

Public Art Advisory Committee Meeting

December 14, 2021

12:00 p.m.

Council Chambers, 305 SW A Street

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



AGENDA

Members

Tom Hoehn, Chair
Steven Baker
Grant Cottrell
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 - November* *Tom*

PROJECT UPDATES

3. Lettering Project RFP * *Tom/Shelli*

4. Multicultural Festival *Committee*

OTHER BUSINESS

5. Storm Drain artwork maintenance *Shelli*

6. 2022 Work Program *Shelli*

7. Adjournment *Tom*

* Attachment

Public Art Advisory Committee Meeting

November 9, 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		✓ Kalene Griffith (VB)	✓ David Wright
	✓ Steven Baker		✓ Josh Stacey

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

2. **Minutes from October meetings.** Tom asked for approval of the October minutes.

Steven made a motion to approve the September minutes. Grant seconded the motion. All in favor; motion passed, 3-0.

PROPOSALS

3. **Multicultural Festival.** Melanie Hoskins with the Bentonville Together Task Force made a request for the PAAC to develop an art installations for the Multicultural Festival scheduled for April of 2022. Funding for the artwork has not been determined. Gayatri suggested maybe some of the festival funding and the PAAC funding could fund the project.

Tom made a motion to support the Multicultural Festival with an art project. Grant seconded the motion. All in favor; motion passed, 3-0.

4. **Slaughter Pen Artwork.** Tom provided discussed the updated design. The committee still had several questions about how the "sign" is attached to the box trailer, who is responsible for parks maintenance, how the boulders are attached, and upkeep of the bikes. David request more information on maintenance once it's installed.

Action. David agreed to bring it to the Parks and Recreation Board at their December meeting. Tom said he would get questions answered by then. The item would go on the December PAAC meeting.

5. **Compton Gardens Proposal.** Jennifer Belt and Elyse Partee with Compton Gardens presented a proposal for a mural to be painted onto the Razorback Greenway near Compton Gardens in celebration of the 50th anniversary of the Buffalo River national designation. The artwork is a temporary installation designed by local artist Brandon Bullette. The artist will begin installation in January 2022 with completion by March 2022. The artist will do touch ups as needed with the intent of lasting six months. Once the artwork has worn out, Compton Gardens staff will power wash the trail to remove the installation.

Tom made a motion to approve the installation. Grant seconded the motion. All in favor; 3-0.

- 6. Creative Brief for Lettering Project.** Yesterday, Shelli distributed the 23 proposals to the committee members. Shelli and Tom suggest setting up a separate meeting to discuss the proposals in details. The committee agreed to meet in person.

Action: Shelli will send out a doodle poll to establish a time to review the proposals.

PROJECT UPDATES

- 7. Marketing Strategy.** Kalene presented the marketing strategy. Tom suggested a few members be tasked with the marketing component. Kalene said some of her staff could participate to assist with the marketing efforts.

OTHER BUSINESS

- 8. December meeting.** Shelli said that some committee choose not to meet in December. However, because the Slaughter Pen project is tabled to December, they agreed to meet. Bonnie updated the committee on recent FOI changes, suggesting that the meetings either be all in-person or hybrid, but not all virtual. Gayatri noted that there is interest in keeping a hybrid option so the public can listen in on these meetings. The committee agree to meet in person.

Action. Meet in December in-person, with a virtual option for the public.

- 9. Selection and Appointment Update.** Shelli reported that two appointments are on the agenda for approve at tonight's City Council meeting. She also mentioned that Allyson Esposito has resigned and the selection committee will work to fill that position prior to the beginning of the year.

- 10. Adjournment.**

Tom made a motion to adjourn. Steven seconded the motion. All in favor; 2-0. (Grant left the meeting before this vote.)

Meeting adjourned at 1:00 p.m.

PAAC - Meeting Notes from RFP Discussion

Dec. 2, 2021, 11:30 p.m., Council Chambers



In Attendance: Grant Cottrell, Tom Hoehn, Steven Baker, Kaitlin Maestes-Garcia, Gayatri Agnew, Kalene Griffith, David Wright, Shelli Kerr

The committee commented on the positive number and quality of the proposals. They discussed that many did not meet the intent of the RFP, but might be good for other locations. David mentioned that there are two location options at 28th Street Park. These are the comments regarding each piece. The Green highlighted proposals are on the short list.

