



**CITY OF WINTER PARK  
PUBLIC ART ADVISORY BOARD**

Monday, October 22, 2007  
12:30 P.M.  
City Hall, Room 200

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**DRAFT AGENDA**

1. Call to Order
2. Approval of minutes from September 24, 2007
3. Discussion regarding Robert Chambers exhibition (*30 Minutes*)
4. Art in Chambers (*30 Minutes*)
5. Strategic Plan review (*30 Minutes*)
6. Adjournment

All interested parties are invited to attend and be heard. Additional information is available in the Planning and Community Development Department so that citizens may acquaint themselves with each issue and receive answers to any questions they may have prior to the meeting. You may also contact the Planning and Community Development Department at (407) 599-3498.

NOTE: If a person decides to appeal any decision made by the Board with respect to any matter considered at such meeting or hearing, he will need a record of the proceedings, and that, for such purpose, he 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 telephone number (407-599-3277) or by email [cbonham@cityofwinterpark.org](mailto:cbonham@cityofwinterpark.org) at least 48 hours in advance of the meeting.

**CITY OF WINTER PARK  
PUBLIC ART ADVISORY BOARD**

Regular Meeting  
Commission Chambers

September 24, 2007  
12:30 p.m.

**MINUTES**

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**PRESENT:** Tom McMacken, Francine Newberg, Sara Segal, Jan Clanton, Nancy Daly, Susan Battaglia, Charles Robbins, Leslie Hardy and Joseph Rovario; **EXCUSED:** Louise Peterson. Susan Battaglia; Staff: Lindsey Hayes, Staff Liaison.

**I. CALL TO ORDER**

Mr. McMacken called the meeting of the Public Art Advisory Board to order at 12:34 p.m. in the City Hall Commission Chambers, 401 Park Avenue South, Winter Park, Florida.

Mr. McMacken announced the resignation of board member Anne Grey due to her schedule at UCF. The board expressed appreciation for Mrs. Grey's contribution to the PAAB. The Mayor will appoint a new board member.

**II. APPROVAL OF MINUTES**

Motion made by Mrs. Clanton, seconded by Mrs. Daly to approve the August 27, 2007 minutes as amended . Motion carried unanimously with a 9-0 vote.

**III. PAAB MEETING SCHEDULE**

The board discussed various options for alternative meeting times and days that would make it more convenient for board members to attend meetings that might take longer than the target one hour time. Staff will review the city meeting calendar and poll the PAAB members via email to determine other possible meeting times.

**IV. NEXT EXHIBITION**

Mrs. Newberg distributed information about F.N. Zhang and Robert Chambers; artists who are candidates for the interim art exhibition. She sated that only two Zhang sculptures were available for the desired time period and that 3 - 5 would be more appropriate for the space available. Mrs. Newberg and Mr. McMacken reported that they had toured potential Winter Park sites for the exhibition. The board discussed their recommendations for a small exhibition at Shady Park or Lake Island Park.

Mrs. Clanton stated that Rollins College was planning to borrow more Louise Nevelson sculptures from PaceWildenstein Gallery and that the board might be able to borrow an artwork from Pace as well. The board briefly discussed the following sculpture options to borrow: John Chamberlain, Jim Dine, Sol LeWitt, Claes Oldenburg, and Joel Shapiro.

Ms. Hardy asked if the Board had considered purchasing artwork as opposed to borrowing artwork. The Board discussed its preference for borrowing artworks by recognized artists and associating the borrowed works with educational outreach. The Board discussed using curators to provide professional

advice for exhibitions. The members discussed the PAAB goal to have a regular source of funding for acquisition and the challenge of building consensus in the community for permanent public art.

#### **V. STRATEGIC PLANNING FOLLOW-UP**

Mrs. Daly thanked everyone for working on the different major goal areas. She stated that she will assemble the work together and identify areas that may need more development or content. The Board should plan to spend time at the October and November meetings to review the content, reach consensus, prioritize the goals and then proceed with actions. The Board discussed a special meeting if necessary to complete the PAAB strategic plan.

