

**MINUTES
CITY OF FORT MYERS
PUBLIC ART COMMITTEE
FEBRUARY 22, 2021**

The Public Art Committee of the City of Fort Myers, Florida, met in regular session at Oscar M. Corbin Jr. City Hall, 2200 Second Street, its regular meeting place in the City of Fort Myers, FL, on Monday, February 22, 2021, at 4:00 p.m. Present were: Carolyn Gora, Chair, presiding, Committee Members, Betty Middlebrooks, David Meo (Arrived at 4:20 p.m.), Bettye Adams, Leila Mesdaghi, Patricia Collins (Arrived at 4:08 p.m.) and Ava Roeder. Also present were Tom Hall, Art Consultant, Grant W. Alley, City Attorney, Abraham Luna, Public Works Parks Senior Supervisor and Reva Daly, Public Works Fiscal Coordinator. Absent: William Taylor and Sharon McAllister.

CALL TO ORDER

Chair Gora called the meeting to order at 4:05 p.m.

PLEDGE OF ALLEGIANCE

Chair Gora led the Pledge of Allegiance to the Flag.

ROLL CALL

Roll call taken by Reva Daly.

PUBLIC COMMENT

None.

REGULAR ITEMS

1. Minutes of the January 25, 2021 Public Art Committee meeting

Tom Hall corrected the number of outdoor artworks the City of Fort Myers has from 69 outdoor artworks to 43.

MOTION: Committee Member Roeder moved to approve the minutes of the January 25, 2021 Public Art Committee meeting; seconded by Committee Member Adams; motion carried 5-0 with the changes.

Committee Member Collins arrived at 4:08 p.m.

2. Update on Bucks Backyard Mural Project

Tom Hall, Art Consultant presented pictures of the current progress on the Buck's Backyard Mural Project that artists Eric Schlake and J.P. Almonacid are working on at McCollum Hall. The presentation included original historical photographs coupled with the artists vibrant colorful renderings for comparison. Mr. Hall announced some interesting challenges the artists have contended with, such as imagery cut off from the original photos, blending of the top lintel and the support columns on the wall. Mr. Hall mentioned that the distortions you see up close disappear when you get further back

PUBLIC ART COMMITTEE

February 22, 2021

2 | Page

from the artwork with the mural being intended to view from the street or the sidewalk. The wall is generating a lot of attention with an expected article in the New Press this week, interviews on WGPU and the mural is thought to be featured in the June addition of Gulf Coast Business. Committee Member Adams asked about the panels that are being done with the fabric and applied to the wall, if they are going to have issues with the element that they are using. Mr. Hall noted that Shari Shifrin of the Fort Myers Mural Society had indicated that the fabric has elasticity and the polyurethane and preservatives will have the same longevity, but a complete answer from Shari may be better.

Committee Member Meo arrived at 4:20 p.m.

3. Update on Forum Call to Artist

Tom Hall, Art Consultant inquired the current number of submissions the Call to Artist currently had. There being 15 submissions, Mr. Hall affirmed the March 12th deadline. Committee Member Mesdaghi asked for a link to the Call to share. Mr. Hall agreed to send the link and encouraged sharing it. It was announced that the City of Fort Myers has a link to the Call available on the City's website. Committee Member Roeder asked if it was advertised on FAPAP. It was confirmed that the deadline was not met for this month, but it will be in one last time in the March release. Committee Member Collins noted that it appears on CaFE when they send out periodic calls.

