features, its natural features, its historical, geographic and social / cultural context
 - The function and use(s) of the facility or site
 - The nature of the site's surrounding neighborhood and potential impact of the public art project on residents, businesses, existing works of art or design elements within the site's vicinity
 - Future development plans for the area which may affect the public art project.
7. **Identification of Artwork.** Works of art should be identified in an appropriate manner to the context of the artwork. Standard, consistent signage details are outlined in the contract.
8. **Sales Prohibited.** Art shall not be sold on city maintained property except as part of an organized event. Sales information shall not be posted or displayed with a work of art; interested buyers shall contact the artist directly for sales information.
9. **Payments Prohibited.** The City (or any organization or person affiliated with the City) shall not accept payments to have art displayed on city maintained property. Furthermore, the display of public art on city maintained property shall not be used by any organizations for fundraising.
10. **Presentation.** As outlined in the contract, all art needs to be finished and ready for display and artists shall remain responsible for all costs associated with presenting, setting up and taking down.
11. **Set Up / Take down.** As outlined in the contract, it shall be the responsibility of the artist to adhere to the details for presenting, set up and take down.
12. **Pick-up and Deliver / Abandonment.** As outlined in the contract, the artist shall adhere to the details for pick-up and delivery location and time. Any piece that is not picked-up by the deadline shall be treated as abandoned property subject to disposal without further notice under applicable laws.
13. **Complaints.** If the City receives signed, written complaints from ten (10) or more citizens of Bentonville about a work of art on display, then the City shall notify the artist about the complaint and allow the artist an opportunity to immediately withdraw the work. Should the artist choose not to withdraw the work, the City shall hold a meeting between the artist and complainants during which they will be given an opportunity to address the appropriateness of the display of the work of art. After the meeting, if the issue is still unresolved, the City Council shall make the final decision on whether the work of art shall be removed, relocated, relabeled, or otherwise modified giving due regard and consideration to the artists freedom of expression and due process under the First and Fourteenth Amendments in accordance with the forum in which that artwork is displayed.
14. **Removal.** As outlined in the contract, there shall be no removal or disguise of a work of art once it is placed on display unless and until the City Council decides to do so, subject to the right of the artist to remove it.

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)