#### **VI. OTHER BUSINESS**

Mr. McMacken reported that the Central Park renovations are on hold until redevelopment issues are resolved, but that the restoration of the "Emily" sculpture could proceed without waiting on the park project.

Ms. Hayes reported that the City Commission had agreed to the ArtyGators proposal and that the Chamber of Commerce and merchants' associations were supporting them.

Track lighting for the chambers was discussed. It was agreed that installation should take place between Art in Chambers exhibitions in order to avoid dust or damage to borrowed artwork.

The Board discussed approaching artist Hal McIntosh regarding an Art in Chambers exhibition.

Mrs. Segal spoke regarding the June strategic planning workshop and how helpful the process was. She suggested including the background work from June as an addendum in the final strategic plan document to show the background and process involved in the plan development.

#### **VIII. ADJOURNMENT**

There was no further business. The meeting adjourned at 1:45 p.m.

Respectfully submitted,

Lindsey Hayes  
Staff Liaison

## Lindsey Hayes

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**From:** Chambersinfo@aol.com  
**Sent:** Friday, October 12, 2007 9:39 PM  
**To:** Frankndoc@aol.com  
**Cc:** TMcMacken@Glatting.com  
**Subject:** Re: Fw: Winter Park sculpture sites - ROBERT chambers

Great site Francine.

(Thank you Tom for the images.)

>I will work on the proposal and get some #'s together for a Coral Propane.

I also am including another proposal below for a work in progress.  
A bronze Propane sculpture that could work for site and be ready for install date.

Best, Robert Chambers cell: 917-346-9209



Shady park site is perfect unless you prefer other site.

I will now work on scale, budget, etc and Coral CAD image. Back to you before Oct 22 if all goes well.

>Removable concrete footers will be needed.

Either a single pad or four separate pads.

Roundish Coral boulders.

Mythological creature lion/dog would be standing on all four 'paws'.

Also the 'head' would be a little bigger. Each coral component would be attached with a solid stainless steel 3 foot long and 2" diameter rod that slides into stainless steel ferrules. (10 connectors) (11 boulders)

I will now work on scale, etc. and have proposal and Coral CAD image back to you before Oct 22 if all goes well.

**Bronze Propane - new Proposal**

*>I wanted to mention that I had been working on a 10 foot tall prancing propane bronze sculpture that is almost in the wax stage.*

*I did the calculations. I might be able to cast this one and get it delivered to the Winter park site within the time frame and budget allotted. They might even deliver to site for the fuel cost only.*

*This is possible because I have a very good relationship with the Foundry in Sanford, Florida (not far from Winter Park)*

*>Molds, etc. have already been produced and paid for by me.*

*(Could be in horizontal position if needed and flush with grass so adults/kids can sit on back. Designed to be interactive.)*

*The foundry is currently producing a 'head' sculpture for me and has always been on time. (guaranteed completion date will be in the contract they provide) Some of the staff have worked on Kiki Smiths and other difficult castings in New York.*

*This sculpture would have a patina with a little color (traditional but with some color, maybe like the giant Alice in Wonderland sculpture in Central Park, NYC)*

*It would wear down in certain areas to a shiny, polished brass on the surfaces passerby's touched like the shiny belly of a well rubbed Buddha.*



approximately 9-10 tall (from top of concrete base) and 42" in Diameter. Bronze

+++++

That's me welding a giant bronze Cyberus SUCROSE for LAUMEIER SCULPTURE Park in St. Louis. title : **SUGABUS**

The bronze propane I propose above would have same size spheres as this sculpture. (11 spheres total and look a little like the top of this sculpture but with additional 'ears'.)

