

Public Art Advisory Committee Meeting

July 13, 2021

12:00 p.m.

Zoom Meeting



MINUTES

Attendance

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

- 1. Call Meeting to Order.** Chairperson Tom Hoehn called the meeting to order at 12:06 pm, noting that there is not a quorum so no items will be voted upon.
- 2. Minutes from June meeting.** With no quorum, this item is tabled to the August meeting.

PROPOSALS

- 3. None.**

PROJECT UPDATES

- 4. Guide These, My Hands Condition Update.** No update provided from artists. Shelli will forward any updates as they come in.
- 5. Strategic Plan Priorities.** Shelli shared the final results of the prioritization survey for the Strategic Public Art Master Plan. She explained that the names listed under the "Assignments" are those who expressed an interest in working on that particular task. There were two tasks without anyone assigned, so those task were revised.

The task (2.g) to hire a marketing firm was revised to "develop a marketing strategy for promoting new art installations." Kalene agreed to share what Visit Bentonville is doing to promote art as well as recommendations for moving forward. Shelli will add Kalene to the "Assignments" column for this item.

The task (4.e) to seek legislation for 1% public art funding was revised to "Seek additional funding options to leverage the city budget for public art."

Action: Kalene will present past and future efforts for public art marketing and promotion at the August meeting.

Tom will pull the presented priority list into the strategic plan document.

OTHER BUSINESS

- 6. Public Engagement.** Tom is asking for volunteers to assist with gathering public input at the August 6th First Friday. Shelli has reserved a booth. The hours are from 3 to 9 and she will set up a sign-up genius to take 2 hours shifts. Shelli will set up the Community Development Tent and have a chalkboard and chalk for people write their answer to the question: "What does public art mean to you?" Kaitlin and Gayatri are not available,

but Tom, Shelli and Steven are. Kalene suggested to consider a video backdrop since it's the week of the film festival.

Action. Shelli will send out a sign-up genius to schedule volunteers for First Friday.

- 7. 2021 Project.** The committee discussed the idea of "Bentonville Letters" as the next project. A few locations included the property between city hall and the DAC, The Commons amphitheater, Gateway Park, the north gateway into Bentonville, and the Bark Park. A downtown location may not be the best because of all of the construction as well as the development of the quilt of parks. Kalene suggested commissioning would be the fastest approach and Kaitlin liked the RFP approach to get a variety of designs. Shelli indicated that if we got a signed agreement and first invoice by mid-November, the project can roll-over to the next year. However, rolling it over without a project started would be a different request. Suggestions about the design included it being interactive (particularly for photos), accessible, use a graphic designer for the concept and then work with a fabricator, and to consider mobility.

Actions: Tom and Kaitlin will work on a creative brief to describe the project to begin reaching out to local graphic designers. In the meantime, committee members should be looking around the community for potential locations.

Shelli will ask about rolling over funding into 2022.

- 8.** Tom reported that Grant is working on a revision to the PAAC logo and a marketing plan for the hashtag.

Adjournment.

Meeting adjourned at 12:45 p.m.