



Public Art Advisory Board Regular Meeting

Agenda

June 21, 2021 @ 12:00 pm

Commission Chambers

welcome

Agendas and all backup material supporting each agenda item are accessible via the city's website at cityofwinterpark.org/bpm and include virtual meeting instructions.

assistance & appeals

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

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please note

Times are projected and subject to change.

-
1. **Call to Order**
 2. **Consent Agenda**
 - a. [Approval of Minutes](#) 2 minutes
 3. **Staff Updates**
 - a. [Library & Events Center](#) 20 minutes
 1. Library & Events Center
 - Update on signature art piece selection process
 - Board member assistance needed:
 - Positioning of art sculptures on the south side of the new library (Man Carving His Own Destiny and Girl with Doves)
 - Is there a company that can make acrylic sphere covers for artwork on round pedestals?
 - b. [Public Art Funding](#) 5 minutes
 1. City attorney is reviewing proposed formula to determine if it will be impacted by Governor's recent legislation regarding impact fees and how other cities are addressing this situation.
4. **Citizen Comments (for items not on the agenda): Three minutes allowed for each speaker**
 - a. [Citizen Comments](#) 10 minutes
5. **Action Items**
 - a. [PAAB Strategic Plan](#) 30 minutes
 - mission and major goals will be reviewed and edited where necessary
6. **Board Comments**
7. **Adjournment**



Public Art Advisory
Board Regular
Meeting

agenda item

item type Consent Agenda	meeting date June 21, 2021
prepared by Craig Oneil	approved by
board approval	
strategic objective	

subject

Approval of Minutes

motion / recommendation

background

alternatives / other considerations

fiscal impact

ATTACHMENTS:

05.17.21 PAAB Minutes ADA.pdf



Public Art Advisory Board Minutes

May 17, 2021 at 12:00 p.m.

Virtual Meeting

DRAFT

Present

Board: Charles Hamilton, Danielle DeGuglimo, Jeffrey Mann, Michael Barimo, Sara Segal

Staff: Craig O'Neil (Liaison), Clarissa Howard, Stephanie Silva

Absent: Danny Humphress, Jamieson Thomas

Call to order

The meeting was called to order at 12:03 pm. A quorum was present. Our new board members, Jeffrey Mann and Michael Barimo introduced themselves to the board.

Consent Agenda

a. Meeting Minutes

Motion by Charles Hamilton, seconded by Sara Segal, to approve the April 19, 2021, regular meeting minutes. Minutes were approved unanimously.

Staff Updates

A. I-4 Ultimate Art Endowment

Craig O'Neil informed board that I-4 Ultimate art project is moving forward on schedule. RLF has marked the site with markers and will break ground in the coming week. Parks & Recreation will be landscaping the site after artwork is installed. Onsite meeting with RLF, 15Lightyears, and city staff was held and all are moving forward. AdventHealth CentraCare Kids has been contacted and asked to collaborate by offering their parking lot for use on the morning of the ribbon cutting.

B. Public Art Funding Source

Staff is working on specific formula for a dedicated public art funding source. The current proposal is one tenth of one percent of new commercial construction. Funds would be allocated to funding new public art purchases/installations as well as maintaining/refurbishing current public art.

Citizen Comments

There were no citizen comments on this meeting.

Action Items

A. Re-elect Chair and Vice Chair

A motion was made by Danielle DeGuglimo to reappoint Danny Humphress as board Chair. It was seconded by Charles Hamilton. Charles Hamilton then nominated Sara Segal as Vice Chair, and Sara Segal nominated Charles Hamilton. A motion was made by Jeffrey Mann to table this item until the next meeting. The board voted unanimously to reappoint Danny Humphress as the Chair and table the Vice Chair selection until next meeting.

B. Approval of Winter Park Library & Events Center Art Selection Process

Clarissa Howard, Director of Communications, provided an update on the public art initiative for the new center. The update included new information about signature pieces now being located outside the buildings as opposed to near the grand staircases. This change occurred after the visit from potential curators Goodman Taft. The update also included document outlining the Public Art Selection Process. Board approved to move forward with the selection process as presented.

