Public Art Advisory Committee Meeting
March 14, 2023
12:00 p.m.
Council Chambers, 305 SW A Street
Contact skerr@bentonvillear.com to request participation via Zoom.

THE CITY OF BENTONVILLE
PAAC
PUBLIC ART ADVISORY COMMITTEE

AGENDA

Members	Ex Officio	Staff
1 Steven Baker	Beckie Seba, City Council	Shelli Kerr, Comprehensive Planning Manager
2 Grant Cottrell	Visit Bentonville	Josh Stacey, Recreation Services Manager
3 Chad Nicholson	Crystal Bridges/The Momentary	David Wright, Parks and Recreation Director
4 Kate Schaffer, Vice Chairperson	OzArt	
5 Brittany Vernon		
6 Clint Schaff		
7 Tom Hoehn, Chairperson		

1. Call meeting to order — *Tom*
2. State of the City Invitation — *Mayor Orman*
3. Approve minutes – February 14* — *Tom*

PROPOSALS

4. Thaden School Tactical Urbanism * — *Thaden Students*

PLANNED PROJECTS

5. Sesquicentennial Art Installation Update — *Committee*

PROJECT UPDATES

6. Multicultural Festival Booth — *Shelli*
   a. Funding for Historical Museum Art Project?
   b. Upper Cut Display
7. Corner at Park Springs Park — *Shelli*
8. Upper Cut Installation & Promotion — *Josh*

OTHER BUSINESS

9. Budget Report * — *Shelli*
10. 2023-2024 Project Planning — *Committee*
    a. Roundabouts/Interchanges*
    b. Animal Services *
    c. Library Expansion *
11. June First Friday Booth Planning — *Committee*
12. April Meeting
    - Sesquicentennial Artwork Selection
13. Roundtable Discussion — *Committee*
14. Adjournment — *Tom*

* Attachment

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1 Steven Baker ✓	Beckie Seba, City Council ✓	Shelli Kerr, Comprehensive Planning Manager ✓
2 Grant Cottrell ✓	Kalene Griffith, Visit Bentonville ✓	Josh Stacey, Recreation Services Manager ✓
3 Chad Nicholson ✓	Elizabeth Miller, OzArt ✓	David Wright, Parks and Recreation Director
4 Kate Schaffer, Vice Chairperson ✓	Cynthi Post-Hunt, Crystal Bridges/The Momentary ✓	
5 Brittany Vernon ✓*		
6 Clint Schaff ✓*		
7 Tom Hoehn, Chairperson ✓		

Guests: Tyler Overstreet, Bentonville Planning Director

1. **Call meeting to order.** Tom called the meeting to order at 12:01 pm.
2. **Welcome new members**. Tom introduced new member Clint Schaff and new ex-officio members Beckie Seba from City Council, Elizabeth Miller from OzArt, and Cynthia Post Hunt from The Momentary. Other members introduced themselves.
3. **Approve minutes – January 10th.**

   Steve made a motion to approve the January 10 minutes, Chad seconded. All in favor; motion passed 7-0.
4. **Officer Elections.**

   Kate made a motion to nominate and appoint Tom Hoehn for a second term as chairperson, Clint seconded. All in favor; motion passed 7-0.

   Chad made a motion to nominate and appoint Kate Schaffer to a second term as Vice Chairperson, Grant seconded. All in favor; motion passed 7-0.
5. **Updated Bylaws.** Shelli shared an amended version of the Public Art Advisory Committee bylaws. The change is in response to amendments made to the Public Art Policy by City Council in January regarding membership. The amendment removes details on membership and references the requirements established in the Public Art Policy which is in the city code.

   Steven made a motion to approve the amended bylaws; Chad seconded. All in favor; motion passed 7-0.

PROPOSALS – None received.

PLANNED PROJECTS

6. **Sesquicentennial Art Installation.** Chad presented a revised RFP for the 150th art installation in response to recommendations made by Lucas Cowan with CACHE. The committee requested the following adjustments.

   - Change the *Objective* to read a permanent artwork.
   - Provide details on how artists can identify public property. Shelli will provide.
   - Ensure the online application is reflective of the RFP.
   - Be sure there is a place on the application to provide details on how the artist will engage the community.
   - From the *Site* details, remove the specification of a location downtown.
   - Committee liked the selection criteria. Shelli said she would prepare an evaluation sheet with these guidelines for members to complete in advance of the meeting where the submittals will be discussed.
   - Change deadline to March 31 with selection at the April 11 PAAC meeting.