4. Adoption of Forum Call to Artist Criteria and Rubric

Tom Hall, Art Consultant spoke on how the Call to Artists are supposed to be handled according to the five-year master plan. Stating that the established guidelines by The Art in State Buildings Program match well, as compared to our Call to Artist criteria. Mr. Hall elaborated in respect to the preliminary review of images that the Public Art Committee shall get an overall sense of submissions followed by a second in depth review of the images to score submissions. Scoring is based on the following criteria as determined by each Public Art Committee Member intended to serve as a guide for consideration and discussion: (1) originality (2) artist merit (3) site specific criteria (4) maintenance (5) materials. The PAC will discuss the artist identified for further consideration and their resumes and experience will be reviewed, the chosen method must be used for all finalist in the project. CaFE's three ways of scoring applications with-in their system was presented to the Committee Members: Yes, No or Maybe, 1-7 or 1-20. Grant Ally, City Attorney noted that scorings and deliberations should be at a sunshine meeting. Committee Member Roeder asked Mr. Hall for the criteria in the Master Plan, because there is additional information. Mr. Hall stated that an experienced public artist is going to tailor the images they select to the budget and the site they are going to be considering. Committee Member Roeder noted that the artist wouldn't necessarily have the work they would create. The Committee Members discussed which method to use, how the rankings will work and how to narrow down the candidates. Chair Gora asked if an extra meeting will be needed dedicated to that. It was agreed that whatever we do has to be with-in the Sunshine law. Committee Member Adams asked if it can be the main focus at the next meeting. Chair Gora replied

PUBLIC ART COMMITTEE

February 22, 2021

3 | Page

if we know we can limit that agenda. Continued discussion on what rubric to select for the system with-in CaFE, viewing the applications and how to rank them was deliberated. Donna Lovejoy, Assistant Director of Public Works arrived and clarified the process on past Call to Artists, noting that there were three rounds which can be reset. Announcing that doing it in the system makes it easier to eliminate and it gives us a good record. Donna Lovejoy recommended using the 1-7 and for the first round and using (1) NO, (4) Maybe and (7) Yes, or something along those lines and then you can reset them and you can change the criteria working with Tom on how you want to rank them. The Committee Agreed with Donna's recommendation. Committee Member Roeder inquired about seven voting Committee Members verse the nine on the committee, asking if it means that the alternatives don't vote. Mr. Alley read, "Pursuant to the City Charter Section 83. The City shall have a Public Art Committee consisting with seven voting members and two alternates who shall be appointed by the City Council". Committee Member Roeder asked if there was any way to change that. Mr. Alley replied sure, the way to change it is to change the ordinance. Mr. Hall recommended the Public Art Committee constitute a selection committee that would include all nine members. Mr. Alley confirmed, Yes. Mr. Hall asked for a motion and an adoption that all nine members including the two alternates would be part of a selection committee and therefore be entitled to vote. Mr. Alley inquired if Mr. Halls recommendation must happen tonight and stated more time is needed to research. It was determined that a motion can be made at the next meeting if need be.

5. Update on Annual Plan for FY20-21

Chair Gora moved to discussion about the annual plan inquiring if there was an update. Committee Member Adams inquired about the budget's relation to the Annual Plan. Mr. Hall confirmed that once the budget is available the annual plan can be green sheeted and submitted to City Council.

6. Update on Dr. Martin Luther King Jr. Boulevard/Veronica S. Shoemaker Boulevard

Abraham Luna, Senior Supervisor updated the Committee Members that they are at the site staking out landscaping, but there is not an update specific to the art piece itself. Mr. Hall will reach out to Antoine with the CRA to see how to move the project forward. Committee Member Adams announced that the CRA had their first meeting with Mr. Barns from Black History Society, but the outcome of the meeting is not yet known. She directed an additional question to Mr. Luna, inquiring the expected area for the art piece. Mr. Luna confirmed the specs of the location. Committee Member Meo questioned if the plan includes pedestrian access to that area given the traffic situation. Mr. Luna confirmed that right now they have a landscaping plan and moving forward they should be able to answer that question. Committee Member Adams asked if part of the landscaping plan is to camouflage the retention area. Mr. Luna ensured that the area will be obstructed once the landscaping goes in.