Title	Comment	Short List	Other location
Celebration of Inclusion	Generally liked, but not for this location. Grant was curious about why the “O” is rising.	No	Multicultural Festival
Home is Where the Heart Is	They liked this piece, but would like to see the “O” be part of Bentonville spelled out. This was Kalene’s favorite. Shelli will contact that artist about redesigning as requested.	Yes	--
When we come to it	Did not meet the intent of the RFP; not Bentonville-specific.	No	--
Twist of Life	Did not meet the intent of the RFP; not Bentonville-specific.	No	--
Elevate	Did not meet the intent of the RFP; not Bentonville-specific.	No	Multicultural Festival
Capsule	Did not meet the intent of the RFP; not Bentonville-specific.	No	--
BTV	All liked it but are struggling with the acronym, or shortening, of “Bentonville”. Shelli will ask the artist to provide an option that is spelled out.	Yes	--
I love you	Did not meet the intent of the RFP; not Bentonville-specific.	No	--
Framing the Scene	Did not meet the intent of the RFP; not Bentonville-specific.	No	--
Bentonville Trails	Bentonville has quite a few trail/bike related art projects.	No	--
Contemplative Ride	Bentonville has quite a few trail/bike related art projects.	No	--
A Portrait of Us	Did not meet the intent of the RFP; not Bentonville-specific.	No	--
This is the Place	Did not quite meet the intent of the RFP and Train Station Park does not have a good location for a mural.	No	--
AR State Animals	Did not meet the intent of the RFP; not Bentonville-specific.	No	--
All Roads Lead to Bentonville	Good connection to the city, meets the intent of the RFP, fits the setting and adjacency to the historic museum, and there is a storytelling opportunity.	Yes	--
B is for Bentonville	Not quite meeting the intent of the RFP with just the “B.”	No	--
The Physics of Being	David liked this one and thinks it would be a good fit for 28 th St. Park. Not quite meeting the intent of this RFP, nothing specific to Bentonville.	No	28 th St. Park
TBD	Display site does not have a good location for a mural.	No	--
Our Reflections	This was Gayatri’s favorite. Not as engaging and is more of a sign – something the city could have fabricated.	No	Front of City Hall
Hoops	Did not meet the intent of the RFP; not Bentonville-specific.	No	--
Wavelength	Did not meet the intent of the RFP; not Bentonville-specific.	No	Public park
Tied Together	Concerns about how well the rope will hold up in an outdoor setting. Cautious after recent experience with Guide These, My Hands.	No	Indoor setting
Home	“BV” is used more for Bella Vista, but they liked the concept. Shelli will reach out to the artist to see if they could do something with all the letters of Bentonville. Also will mention to the artists that Bentonville does not have a direct connection to Beaver Lake.	Yes	--

2021-22 FOCUS – Theme: *This place – Welcoming. Belonging.*

Goals and Strategies	Status
GOAL 1 Build a public art collection of the highest quality to enhance Bentonville's growing art and cultural offerings • Acquire at least two works annually • Identify long-term needs or focus areas via a collection assessment • Establish a care and maintenance program and fund • Launch annual major work RFP (e.g. global search) • Create an Annual Work Program based on the Public Art Master Plan • Contribute to City Square programming.	2021 • Partner with Dept of Parks and Rec to commission a work for the new Cricket Pitch at 8th Street Gateway Park • “Letters” Project – Develop concept • Water Storage Tanks – Develop concept
GOAL 2 Improve awareness, accessibility, community engagement and celebrate public art in Bentonville. • Work with Visit Bentonville on printed and digital guides to public art and museums • Conduct annual RFP workshop with local artists • Work with the Public Library to publish a parents’ guide to public art in Bentonville • Conduct a needs assessment around arts role in the community • Establish a monthly art / artist spotlight series • Activate #BentonvillePublicArt using city social channels, signage, and communications and encourage others to use • Develop a marketing strategy for promoting new art installations.	2021 • Hashtag, signage in progress • Marketing Strategy in progress
GOAL 3 Forge public and private partnerships to support expansion • Partner with arts organizations to enable installations for more public art • Partner with Parks and Recreation to commission a work for the new Gateway Park and Cricket Fields • Adopt a gift policy.	2021
GOAL 4 Integrate art into all public and private developments • Survey developers on their needs • Encourage developers to include publicly accessible art • Launch an annual award for a developer-led art installation in the community. • Annually update Developer Art Kit. • Seek additional funding options to leverage the city budget for public art.	2021 • Updated Developer Art Kit