   Chad will get these changes made quickly and Shelli will publish and request members to share with their contacts.

PROJECT UPDATES

7. **Multicultural Festival Booth.** Shelli asked for confirmation on whether or not to have a booth at the Multicultural Festival on April 29 from 4 pm to 9 pm in Orchards Park. There will be a Bentonville 150 booth. The History Museum would like to set up their puzzle pieces again, but waiting to find out about funding. The committee agreed not to have a booth unless we are able to secure the model for Upper Cut.

8. **Landscaping at Osage Prairie Installation.** Shelli reported that the artist, Jonathan Perrodin and Dana Torczon have discussed and plan to add more plant material around the artwork in April or May, contingent on the weather.

9. **Corner at Park Springs Park.** Have received the agreement signed by the artist, Dewane Hughes, and waiting on Mayor's signature. Once the is complete, staff will work with the artists to set an installation date.

10. **Cricket Pitch Field Artwork (Upper Cut).** First payment has been made to the artist. The goal is to coincide the unveiling of the artwork with the grand opening of the park, which has not yet bet scheduled. Parks anticipates this will be in May.

OTHER BUSINESS

11. **Upper Cut Unveiling and Promotion.** Discussed above. This will be on the March PAAC agenda.

12. **Thaden Student Project.** Shelli shared that students at Thaden School have been working with the city's Traffic, Safety and Signage Committee to install temporary artwork on the pavement in the intersection of SW 8th Street and S Main Street. The students plan to have their proposal ready for the March meeting.

13. **Artwork in Roundabouts.** Shelli reported that there are several roundabouts coming online in the next few years. Roundabouts provide a good location for artwork. She'd like the committee to start thinking about those and start preparing a plan for those.

14. **Grant Opportunities Training.** Shelli reported that there are grant opportunities available that the committee needs to start looking into. A few mentioned were: Community Placemaking Grants from WFF, Challenge America from National Endowment for the Arts, and Bloomburg Philanthropies. Mayor Orman has suggested the Bloomburg grant may be a good fit for artwork at the Multicultural Festival in the future.

15. **Special Meeting in March with Lucas from CACHE.** Shelli reminded members that there is a special meeting with Lucas Cowan from CACH on March 3.

16. **March Regular Meeting Agenda.**

    - Budget Report
    - Proposal from Thaden students
    - Upper Cut Unveiling

17. **Artwork in library expansion.** Elizabeth reported that someone had reached out to her about artwork as part of the Bentonville Public Library expansion project. Shelli spoke with Hadi, library director. Hadi indicated that no budget was set aside for artwork, but that there are plenty of locations where artwork could be installed. She is open to discussions with the PAAC or any other groups interested in library artwork installations.

18. **Little Library in the Park.** Josh said that the Little Library in the Park that the PAAC approved will be installed at Lake Bentonville later this week. There will be an unveiling, led by the Library, around February 27th. Josh will share details on the unveiling once confirmed.

19. **Email Notification.** Clint indicated that he may not be received all emails. Shelli will check the group email contact.

20. **Adjournment**

    Grant made a motion to adjourn; Chad seconded. All in favor; motion passed, 7-0.

    Meeting adjourned at 1:10 p.m.

From: noreply@civicplus.com
To: Shelli Kerr; Hadi Dudley
Subject: Online Form Submittal: Public Art Proposal
Date: Thursday, March 9, 2023 4:04:54 PM

Public Art Proposal

Proposal for Public Art

Date	3/9/2023
RFP Details	150 Years of Bentonville RFP Details
Is the proposal in response to a Request for Proposals (RFP) issued by the Public Art Advisory Committee or an independent proposal?	Independent Proposal
Is the project a collaboration among multiple artists?	Yes
Is the project curated by someone or an organization other than the artist?	No

1) ARTIST INFORMATION

Complete this section with the primary artist's information. If this is a collaborative project with multiple artists, we will reach out for additional information on the other artists.

Name	Sam Slaton (Thaden School)
Address	800 SE C Street
City	Bentonville
State	AR
Zip Code	72712
Email Address	sslaton@thadenschool.org
Phone Number	501-831-5389

Upload artist resume / CV	Sam Slaton - Resume (2022).pdf
Artist portfolio	drive-download-20230309T215733Z-001.zip
Artist website	*Field not completed.*
Does the artist have experience working with the public, groups or committees in the development and/or creation of artwork?	Yes

2) CURATOR CONTACT INFORMATION

Complete this section with the primary contact of the curator of this project, if applicable. If the project is being submitted by the artist, process to Section 3) Artwork Details.

