

Public Art Advisory Committee Meeting

May 9, 2023

12:00 p.m.

Council Chambers, 305 SW A Street

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



AGENDA

Members

- 1 Steven Baker
- 2 Grant Cottrell
- 3 Chad Nicholson
- 4 Kate Schaffer, Vice Chairperson
- 5 Brittany Vernon
- 6 Clint Schaff
- 7 Tom Hoehn, Chairperson

Ex Officio

- Beckie Seba, City Council
- Visit Bentonville
- Crystal Bridges/The Momentary
- OzArt

Staff

- Shelli Kerr, Comprehensive Planning Manager
- Josh Stacey, Recreation Services Manager
- David Wright, Parks and Recreation Director

- 1. Call meeting to order
- 2. Approve minutes – April 11 *

Tom

Tom

PROPOSALS

None Submitted

PLANNING

- 3. First Friday Booth – June 2 *
- 4. Upper Cut Installation & Promotion – June 17
- 5. Roundabout Art Plan

Committee

Committee

Committee

PROJECT UPDATES

- 6. Sesquicentennial Art Installations
- 7. Corner at Park Springs Park – May 17
- 8. Landscaping at Osage Prairie Installation *

Shelli

Shelli / Grant

Shelli

OTHER BUSINESS

- 9. June Meeting Agenda
- 10. Roundtable Discussion
- 11. Adjournment

Committee

Committee

Tom

* Attachment

Public Art Advisory Committee Meeting

April 11, 2023

12:00 p.m.

Council Chambers, 305 SW A Street

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THE CITY OF BENTONVILLE



PUBLIC ART ADVISORY COMMITTEE

AGENDA

Members

- 1 Steven Baker ✓
- 2 Grant Cottrell X
- 3 Chad Nicholson ✓
- 4 Kate Schaffer, Vice Chairperson ✓
- 5 Brittany Vernon X
- 6 Clint Schaff ✓
- 7 Tom Hoehn, Chairperson ✓

Ex Officio

- Beckie Seba, City Council ✓
- Kalene Griffith, Visit Bentonville ✓*
- Alison Natia, Visit Bentonville ✓*
- Elizabeth Miller, OzArt ✓*
- Cynthi Post-Hunt, Crystal Bridges/The Momentary ✓

Staff

- Shelli Kerr, Comprehensive Planning Manager ✓
- Josh Stacey, Recreation Services Manager X
- David Wright, Parks and Recreation Director X

1. **Call meeting to order.** Tom called the meeting to order at 12:01 pm.
2. **Approve minutes – March 14.**

Clint made a motion to approve the January 10 minutes, Steven seconded. All in favor; motion passed 5-0.

PROPOSALS

3. **Sesquicentennial Art Installation Selection.**

Overall Impressions of Submittals:

- Liked the variety of mediums.
- The open-endedness of the RFP could have been an issue.
- May need to revisit the RFP – be more specific on medium.
- Need a better framework in the RFP – this may have been too big of an ask and needed more details.
- Like the ones with Bentonville history.
- Looking for a different level of community engagement that we didn't receive.
- Disappointed in the lack of community engagement.
- Good muralists, but thinking more of a sculpture for permanence. Starting to run out of walls for murals.
- Wasn't one submittal that jumped out.

Each committee member completed an evaluation form. Below are the top four scores with committee comments.

1. Erin Ashcraft, 150 Years of Bentonville (mural)
 - Artist has quite a bit of work in the area

- Mural might not have the significance or impact desires.
- Running out of locations/walls for murals.

2. Gina Gallina, Cozy Apple (crochet)

- Affordable.
- Unique from other public art installations.
- Size allows it to be mobile.
- Should be displayed outside for a short time and bring inside.
- Wherever displayed, requires a description of why the apple is being used and what it represents.
- Artist has an incredible social media following which would be good for promotions.

3. Dan Perry, Bentonville Blossoms (sculpture)

- Lacks public engagement
- Might be better for a roundabout installation.

4. Justin Deister, Seeds of the Future (sculpture)

- Most closely meets the intent of the RFP and project.
- Open to community engagement
- Long-lasting outdoor sculpture.

Steven made a motion to approve Cozy Apple by Gina Gallina pending a discussion with the artist about indoor/outdoor options and asking about getting a second apple. Chad seconded. All in favor; motion passed 5-0.

