



**CITY OF
MOUNT
DORA**

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**PUBLIC ARTS COMMISSION MEETING
City Hall Board Room, 510 N. Baker Street, Mount Dora, FL 32757
September 28, 2021 at 3:30 PM**

MINUTES

PRESENT: Thomas Decker, Susan Grogan, James Lesperance, Maryann McNamara,
Harlow Middleton, John Wesner

ABSENT: Melissa Christians

CITY STAFF: Christopher Carson – Cultural & Special Events Coordinator, Jeanann Hand
– Leisure Services Administrative Coordinator, Amy Jewell – Leisure
Services Director, Jen Schwarz – Leisure Services Operations Manager

I. Call to Order

Mr. Decker called the meeting to order at 3:30 PM.

II. Roll Call

III. Approval of Minutes

A. August 24, 2021

**MOTION by Ms. McNamara, SECONDED by Mr. Middleton to approve the
minutes from August 24, 2021.**

AYE: Decker, Lesperance, McNamara, Middleton, Wesner

NAY: None

MOTION CARRIED 5-0.

IV. Public Comment

V. Presentations

VI. Action Items

A. Consideration of Art and Stipend for New Boulevard Banners

Mr. Carson asked members to clarify how many designs they intend to choose for new banners and what they would like the stipend to be. Members agreed they wished to issue a new Call to Artists for banners instead of choosing from previous submissions. Members also agreed the chosen art should be bright and simple, and be appealing from a distance or when viewed briefly from a passing vehicle.

Mr. Carson suggested members define the specific criteria for the new Call to Artists. Mr. Middleton felt the prior submissions did not encompass a sufficient array of Mount Dora highlights. He suggested allowing for a greater variance of theme. Members discussed asking for bright, bold colors, and the avoidance of intricate designs. Mr. Middleton likened the project to poster art, which requires specific considerations for effective presentation. The Call to Artists will set guidelines for color and design, but not theme.

City staff will present a new Call to Artists for this project at the next Commission meeting. Members would like to get new banners for Spring 2022.

Mr. Carson asked members to specify a dollar amount for the stipend and for a consensus regarding how many designs will be chosen. Mr. Decker suggested three artists, and Commission members concurred. Mr. Wesner clarified three artists, resulting in three designs.

Mr. Carson pointed out time of year affects the response to the Call to Artists. Mr. Decker questioned whether all three designs should be chosen at once, or if the process should be spread out over time. He suggested the Commission look at the calendar to help determine some of the specifications, and then return to this item to decide upon a stipend.

Motion by Mr. Middleton to table the design item and return to it later in the meeting.

B. Calendar for Themed Flags and Banners

Mr. Carson reviewed the City's flag and banner calendar with Commission members to determine the periods during which they would like to display additional banners. Mr. Decker suggested displays from January through June, and July through November. Flags would be displayed for Pride Month in June.

Banners and flags would not be displayed on every banner bracket and pole, but spread out similarly to the intermittent manner with which the Mask Up banners were displayed.

Mr. Middleton pointed out the banner and flag schedule should remain flexible to allow for weather and staff availability. Hardware, such as brackets on poles, may need to be replaced as this plan is put into place. The City needs to inventory poles and brackets to ensure everything is in working condition.

Once a schedule is in place, the rotation could occur with routine ease. The Commission agreed on adding two banner change rotations to the City schedule, making the banner rotation three times per year. The Commission may replace the holiday banners next year. The current holiday banners are looking worn. They could be redone with a Call to Artists or be bid out.

The Commission will keep track of banner and flag changing. Factors to be considered are special events, geographic locations, and design (whether supplied by artists, or through other means).

The holiday banners to be replaced next year may be purchased with stock designs. Mr. Decker questioned whether holiday banners should come from the Commission budget. Ms. Jewell suggested the cost of the holiday banners could come from the general fund, with the cost of the stipend, if there is one, coming from the Commission budget. Members expressed approval for that solution. Mr. Carson estimated there were currently 80 holiday banners in the City inventory.

Mr. Lesperance pointed out the specifications for a holiday Call to Artists may need to be crafted to avoid prohibited themes. Ms. McNamara wondered whether stock banners may be inferior in quality. It was asserted that the amount spent will affect the quality and durability of the banner. A banner store in Casselberry could provide the opportunity to examine banner fabric and hardware in person. Mr. Wesner suggested receiving a mock-up banner prior to finalizing an order.

Ms. Grogan joined the meeting at 4:10 PM.

