

# Public Art Advisory Committee Meeting

July 13, 2021

12:00 p.m.

Zoom

Contact [skerr@bentonville.com](mailto:skerr@bentonville.com) to request participation via Zoom.



## AGENDA

### Members

Tom Hoehn, Chair  
Steven Baker  
Grant Cottrell  
Allyson Esposito  
Kaitlyn Garcia-Maestes  
Aaron Kohn  
Jerris Palmer

### 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 from April meeting \* *Tom*

### PROPOSALS

3. None received.

### PROJECT UPDATES

4. *Guide These, My Hands* Condition Update *Shelli*
5. Strategic Plan Priorities *Tom & Aaron*

### OTHER BUSINESS

6. Public Engagement *Shelli & Tom*
7. 2021 Project(s) *Shelli*
8. Adjournment *Tom*

\* Attachment

# Public Art Advisory Committee Meeting

June 8, 2021

12:00 p.m.

Zoom Meeting



## MINUTES

### Attendance

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

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

2. **Minutes from May meeting.** Tom asked for approval of the minutes.

*Action: Tom made a motion to approve the May 2021 minutes. Aaron seconded the motion. All in favor; motion passed 6-0.*

### PROPOSALS

3. **Translation Artwork.** Shelli reported a concept that came out of listening sessions as part of Bentonville Together Diversity, Equity and Inclusion initiative. The recommendation was to have a piece of art that said “welcome” in a variety of languages. A goal would be to unveil this at the event scheduled for August 21<sup>st</sup>. There is no set budget or location for the project.

Tom said this had been done in many places and the goal would be to make it unique. Kalene suggested concrete letters of the city with artwork on the sides prepared by people from different places that represents where they came from. They like the idea of a piece that fits into DEI and engages diversified artists.

*Action: They agreed to hold on this recommendation until they complete the Strategic Plan.*

### PROJECT UPDATES

5. **Almost Forgotten Osage Prairie Awareness.** Tom reported there will be an article in the newspaper this weekend and Shelli shared the webpage dedicated to this artwork.

*Action: Shelli will promote on the city's social media outlets.*

6. **Guide These, My Hands Condition Update.** Shelli reported that Danielle Hatch, the artist, indicated the cost to purchase the correct fabric is \$690. This does not include the time and labor for hand sewing the poem again. Grant asked if the artists support shifting the placement; which the artists indicated could be done. Jerris suggested a water repellent spray and boning in the hem. The committee would like details on the proposed material and need some reassurance that it would hold up better than the current material. Steven agreed the piece needed to be replaced or removed because of its condition. Aaron stated that it is not the committee’s responsibility to correct an artwork and that this is a good learning opportunity. Gayatri asked if the committee has done this before. It has been done on a few pieces with funding from Visit Bentonville but

none from the PAAC's budget. Allyson suggested that situations like this warrant adoption of policies for maintenance of both temporary and permanent pieces.

*Action: Tom made a motion to request the artists test the new material with one row for a few weeks to see how the piece is holding up and revisit the option to fund purchase of new material at that time. Grant seconded the motion. All in favor, motion passed 6-0.*

- 7. Cricket Pitch Display Site.** David shared plans for the 28<sup>th</sup> Street Park, stating that they have been able to combine the park project with the necessary road projects which will reduce construction costs. The project should be under construction in 90-100 days, with a maximum 18 month build-out. An art installation could be in early 2023. There will be signage and landscaping. Aaron suggested that this provides a good context and another example for needed policies on how to approach opportunities such as this. He and Allyson will work on these.

David identified three possible art display locations: (1) the intersection, (2) the roundabout, or (3) near the cricket pitch, with the cricket pitch probably be the most visual and interactive. The committee likes the idea of having an art piece that tells the story of cricket, with it being the origins of baseball.

*Action: The committee will continue to look at this site as a possible project as they work to develop the strategic plan.*

- 8. Strategic Plan Survey Results.** Shelli shared preliminary results of the prioritization survey for the Strategic Public Art Master Plan. The top goal was to *"Build a public art collection of the highest quality to enhance Bentonville's growing art and cultural offerings."* She indicated that involvement with the programming of the square could present a challenge since the city does not own it. Alysson suggested maybe there are other ways to be involved that are not site specific and engage a storytelling approach.

Shelli also reported that in the top three goals was to *"Involve the community in all aspects of the public art program."* However, there are no specific tasks/strategies under that topic and that it may be best to combine it with either *"Improve accessibility with expanded interpretive and educational materials"* or *"Improve awareness and celebrate public art in Bentonville."*

Gayatri suggested finding a few approaches to gathering public feedback on the plan. Consider setting up at the July 2<sup>nd</sup> First Friday. This public involvement provides additional support for the plan. Allyson reported that CACHE has recently completed a public opinion study on art in the region that she can share.