C. PAAB Strategic Plan

This item was tabled until the next meeting. The Strategic Plan Mission and Main Goals will be addressed at that time.

Board Comments

Adjournment With no further business, the meeting adjourned at 1:23 p.m.

Danny Humphress, Board Chair

Craig O'Neil, Board Liaison



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Library & Events Center

item list

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Public Art Advisory
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PAAB Strategic Plan

item list

- mission and major goals will be reviewed and edited where necessary

motion / recommendation

Updates requested from board members.

background

alternatives / other considerations

fiscal impact

ATTACHMENTS:

[STRATEGIC PLAN FOR UPDATES 2021 WORKING FILE.pdf](#)

ATTACHMENTS:

[Sec 2-67.pdf](#)

Winter Park Public Art Advisory Board Strategic Plan

EXECUTIVE SUMMARY

Mission:

The Winter Park Public Art Advisory Board (PAAB) is committed to exhibiting, collecting and conserving notable works of art, and implementing educational opportunities concerning art in public places. The PAAB will review and transmit recommendations from the Art & Culture Subcommittee.

Commented [CO1]: FROM ELIZABETH GWINN:
Our new Board should discuss the mission and whether it fits our desire/current structure. This mission fits a collecting institution with a steady funding source—collecting, and conserving are ongoing and require \$.

Vision:

To sustain a cultural atmosphere that is renowned for civic and community support of art in public places that enhances positive identity and connection to Winter Park.

Commented [CO2]: FROM DANIELLE DEGUGLIMO
Now called Arts & Culture Alliance – not subcommittee

Public Art Defined:

Any artistic medium located in the public domain that is accessible to all for purposes of intensifying meaning at a location and enhance identity, place and connection.

Commented [CH3]: Instead of "positive", perhaps "thoughtful"; "engaged"; "constructive", "inclusive" as useful verbiage;
Or is this phrase simply intended to make people feel positive feelings about WP? It seems unclear in purpose.
- Can't public art be intended to provoke discussion, thought, or emotional response?
- Perhaps something also about how creative expression can be used to enhance discussion, to beautify, to shape how we experience, connect to, appreciate, and remember an environment or place/location?

Major Goals:

1.0 Programs/Exhibitions

To present quality programs involving notable art in public places through exhibitions, acquisitions, and education to enhance the experience of living and visiting in Winter Park.

Commented [CH4]: This statement, also, seems ambiguous. It implies that we are saying there is intrinsic meaning for a particular location chosen for a piece of art. Is that intentional? That the art was placed in that particular spot for a reason?

2.0 Infrastructure Goal

To create a stable infrastructure with an effective working Board supported by sufficient staff and resources to implement the Strategic Plan.

Commented [CH5]: ... enhance identity, place and connection to what? This seems also unclear. Identity of what/whom? What place? The place where the piece is or WP as a whole? Connection to what/whom?

3.0 Relationships Goal

To initiate and sustain opportunities to enhance community support and build consensus among city officials to increase city government support.

Commented [CO6]: FROM ELIZABETH GWINN:
Public Art is our overall priority. Focusing on what this board wants to do to develop and promote public art in WP should be discussed first, then we can figure out how to accomplish it.

4.0 Communications/ Image Goal

To raise awareness and appreciation of the value of art in public places.

Commented [CO7]: FROM SARA SEGAL:
Are there on-going advocacy efforts targeting community and city government? If so, what has worked best?

5.0 Funding Goal

To develop and maintain public and private funding sources, by securing city support, expanding the donor base and pursuing innovative partnerships and alternative resources.

Commented [CO8]: FROM SARA SEGAL:
Focus on innovative partnerships and alternative resources

Strategies to Achieve Goals, Vision and Mission

1.0 Programs/Exhibitions

To present quality programs involving notable art in public places through exhibitions, acquisitions, and education to enhance the experience of living and visiting in Winter Park.

Strategy 1.1 Presenting Major Exhibitions

What: Major exhibitions will be scheduled every three years.

Who: Each major exhibition will be curated by professional art consultants/curators and approved by the PAAB. Members of the Board, with staff support, will be responsible for all other aspects of planning and implementation. This goal will be achieved with approval from the City Commission with support from the Parks and Recreation Advisory Board.

