

Public Art Advisory Board



January 21, 2014 at 4:30 p.m.

Chapman Room (Room 200) • City Hall Second Floor
401 South Park Avenue • Winter Park, Florida

1 administrative

- a. Call to order.
- b. Approval of December 16, 2013 minutes.

2 action

- a. Art on the Green 2014
 1. Publicity and graphic design, Communications Department
 2. Draft sponsor packet and budget review

3 new business

4 adjourn

The next PAAB meeting will be 4:30 p.m. Monday, February 17, 2014.

appeals & assistance

"If a person decides to appeal any decision made by the Commission with respect to any matter considered at such meeting or hearing, he/she will need a record of the proceedings, and that, for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." (F. S. 286.0105).

"Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office (407-599-3277) at least 48 hours in advance of the meeting."

drafts for review and
discussion



Art on the Green 2014

September 1, 2014, through March 1, 2015

Case Statement

- Prestigious outdoor exhibition of large-scale works of sculpture selected by nationally noted curator, Joseph A. Seipal.
- Permanent exhibition materials showing evidence of a legacy of interest by the city and its private sector in quality of life in Winter Park through the arts.
- Economic draw for retailers in terms of local traffic on Park Avenue.
- Benefit to retailers due to impact of cultural tourism from across the state of Florida and nationally (i.e., visitors spending money in restaurants, hotels and stores).
- Exhibition for the education and pleasure of the residents of Winter Park and Central Florida.
- Full day of activities when combined with other Winter Park museums.
- Exhibition viewed repeatedly without an admission fee.
- Written brochures and didactics in park available for self-guided tours.
- Use of SurveyMonkey® to ascertain cultural tourism.
- A way to come together to celebrate the arts.



presented by the
City of Winter Park

Public Art Advisory Board

Dana Thomas, Chair
Joseph Roviario, Vice Chair
Katherine Bakker
Jan Clanton
Sarah Davey
Leonard Feinberg
Betty Hartnett
Daniel Iosue
Robert Lemon, Jr.
Francine Newberg
Joan Pohl
Linda Cegelis, Alternate

In bringing a sculpture exhibition to its residents and visitors, most cities require the support of the private sector in meeting expenses. Only by means of a partnership between the city, civic-minded individuals, businesses and volunteers is it possible to offer an outdoor sculpture exhibition of this quality.

Major cities in the United States and abroad have provided significant outdoor public art exhibitions for the benefit of their residents. With this exhibition, Winter Park once again joins this special group.





Art on the Green 2014

September 1, 2014, through March 1, 2015

Joseph H. Seipel Curator

Joseph H. Seipel is the Dean of the Virginia Commonwealth University School of the Arts. Prior to this position he served as the Vice President for Academic Services for the Savannah College of Art and Design. From 2001 to 2009 he was Senior Associate Dean for Academic Affairs and Director of Graduate Studies for the VCU School of the Arts. For seventeen years previous to his appointment in the dean's office, he served the School of the Arts as Chair of the department. During his tenure as chair of Sculpture, US News and World Report ranked the Department of Sculpture's graduate program number one in the nation and, while he was the Senior Associate Dean and Director of the School's Graduate Studies programs, VCUarts became the highest ranked public arts program in the country. That ranking stands today. Professor Seipel received his Bachelor of Science degree in Art from the University of Wisconsin, Madison in 1970, and his Master of Fine Arts degree from the Maryland Institute's Rinehart School of Sculpture in 1973. He is on the boards of national organizations including the Mid-America College Art Association, and in the past, served three terms on the board of the National Council of Arts Administrators, two terms as president.



presented by the
City of Winter Park

Public Art Advisory Board

Dana Thomas, Chair
Joseph Roviario, Vice Chair
Katherine Bakker
Jan Clanton
Sarah Davey
Leonard Feinberg
Betty Hartnett
Daniel Iosue
Robert Lemon, Jr.
Francine Newberg
Joan Pohl
Linda Cegelis, Alternate





