

# Public Art Advisory Committee Meeting

Aug 13, 2019

12:00 p.m.

Community Development Building



## MINUTES

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<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		David Wright	
Steven Baker	✓	Danielle Semsrott	✓

### 1. **June 11, 2019 Minutes.** No recommended changes.

*Motion: Johnetta made a motion to approve; Dylan seconded the motion. All in favor; motion passes 4-0.*

## PROPOSALS

### 2. **No submittals.**

## OLD BUSINESS

### 3. **Revised Call for Proposals.** The committee agreed to give everyone until this Friday to comment on the current RFP drafts and issue the RFPs on Monday. Shelli indicated that at the Public Art Conference she found several opportunities for sharing RFPs that should cast a wider net to receive more proposals.

Kalene and Shelli both commented on the extensive information they picked up at the Public Art Conference. They both recommend attending annually, taking a PAAC member and staying for the full conference.

### 4. **Promotion Policy.** Kalene presented marketing ideas and a suggested timeline that she worked on with Dylan (see Attachment A and B). The plan includes press releases, social media, public gatherings, other public art agencies, the public art map and video/audio tours. She already has several of these items in the works:

- Visit Bentonville will be publishing the public art map by October that will also include outdoor pieces at Crystal Bridges.
- There will be a neon tour and a walking art tour.
- She is working on geotagging all art.
- A video of the committee to talk about the program and local public art. Kalene can fund the project with the goal to complete by the end of the September. The committee felt that this would be good to include when publishing RFP's.
- A blogger campaign that will include someone covering public art in September or October.

She wants to make sure we are tagging artists on all social media. They are working on ways to measure these marketing efforts. Art has been the #1 social media engagements in the last two years for Visit Bentonville.

### 5. **Applegate Trail.** Dylan spoke with the University of Arkansas. They indicated there are a couple of options. One is to have a class where they learn about public art and the other is to have a project or competition. He

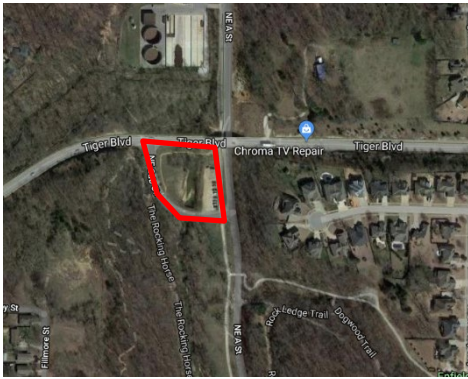
has asked them to attend the PAAC's next meeting to discuss these options with the committee to see which would work best. They will provide examples of both options. Shelli will check with David and confirm that he will be at the next meeting to discuss. Dylan said the professors recommended reaching out to some of the other local colleges.

## NEW BUSINESS

### 6. No new business.

## PROJECT UPDATES

7. **Proposed Sassy location.** Kalene is suggesting moving Sassy to a location near the new parking lot at Cub Drive and NE A Street. The site is accessible via the trail and roads and could be placed where it is visible from Tiger Blvd. She has someone putting Sassy into a 3D image to show potential placement options. The city just paved the parking lot and is currently designing a sidewalk to connect Tiger to NE A.



At NE A St. looking northwest toward Tiger Blvd.



At Cub Dr. looking east toward NE A St.



At Tiger Blvd. looking south toward Cub Dr.

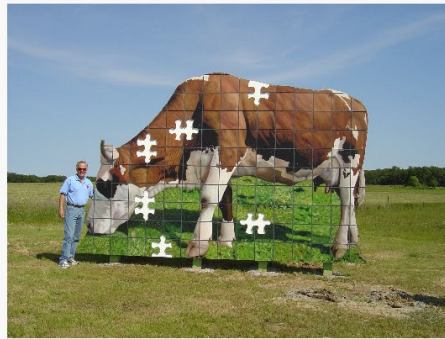
## OTHER

### 10. Other Business.

- a. **Choose Love campaign.** Kalene shared that she is working with the school district in promotion of the Choose Love campaign they have joined. The campaign provides curriculums for social and emotional learning at no cost to teachers or the district. She is looking at options for artwork with this campaign, possibly at Old Tiger Stadium because of several schools near that location.
- b. **"Bentonville."** Kalene is working on getting Bentonville spelled out as an art piece. No site has been selected.
- c. **Butterfly window.** Kalene shared that new artwork created by a graphic artist is on the windows at the Visit Bentonville office. The design is butterfly wings created with bicycle parts. They will change out the design in November to wings created from snowflakes.



- d. **Commissioned work.** The committee agrees that we may want to start considering an artist driven project, instead of relying on the RFP process.
- e. **Art in south Bentonville.** Need artwork in south Bentonville –around the Community Center. Dylan shared artwork from artist John Cerney of a cow billboard designed as puzzle pieces. It is a reflection of what used to be at the Community Center and may be a good opportunity for commissioning a piece. Shelli said she would share this concept with David, parks and recreation director. Artist website: <https://www.johncerneymurals.com/projects.html>



Jigsaw Ranch (2011)

Located off Highway 3 in Centrahoma, Oklahoma. 12 feet tall. The rancher is 'building' his cattle using jigsaw puzzle pieces. Installed on the property of Kim and Deward Strong. Deward modeled as the rancher.

Meeting adjourned at 1:00 p.m.

**Market our Public Art**

- Press Release
  - Both Announcing projects
  - Announcing Unveilings
  
- Social Media (In the works with public art map)
  - Facebook, Twitter and Instagram
  - Linked in from a business and economic development stand point
  
- Public Gatherings
  - Unveiling events for every piece of art
  - Utilize events or presentations of art to get people talking
  - Create public artist panelists events at the art
  
- Channels other than our own (to tell our story)
  - Public Art Network
  - Public Art Dialogue
  - Public Art Review
  - Regional publications and travel
  
- Public Art Map (IN PRODUCTION)
  - (draws attention to the scene)
  - Creating a public art
  - Create walking tour
  - Geotagging all art (so when people take photos they automatically geotagged)
  
- Video or Audio Tour (RESEARCHING AND PRICING)
  - Creating awareness of the public art
  - Vlog of our public art and the artists (do 24 of the pieces this next year-2 per month)

Tag artists with other art that they have any other cities.

Figure out how we measure

Online presences and interaction

Track our web and social media hits

SET UP PLAN FOR PUBLIC ART CAMPAIGN  
Timeline (DRAFT IDEA)

1. Step 1: Set date for launch of project
2. Step 2: Send Press Release on project details with goal and locations
3. Step 3: Send Press Release after picking project and artists
4. Step 4: Set date of Preview of Art
5. Step 5: Have run of show of events for day with Press and artists
6. Step 6: Invite press to the event, have list of speakers for the press with details about each of them (titles and roles)
7. Step 7: Create social media campaign following the launch to introduce it to the world
8. Step 8: Create a blogging opportunity
9. Step 9: Partner with Arts organization to share our stories
10. Step 10: Monitoring and Report on social media.