Strategy 1.2 Presenting Interim Exhibitions

What: Interim exhibitions will be held when funding is available with the intent of maintaining an art in public places presence in Winter Park.

Who: PAAB members will work with professionals in the art field.

Strategy 1.3 Presenting Year-Round Exhibitions

What: Year round rotating exhibitions will be held in the Winter Park Commission Chambers, Chapman Room, and other public spaces to be determined.

Who: Members of the Board will plan these exhibitions with the assistance of the City staff liaison, and in accordance with the Artist Selection Guidelines established by the Board.

Strategy 1.4 Preserving Public Art

What: The Public Art Board will be responsible for preserving and conserving current and future works on paper, sculpture and paintings, and other media, which have been secured through donation and gifts, including from the Winter Park Sidewalk Art Festival. Works of art will be catalogued and tracked.

Who: Staff and contracted resources, as recommended by the PAAB, should be responsible for the City's permanent collection.

Strategy 1.5 Education

What: Education will be an integral factor in all public art exhibitions. Offerings may include distinguished lecturers and forums, interpretive didactic materials and City website information. The intent is to expand the opportunity for education to show a broad variety of mediums of public art in a wide variety of spaces throughout the City, such as parks, entrances and the rail station.

Who: The Board and exhibition curator will select lecturers and forum participants. Curators and artists will be responsible for didactic text. The City will post and update information on the City's website and furnish relevant information to the media.

Strategy 1.6 Collecting

There is no goal to collect or acquire works of art at this time. Proposed gifts of art will be reviewed by the PAAB and a recommendation made to the City Commission.

Commented [CO9]: FROM SARA SEGAL:
Revise or delete timeline on major exhibitions

Commented [CH10]: Unclear if this implies that PAAB will initiate schedule, theme, objective of this exhibition. What is current status of this 3-year schedule?

Commented [CH11]: Any specific current plan or schedule for interim exhibition(s)?

Commented [CH12]: Perhaps create a "Brainstorm Session subcommittee" around low-cost/guerrilla/unconventional short art programs, events or installations; could be digital/interactive or performance or fine/plastic/graphic art, or even "window" art?
Regular "Art for Sale" initiatives by local artists, even if they don't have studios to visit?

Commented [CO13]: FROM SARA SEGAL:
Identify "other public spaces" – underserved, changing, landscape, collaborate w/ events and initiatives outside A&C realm.

Commented [CH14]: Rotation cycle?

Commented [CH15]: Do we have a draft list of those other TBD locations?

Commented [CO16]: FROM DANIELLE DEGUGLIMO:
Does this include maintenance/care of existing Public Art pieces? .. Public Art Board will be responsible for preserving and conserving and care ...

Commented [CO17]: FROM SARA SEGAL:
What is current and projected need for preservation? Alternative resources?

Commented [CO18]: FROM JAMIESON THOMAS:
Question if this is an appropriate task for the board. This would seem to be a city planner issue.

Commented [CH19]: Current status on this?

Commented [CO20]: FROM SARA SEGAL:
"Show public art in...a wide variety of spaces throughout the city such as parks, entrances, and the rail station." Can we expand sights/sites to include entry routes, bike and pedestrian paths, etc or are we limited by legal, safety restrictions.

Commented [CO21]: FROM JAMIESON THOMAS:
It is important, but should be part of the package when contracting a major exhibition.

Commented [CH22]: Should include schools and some child and young adult-centric planning in this, both in terms of installations and outreach. Could also have a dedicated event specifically about educating the public a la "Tour of WP Public Art", both in-person and virtual/electronic for a range of targeted ages; how about recruit local volunteers as "Public Art Docents"?

Commented [CH23]: Is this due to budget restrictions? Perhaps piggy-back instead, if money is limited, on other initiatives, e.g., Bugalower Public Art Fund. See sec. 3.1 Non-City Collaborative Partners.

Strategy 1.7 Immediate Funding of Programs/Exhibitions

What: Strategies 1.3 (year-round exhibitions) and 1.4 (preserving public art) shall be funded by the PAAB budget allocated by the City. The PAAB may make annual budget recommendations. Strategies 1.1 (major exhibitions), 1.2 (interim exhibitions) and 1.5 (education) shall be funded by alternate funding sources such as private sponsors, grants, partnerships and collaborations developed by the Board and staff pursuant to Section 5 (Funding Goals) of this Strategic Plan.

