

Public Art Advisory Committee Meeting

July 9, 2019

12:00 p.m.

305 SW A Street

2nd Floor Conference Room



AGENDA

1. Minutes from June meeting *

PROPOSALS

2. No submittals.

OLD BUSINESS

3. Revised Call for Proposals
*Corner @ Park Springs Park **
*Bright Road Roundabout ** Shelli
4. Promotion Policy Kalene & Dylan
5. Applegate Trail and U of A Students Kalene & Dylan

NEW BUSINESS

6. Takeaways from Public Art Conference * Kalene, Lee, Shelli

PROJECT UPDATES

7. Proposed Sassy location Kalene

OTHER

8. Other Business

** Attachment*

Public Art Advisory Committee Meeting

June 11, 2019

12:00 p.m.

Community Development Building



MINUTES

	<u>Attended</u>		<u>Attended</u>
<i>Voting Members:</i>		<i>Ex Officio:</i>	
Brittany Braithwaite		Tim Robinson (City Council)	✓
Dylan Turk	✓	Kalene Griffith (A&P)	✓
Jerris Palmer	✓	<i>Staff:</i>	
Johnetta Dexter	✓	Shelli Kerr	✓
Lauren Haynes	✓	Lee Farmer	✓
Steven Baker	✓	Danielle Semsrott	✓

Guest: Chance Snider, Sugar Creek Elementary

1. **May 2019 Minutes.** No recommended changes.

Motion: Dylan made a motion to approve; Steven seconded the motion. All in favor; motion passes 5-0.

PROPOSALS

2. **ColorFULL.** Chance Snider, art teacher at Sugar Creek Elementary, presented a proposal for ColorFULL. The project is to have students participate in the design to paint the support structures for the sewer pipes along the trail in Park Springs Park. The design will go all the way around the supports to create a 3D experience. The proposed artwork is based on the book "ColorFULL" by Dorena Williamson to inspire students and the community to be less color blind to the people and the world around them and more open and willing to see and experience differences. The design includes bubbles that the kids will design by experimenting on their own with the colors around them, including nature, skin, hair, etc. The students will then get to paint their own bubble on the support structures. The book author has approved of the use of her book for inspiration. Shelli requested that Chance also get written permission from the book illustrator before submitting the final design. The project will be part of a newly formed art club at the school that will have a fee to participate, which will be used to purchase paint for the project. Lee asked that Chance provide him with details about the paint and specific colors that will be used. And, before selecting the design, to check that the paint color is available in the type of paint he wishes to use.

Motion: Steven made a motion to approve the design concept and for Chance to submit the final design for full approval; Dylan seconded the motion. All in favor; motion passes 5-0.

OLD BUSINESS

3. **Promotion Policy.** Dylan and Kalene are in the process of setting up a meeting to discuss this policy.

NEW BUSINESS

4. **Artwork Selection: Corner at Park Springs.** The committee went through each proposal submitted in the order received:

- *Togetherness by Hunter Brown*
- *Benton III by Brew Lamb*
- *Bugnado by Tom Flynn*
- *Bluebird by Nathan Pierce*
- *Diamonds are Forever by Benson Sculpture*
- *Burrow No. 2 by Robert Lemming*
- *We Can Be Like Birds by Charlie Brouwer*

Members liked different aspects of the various proposals. However, the committee agreed that many of the proposals were very similar to existing pieces in Bentonville or the region. None of the proposals felt like a great fit for the site and the committee did not select any of the proposals submitted.

5. **Artwork Selection: Roundabout at Bright Road.** The committee went through each proposal submitted in the order received:

- *Thrive by Hunter Brown*
- *Uplift by Hunter Brown*
- *Infinite Bridge by Dayton Castleman*
- *Learning to Fly by Amanda Willshire*
- *Modern Bike Life by Stephen Feilbach*
- *Rising Together by Charlie Brouwer*

Again, the committee agreed that many of the proposals were very similar to existing pieces in Bentonville or the region. None of the proposals felt like a great fit for the site and the committee did not select any of the proposals submitted.

The committee discussed revising the Call for Proposals by being more specific about the site and expectations. The RFP needs to indicate that the committee is looking for something new and different from what we already have and suggested it include a link to the webpage with a map and photos of the current inventory. They also want the RFP to explain the unique history of the Parks Springs Park site and encourage artwork at the roundabout that is reflective of education, learning, children, students and families. The committee also agreed that the advertising piece should be professionally designed. Dylan and Lauren agreed to discuss with firms to get quotes.