Steve made a motion to approve Seeds of the Future by Justin Deister for the primary installation pending a discussion with the artist to finalize the public engagement and working with parks to determine a location. Kate seconded. All in favor; motion passed 5-0.

The committee requested this be placed on the agenda for the first meeting in May due to the tight time schedule.

PLANNED PROJECTS

4. **Upper Cut Installation and Promotion.** Shelli will reach out to Josh and get an update on installation.
5. **First Friday Booth Planning.** Committee agreed it is important to have a booth at this event where the theme is “art.” They will have the map again, maybe have a poster of the Bentonville Sculpture and people can sign it. Consider a sign that encourages people to take photos in front of public art and tag the city for a prize.

6. **2023-2024 Project Selection/Budgeting.** The committee agreed to focus on the roundabouts. They agree that Dan Perry's Bentonville Blossoms and Timothy Jorgensen's Growth from the 150 RFP might be appropriate for the roundabouts. The committee would also like to see the submittals for the Bentonville Lettering and the Cricket RFPs. The focus of the next meeting will be start working on a plan for the roundabouts and to begin establishing a budget.

PROJECT UPDATES

7. **Corner at Park Springs Park.** Still waiting on an installation date. If something has not been determined by the next meeting, the committee will need to decide if they want to go another direction on this display site. Elizabeth has connection with an artist that does temporary leases.
8. **Upper Cut Installation and Promotion.** Josh presented the mock-up of the artwork that the artist sent. Josh indicated the Parks and Recreation Department are tentatively planning a May 13 grand opening for Creekside Park and hope to have the unveiling of Upper Cut be part of that event. He should be able to confirm by the next PAAC meeting.

OTHER BUSINESS

9. May Meeting Agenda.

- Develop plan for roundabout installations.
- Decide on Corner at Parks Springs display site.

10. Roundtable Discussion.

- Kate asked if the city had ever considered started a fund for people to donate to Bentonville public art. Shelli said she would look into similar programs established by the Parks and Recreation Department.
- The plant materials for The Almost Forgotten Osage Prairie have been ordered and will be installed when they arrive. Amy Newman with the Parks and Recreation Department indicated they will be planting blazing star to symbolize the art piece and prairie meadow species that is better adapted to the site's environmental characteristics.

11. Adjournment

Chad made a motion to adjourn; Kate seconded. All in favor; motion passed, 5-0. Meeting adjourned at 12:59 p.m.

First Friday Booth Activation

In association with the 150th Commemorative Art Installations:

1. **Cozy Apple:** Gina Gallina will offer yarn and lessons for anyone interested in crocheting a granny square for the permanent, interior Cozy Apple.
2. **Seeds of the Future:** We will offer “leaves” for people to write a word or short phrase of what they love about Bentonville. These will then be turned over to the artist to be engraved onto the art piece, one word/phrase per seed.

From: [Clint Schaff](#)
To: [Shelli Kerr](#)
Subject: Ideas for PAAC table at First Fridays
Date: Thursday, April 27, 2023 8:01:57 AM

Hi Shelli,

I'm sharing these ideas with you in advance of the next meeting. Here are some engagement ideas for the Bentonville Public Art Advisory Committee's booth at the Downtown Bentonville First Friday celebration:

1. Coloring Station: Set up a coloring station where visitors can color in black and white prints of local art pieces.
2. Photo Booth: Create a backdrop with some of the committee's public art and provide props for visitors to take photos with and share on social media.
3. Artist Trading Cards: Encourage visitors to create and trade small art cards with each other, using materials provided by the committee.
4. Interactive Mural: Set up a large blank mural for visitors to paint or draw on, and provide materials for them to do so.
5. Art Scavenger Hunt: Create a scavenger hunt around downtown Bentonville, where participants search for specific public art pieces and then come back to the booth to receive a small prize.
6. Chalk Art: Provide chalk for visitors to create temporary public art pieces on the sidewalk.
7. Art Jigsaw Puzzles: Create jigsaw puzzles featuring local art pieces, and invite visitors to put them together.
8. Pop-up Exhibition: Feature a mini-exhibition of the committee's public art, including photos, descriptions, and fun facts.
9. Art Trivia: Host an art trivia game, using questions related to local public art.
10. Collaborative Art Project: Set up a table with a large piece of paper or canvas and provide materials for visitors to add their own art pieces to a larger collaborative work.

These ideas are low-cost, engaging, and can be executed by a small number of people. They are also accessible to a wide range of ages and skill levels.

