



## CITY OF WINTER PARK Public Art Advisory Board

Regular Meeting  
City Hall, Chapman Room

April 17, 2017  
4:30 p.m.

### MINUTES

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The meeting was called to order by Chair Susan Battaglia at 12:00 p.m. in the Chapman Room of City Hall. Present: Susan Battaglia, Chair, Francine Newberg, Jan Clanton, Jessica De Arcos. Absent: Caryn Israel, Lauren Branzei, Sarah Davey and Katy Bakker. Also Present Terry Olson, Orange County Public Art and Culture Director and John Hayes, David Hayes Art Works. Staff: Economic Development Program Manager, Planning & Community Development Lindsey Hayes; Director of Communications, Clarissa Howard; and Recording Secretary Kim Breland.

#### **Public Comments on non-agenda items**

None

#### **Chairman's Report**

Chair Battaglia read about Eustis Florida (Lake County) and they had put up a "Before I Die" wall that was discussed by the Board during the January 2017 meeting. Ms. Battaglia reiterated that she felt the Board made the best decision regarding displaying a "Before I Die" wall in Winter Park.

There was considerable discussion amongst the Board members present regarding attendance requirements for members. Francine Newburg suggested the option of having a conference call to include members who are free during meeting time, but not able to attend in person. Lindsey Hayes explained that as long as a quorum was in attendance at the meeting, other members would be able to call in and the meetings would proceed. Chair Battaglia asked that board member attendance be added as an action item for discussion on the agenda at the May meeting.

#### **Approval of Minutes**

**Motion by Jan Clanton, seconded by Jessica De Arcos to approve minutes from January 17, 2017 PAAB meeting**

**Staff Report** Lindsey Hayes remarked that Katherine Bakker, who will be stepping down from the Board in May, has been rounding up artists for Art in Chambers and the Board will need to appoint members to continue that effort.

Motion made by Chair Battaglia and seconded by Jessica De Arcos to nominated Board Member Jan Clanton to continue the search for local artists for the Art in Chambers fall series. No final decision was made. The Board will continue this discussion in May.

#### **Action Items**

- 1) Art and Culture Subcommittee Marketing Budget proposal Art and Culture Subcommittee Marketing Budget proposal, Clarissa Howard, Communications Director.

Ms. Howard presented the Board with a paid marketing plan that was created with the Arts and Culture Subcommittee. Ms. Howard clarified that the budget for the marketing plan would come from the PAAB.

Board member Jan Clanton asked Ms. Howard about the option of using social media to promote the PAAB and the budget \$5000 budget cost per event. Ms. Howard explained that social media was a very inexpensive way to market for the PAAB and those channels would be used for promotions as well as items outlined in the proposal. She also explained that the budget for events would be discussed at the next Art and Culture Subcommittee meeting and the \$5000 per event line item in the proposal is an “earmark” if there is marketing needed for the events specifically outside of marketing for Arts and Culture as a whole, the \$5000 would pay for advertisements in publications, as there would be separate plan for marketing the event.

Ms. Howard mentioned that during the subcommittee meeting to talk about the marketing plan and the committee would like marketing efforts to have a local focus. Ms. Howard and the Board then reviewed each line item on the proposal.

1. Brochures – 50,000 quantity, folded, would include a map with containing locations of all the cultural arts locations in Winter Park. Brochure designed by Theresa Broman, Publications Designs Coordinator; map illustrated by Brooks Weiss, City Architect. The brochure would be distributed to various locations and business in the Winter Park area.
2. Insert – 12,000 brochures to be circulated with Winter Park Magazine
3. Insert – 25,000 brochures to be circulated with Park Press, the monthly community paper in November
4. Insert – 5,300 brochures to be circulated in the Winter Park/Maitland Observer in October
5. Street Banners – will be displayed in September 2017, will saturate Park Avenue, Orange Avenue, Morse Boulevard and Pennsylvania Avenue.
6. Events – To Be Determined (money to proposed will be set aside for successful marketing if/when needed)
7. Social Media – Relatively inexpensive to advertise on Facebook, Twitter and Instagram.
8. Passport Magazine – Advertisements Oct – Dec 2017
9. O/Arts Magazine – Advertisements Nov/Dec 2017
10. Orlando Magazine – Advertisement November 2017
11. Orlando Weekly – Advertisements Oct. 11 and Oct. 25, 2017

Board member Jessica De Arcos mentioned that Winter Park Magazine has a yearly publication, Living Winter Park and the committee might consider putting a full page ad of the map in the yearly publication as well.

There was some discussion with Ms. Howard and the Board regarding some of the costs being high for the marketing budget and it was clarified that this proposal is a first (1<sup>st</sup>) year “startup” plan to make people aware of the new arts and culture initiative in Winter Park.

The Board expressed some concern regarding visibility of the street banners and requested that concern be taken into account when the banners are being created. Ms. Howard pointed out to the Board that there were two items on the proposal Street Banners and Passport Magazine that were marked as “(Committee to Pay)”. She explained because fiscal year starts in October and approval for the proposed items would not happen before October if they were to be funded. So as not to delay the creation of the banners and advertise in Passport Magazine until later in the year, the committee agreed to share the cost of the banner creation and Passport Magazine ad now.

Ms. Howard reiterated to the Board that if the PAAB decided to put this proposal under their budget, the funds allocations included would be very detailed, making approvals easier for the commission. Board member Jan Clanton stated that she felt this proposal should be included in the PAAB budget, Board Member Jessica De Arcos Agreed. Lastly, Ms. Howard provided costs for Playbill Magazine and Undiscovered Florida advertisements as possibilities over time.

Board Member Jessica De Arcos suggested reaching out to all of the realtors for marketing, providing them with brochures to provide to potential residents of Winter Park. There was further discussion regarding other marketing and advertising options for future marketing initiatives.

**Motion by Jan Clanton, seconded by Francine Newburg to approve the Art and Culture Subcommittee Marketing Budget proposal under the PAAB.**

Terry Olson mentioned that Orange County Public Arts is hosting the Florida Association of Public Art Professionals Conference (FAPAP) April 19-21 at the University of Central Florida. Mr. Olson provided information on the conference as well as what counties would have representation during the event and other speakers that would be presenting.

**Motion carried unanimously with a 4-0 vote**

**New Business**

1) John Hayes, David Hayes Art Works, future Art on the Green proposal.

Mr. Hayes, a Public Arts Curator, explained to the Board that he wanted to propose having an exhibit in Winter Park of the David Hayes Art Works collection. He provided the Board with information of how he has had the exhibit displayed in other areas in Florida and around the country. There was discussion with Mr. Hayes and the Board regarding pieces available for exhibit, what types of pieces may be included i.e. color vs. black sculptures and hanging sculptures vs. standing sculptures. There was further discussion regarding where the sculptures would be placed throughout the City, the possibility of sharing the exhibit with conjunction with other counties or towns in the area. Lastly Mr. Hayes and the Board discussed the budget and insurance for having the exhibit in Winter Park. Terry Olson added that if the Board decides that they would like to do an exhibit that expands outside Winter Park, he is offering his assistance with making the exhibit county wide. The Board thanked Mr. Hayes for his time and would be reviewing the proposal for the David Hayes Art Works exhibit.

Date of Next Regular Meeting: Monday, May 15, 2017, at 12:00 p.m.  
There was no further business. Meeting adjourned at 1:30 p.m.

Respectfully submitted,

Kim Breland  
Recording Secretary