Motion: Dylan made a motion to move forward with this new plan for both the Corner at Park Springs Park and the Roundabout at Bright Road; Steven seconded the motion. All in favor, motion passes 5-0.

6. New project: Applegate Trail and U of A Students. Dylan and Kalene will be meeting with the University of Arkansas art program to discuss a student project along the Applegate Trail.

7. New Project: Two Cities Trail. No discussion.

PROJECT UPDATES

8. Basketball Courts. Shelli reported that Mike Abb indicated the project should be wrapped up by the end of the week, weather permitting.

9. Sassy Relocation. This will be discussed in greater detail once a new art piece is selected for the current site.

OTHER

10. Other Business.

Public Art Conference. Shelli reported that she, Lee and Kalene would be attending the Public Art Preconference at the Americans for the Arts Annual conference in Minneapolis at the end of the week.

Meeting adjourned at 1:00 p.m.



Request for Proposals for Artwork: Corner @ Park Springs Temporary Display

Deadline: Monday, August 5 at 12:00 midnight, CST

Bentonville is in one of the fastest growing regions in the country with a population just over 50,000. It is part of the Northwest Arkansas region with a metropolitan statistical area population over a half a million. Bentonville is just 30 miles north of the University of Arkansas in Fayetteville, Arkansas. As the hometown of Wal-mart, the daytime population swells to nearly 70,000. The announcement of a new Wal-mart home office campus ensures the continued growth of the region.

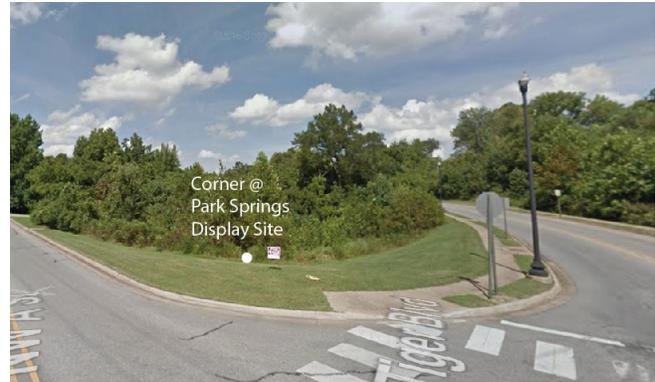
Bentonville's Public Art Advisory Committee (PAAC) seeks to build on the emerging art and cultural experiences in Northwest Arkansas. Crystal Bridges Museum of American Art opened in Bentonville in 2011 and has since welcomed over four million visitors. Downtown Bentonville has a vibrant culinary arts scene with several James Beard Foundation recognized chefs and the Brightwater Center for the Study of Food located in the 8th Street Market. The Momentary, a satellite of Crystal Bridges, is a new contemporary arts venue expected to open southeast of downtown in early 2020.

The PAAC is seeking to expand the variety of artwork on display in the public realm with artwork that reflects on the community's history while sharing the community's growingly diverse population. The committee is seeking national and international artists that can produce artwork unique from those currently on display. Please visit website for a map of photos of current art pieces (<http://www.bentonvilleart.com/464/Public-Art-Advisory-Committee>).

Project Name **The Corner @ Park Springs – Temporary Display**

Description The PAAC is requesting proposals of artwork that can be installed on an existing display site located in northern Bentonville. The ideal art piece will reflect the unique history of the nearby Park Springs Park. It should enhance the intersection and represent Bentonville's emerging artistic culture. This is a temporary display for approximately one year, with an option to purchase at the end of the display period. The preferred artwork should be easily visible to nearby vehicle travelers. The artwork must be appropriate for all ages and engage with the growing, diverse population in Bentonville.

Display Site Corner @ Park Springs Park
[Intersection of Tiger Blvd. and NW A St.](#)



The Corner @ Park Springs is a temporary display site for public art. The display area is located in northern Bentonville on the southwest corner of the intersection of Tiger Boulevard and NW A Street in Bentonville. This property is at the northeast corner of Park Springs Park that is approximately one mile north of downtown.

Park Springs Park has been a beautiful part of Bentonville's history since the 1890s. The park was the site of at least two therapeutic springs and as early as 1908 was a large three-story brick sanitarium. The building was used for different purposes over the years, including a resort, hotel, retirement home, and small college. The structure suffered a fire in the 1940's and eventually it was torn down and the land deeded to the city. Today, the park has a large pavilion, play equipment and approximately 1.5 miles of walking and biking trails. Visit the Vintage Bentonville website for more information on the history of the park: <https://www.vintagebentonville.com/park-springs.html>.