Name	*Field not completed.*
Title	*Field not completed.*
Organization Name	*Field not completed.*
Street Address	*Field not completed.*
City	*Field not completed.*
State	*Field not completed.*
Zip Code	*Field not completed.*
Email Address	*Field not completed.*
Phone Number	*Field not completed.*

3) ARTWORK DETAILS

Title of artwork	Benton County Agricultural Grid (Bird's-Eye View)
Medium	Sherwin Williams ColorTop concrete stain on asphalt
Location	On the asphalt at the intersection of 8th & Main in Downtown Bentonville (between Thaden School and Crepes Paulette)
Height	30 feet (north-south)
	45 feet (east-west)

Width and depth

Describe the process for engaging the public in the development of the proposed artwork.	Though this artwork is not a response to the "150 Years of Bentonville" RFP, it should be noted that it is the culmination of a months-long process involving significant community engagement. This artwork is one part of a phased tactical urbanism intervention at the intersection of 8th and Main led by high school students in my Urban Studies class at Thaden School. "Tactical urbanism" is a term describing an array of citizen-led, test-before-you-invest strategies to create safer and more meaningful places in our communities. Students developed the primary two phases—installation of crosswalks (which we personally painted on March 5th) and this proposed artwork—by gathering copious quantitative and qualitative data about the project site, liaising with numerous stakeholders (including Bentonville Police and Fire Departments, Verdant Studio, local business owners, CACHE, Trailblazers, CEI, Crystal Bridges, Runway, the Urban Land Institute of NWA, and the Congress for the New Urbanism), surveying more than 150 members of the Thaden community, presenting their ideas at ULI NWA's Place Summit in November 2022, holding a design charrette to gather input from experts in the fields of urban planning and placemaking, researching best practices for aesthetic treatments in intersections (cf. Bloomberg Associates' "Asphalt Art Guide" and Bloomberg Philanthropies' "Asphalt Art Safety Study"), and identifying similar successful projects in Conway and Fayetteville, Arkansas, as well as in other states for whom the MUTCD (Manual on Uniform Traffic Control Devices) is the standard by which decisions about transportation infrastructure are made. We also presented our plans to the Traffic, Safety, & Signage Committee, which granted provisional approval (pending subsequent approval by the Public Art Advisory Committee and, eventually, City Council) for our plan to install artwork in the aforementioned intersection. ULI NWA and Runway will cover the cost of materials (Sherwin Williams ColorTop concrete stain) and labor will be provided by me, my Urban Studies students, and community volunteers. In addition, we would work with the Streets Department to develop a traffic control plan for the installation similar to the one we used to install crosswalks on March 5th.
Description of artwork	In recognition of Benton County's agricultural history and the recent emphasis on aviation in the area, "Benton County Agricultural Grid (Bird's-Eye View)" depicts a simplified and abstracted view of agricultural fields from the vantage point of someone in an airplane. White clouds overlay the design, which is bisected by an unnamed waterway running from the northeast toward the southwest (the direction of the general slope at the proposed installation site). Compositionally, the grid is arranged in rough accordance with the golden ratio. Our design is intentionally simple and systematized to allow for community

	involvement in the installation process and to ensure that the artwork adds an appropriate amount of visual noise to the space that will encourage drivers to proceed with caution without being distracted. Bloomberg Philanthropies' "Asphalt Art Safety Study" (2022) "found significantly improved safety performance across a variety of measures during periods when asphalt art was installed." Sherwin Williams ColorTop concrete stain will be used to ensure that traction is undiminished. The artwork will remain in place for several months until it is eliminated during the 8th Street redevelopment project. Though this project is intentionally temporary given the 8th Street project, we hope it will serve as a precedent in Bentonville for the use of artwork in intersections to improve safety metrics for all road users and to create a unique and vibrant sense of place that inspires stewardship and catalyzes cultural and economic development.
Upload description of artwork	*Field not completed.*
Upload image of artwork	Benton County - Agriculture Grid.png
4) INSTALLATION AND MAINTENANCE	
Is the proposal for temporary or permanent display?	Temporary
If temporary, what is the requested display period?	1 year
Is the artwork already complete?	Yes
If yes, artwork is complete, is it currently on display?	No
If artwork is currently on display, when will it be available?	*Field not completed.*
If no, artwork is not complete, how much time is needed for fabrication?	Not applicable
Is the artwork best suited for indoor or	Outdoor