Who: The Board, staff liaison, City Commissioners

Commented [CO24]: FROM SARA SEGAL: Does PAAB make annual report and budget recommendations?

Commented [CH25]: Current status?

2.0 Infrastructure Goal

To create a stable infrastructure with an effective working Board supported by sufficient staff and resources to implement the Strategic Plan.

Strategy 2.1 Effective Board

What: An expanded description of the work of the Board, with estimated time commitments and range of needed skills, may be provided to the Mayor for selection of candidates. New Board member orientations will be conducted. Reference to this Strategic Plan shall be the guideline for range of skills and time commitments expected.

Who: Chair and vice chair of Board, with review by full Board.

Strategy 2.2 Sufficient Staff Resources

What: Staff resources are required to fulfill the official charge of the Board, and effectively support implementation of this Strategic Plan. Additional resources may be required for special programs, with temporary or contract support employed if necessary.

Who: Staff liaison and staff support by Communications and Facilities, Chair and Vice Chair of Board, with review by full Board.

3.0 Relationships Goal

To initiate and sustain opportunities to enhance community support and build consensus among city officials to increase city government support.

Strategy 3.1 Non-City Collaborative Partners

What: Identify core group of community boards/ organizations/ individuals we wish to develop relationships with, and begin implementation of meetings and joint efforts.

Who: The Board may work with potential collaborative partners that leverage current strengths within Winter Park including but not limited to citizens and patrons, Park Ave merchants, Orange County, individuals with relevant professional expertise, and other arts/educations institutions/nonprofits, such as local performing arts groups, Rollins College, Cornell Fine Arts Museum, Morse Museum of American Art, Polasek Museum and Crealde School of Art.

Commented [CO26]: FROM SARA SEGAL: Non-city collaborative partners – does PAAB work with OPCS or private schools, medical/health institutions, or non-profits (aging, mental health, etc.?)

Commented [CH27]: What is current status of these relationships/overtures? Do we have a current contact list or need a subcommittee for this? Media relationships, incl. radio and TV? Are we actively engaged with the Heritage Center?

Strategy 3.2 City Collaborative Partners

Commented [CO28]: FROM JAMIESON THOMAS: This should fall under one goal – in order to operate with knowledge of community partners, a system for outreach so there is not duplication of effort in relationship building.

What: Identify city boards and partners we wish to develop relationships with and begin implementation of meetings and communications.

Who: The Public Art Advisory Board may work with, including but not limited to, potential collaborative partners such as the Parks and Recreation Board, Sidewalk Art Festival Committees, and future redevelopment partners.

Commented [CH29]: Historic Preservation, as well? New dev sites, besides just WPPL, e.g., OAO, Progress Pt., etc. and other dev sites?

4.0 Communications/Image Goal

To raise awareness and appreciation of the value of art in public places.

Strategy 4.1 Develop and Implement External Communications Plan

What: Develop a Communications Plan to keep the community and other external stakeholders aware of events, exhibitions and value of public art.

Who: City of Winter Park Communications Staff working with PAAB member(s) on publicity and informational items. External stakeholders and audiences include tourism, Winter Park residents and community, arts community, donors, merchants, Orange County representatives, other municipalities, and national market with paid PR. Strive to communicate value of public art and "involve" stakeholders/audiences in the art, and in the events.

Commented [CO30]: FROM DANIELLE DEGUGLIMO
..awareness and appreciation of the value of art in public places within the community and to visitors.

Commented [CO31]: FROM JAMIESON THOMAS:
Arts & Cultural Alliance Tasks?

Commented [CO32]: FROM SARA SEGAL:
Orange County Arts & Cultural Affairs and United Arts boards/committees

Strategy 4.2 Develop and Implement Internal Communications Plan

What: Develop an Internal Communications Plan to keep internal stakeholders aware of events and value of public art, as well as for PAAB inclusion on art/architecture decisions. Include regular updates for City Commission and community on Board activities.