C12H22O11 = SUGAR



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**From:** nancy@nancyrdaly.com [mailto:nancy@nancyrdaly.com]  
**Sent:** Thursday, October 18, 2007 9:56 AM  
**To:** Lindsey Hayes  
**Subject:** cover memo to Plan, please forward

Hello everyone,  
Thank you for your time and input to the PAAB Strategic Plan!

The time has come for everyone to review the draft Strategic Plan for PAAB. PLEASE review the entire 8-page document prior to our meeting on Monday at 12:30 p.m. At that time, we'll determine what parts have consensus and require little to no more discussion, and what parts require more time for discussion and resolution.

The most frequent feedback was the overlap of strategies, which is not unusual when we work independently and then merge together. To reduce overlap or redundant strategies, you will notice some fairly significant changes to this draft. If it does not make sense to you where something is located, please speak up on Monday because changes can be made.

Due to the length and importance of the Funding Goal, this one may take a separate meeting or extension to our November meeting for just that topic. We may be able to reach consensus on strategies for Goals 1 through 4 more quickly this Monday.

Thank you,  
Nancy

Nancy R. Daly, MBA

10/19/2007

# Winter Park Public Art Advisory Board Strategic Plan - Working Draft 2

## EXECUTIVE SUMMARY

**Mission:** Our purpose for existing

***The Winter Park Public Art Advisory Board is committed to presenting, collecting and preserving notable works of art and implementing educational opportunities concerning art in public places.***

*(The following was offered in addition to the above. Do we add as an explanatory paragraph, but not part of official Mission? Our broader purpose is to complement the city's renowned livability, beauty and its significant investment in community revitalization, providing more livable spaces for Winter Park's residents and attractive new destinations for visitors.)*

**Vision:** Our target, what we are focused on achieving within the next few years

***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.***

**Public Art Defined:** Any media; located in the public domain; accessible to all; intensifies meaning at a location; enhances identity, place and connection. **Note:** *This needs to be emphasized if asked, "why should we invest or care about public art?" Intensifies meaning at a location; enhances identity, place and connection. Adds value to the experience of living and visiting Winter Park!*

### **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.

#### **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.

#### **3.0 Relationships Goal**

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

#### **4.0 Communications/ Image Goal**

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

#### **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.

## **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 scheduled every three years. Next exhibition is planned for 2010. The planning should commence in early 2008. Private funding sources will be necessary until permanent funding sources are secured from the City.

**Who:** Each major exhibition of notable works will be curated by professional art consultants. 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 WP Parks and Recreation 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 exhibitions will be held in the Winter Park Commission Chambers, room 200, 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:** Current and future works on paper, sculpture and paintings, and other media, that have been secured through donation and gifts, including from the WP Sidewalk Art Festival. Professional Conservation will be ongoing, funded by means of the WPPAAB annual stipend from the City. Works of art will be catalogued and tracked by means of a professional art computer program.

**Who:** Staff and contracted resources, as directed by the WPPAAB, will be responsible for the City's permanent collection.

### **Strategy 1.5 Education**

**What:** Education will be a factor in all public art exhibitions. Offerings will include distinguished lecturers and forums, interpretive didactic materials and City website information. Possible funding sources are grants, private contributions, WPPAAB annual stipend, partnerships and collaborations with local educational institutions. 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 west side, Fairbanks, Orange Avenue, and Commuter Rail Station.

**Who:** The Board and exhibition curator will select lecturers and forum participants. Curators will be responsible for didactic materials. 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 other than by donation. This goal will be addressed when a permanent funding source is secured.

### **Strategy 1.7 Immediate Funding of Programs/Exhibitions (Suggestion to add?)**

**What:** Until the time that there is a Public Art Fund or percent for the arts in Winter Park, the ability to achieve the above strategies will be determined by operating budget allocations from the City and raising funds with Board and staff efforts.