outdoor display?	
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?	1-2 years
Are there any special maintenance needs for this artwork?	No
If there are maintenance needs, please describe here.	*Field not completed.*
5) BUDGET & FUNDING	
(a) Material costs	$58/gallon of ColorTop
Describe materials costs.	Sherwin Williams ColorTop concrete stain will be used to install the artwork. ColorTop costs $58/gallon. The exact number of gallons has not yet been determined, but, as noted previously, these costs will be covered by our fundraising efforts and the support of ULI NWA and Runway.
(b) Production costs	$0
Describe production costs.	None
(c) Installation costs	$0
Describe installation costs.	Installation will be handled by me and my Urban Studies students, as well as community volunteers.

(d) Total fabrication budget	To be determined (see previous responses)
(e) Artist's fee	None
(f) Travel costs	None
(g) Total budget	To be determined (see previous responses)
What is the planned funding for this proposal?	Fundraising required.

Email not displaying correctly? View it in your browser.

STOP
MAIN
PVC WITH TRAFFIC FLAGS
THADEN SCHOOL
12'
FUTURE SIDEWALK BY CITY?

PHASE 1

PHASE 1 - INTERSECTION MURAL

- (4) CROSSWALKS AT INTERSECTION
  - 2' X 12' WHITE PAINTED STRIPES, 2-3' APART
- SUPER SHARROWS ~20' FROM INTERSECTION
- PVC HOLDERS WITH TRAFFIC FLAGS AT STOP SIGNS
  - TYP. (2) PER SIGN
- PAINTED MURAL BY COMMUNITY AND LOCAL ARTISTS