Thanks!
Clint

Clint Schaff • 424-209-5602 • [LinkedIn](#) • [Facebook](#) • [Twitter](#)

Creative Brief

Description	
Project Name	Upper Cut
Artist Name	Alvaro Bonfiglio and Bonfiglio Construction
Artist Location	New York, NY
Display Site	Creeksite Park (28th St and Bright Rd) near cricket pitch field
Dimensions	31' X 6'
Materials	Wood
History	<i>Upper Cut</i> was selected out of 12 submissions in response to a Request for Proposals issued by the PAAC in Spring 2022. Members of NWA Cricket provided guidance on the request for proposals and selection of the artwork.
Narrative	<i>Upper Cut</i> , by artist Alvaro Bonfiglio and Bonfiglio Construction, is a 31' x 6' sustainable wood sculpture of a gigantic cricket bat held by magi gloves that just hit an "upper cut". The design of irregular wood cladding recreates the texture of batting gloves and leg pads used as protective equipment in the game of cricket.
PAAC Background	The PAAC consists of seven members appointed by the Mayor and approved by City Council. They are responsible for serving as an advisory capacity to City Council for recommending artwork to be placed on public property. 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. More information about the PAAC and this artwork is available online at
Artist Bio	Mr. Bonfiglio received a PhD of Engineering from the University of Tokyo and is a registered architect in New York and Uruguay. He is a continuing adjunct Professor and Thesis Advisor at New York University. He has taught, lectured, and consulted in Uruguay, San Francisco, Tokyo, and Germany. His portfolio includes both exterior and interior design concept and development of residential, commercial and institutional structures. He is also the managing member of his small design-build construction company, Bonfiglio Construction LLC

Marketing & Promotions Plan**Promotions Plan**

Task	Date(s)	Assigned to	Notes	Document Link
Update Art Map		Shelli		Map
Website		Shelli		
Post creative brief				
Post installation photos				
Event details				
Event photos				
Upload new art map				
Press Release		Shelli		Press Release
Post newsflash on website				
Personal invitation to media				
Social Media - event notification			#bentonvillepublic art	
City				
Parks				
Visit Bentonville				
DBI				
Chamber				
Email		PAAC		Email
Council/PC				
Boards and Commissions				
Chamber - include in their newsletter				
Visit Bentonville - ask to share				
CACHE - ask to share				
DBI - ask to share with members				
Unveiling Event - see 3rd tab				Event Plan!A1
Social Media - event summary				
City Newsletter Article		Shelli		Article
Local Influncer				
Blogger				

Marketing & Promotions Plan

Event Plan

	Time	Assigned to	Notes / Links
Prep			
Determine Date and Time			
Invite press to event			
Invite artist			
Supplies			
Refreshments			
Audio equipment			
Decorations			
Assign photography			
Run of Show			
Set Up			
Welcome			
History of Project			
Artist to Speak			
Questions/Comments			
Close			
Clean Up			
Event Follow-up			
Add recap to next PAAC agenda			
Thank you to artist & other speakers			