**Who:** The Board, staff liaison, City Commissioners

## **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, shall be provided to the Mayor for selection of candidates by March 2008. 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 to 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

### 3.0 Relationships Goal

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

#### Strategy 3.1 Non-City Collaborative Partners

**What:** Identify core group of community boards/ organizations/ individuals we wish to develop relationships with by January 2008, and begin implementation of meetings and joint efforts.

**Who:** Board, **(from June report:)** with potential collaborative partners that leverage current strengths within Winter Park such as citizens and patrons, Park Ave and Central Park, Orange County partner, related professionals in city to help, 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.

#### Strategy 3.2 City Collaborative Partners (I added this as suggestion)

**What:** Identify city boards and partners we wish to develop relationships with by January 2008, and begin implementation of meetings and communications.

**Who:** Public Art Advisory Board, with potential collaborative partners such as: Commuter Rail Station liaison, Parks Board, Sidewalk Art Festival Committee. Consider the wider city scope of physical places, such as 17-92 and Fairbanks.

### 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 an External Communications Plan to keep the community and other external stakeholders aware of events, exhibitions and value of public art. Initiate development of Communications Plan in January 2008.

**Who.** City of Winter Park Communications Staff working with PAAB member(s) on publicity and informational items. External stakeholders and audiences include tourism, W.P. residents and community, arts community, donors, merchants, Orange County, FL 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.

#### 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.

Initiate development of Communications Plan in January 2008. Include regular update schedule for City Commission and Community on Board activities by 2<sup>nd</sup> Quarter 2008, followed by quarterly updates thereafter.

**Who.** City of Winter Park Communications Staff working with PAAB member(s). Internal stakeholders and audiences include PAAB Board, city commissioners, mayor, other Boards, inhouse PR. full offering in W.P., cultural consortium, Hannibel Square.

### **Strategy 4.3 Develop and Distribute Communications Tool**

**What:** Develop targeted “talking paper” (Take Politics Out of Art). **From June Report:** Various political priorities may support/ compete/ conflict with PAAB priorities. Purpose of communications tool is to present objective message, educate all sides, sustain credibility, maintain excellence, encourage openness to “new” ideas.

**Who:** Board / Staff, with City Public Relations Department, requires printing/ mailing costs.

## **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**

**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.

**Who.** Funding sub-committee, potential research partnership with academic institutions. Public art professionals and consultants, Public Art Network and related resources and organizations supporting the arts (United Arts), academics, government staffs and committees.

**Frequency, Milestones, Resources.** Commence January 2008 the establishment of a Funding Sub-Committee. Research: 2 months of research. Prepare and present report to Board: 2 months. Limited 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 sub-committee, Board, Public art professionals and consultants, Public Art Network and related resources and organizations supporting the arts (United Arts), academics, government staffs and committees.

**Frequency, Milestones, Resources.** Board input: 2 months. Draft and final plan: 2 months. Limited staff support for research, communications and preparation of report.

### **Strategy 5.1c Implement Actions to Pursue Public Funding**

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

**Who.** Funding sub-committee, Board, staff, plus those in 5.1b.

**Frequency, Milestones, Resources.** Initial implementation: 6 months. Ongoing thereafter. Review annually (or on schedule appropriate to programs). Limited staff support for communications

## **Strategy 5.2 –Grants, Foundations, Collaborative Partners and Alternative Resources**

### **Strategy 5.2a Research**

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

**Who.** Funding sub-committee, 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

**Frequency, Milestones, Resources.** Research: 4-6 months. Limited staff support for communications.

### **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.

**Frequency, Milestones, Resources.** Compile list and present to Board for feedback: 1 month. Limited staff support for communications

### **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.

**Frequency, Milestones, Resources.** Timetable determined by grants schedules and process. Limited staff support for communications and professional grant writer funded from operating budget.