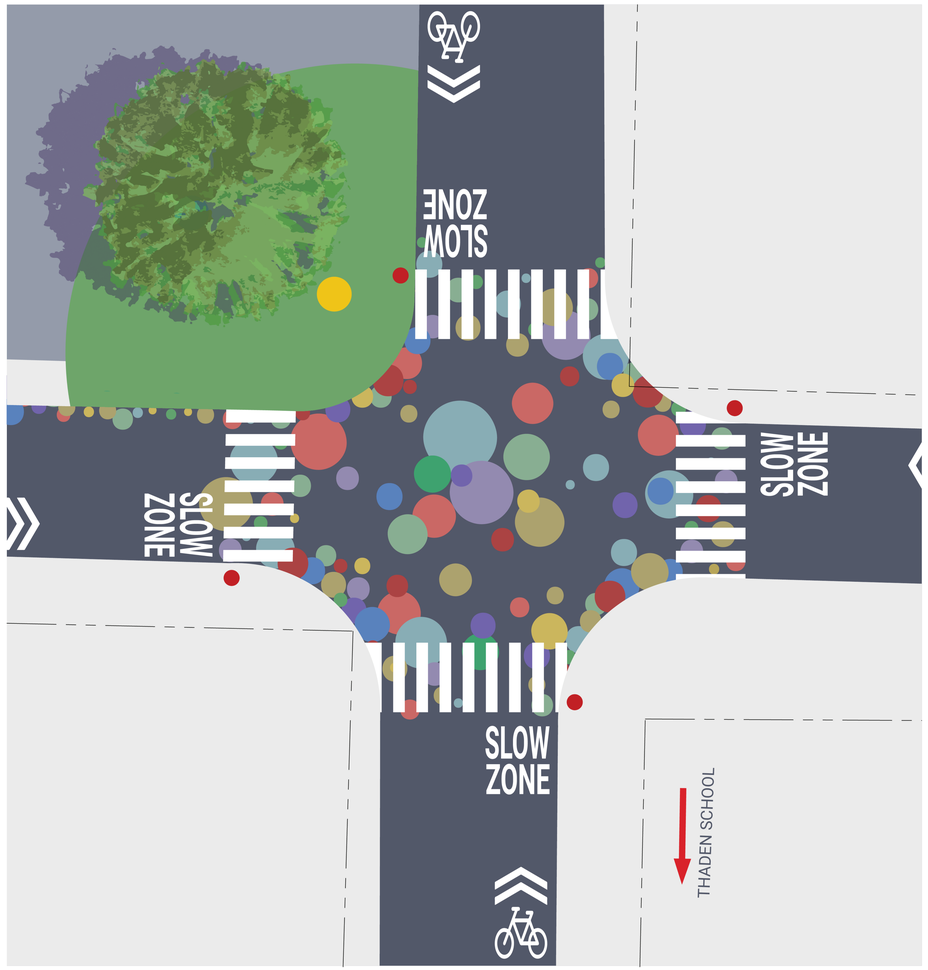
PHASE 2 - SIDEWALK DELINIATION

- DELINIATE 10' SIDEWALK ALONG 8TH STREET
  - PAINTED EDGE ALONG EXISTING CURB AND WITHIN PROPERTY
  - TIRE PLANTERS AS SAFETY MEASURE - 6FT APART
- IDENTIFY (2) CLEAR ENTRANCES TO HEROE'S COFFEE AND CREPE'S PAULETTE ALONG 8TH ST. *
  - 24 FT IN WIDTH - 1 PER LOT
  - OMISSION OF STREET ART AT ENTRANCES

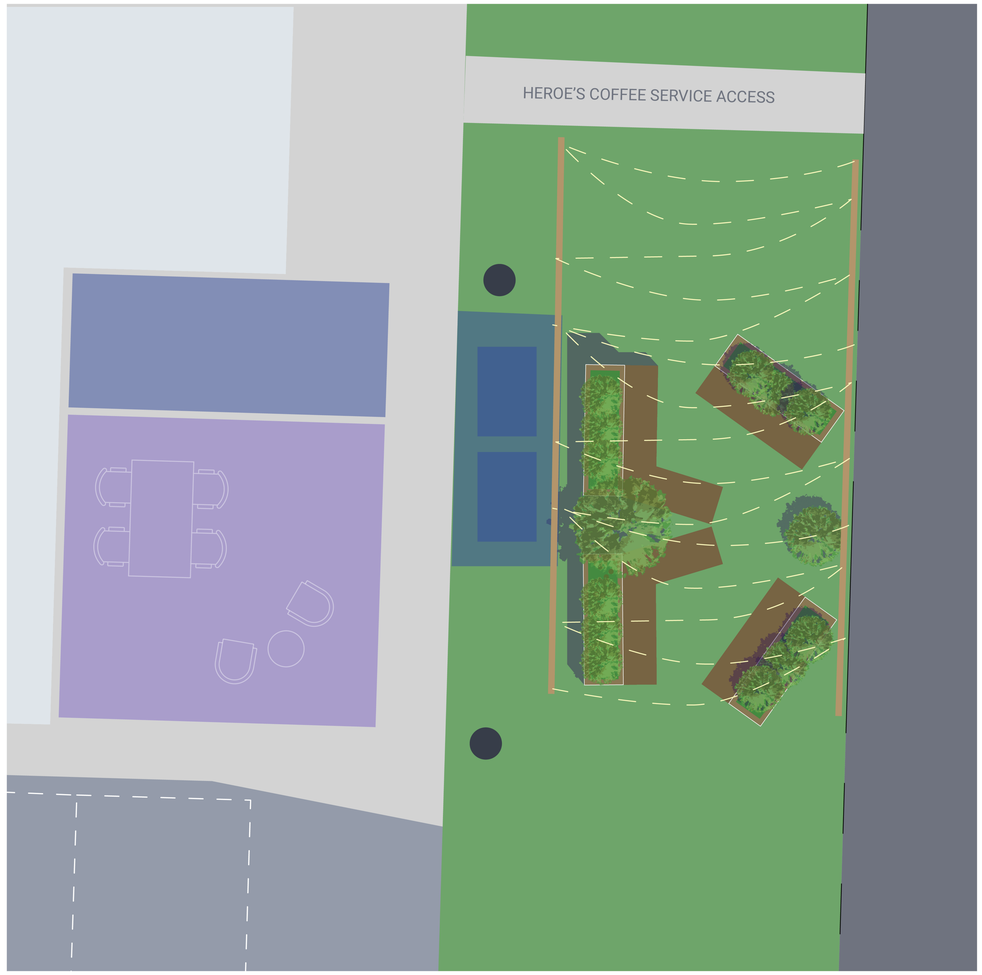
*CITY OF BENTONVILLE DEVELOPENT STANDARDS SEC 100.05 - EACH DRIVEWAYS THAT ENTER A MINOR OR MAJOR ARTERIAL ROAD SHALL HAVE AT LEAST (2) OUT-BOUND LANES OF 12' EA. AND (1) 14' INBOUND LANE. **CURRENT SCOPE OF WORK DOES NOT COMPLY AND WILL HAVE TO BE REVIEWED/APPROVED.**