The immediate display site is a natural setting at a moderately traveled intersection. To the south is a natural park with a large pavilion, play equipment and trails. To the north is a junior high school and mountain bike trails. Vacant properties are located east of the display site.

Installation & Maintenance

The City will coordinate with the artist for timing and any assistance needed by the city, however, is requesting installation be complete by January 31, 2020. The Artist will be responsible for any maintenance needed during the time of the temporary display period as set forth in the signed agreement.

Budget The Public Art Advisory Committee and Visit Bentonville have established a budget up to \$15,000.00. Artists are required to submit a detailed budget. Proposals requesting less than the maximum are encouraged. Budget should include cost of transportation and installation, fee for temporary display for one year, cost of removal, and a purchase price. Budget should indicate the fee for a one year lease, a purchase price and if the fee for the temporary display will be credited toward the purchase price. Funds are distributed as follows:

50% upon a signed agreement and receipt of invoice
50% upon complete installation and receipt of invoice

- Selection and funding are contingent upon a signed Letter of Agreement between the artist and the City of Bentonville.
- Travel, lodging and meal expenses associated with this project are not reimbursable.
- No funds are designated for project development.

Eligibility Any artist is welcome to apply and collaborative proposals are allowed.

Submission All proposals must be submitted using the online application form at <https://www.bentonville.com/464/6290/Public-Art-Advisory-Committee> . Required attachments may be uploaded in a Word or PDF format. Proposals that do not complete the online submission form and/or do not upload the required documentation will not be accepted.

Deadline **Monday, August 5, 2019 – 12 midnight, CST**

Contact Shelli Kerr, AICP
Comprehensive Planning Manager
City of Bentonville, AR
305 SW A St., Bentonville, AR 72712
479-271-3122
skerr@bentonville.com

Artwork Guidelines

- Artwork also must be suited to continuous outdoor display and able to be maintained by the City.
- Artwork cannot contain logos, tag lines or be in any way thematically linked to a commercial business, establishment, product or service.
- Pieces that use the existing foundation or incorporate the existing foundation into the design are encouraged. The foundation is approximately 6' x 6'.

Review Criteria

- **Artistic Quality and Merit:** Due consideration will be given to the strength of the artist's concept, vision, innovation, execution and craftsmanship.
- **Context:** Consideration should be given to the architectural, historical, geographical and socio-culture of the City. The PAAC may also take into consideration the theme and context of the display in terms of scale, form, content and materials.
- **Mission Statement & Core Principles.** Works of art for public display shall meet the mission statement and core principles of the PAAC.

Mission Statement: "Enriching and engaging our community through public art."

Core Principles:

- Enhance the community's visual environment
- Promote awareness of the city's social, cultural, and historical composition
- Encourage a spirit of collaboration
- Expand public knowledge of the visual arts
- **Prohibitions:** The PAAC shall reject for display works of art that are obscene (as defined by A.C.A. § 5-68-302 *et seq.*) or violate other state or Federal laws.
- **Conformance with Public Art Regulations.** Proposed artwork must comply with the public art regulations adopted by ordinance.

Public Art Policy (Ordinance No. 2013-40, 06-14-13)