PUBLIC ART COMMITTEE

February 22, 2021

4 | Page

7. Purchase Order for Annual Conservation of Conserved Artworks

Tom Hall, Art Consultant presented photos of the present condition of the conserved artworks that are included in RLA's current proposal for annual maintenance, *The Florida Panthers*, *Wes Knott*, *Uncommon Friends*, *The Spirit of Fort Myers* and *Lorelei*. Photos, details of the needed work and the costs to perform the maintenance of each artwork were reviewed and discussed. Mr. Hall noted that Donna Lovejoy previously confirmed that the money is available in the budget to cover the maintenance on these five pieces. The total expense of the project is proposed at \$15,100 of which the Fort Myers Lee County Garden Council is going to cover \$2,000 of that expense, because that is a tribunal of Lorelei. Mr. Hall said that they suggest that this be done on an annual basis and the longer that you span between annual maintenance the more danger you have of defects cropping up that could become catastrophic if not treated quickly enough. That is one of the reasons for this sponsor a sculpture program to create public private partnership to try to make sure that money is available to do this annual maintenance. Committee Member Roeder inquired about what the certain percent is of the public art fund that is supposed to be set aside for maintenance. Mr. Hall will have to go back and refresh his memory as to what the specific percent is. There should have been additional money from the last fiscal year based on the CIP's but we are just waiting for a completed budget. Mr. Hall noted the importance for the Committee to see pictures of the artworks before the conservation is started. Committee Member Adams inquired about the USCT Second Regiment Monument that is also located in Centennial Park and that it is not on the list to conserve. Mr. Hall shared his understanding that C.J. Wilkins is going to disassemble, move and reassemble the *USCT Second Regiment Monument*, *The Buckingham* and *Page Airfield Monument* and *The Great Turtle Chase* and it is coming out of the construction budget. On behalf of the Public Art Committee it was insisted that when that work is completed Rosa Lowinger and Associates go in and inspect and sign off that the artworks are fine, because we are not going to serve as guarantors. We can't put ourselves in a position where we can guarantee the efficacy of his work. When they go in and check on all that work that obviates the figure that would have been larger this year other than the fact that those three artworks are going to be moved and consequently, we don't have to incur that expense this year.

MOTION: Committee Member Adams moved to approve the expenditure of \$13,100 to get the work done on these five artworks in the RLA Proposal; seconded by Committee Member Meo; motion carried unanimously.

It was clarified that the motion does not include doing it on an annual basis, but to make just this expenditure. Mr. Hall noted the existing proposal did not change from the proposal that they made in the maintenance manual two years ago. Committee Member Adams inquired if the City could do something about the mold on the arches at the Forum. Abraham Luna, Parks and Beautification responded that when requests for maintenance occur for the Forum it is taken care of by a company called P&T Landscaping and it is not the City doing the maintenance there.

PUBLIC ART COMMITTEE

February 22, 2021

5 | Page

8. Stacked Brands

Tom Hall, Art Consultant did not have any additional information on the progress in terms of scheduling the conservation of *Stacked Brands* and whether anyone representing the City has reached out to anyone representing the County. J.B. referred that to Donna. Mr. Hall sent over all of the information to Donna about scheduling conservation of that particular artwork. Mr. Hall read the response to the Committee from Kelly Ciociola of RLA regarding Mr. Meo's question he raised at the last meeting to powder coat rather than to conserve that artwork. The letter concluded their opinion that regular waxing and proper buffing, as was originally prescribed is the proper way to maintain and protect the sculptor's surface without causing further problems down the line. Mr. Hall finalized that he cannot speak on any progress that we are making in terms of trying to schedule that conservation through Lee County.

9. Presentation of Adopt-a-Sculpture Draft

Tom Hall, Art Consultant began by informing the Committee that the Adopt-a-Road template was not available that Grant Ally, City Attorney had suggested at the previous Public Art Committee meeting, so he was provided with Adopt-a-Park. Based on the Adopt-a-Park Mr. Hall incorporated all that information into a proposal for Adopt-a-Sculptor program. Mr. Hall asked Mr. Ally if the proposal needs to go to legal before it is submitted to City Council. Mr. Alley noted that it can be approved right now, but otherwise it should go through legal. Mr. Hall wanted the Committee to have a chance to talk about it. The Committee agreed that it was very well put together. Chair Gora noted it explained it so well why we need this. Committee Member Mesdaghi stated she has been so excited about this and casually talking to business owners to observe their interest. Mr. Hall expressed the benefits of Adopt-a-Sculptor for the Committee and that it frees up other monies for other projects, he continued with the incentives for the Sponsors adding that there are more direct and more tangible benefits for their business with advertising and signage on the sculptor and recognition in Otocast. Mr. Hall noted an opportunity in having the research indicating how many impressions they would receive off of their signage and to know what kind of foot traffic there is downtown would make it a little bit clearer in terms of the advertising benefit. Mr. Hall stated that right now, the issue before the Committee is this the direction that we want to go in and what is our next step. Committee Member Roeder noted there will be a need to track and manage who is adopting what, when, and what signage and if it is a one-year contract or if we want our maintenance every two years. She suggested that alternative solutions may be needed. The Committee began discussion about the details of possible signage such as size, placement and permitting requirements. Mr. Hall noted that the signage would be an expense out of the Public Art Fund. Mr. Hall inquired about the permitting requirement. Mr. Alley discussed the need for manageability, the permitting process and government regulation on sign standards. The Committee Members discussed ideas on affixing signage that can be removable. Mr. Hall suggested holding off for another 30 days for Mr. Alley to come up with a Memo. Meanwhile, Mr. Hall would research and explore what kind of signs could be put up, what the cost would be and get a handle on what kind of permitting it would have to go through. Mr. Alley referred it to be similar