Who: City of Winter Park Communications staff working with PAAB member(s). Internal stakeholders and audiences include the PAAB members, Mayor and Commissioner, other boards, in-house public relations, other Winter Park arts organizations, including the Hannibal Square Heritage Center.

Strategy 4.3 Develop and Distribute Public Arts Communications Tool

What: Develop a "talking points paper". The purpose of the communications tool is to present an objective message, educate all sides about public art, sustain credibility, maintain excellence, and encourage openness to "new" ideas. The tools may include brochures and web-based information.

Who: Board / Staff, with City Communications Department, may require printing/ mailing costs.

Commented [CO33]: FROM DANIELLE DEGUGLIMO
Develop and Distribute Public Arts Communications Tool
Develop a promo campaign about Winter Park's public art collection that uses traditional print and digital media to reach all of the community. (ie self guided walking tour digital app, update website)

Commented [CO34]: FROM SARA SEGAL:
Public art communications tool – encourage openness to new ideas, build bridges across divides.

Commented [CH35]: Also consider a gallery/studio "crawl" (guide) to area artists; Calendared "studio" visits available to public?

5.0 Funding Goal

To develop and maintain public and private funding sources, by securing City support, expanding the donor base and pursuing innovative partnerships and alternative resources.

Strategy 5.1 – Public Art Funding Programs and Policies

Strategy 5.1a Research Priority

What: Conduct action-oriented research to identify existing and potential public art funding policies, resources and modes of implementation on the national, regional, and local level.

Commented [CO36]: FROM SARA SEGAL:
Especially critical in short term, always needed for public and/or private funds: research national, regional, local policies and resources: plan and pursue funding

Commented [CO37]: FROM DANIELLE DEGUGLIMO
by securing City support, expanding the donor base and pursuing innovative partnerships , alternative resources and other creative solutions for long-term funding. (ie art in state buildings, incentives for new development?)

Commented [CO38]: FROM JAMIESON THOMAS:
Grants: if we find the source for a grant, who writes it?

Who. A Funding Subcommittee, with potential research partnership with academic institutions, in addition to public art professionals and consultants, Public Art Network and related resources and organizations supporting the arts (United Arts), academics, government staffs and committees.

Commented [CH39]: Has this been implemented in the past with the PAAB?

Milestones, Resources. Establish a Funding Subcommittee. Determine research to conduct, complete, prepare and present report to Board. Some staff support for research, communications and preparation of report.

Strategy 5.1b Develop Plan to Obtain Public Funds

What. Develop plan to pursue funding opportunities identified in 5.1a research.

Who. Funding Subcommittee, Board, Public art professionals and consultants, Public Art Network and related resources and organizations supporting the arts (United Arts), academics, government staffs and committees.

Strategy 5.1c Implement Actions to Pursue Public Funding

What. Implement plan to pursue funding opportunities from 5.1b.

Who. Funding Subcommittee, Board, staff, plus those in 5.1b.

Strategy 5.2 – Private Art Funding Sources

Strategy 5.2a Research

What. Research funding sources such as private grants, foundations, collaborative partners and alternative resources.

Who. Funding Subcommittee, staff, grant writer (staff or outsourced). Local funders and decision-makers for grants and foundations: consultants and community philanthropy experts from arts organizations or agencies such as the Rollins Philanthropy Center, Community Foundation/Winter Park Community Foundation of Central Florida; creative thinkers, financial experts and innovators

Strategy 5.2b Develop Plan to Obtain Private Funds

What. Develop a comprehensive, prioritized list of funding sources such as grants, foundations, and collaborative partners.

Who. Same as 5.2a.

Strategy 5.2c Implement Actions to Pursue Private Funding

What. Apply to funding sources such as grants, foundations, collaborative partners as appropriate.

Who. Same as 5.2a.

Strategy 5.3 – Expand Private Sector Donor Base

Strategy 5.3a Establish Database

What. Establish database of prior and potential donors.

Commented [CH40]: Is there any draft version of this?

Who. Funding Subcommittee, board, staff (establish and maintain database). Board, prior donors, potential donors to include Winter Park businesses and residents or other supporters interested in Winter Park; Economic development agencies, personal contacts

Milestones, Resources. Establish a Funding Subcommittee. Initial review of current database, with regularly scheduled additions of prospects and on-going maintenance of database.