1. **Approval.** All requests to display artwork on city maintained property shall be approved by the Bentonville City Council, the Public Art Advisory Committee and if required, the Parks & Recreation Advisory Board and / or other City Boards and Commissions.
2. **Insurance.**
 - a. **Temporary Works of Art.** The City is self-insured and does not insure temporary display of artwork on city maintained property. The artist who loans temporary works or art for display on city maintained property shall bear the risk of loss from damage, destruction, or theft of the artwork while it is in the care of the City of Bentonville. The artist shall agree in writing to assume sole liability or responsibility for loss, damage, or theft of the artwork.
 - b. **Permanent Works of Art.** Insurance details relating to permanent works of shall be outlined in the contract agreement.
3. **Assumption of Risk and Public Safety.** Display of artwork shall not create an unnecessary safety hazard to the public or city employees and shall be displayed in a manner that does not unreasonably impeded traffic or interfere with public safety.
4. **Types of Display.** Art displays hosted or coordinated by the City may include competitions sponsored by the City, art displays featuring individual artist, themes and art displays featuring groups of artists.
5. **Location.** Artwork may be displayed in public places approved by City Council. Artwork may be physically separated from the main exhibit when, in the opinion of the City Council, warranted under current community standards. Artwork, other than works of art currently in placed at the time of adoption of this ordinance, shall not be displayed on the Bentonville Square.
6. **Compatibility.** Proposed public art shall be evaluated for its compatibility relative to the following:
 - Visibility and public access
 - Public safety
 - Traffic patterns
 - The relationship of the proposed public art project to the site's existing or future architectural features, its natural features, its historical, geographic and social / cultural context
 - The function and use(s) of the facility or site
 - The nature of the site's surrounding neighborhood and potential impact of the public art project on residents, businesses, existing works of art or design elements within the site's vicinity
 - Future development plans for the area which may affect the public art project.
7. **Identification of Artwork.** Works of art should be identified in an appropriate manner to the context of the artwork. Standard, consistent signage details are outlined in the contract.
8. **Sales Prohibited.** Art shall not be sold on city maintained property except as part of an organized event. Sales information shall not be posted or displayed with a work of art; interested buyers shall contact the artist directly for sales information.
9. **Payments Prohibited.** The City (or any organization or person affiliated with the City) shall not accept payments to have art displayed on city maintained property. Furthermore, the display of public art on city maintained property shall not be used by any organizations for fundraising.
10. **Presentation.** As outlined in the contract, all art needs to be finished and ready for display and artists shall remain responsible for all costs associated with presenting, setting up and taking down.
11. **Set Up / Take down.** As outlined in the contract, it shall be the responsibility of the artist to adhere to the details for presenting, set up and take down.
12. **Pick-up and Deliver / Abandonment.** As outlined in the contract, the artist shall adhere to the details for pick-up and delivery location and time. Any piece that is not picked-up by the deadline shall be treated as abandoned property subject to disposal without further notice under applicable laws.
13. **Complaints.** If the City receives signed, written complaints from ten (10) or more citizens of Bentonville about a work of art on display, then the City shall notify the artist about the complaint and allow the artist an opportunity to immediately withdraw the work. Should the artist choose not to withdraw the work, the City shall hold a meeting between the artist and complainants during which they will be given an opportunity to address the appropriateness of the display of the work of art. After the meeting, if the issue is still unresolved, the City Council shall make the final decision on whether the work of art shall be removed, relocated, relabeled, or otherwise modified giving due regard and consideration to the artists freedom of expression and due process under the First and Fourteenth Amendments in accordance with the forum in which that artwork is displayed.
14. **Removal.** As outlined in the contract, there shall be no removal or disguise of a work of art once it is placed on display unless and until the City Council decides to do so, subject to the right of the artist to remove it.



Request for Proposals for Artwork: Bright Road Roundabout Permanent Display

Deadline: Monday, August 5 at 12:00 midnight, CST

Bentonville is in one of the fastest growing regions in the country with a population just over 50,000. It is part of the Northwest Arkansas region with a metropolitan statistical area population over a half a million. Bentonville is just 30 miles north of the University of Arkansas in Fayetteville, Arkansas. As the hometown of Wal-mart, the daytime population swells to nearly 70,000. The announcement of a new Wal-mart home office campus ensures the continued growth of the region.

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Project Name **Bright Road Roundabout**

Description The PAAC is requesting proposals for artwork to be installed inside an 88' diameter roundabout. The ideal art piece will enhance the intersection, represent Bentonville's emerging artistic culture, and reflect the education and opportunities offered at the nearby schools. The preferred artwork is easily visible to nearby vehicle travelers and reflective of the nearby schools and residential neighborhoods. The artwork must be appropriate for all ages and engage with the growing, diverse population in Bentonville.

Display Site **Bright Road Roundabout**
Intersection of Bright Road and SW Gator Boulevard



The Bright Road roundabout is located in southwestern Bentonville. The site is an 88'-diameter roundabout in a predominantly residential area that carries traffic for three schools: an elementary, a middle school and a junior high school. The roundabout is located in a new area of Bentonville experiencing rapid change and growth. The area is relatively flat with little tree cover. Grass currently fills the roundabout and the city may install landscaping to complement the selected artwork.

Installation & Maintenance The City will coordinate with the artist for timing and any assistance needed by the city and is requesting installation be complete by January 31, 2020.