PUBLIC ART COMMITTEE

February 22, 2021

6 | Page

to the Adopt-a-Road signage, sponsored by blank law firm and it has their name there, so names are enough. The Committee Members said they don't want the sign to look like an ad with a company logo on it. Mr. Hall included that it could be coupled with including the sponsor in Otocast. Mr. Alley noted that another opportunity can be added to the City's website where you could put their logo, their name and what art piece they sponsor and where it is located. Mr. Hall informed that the VCB (Visitor and Convention Bureau) is promoting Otocast out of state and out of country. Committee Member Meo suggested various other ways to display to acclaim the sponsor might be if we have our own logo, in which the business sponsor can display something in their own business that says this business sponsors this sculptor, that way anyone coming to the business can see it. The Committee Members agreed with Committee Member Meo's recommendation. Committee Member Roeder suggested putting the power point presentation on the City's Programming, if it gets approved. Mr. Hall concluded that we'll revisit this next month and then it will make a lot more sense. He added if I can couple this with the power point on Otocast and some of the new things that Otocast allows us to do including rewarding sponsorships. Chair Gora announced that we will put this on the agenda for next month.

10. New Developments Relating to Otocast

It was determined that there was not enough time to cover the New Developments Relating to Otocast at this meeting.

11. Parallel Park Update

Chair Gora asked if there was an update on Parallel Park, there being none, Chair Gora moved to the next agenda item.

12. FAPAP Conference – Florida Association of Public Art Professionals

Chair Gora announced the FAPAP Conference is on Friday, May 7th, 2021. Tom Hall, Art Consultant included that it is a two hour virtual Zoom conference from 10:00 a.m. until 12:00 p.m. Chair Gora inquired if we have access to that and that we are members? Mr. Hall confirmed, yes. Committee Member Meo asked how it would work. Mr. Hall noted that we are members as part of the City, but he will verify that with them.

13. Discussion of 5 Year Master Plan

It was determined that there was not enough time to cover the Master Plan at this meeting.

14. Upcoming Public Art Committee meeting Tuesday, March 16, 2021

ADDITIONAL COMMENTS

Tom Hall, Art Consultant announced that the City of Tampa is getting ready to do Light's on Tampa and there are some beautiful examples of lighted artworks in there. Reva Daly announced that the Annual Arts and Culture Grant cycle will open on March 1, 2021 and a Press Release is expected to go out Friday, February 26, 2021. Mr. Hall had one last order of business and informed the Committee that he has an appointment to

PUBLIC ART COMMITTEE

February 22, 2021

7 | Page

address the Fort Myers Beautification Advisory Board about our Adopt-a-Sculptor program, so that they know that we are undertaking efforts to try to continue to maintain these artworks that they put into place. Mr. Hall will have to verify the date of the meeting. Chair Gora announced that Bob Ferry's family sent a Thank you stating that Bob really enjoyed being part of the Public Art Committee. Committee Member Mesaghi noted that during the sunshine training the possibility of having a more official e-mail address was discussed. She asked if they could get a Public Art Committee e-mail, so that in the future reaching out to people we do not have to validate ourselves through a personal g-mail account.

ADJOURNMENT

There being no further business, it was moved by Committee Member Adams; seconded by Committee Member Roeder; to adjourn the meeting at 6:16 p.m.