Strategy 5.3b Develop and Implement Plan for Donor Support

What. Develop and implement a plan for new and continued funding support by donors identified in 5.3a. to cultivate and expand the private sector donor base. Build on Art on the Green and future programs/projects to enhance credibility in requests for funds from individuals and corporations. Follow up each project with a timely, targeted fundraising initiative.

Who. Funding sub-committee, board, staff (maintain database).

Strategy 5.4 - REVIEW BUDGET AND CURRENT POLICIES ON GIFTS OF FUNDS FOR ACQUISITION OR COMMISSION OF ART, ADMINISTRATION OF A POTENTIAL WINTER PARK PUBLIC ART TRUST FUND, OTHER FUNDING OPTIONS SUCH AS ENDOWMENT.

Commented [CO41]: FROM SARA SEGAL:
Funds for commission of art by local/regional artists.

Strategy 5.4a BUDGET

What. Recommend annual budget and needs.

Who. Subcommittee with approval of Board.

Commented [CO42]: FROM DANIELLE DEGUGLIMO
currently no budget ? \$ past budgets?

Strategy 5.4b GIFTS AND ACQUISITIONS, TRUST FUND

What. Review policies on designated monetary gifts, acquisitions, administration of a potential Public Art Trust Fund, current or potential funding options such as endowments.

Who. Subcommittee with approval of Board, and potential input from professionals/consultants/experts in arts, finance, business, government, non-profits

Strategy 5.6a

What. Develop plans and/or proposals for budget and/or other policies and programs referenced in Strategy 5.6

Who. Subcommittee, Board

Commented [CO43]: FROM DANIELLE DEGUGLIMO
As a committee, are we responsible for producing an annual report of accomplishments, spending + ongoing projects?

Strategy 5.4d

What. Implement advocacy plan. Present to appropriate decision-makers, City officials

Who. Subcommittee, Board

Sec. 2-67. - Public art advisory board.

There is established within the City of Winter Park, pursuant to the provisions hereof, a public art advisory board, subject to the following provisions:

- (1) *Membership.* The public art advisory board shall be established in accordance with the requirements of divisions 1 and 2 of this article. The procedures set out in divisions 1 and 2 of this article shall control the operation of the public art advisory board, subject to the specific provisions hereinafter provided. If reasonably available, consideration shall be given to include in the membership of the public art advisory board an architect, including a landscape architect, an artist, a representative from a museum or art gallery, an experienced business person and a resident representative of the residential community.
- (2) *Advisory board.* The public art advisory board is an advisory board and shall have no adjudicatory or enforcement responsibilities or authority.
- (3) *Responsibilities and function of the public art advisory board.* The public art advisory board shall set out its rules for conducting business in accordance with the requirements of divisions 1 and 2 of this article, and following the receipt of information and deliberation, the public art advisory board shall have the following responsibilities and scope of service:
 - a. Following the receipt of data from various sources and deliberation, the public art advisory board shall provide advice and recommendations to the city commission for the **siting of public art**, and in making these recommendations, the public art advisory board shall endeavor to perform visual inspections of sites to ascertain the physical, cultural and historical aspects of sites being recommended to the city commission.
 - b. The public art advisory board shall develop and facilitate a composite **map identifying signature opportunities within the city for public art**.
 - c. The public art advisory board shall **interview and recommend public art projects** and assist in the selection of artists for possible public art projects, but in such respect, the action shall be strictly as an advisory board for the purpose of making recommendations to the city commission.
 - d. The public art advisory board shall develop a **public arts action plan** and recommend the same to the city manager and city commission for the implementation of educational and organizational opportunities related to and concerning public art.
 - e. The public art advisory board shall establish and maintain **liaison with other public and private agencies involved with public art**.
 - f. The public art advisory board shall **advise the city commission and city manager in all matters involving or affecting public art**.
 - g. The public art advisory board shall periodically **inform the city commission and the general public regarding programs involving public art within the City of Winter Park**.

(Ord. No. 2843-11, § 2, 6-13-11; Memo of 2-22-12(Att. A))