

Public Art Advisory Committee Meeting

October 10, 2023

12:00 p.m.

Council Chambers, 305 SW A Street

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



AGENDA

Members

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

Ex Officio

- Beckie Seba, City Council
Kalene Griffith, Visit Bentonville
Alison Nation, Visit Bentonville
Cynthia Post-Hunt, Crystal
Bridges/The Momentary
Elizabeth Miller, OzArt

Staff

- Shelli Kerr, Comprehensive Planning Manager
Kelly Schmidt, Community Events Manager

1. Call meeting to order
2. Approve minutes – Sept. 12 *
3. CACHE Presentation

Tom

Tom

Lucas Cowan

PROPOSALS - None received.

PLANNING

4. Roundabout Art Plan *
5. Bike Scribble Discussion *
6. PAAC Strategic Plan – status report*

Committee

Committee

Shelli

PROJECT UPDATES

7. Seeds of Bentonville

Shelli

OTHER BUSINESS

8. Maintenance – painted installations
 - Basketball Courts & Skatepark
9. Committee appointments
10. Annual Report to City Council
11. Art Promotions
 - Photography/Videography
12. Roundtable Discussion
 - Invite traveling representative from Americans for the Arts
13. November Meeting Agenda
14. Adjournment

Shelli

Shelli

Shelli

Tom

Committee

Committee

Tom

* Attachment

Public Art Advisory Committee Meeting

September 12, 2023

12:00 p.m.

Council Chambers, 305 SW A Street



MINUTES

Members

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

Ex Officio

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

Staff

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

1. Call meeting to order. Tom called the meeting to order at 12:02 pm.

2. Approve minutes – Aug 8.

Grant motioned to approve the Aug. 8 minutes; Chad seconded. All in favor, motion passed 6-0.

PROPOSALS - None received.

PLANNING

3. Roundabout Art Plan. Shelli provided an update on the budget. The project has been revised to two roundabouts with a budget request of \$100,000. She is also talking with Visit Bentonville and Crystal Bridges about partnering.

Tasks: Provide comments or feedback on the proposed RFP before next meeting. Shelli will ask Lucas to review the RFP.

4. Bike Scribble Discussion. Question about what the \$15,000 includes and whether the size can be adjusted. Suggestion to include this along the full greenway.

Task: Shelli will ask questions to the artist and get detailed design drawings for 8th St.

5. Dowdle Art Opportunity. Committee agreed not to pursue this project at this time.

6. PAAC Strategic Plan. Copy was provided in packet to refresh everyone on what it includes and to start thinking about revisions needed to adopt a new one next year.

PROJECT UPDATES

7. Seeds of Bentonville. Finalizing a direction on getting the foundation poured. Artwork is anticipated to be complete by mid-October. Tom requested the artist send photos of production.

8. CACHE Update. They will be at the meeting in October to present the new promotional document. Shelli indicated that CACHE will not be seeking another agreement to be part of the Municipal Art Alliance. She continues to meet with Lucas monthly.

OTHER BUSINESS

9. Annual Report. Shelli asked to see if the committee would like to give an update to City Council. They agreed to plan for the second City Council meeting in January.

10. Art Promotions.

- *Photography/Videography:* Shelli reported that Campbell Creative has been contracted for professional photography and videography that will begin in the next couple weeks.
- *Trading Cards.* Fayetteville Public Library recently did something like this and it might be good to look into how they did it. Tom reached out to a company regarding costs. Consider testing out first at a couple of first Fridays and getting some social feedback.

11. Roundtable Discussion.

- Need to develop a maintenance plan. Should be a part of the annual budget.
- Upcoming events: Annie Liebowitz photography at Crystal Bridges and the Formal Festival.

12. October Meeting Agenda. Not discussed.

13. Adjournment

Chad motioned to adjourn; Steven seconded. All in favor; motion passed, 6-0.

PAAC Annual Budgets

As of 09/18/2023

	<u>2023</u>	<u>2024</u>
Annual Budget	\$ 25,000.00	\$ 25,000.00
Specific Project Budget	\$ 25,000.00	\$ 100,000.00
Rolled from Previous Year	\$ -	
	\$ 50,000.00	\$ 125,000.00
2023		
Commemorative Art Installation - Seeds of the Future	\$ 30,000.00	
Foundation	\$ 2,500.00	
Commemorative Art Installation - Cozy Apple	\$ 4,700.00	
History Museum Multicultural Festival Project	\$ 2,100.90	
Signage	\$ 1,362.18	
Photography/Videography	\$ 10,000.00	
2024		
Roundabout Art Installations		\$ 100,000.00
Maintenance		\$ 6,250.00
Bike Scribbles		\$ 16,750.00
Trading Card Pilot Program		\$ 2,000.00
Total		
	\$ 50,663.08	\$ 125,000.00
 Remaining:	 \$ (663.08)	 \$ -

Request for Proposals for Artwork: Traffic Roundabout: Water Tower Rd & SE 8th St