PHASE 3- PUBLIC PARKLET

- AREAS FOR GATHERING AND SOCIALIZING
  - SITTING AREAS
  - BASKETBALL HOOP OR COURT AT CONCRETE PAD BEHIND HEROE'S COFFEE
  - STRING LIGHTS



PHASE 1



PHASE 3

2'X12' WHITE STRIPES - 3' O.C | EXISTING STOP SIGN | SLOW ZONE 6' LETTER HT. FOR VISIBILITY | SUPER SHARROW 20' FROM INTERSECTION | EXISTING FIRE HYDRANT

CONSTRUCTED PLYWOOD AND PALLET SITTING AND PLANTER | EXISTING SERVICE AREA | EXISTING SITTING AREA FOR HEROE'S COFFEE | STRING LIGHTS ATTACHED TO SCREEN WALL | UTILITY STRUCTURE

PHASE 2

SIDEWALK AT RIGHT OF WAY | 5' SETBACK TO WIDEN SIDEWALK | STORMWATER DRAIN-PROTECT/PRESERVE | TIRE PLANTER - 7.5' OC | PROPERTY LINE

SITE INFORMATION

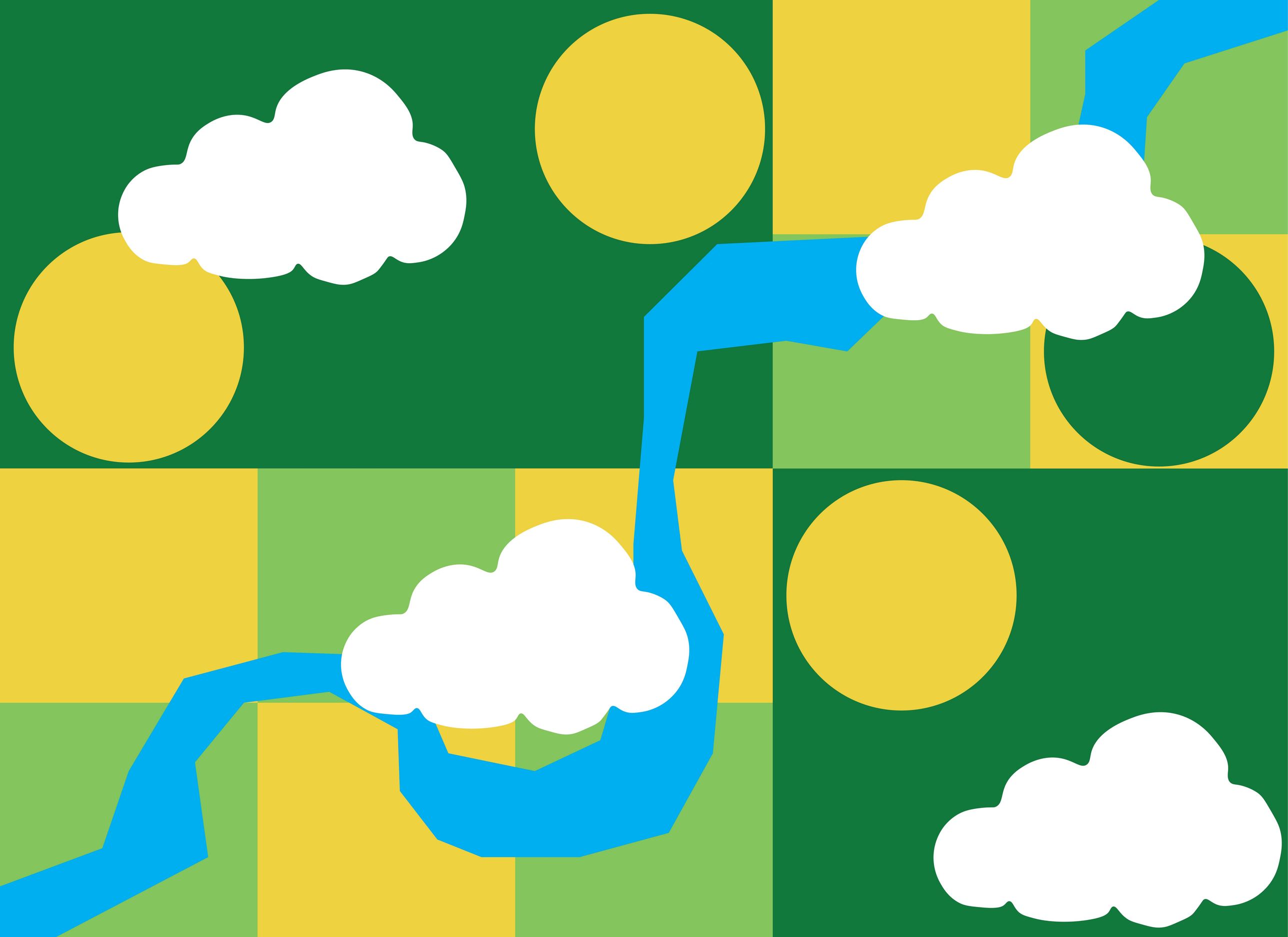
- **CREPES PAULETTE**
  - PARCEL
    - 01-04246-000
  - 100 SW 8TH ST.
  - ZONING - DOWNTOWN CORE
  - ELECTRIC: BENTONVILLE ELECTRICAL
  - WATER: BENTONVILLE WATER SERVICE AREA
  - PARKING
    - 18 STANDARD
    - 2 ADA
- **HEROE'S COFFEE**
  - PARCEL
    - 01-04248-000
  - 124 SW 8TH ST.
  - ZONING - DOWNTOWN CORE
  - ELECTRIC: BENTONVILLE ELECTRICAL
  - WATER: BENTONVILLE WATER SERVICE AREA
  - PARKING
    - 23 STANDARD
    - 2 ADA