- Budget** The Public Art Advisory Committee and Visit Bentonville will fund a maximum of \$15,000.00. Artists are required to submit a detailed budget. Proposals requesting less than the maximum are encouraged. Budget should include cost of transportation, installation and purchase price.
- 50% upon a signed agreement and receipt of invoice
 - 50% upon complete installation and receipt of invoice
- Selection and funding are contingent upon a signed Letter of Agreement between the artist and the City of Bentonville.
 - Travel, lodging and meal expenses associated with this project are not reimbursable.
 - No funds are designated for project development.
- Eligibility** Any artist is welcome to apply and collaborative proposals are allowed.
- Submission** All proposals must be submitted using the online application form at <https://www.bentonvillear.com/464/6290/Public-Art-Advisory-Committee>. Required attachments may be uploaded in a Word or PDF format. Proposals that do not complete the online submission form and/or do not upload the required documentation will not be accepted.
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 - **Conformance with Public Art Policies.** Proposed artwork must comply with the public art policies adopted by ordinance (provided in Attachment A).

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 - The function and use(s) of the facility or site
 - The nature of the site's surrounding neighborhood and potential impact of the public art project on residents, businesses, existing works of art or design elements within the site's vicinity
 - Future development plans for the area which may affect the public art project.
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**Public Art Pre-conference
June 13-14, 2019
Minneapolis, MN**

TAKE-AWAYS

- Find opportunities to include and embed artwork into all city departments. Let the departments come up with their own ideas. Artist in residence.
- Let the process of developing the artwork be the deliverable.
- Some art needs to include a variety of professions – scientists, health professionals, artists, agencies, etc.
- Have artists invite committee members to their studios to understand their creative process.
- An option is to pay artists to develop their pieces prior to selection.
- Art can be: storytelling, meditative, an architectural intervention, and initiate discussion and dialogue.

Project Ideas

- Poetry in pavement
- See how we can incorporate art into upcoming infrastructure projects – Main Street, redesigned 8th Street.
- Great Neighborhoods Tent – use interactive pieces to create your ideal neighborhood.
- Great Neighborhoods – porch concerts, different neighborhoods ended up specializing in different types of music.
- Public art for noise mitigation on 8th Street (HUD)
- Writing workshops for city workers – stories, essays, poems

Programs:

- **Place It** – interactive planning with model building workshops: www.Placelt.org
James Rojas, jamestrojas@gmail.com
- **Art at Work** - national initiative to improve municipal government through strategic art projects with municipal employees, elected officials and local artists: www.artatwork.us

Resources:

- **Creative Placemaking:**
<https://www.planning.org/knowledgebase/creativeplacemaking/>

- **Social Impact Indicators** – how do you measure change: <http://animatingdemocracy.org/social-impact-indicators>
- **Public Art Network** – professional network dedicated to advancing public art- www.americansforthearts.org/by-program/networks-and-councils/public-art-network
Patricia Walsh – Public Art & Civic Design Senior Program Manager: pwalsh@artsusa.org
- **State of the Art Transportation Training:** <https://smartgrowthamerica.org/state-art-transportation-training/>
- **Animating Democracy** – foster civic engagement through arts and culture: <http://www.animatingdemocracy.org/>
- **Arkansas Arts Council:** <http://www.arkansasarts.org/>
- **A Blade of Grass** – Resources for socially engaged art: <http://www.abladeofgrass.org/>
- **Public Art and Noise Mitigation:** <https://www.hudexchange.info/resource/5784/fact-sheet-public-art-and-noise-mitigation/>
- A municipal / artist partnership guide will be published later this year.

Examples:

- **Police department poetry project:** <https://www.youtube.com/watch?v=sa3-CkKCHLY&list=PLA4765B049992D9D7&index=3&t=0s>
- **Twin cities murals** - blog: <https://twincitiesmurals.blogspot.com/>
- **Forest Park Mural** - about the process to create a transit station mural: <https://www.metrostlouis.org/nextstop/arts-in-transit-mural-goes-up-at-forest-park-station/>
- **Artica St. Louis** - annual festival for interactive art: <https://articastl.com/>
- **Public Art Network Year in Review Database** – examples of public art projects: <https://www.americansforthearts.org/by-program/networks-and-councils/public-art-network/public-art-year-in-review-database/yir-search>
- **The Fargo Project:** world garden commons– lessons learned: <http://www.thefargoproject.com/design/lessons-learned/>

Funding:

- **Creative Placemaking - NEA Our Town Grants:** <https://www.arts.gov/grants-organizations/our-town/grant-program-description>
- **National Endowment for the Arts:** <https://www.arts.gov/grants>