A. General Information

Request	The City of Bentonville's Public Art Advisory Committee (PAAC) is requesting proposals for a large-scale permanent artwork to be installed in an existing roundabout intersection within the city.
About Bentonville	Bentonville is in one of the fastest growing regions in the country with a population nearing 60,000. As the hometown of Walmart, the daytime population swells to nearly 80,000. In 2011, Crystal Bridges Museum of American Art opened and made art a much larger part of our community. The Public Art Advisory Committee seeks artwork for public spaces to further expand art and culture throughout the community to reflect the influence of the museum and the growing artistic endeavors in Northwest Arkansas.
Project Name	Traffic Roundabout – Water Tower Rd. and SE 8th St.
Type	Permanent
Date Issued	Wednesday, December 13, 2023
Submit Online	http://www.bentonvillear.com/FormCenter/Planning-8/Public-Art-Proposal-70
Submission Deadline	Wednesday, February 7, 2023 before Midnight Central Time
Contact	Shelli Kerr, AICP Comprehensive Planning Manager, City of Bentonville 305 SW A Street, Bentonville, AR 72712 479-271-3122 skerr@bentonvillear.com
Artist(s) Eligibility	• Any artist, architect, designer, collective, or team residing locally or in another state is encouraged to submit.

About the Committee

The Public Art Advisory Committee is appointed by the Mayor and approved by City Council. They are responsible for: serving in an advisory capacity to City Council for recommending artwork to be placed on public property, providing technical advisement on the development of a public art program, and following the adopted Public Art Policy.

B. Creative Brief

Aspirations

Our city and its guests will benefit from a moment's interaction with art as they bike, walk, or drive through these heavily-trafficked public spaces.

- **Work that feels planned for this space.** Special attention will be given to the scale of the work and its interaction with available space. As a rough guideline, works should not extend past two-thirds of the space's width but utilize at least one-third of the width.
- **Work that contributes to safety.** In fact, safety is an important impetus for this project. Artwork can aid in more easily recognizing the intersection as a roundabout that requires a driver's attention. Special consideration will be given to works that are not distracting to drivers. For example, a work that uses multiple shades of blue would not be considered distracting – even with great amounts of visual detail in structure. Something reflective or with extreme, varied color contrast and great detail in structure might.
- **Work that becomes a landmark.** Special consideration will be given to concepts that easily become casually referenced as navigational aids (e.g., “Take the second left at the big blue letter ‘penguin sculpture.’”) Additionally, consider that the city's street grid is primarily made up of letters and numbers (e.g., “J Street,” “Third Street”). Submissions that will likely be casually described as letters or numbers could create confusion.
- **Works that have potential to create a theme in future roundabouts.** Some installation locations are nearby other roundabout intersections. Consideration will be given to works that could be paired or grouped to play off each other in theme, color, or meaning.

C. Display Location

Selected Site

Roundabout at Water Tower Road and SE 8th Street

The display location is a newly constructed roundabout in the northeast quadrant of the city. It is located at the intersection of Water Tower Rd, oriented north/south and SE 8th St, oriented east west. The roundabout is located approximately 1,200 feet from the SE 8th Street interchange with I-49.

There is a single-family residential neighborhood directly to the east of the roundabout. Northwest Arkansas Community College to the south and the college owns the vacant property immediately north and south of SE 8th Street.

When the new Walmart Home Office Campus currently under construction on the opposite side of I-49 along SE 8th St. is complete and improvements are made to Battlefield Rd to the north, traffic is expected to increase. A roundabout is currently planned at the intersection of Water Tower Road and Battlefield Rd.

The diameter of this circular space is 115 feet. The current material inside the roundabout is sod. A light fixture is currently located in the middle of the roundabout. Relocation of that light fixture, if necessary based on the design selected, will be the responsibility and cost of the city.

D. Cost & Budget

Total Project Cost	The committee has earmarked up to \$90,000 for this project but is seeking reasonable proposals regardless of cost.
Submitted Budget Requirements	Total Fabrication • Material costs (including amount and description) • Production costs (including amount and description) • Installation costs (including amount and description) Artist Fee Cost including fee for artistic development (not to exceed 20% of total cost) Travel Costs If applicable, proposed travel fee (including travel, lodging and meals)
Budget Consideration	The Committee understands changes in fabrication methods and material costs can vary dramatically and can be further discussed after selection.

E. Guidelines

Display Conditions	For permanent installations, artwork must be suited to continuous outdoor display and able to be maintained by the City.
References	Artwork cannot contain logos, tag lines or be in any way thematically linked to a commercial business, establishment, product or service.
Public Art Policy	Proposals that do not conform entirely to the Submission Process (Section F) and Public Art Regulations (Attachment A) will not be accepted.

From: [anotherbikechik](#)
To: [Shelli Kerr](#)
Subject: Re: couple questions
Date: Tuesday, September 19, 2023 7:56:02 PM
Attachments: [image001.png](#)
[image003.png](#)

Hi Shelli.