CODE COMPLIANCE:

- ZONE DOWNTOWN CORE
  - PLANS TO BE REVIEWED FOR LARGE SCALE DEVELOPMENT APPROVAL AND
  - REFER TO LARGE SCALE DEVELOPMENT DESIGN STANDARDS FOR MATERIAL COLOR REQUIREMENTS AND REVIEW PROCESS
  - PHASE 3 MAY REQUIRE FENCE PERMIT

VERDANT STUDIO
art • architecture • interiors • research

SITE PLAN - PHASE 1, 2 & 3 TACTICAL URBANISM



PAAC Annual Budgets

As of 02/22/2023

	2019	2020	2021	2022	2023
Annual Budget	**$ 25,000.00**	**$ 25,000.00**	**$ 25,000.00**	**$ 25,000.00**	**$ 25,000.00**
Specific Project Budget					**$ 25,000.00**
Rolled from Previous Year	**$ -**	**$ -**	**$ -**	**$ 16,118.54**	
	$ 25,000.00	**$ 25,000.00**	**$ 25,000.00**	**$ 41,118.54**	**$ 50,000.00**
Open Heart	$ 19,480.00				
Relocating Sassy		$ 3,000.00			
Universal Inseparability		$ 3,962.00	$ 3,962.00	$ 1,000.00	
Osage Prairie		$ 5,050.00			
Guide These My Hands		$ 4,800.00	$ 4,800.00		
Found				$ 35,000.00	
Found - foundation				$ 4,302.51	
Committee Lunch			$ 119.46		
Commemorative Art Installation					
Temporary Install at A & Tiger					
Amount Spent	$ 19,480.00	$ 16,812.00	$ 8,881.46	$ 40,302.51	$ -
Remaining:	$ 5,520.00	$ 8,188.00	$ 16,118.54	$ 816.03	$ 50,000.00

Budget Considerations:

2023 & 2024 Installations

Multicultural Festival Line Item

Strategic Planning

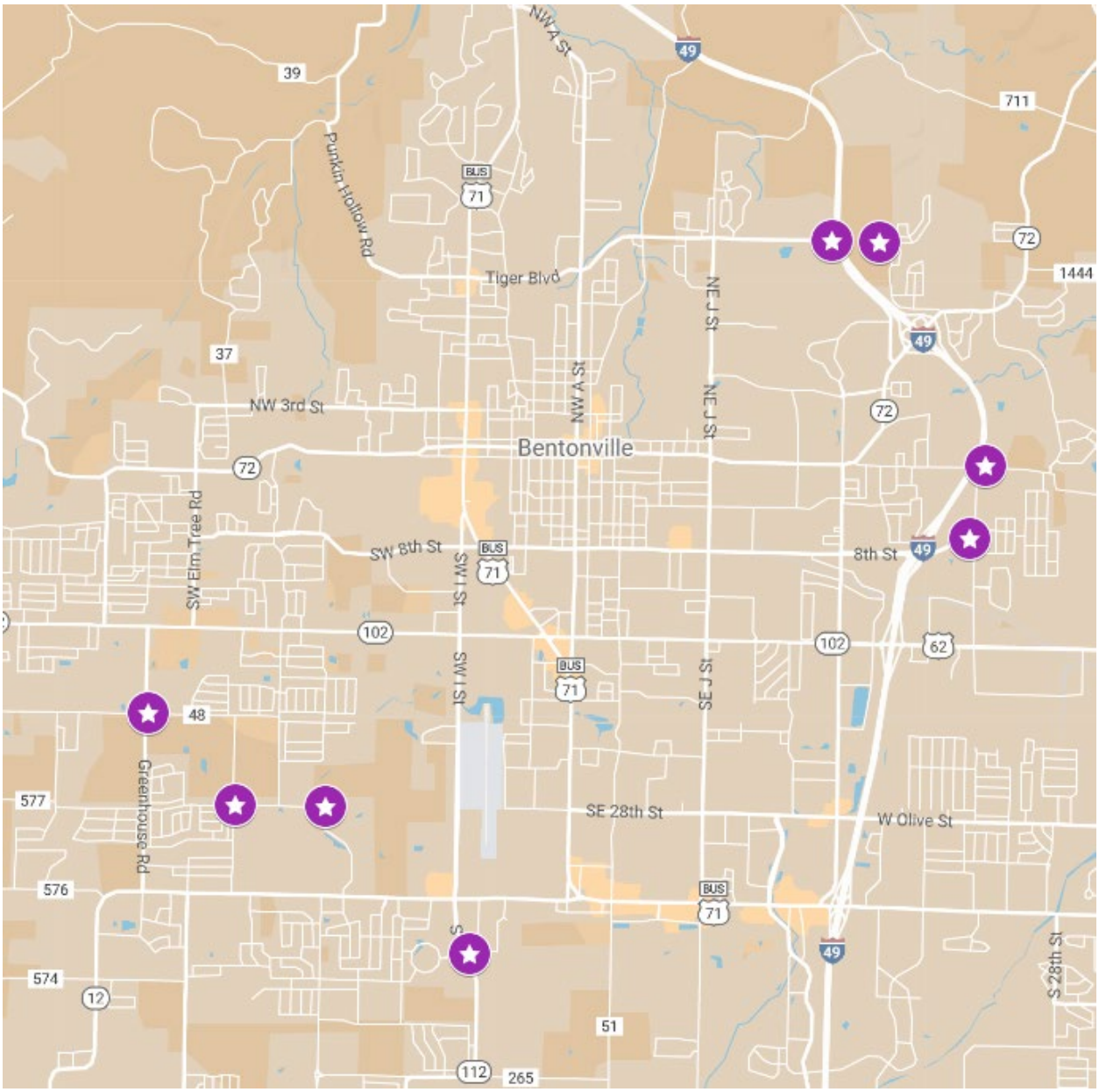
Promotions/Unveilings

Landscaping

Signage

Matching Funds for Grants

Planned Roundabouts



Bella Vista Interchange

Central & I49

8th Street

SE 7TH CT
SE JAMAICA DR
SE 7TH ST
SE 8TH ST
INTERSTATE 49
ON RAMP HWY
INTERSTATE 49 HWY
2727
2826

102/14th & 149

SW 41 ST
PUBLIC PARKING
9
3
STAFF PARKING
6
SALLY PORT
ENTRY PLAZA
BENTONVILLE ANIMAL SERVICES 6,850 S.F.
HVAC SCREENING
GET-TO-KNOW YARD
STAFF PARKING
6
DUMPSTER ENCLOSURE
EXISTING TRAIL
SW 1 ST
EXIT ONLY
EXISTING ART SCULPTURE
EXISTING TRAIL
EXISTING TRAIL

BENTONVILLE ANIMAL SERVICES

Library Expansion

Main Street Veranda and Expanded Library

Community Gathering Space and Storm Water Garden

Library Courtyard, Storm Water Garden Community Gathering Space