*Action: Shelli and Tom will work on identifying opportunities to gather public feedback on the plan.*

## OTHER

### Adjournment.

*Meeting adjourned at 1:03 p.m.*

## Strategic Plan Priorities 2021-2025

As of 7/9/2021

### Goals and Strategies

### Assignments

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

- a. Formally adopt the Five Year Strategic Plan for Public Art and incorporate into the Community Plan.
- b. Identify long-term needs or focus areas via a collection assessment.
- c. Establish a care and maintenance program and fund.
- d. Acquire at least two public works of art annually.
- e. Launch annual major work RFP (e.g. global search).
- f. Create an Annual Work Program based on the Public Art Master Plan.
- g. Contribute to City Square programming.

Tom & Allyson  
Kaitlin  
Shelli  
Jerris  
Allyson  
Shelli  
Jerris & Allyson

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

- a. Work with Visit Bentonville on printed and digital guides to public art and museums.
- b. Conduct annual RFP workshop with local artists.
- c. Work with the Public Library to publish a parents' guide to public art in Bentonville.
- d. Conduct a needs assessment around arts role in the community.
- e. Establish a monthly art / artist spotlight series.
- f. Activate #BentonvillePublicArt using city social channels, signage, and communications and encourage others to use.
- g. Develop a marketing strategy for promoting new art installations.

Grant  
Allyson  
Grant  
Aaron  
Jerris & Allyson  
Grant

#### 3 Forge public and private partnerships to support expansion.

- a. Partner with arts organizations to enable installations for more public art.
- b. Partner with Parks and Recreation to commission a work for the new Gateway Park and Cricket Field(s).
- c. Adopt a gift policy.

Jerris, Tom, Kaitlin, Allyson  
Allyson & Steven  
Aaron

#### 4 Integrate art into all public and private developments.

- a. Survey developers on their needs.
- b. Encourage developers to include publicly accessible art.
- c. Launch an annual award for a developer-led art installation in the community.
- d. Annually update Developer Art Kit.
- e. Seek additional funding options to leverage the city budget for public art.

Steven  
Shelli  
Kaitlin & Steven  
Shelli

From: [David Wright](#)  
To: [David Wright](#); [Salome Griffin](#); [Shah Azeem](#)  
Subject: AC  
Date: Tuesday, June 8, 2021 12:10:13 PM

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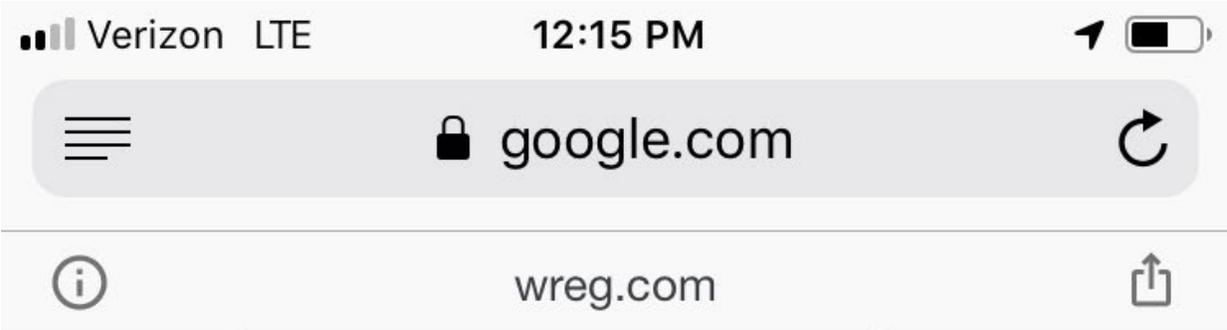
David Wright  
Bentonsville Parks and Recreation

Sent from my iPhone

**From:** [Jerris Palmer](#)  
**To:** [Shelli Kerr](#)  
**Subject:** Screenshot 2021-06-08 at 12.15.14 PM  
**Date:** Tuesday, June 8, 2021 12:17:03 PM

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Perhaps Bentonville could be stacked - like the LOVE?  
The Memphis letters were created by our artist that sculpted the bike towers



# Multicolored Memphis monument aims to make Mud Island a millennial mecca

Mitchell Koch

2 years ago



**From:** [Jerris Palmer](#)  
**To:** [Shelli Kerr](#)  
**Subject:** Screenshot 2021-06-08 at 12.56.38 PM  
**Date:** Tuesday, June 8, 2021 12:57:26 PM

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Verizon LTE

12:56 PM



Not Secure — juliagodsiff-sculpture.com