Great to hear from you! This is wonderful news. I saw you had the Cycle of Influence summit last weekend as well!

I'm happy to answer your questions.

There is a lot of room for variation in size and placement. I usually work off of flat rectangular bases that are evenly sized: 8' x 2', 6' x 2' or 4' x 2'. Each sculptural element placed on top of the base is no more than a foot wider than its base but can extend up to 15' in height. Taller than that and different engineering is required. Endless configuration of bases can create endless groupings of figures.

The \$15,000 includes (at current material and labor costs) everything necessary to design, create, and install one 7.5 x 7.5 ft sculpture on an 8 x 2 ft base. Multiple platforms that are created concurrently would reduce the unit price as various stages can be completed simultaneously by the same crew members. I prefer to work with your community's local vendors for the construction specialties to include them in the process. These skills include computer aided plasma (laser) or waterjet metal cutting, powder coating, welding, and concrete services.

Travel expenses, workspace, and any permitting are additional. I'm happy to work with any in-kind offer of lodging, etc. to keep those costs down. If there are tradesmen who wish to give your project discounted rates that would reduce the costs as well. Our engineering drawings comply with California regulations which are very strict. If new drawings are necessary to comply with your state that would also be additional.

For the question of time, once the agreement is signed, and the site visits completed, design and fabrication takes 5 to 8 weeks depending on the number of platforms for an individual site. Sometimes weather, of course, is a factor.

Attached are examples of a single platform 5-week piece, and 5 platform 7-week piece.

If you have any other questions just ask!

Tailwinds,

Kathleen

Kathleen King-Page
Artist
970-403-4527
www.surfeitofpassion.com

On Tue, Sep 19, 2023, 7:03 AM Shelli Kerr <skerr@bentonvillear.com> wrote:

Hi Kathleen,

We discussed this project at our Public Art Advisory Committee meeting last week. They are very interested and have a few other questions.

- Is there a standard size per bike? Or, could the size vary on location/placement?
- You mentioned a \$15,000 budget. What does that include and what would additional costs be (ie travel/booth space/etc.)?
- How long does the entire process typically take?

Thanks!

Shelli



Shelli Kerr, AICP | Comprehensive Planning Manager | Neighborhoods Team

City of Bentonville, Arkansas

315 SW A Street, Bentonville, AR 72712 | 479.271.6822

Public Art Advisory Committee Annual Action Plan

Goals & Strategies

2023 Status

2024 Action Plan

A. Build a public art collection of the highest quality to enhance Bentonville's growing art and cultural offerings.

- | | | |
|--|---------------------------------------|--|
| 1. Acquire at least two works annually | Two Cozy Apples; Seeds of Bentonville | Two roundabout installations. |
| 2. Identify long-term needs or focus areas via a collection assessment | -- | |
| 3. Establish a care and maintenance program and fund | -- | Dedicate 10-20% of 2024 budget to maintenance. |
| 4. Launch annual major work RFP (e.g. global search) | Suggest removing - redundant with 1. | |
| 5. Create an Annual Work Program based on the Public Art Master Plan | In progress for 2024. | Prepare 2025 Work Program at the Oct. mtg. |
| 6. Contribute to City Square programming | -- | |

B. Improve awareness, accessibility, community engagement and celebrate public art in Bentonville.

- | | |
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| 1. Work with Visit Bentonville on printed and digital guides to public art and museums. | Prepared a digital map with details on each piece. |
| 2. Conduct annual RFP workshop with local artists. | -- |
| 3. Work with the Public Library to publish a parents' guide to public art in Bentonville. | -- |
| 4. Conduct a needs assessment around arts role in the community. | -- |
| 5. Establish a monthly art / artist spotlight series | -- |
| 6. Activate #BentonvillePublicArt using city social channels, signage, and communications and encourage others to use. | Complete. |
| 7. Develop a marketing strategy for promoting new art installations. | Complete. |

Forge public and private partnerships to support expansion

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|--|---|
| 1. Partner with arts organizations to enable installations for more public art. | Brought OzArt and Crystal Bridges on as ex-officio members. |
| 2. Partner with Parks and Recreation to commission a work for the new Gateway Park and Cricket Fields. | Complete. Suggest removing. |
| 3. Adopt a gift policy. | Looked into it with Finance. |

Integrate art into all public and private developments.

- | | |
|--|---|
| 1. Survey developers on their needs. | -- |
| 2. Encourage developers to include publicly accessible art. | Gave presentation at Spring Developer's forum. CACHE provided suggestions. Attended regional discussions. |
| 3. Launch an annual award for a developer-led art installation in the community. | -- |
| 4. Annually update Developer Art Kit. | -- |
| 5. Seek additional funding options to leverage the city budget for public art | Pulled in Becky Pinson (city's grant writer) to look for opportunities. Also discussing with local art organizations. |