Press Release

Contact: Shelli Kerr
Phone: (479) 271-3122

FOR IMMEDIATE RELEASE
Date: May 20, 2023

PAAC to Unveil Large Sculpture at Creekside Park Grand Opening

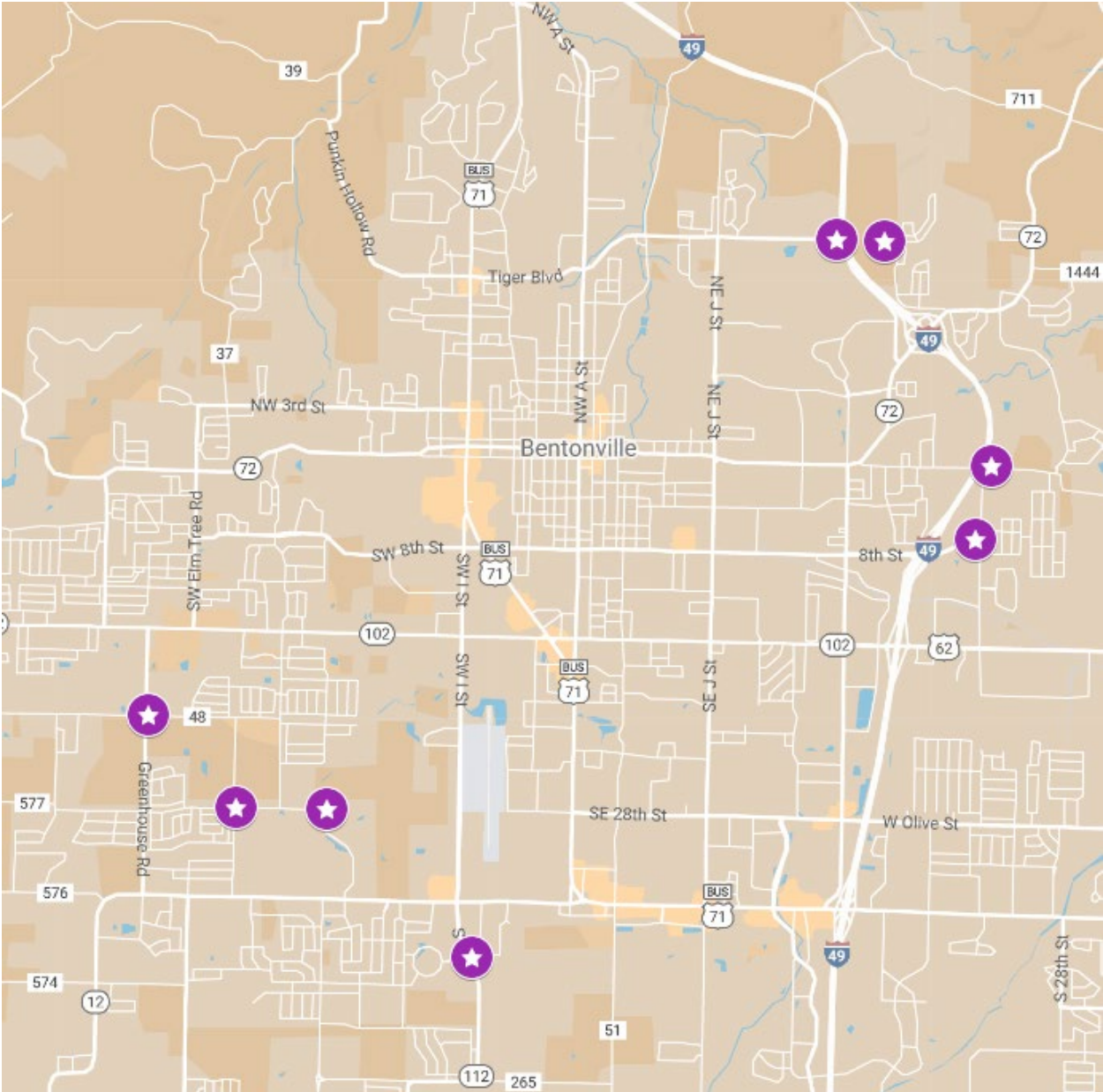
Bentonville, AR, May 20, 2023..... The Bentonville Public Art Advisory Committee (PAAC) will be unveiling its most recent public art installation during the Creekside Park Grand Opening on Saturday, June 17, 2023.

Upper Cut, by artist Alvaro Bonfiglio and Bonfiglio Construction, is a 31' x 6' sustainable wood sculpture of a gigantic cricket bat held by magi gloves that just hit an "upper cut". The design of irregular wood cladding recreates the texture of batting gloves and leg pads used as protective equipment in the game of cricket. The installation is in the new, 25-acre Creekside Park located on the southwest corner of SW 28th Street and Bright Road. *Upper Cut* was selected out of 12 submissions in response to a Request for Proposals issued by the PAAC in Spring 2022. Members of NWA Cricket provided guidance on the request for proposals and selection of the artwork.

The PAAC consists of seven members appointed by the Mayor and approved by City Council. They are responsible for serving as an advisory capacity to City Council for recommending artwork to be placed on public property. 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. More information about the PAAC and this artwork is available online at www.bentonvillepublicart.com.