## **Strategy 5.3 – Expand Private Sector Donor Base**

### **Strategy 5.3a Establish Database**

**What.** Establish database of prior and potential donors.

**Who.** Funding sub-committee, 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

**Frequency, Milestones, Resources.** Commence January 2008 on the establishment of a Funding Sub-Committee, with follow-up of projects. Initial review of current database: 1 month. Monthly additions of prospects. On-going maintenance of database. Annual PAAB budget, staff time.

### **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).

**Frequency, Milestones, Resources.** 2 months to develop the Donor Plan. Build in timeline within Plan. Staff time and PAAB budget, where needed.

## **Strategy 5.4 – PERCENT FOR ART ORDINANCE**

### **Strategy 5.4a Conduct Research**

**What.** Conduct research on potential for Percent for Art ordinance for City of Winter Park. See City of Winter Park Public Art Advisory Board Public Art Program Guidelines and Recommendations, April 27, 2004, p. 5 Addendum – Percent for Art Ordinance. Identify potential funding amounts, application and impact.

**Who.** Funding sub-committee; staff; professionals in public art, construction, development and finance; potential research partnership with academic institutions. Public Art Network and related resources, development-related professionals.

**Frequency, Milestones, Resources.** Commence January 2008 on the establishment of a Funding Sub-Committee. Research: 4 months of research. Prepare and present report to Board: 2 months. Limited staff support for communications.

### **Strategy 5.4b Advocacy Plan**

**What.** Develop and Implement Advocacy Plan, including board training, advocacy to City and appropriate decision-makers.

**Who.** Funding sub-committee, Board, staff. Public art professionals, Public Art Network and related resources, Academics, philanthropic consultants and organizations supporting the arts, such as United Arts.

**Frequency, Milestones, Resources.** Board input: 2 months. Draft and final plan: 2 months. Implementation: 1 Year estimate. Limited staff support for communications.

## **Strategy 5.5 – EVALUATE 501-C3 STATUS**

### **Strategy 5.5a Research**

**What.** Research options, pros and cons of adopting 501c-3 status.

**Who.** Subcommittee, Board. Also Staff, professionals, consultants, experts from non-profits, arts agencies, finance

**Frequency, Milestones, Resources.** Research: 2 months; present report to Board – 1 month. Staff Time.

#### **Strategy 5.5b Develop and Implement Plan for 501c3 Status**

**What.** Develop and Implement plan of action as per Board direction

**Who.** Subcommittee and Board. Involves staff and city government.

**Frequency, Milestones, Resources.** Write plan: 1 month; Board approval: 1 month.

### **SUGGEST HOLD THIS FOR FUTURE PLAN?: Strategy 5.6 - REVIEW BUDGET AND CURRENT POLICIES ON GIFTS OF FUNDS FOR ACQUISITION OR COMMISSION OF ART, ADMINISTRATION OF CITY OF WINTER PARK PUBLIC ART TRUST FUND, OTHER FUNDING OPTIONS SUCH AS ENDOWMENT.**

#### **Strategy 5.6a BUDGET**

**What.** Review annual budget and needs.

**Who.** Subcommittee

**Frequency & Milestones.** Annually, with initial review prior to implementation of above strategies.

**Relationships.** Board, City of Winter Park officials and staff

**Resources/Funding.** Staff time

#### **Strategy 5.6b GIFTS AND ACQUISITIONS, TRUST FUND**

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

**Who.** Subcommittee

**Frequency & Milestones.** Review: 2-3 months

**Relationships.** Board, City of Winter Park officials and staff,

professionals/consultants/experts in arts, finance, business, government, non-profits

**Resources/Funding.**

#### **Strategy 5.6c**

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

**Who.** Subcommittee, Board

**Frequency & Milestones.** 2-6 months

**Relationships.** Board, City of Winter Park officials and staff,

professionals/consultants/experts in arts, finance, business, government, non-profits

**Resources/Funding.**

#### **Strategy 5.6d**

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

**Who.** Subcommittee, Board

**Frequency & Milestones.** Per plan/on-going

**Relationships.** Board, City of Winter Park officials and staff.