Art on the Green 2014

September 1, 2014, through March 1, 2015

Presenting Sponsor \$10,000 with City of Winter Park

- Use of logo in all printed materials relating to exhibition
- Sole recognition with the city in all media materials, including logo
- Name and logo on all exhibition plaques
- Name and logo recognition in the city's website information about the exhibition
- Recognition at public opening
- Name recognition at height of tourist and shopping period
- Recognition as supporter of culture and the enhancement of the quality of life offered to Winter Park residents and visitors
- Three private tours for groups of your choice



presented by the
City of Winter Park

Public Art Advisory Board

Dana Thomas, Chair
Joseph Roviato, Vice Chair
Katherine Bakker
Jan Clanton
Sarah Davey
Leonard Feinberg
Betty Hartnett
Daniel Iosue
Robert Lemon, Jr.
Francine Newberg
Joan Pohl
Linda Cegelis, Alternate





Art on the Green 2014

September 1, 2014, through March 1, 2015

Major Sponsor 2 @ \$5,000

- Recognition in all printed materials, including tourist-related materials
- Name on all exhibition plaques
- Recognition in the city's website information about the exhibition
- Recognition at public opening
- Name recognition at height of tourist and shopping period
- Recognition as supporter of culture and the enhancement of the quality of life offered to Winter Park residents and visitors
- Private tour for up to six guests



presented by the
City of Winter Park

Public Art Advisory Board

Dana Thomas, Chair
Joseph Roviario, Vice Chair
Katherine Bakker
Jan Clanton
Sarah Davey
Leonard Feinberg
Betty Hartnett
Daniel Iosue
Robert Lemon, Jr.
Francine Newberg
Joan Pohl
Linda Cegelis, Alternate





Art on the Green 2014

September 1, 2014, through March 1, 2015

Sponsors 5 @ \$1,000

- Name on all exhibition plaques
- Recognition in the city's website information about the exhibition
- Name recognition at height of tourist and shopping period
- Recognition as supporter of culture and the enhancement of the quality of life offered to Winter Park residents and visitors



presented by the
City of Winter Park

Public Art Advisory Board

Dana Thomas, Chair
Joseph Roviato, Vice Chair
Katherine Bakker
Jan Clanton
Sarah Davey
Leonard Feinberg
Betty Hartnett
Daniel Iosue
Robert Lemon, Jr.
Francine Newberg
Joan Pohl
Linda Cegelis, Alternate





Art on the Green 2014

September 1, 2014, through March 1, 2015

Sponsorship Donation

I have enclosed my donation for the City of Winter Park's *Art on the Green 2014* exhibition.

Name _____

Amount _____

Checks should be made payable to

City of Winter Park
Attn. Lindsey Hayes
401 South Park Avenue
Winter Park, Florida 32789



presented by the
City of Winter Park

Public Art Advisory Board

- Dana Thomas, Chair
- Joseph Roviario, Vice Chair
- Katherine Bakker
- Jan Clanton
- Sarah Davey
- Leonard Feinberg
- Betty Hartnett
- Daniel Iosue
- Robert Lemon, Jr.
- Francine Newberg
- Joan Pohl
- Linda Cegelis, Alternate

The funding shall be used only for the *Art on the Green 2014* exhibition. The funding is due no later than Thursday, May 1, 2014. Donations are tax deductible to the extent allowed by law.



Description	Quantity	Unit Price	Cost
Curator	1	\$2,000.00	\$2,000.00
Pad construction materials (actual \$314.19 in 2012, plus \$27.44 for site marker materials)	6	\$200.00	\$1,200.00
Signage –individual didactic and map sign overlays (actual \$539.17 in 2012)	9		\$600.00
Artist Installation Fees	6	\$2,000.00	\$12,000.00
Registrar	12	\$25.00 per hour	\$300.00
Publicity		\$0.00	\$0.00
Opening reception misc.		\$0.00	\$125.00
Education	0	\$0.00	\$0.00
Collateral Material	TBD	\$2,000.00	\$2,000.00
Catalogue	1,000	\$2.50	\$2,500.00
Contingency Fund	1	\$1,000.00	\$1,000.00
Graphic Design – In house/In Kind		\$0.00	\$0.00
Site repair including sod		\$250.00	\$250.00
		Total	\$21,975.00