The unveiling is scheduled for **June 17, 2023 at 11:30 am.**

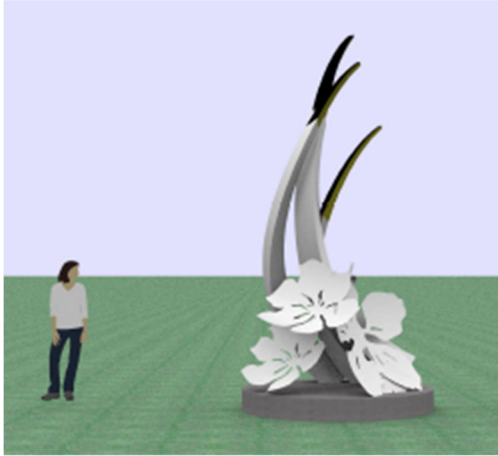
Planned Roundabouts



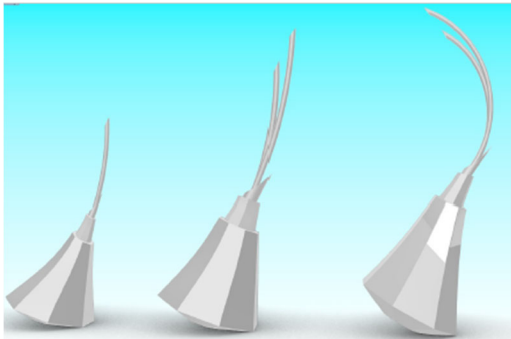
Past Submittals to Consider for Roundabout Project

FROM 150TH RFP

Bentonville Blossom – Dan Perry – from 150th RFP - \$33,300



Growth – Timothy Jorgensen – from 150th RFP - \$30,000



FROM LETTERING RFP

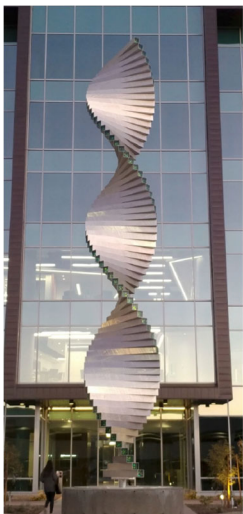
Celebration of Inclusion - Ai Qui Hopen — \$30,000



Home is Where the Heart Is – Amanda Wilshire - \$34,220



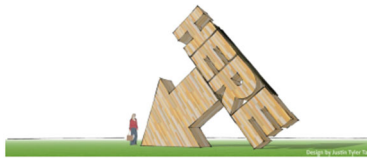
Twist of Life – Brian Schader - \$29,500



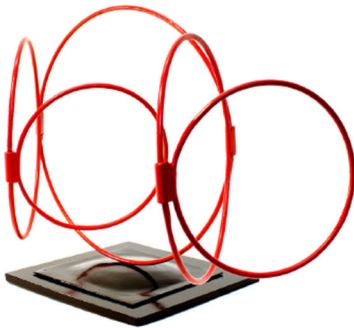
Elevate – Cecilia Lueza - \$33,700



The Physics of Being – Justin Tyler Tate - \$14,456



Hoops – Pablo Bruery - \$28,000



Wavelight – Paul Siebenthal - \$24,500



From: [Amy Newman](#)
To: [Shelli Kerr](#)
Subject: RE: landscaping around art installation
Date: Monday, May 1, 2023 3:26:00 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)

Good afternoon,

Just wanted to let interested parties know that I received the plants for the art piece. Currently I'm rehabbing a few that were injured in the shipping process. I expect to get the project planted in the next few weeks!

Thanks!
Amy

From: Shelli Kerr <skerr@bentonvillear.com>
Sent: Monday, April 10, 2023 11:18 AM
To: Amy Newman <anewman@bentonvillear.com>
Subject: RE: landscaping around art installation

Good news. Thanks so much!

From: Amy Newman <anewman@bentonvillear.com>
Sent: Monday, April 10, 2023 11:10 AM
To: Shelli Kerr <skerr@bentonvillear.com>
Subject: RE: landscaping around art installation

Hey Shelli,

So I just wanted to give a quick update. I have ordered about 60 new plants for the art piece. I have blazing star to symbolize the art piece and have also chosen prairie meadow species that will be better adapted to the site's environmental characteristics. Lots of beneficial pollinator species with extended bloom times. I will give another update when I receive the plants!
Thanks!

From: Shelli Kerr <skerr@bentonvillear.com>
Sent: Monday, April 10, 2023 10:26 AM
To: Emily Krol <ekrol@bentonvillear.com>
Cc: Josh Stacey <jstacey@bentonvillear.com>; Amy Newman <anewman@bentonvillear.com>
Subject: RE: landscaping around art installation

Appreciate the update. I have a committee members asking about it. Thanks!

From: Emily Krol <ekrol@bentonvillear.com>