The Commission confirmed they would like to change banners three times per year, including holiday banners.

Motion by Mr. Lesperance, seconded by Mr. Wesner to issue a Call to Artists for two new sets of banner designs with the option for an additional Call to Artists for holiday banners in 2022, with the cost of holiday banner production coming from a source other than the Public Arts Commission budget, and the holiday banner stipend being covered by the Public Arts Commission budget.

AYE: Decker, Grogan, Lesperance, McNamara, Middleton, Wesner

NAY: None

MOTION CARRIED 6-0.

New banners would be displayed for four month periods, twice per year in coordination with the City's existing schedule, with the understanding that City staff would adhere as closely as possible to the new schedule, allowing for variations dependent upon available labor and weather conditions.

The only revision to the City's flag schedule would be the addition of Pride flags during the month of June. The intent to display Pride Month flags will be presented to City Council before installation plans are finalized, in a manner similar to the presentation made to Council regarding the 2019 banners. At the next Commission meeting, City staff will confirm the number of flags needed.

The Commission discussed locations for flag display. Mr. Middleton recommended including the entire Downtown Business District--3rd, 4th, and 5th Avenues, from Baker to Alexander. He emphasized the marketing impact the display would have. On Donnelly Street, the display would start at Lincoln, spanning to downtown. Mr. Middleton also suggested displaying flags on Highland Street in East Town. The Commission agreed the East Town area would be included.

At the next Commission meeting, City staff would provide an inventory of flag and banner display structures.

Ms. Jewell mentioned other celebration days that may generate requests for flag displays, advising the Commission to be prepared for such proposals. Mr. Decker suggested groups requesting flags may be able to move forward with their proposals if they are able to secure appropriate funding. At such time, the display schedule would be adjusted to accommodate the requests.

Mr. Decker stated he wanted the Commission to have a plan in place. Revisions could be made as requests or alternative conditions arise.

Mr. Middleton referred to a past meeting's incident during which naming a stipend amount was hindered by budget restrictions. Mr. Carson informed that since stipends were included in the Commission's 21/22 Budget, there is no obstruction to the Commission defining a stipend amount. Ms. Jewell clarified that the stipend must be considered reasonable. Artistic services are exempt from the City's proposed updated Purchasing Policy. It was agreed an \$800 stipend seems reasonable. Mr. Middleton expressed hope for high quality submissions. No criticism was received from artists regarding the 2019 banner stipend amount.

It was clarified that the \$800 stipend would not be the offered amount for the holiday banners.

Motion by Mr. Lesperance, seconded by Mr. Middleton to set the stipend for the next banner Call to Artists at \$800.

AYE: Decker, Lesperance, McNamara, Middleton, Wesner

NAY: None

MOTION CARRIED 5-0.

Ms. Grogan abstained from voting because she intended to submit art for the project.

Ms. McNamara put forward providing a visual example for artists, however, it was decided against. Mr. Lesperance mentioned the ideal submission would be similar to graphic art, with bright colors and definitive lines. Mr. Decker objected to setting limits for artists. Mr. Wesner argued that the banner medium requires certain qualities in order to be appealing as a work of art. Mr. Decker does not want artists to be inhibited by too many specifications. Mr. Wesner pointed out their interest in ensuring the chosen banners display effectively in their environment.

It was discussed whether alternative banner manufacturers could provide more brightly colored banners less subject to fading.

VII. Resolutions

VIII. Ordinances

IX. Discussion Items

X. City Staff

A. Ongoing Project List

Mr. Carson informed Commission members about the Michael Andrew concert that occurred September 10th. Attendance was less than what was expected, but many came from out of town for the show. The City would like to bring the artist back for another event.

B. Public Art Master Plan Update

Designing Local is in the process of contacting stakeholders. City staff will continue to keep Commission members informed of the progress. Josh Lapp from Designing Local will make his first visit to the City on November 13th and 14th during the Plant and Garden Fair, rather than during the Craft Fair, as previously planned. Mr. Lapp's second visit will occur during the Arts Festival in February of 2022.

C. Ongoing Budget Balances

City staff reviewed the updated Public Arts Commission budget. The new budget will take effect on October 1st.

D. Sunshine Law Memorandum

Mr. Decker read into record a memo created by the City Attorney reminding City board and commission members about social media behavior and Sunshine Law.

XI. Communications and Reports

A. Commission Member John Wesner

B. Commission Member Melissa Christians

C. Commission Member Susan Grogan

D. Commission Member Maryann McNamara

E. Commission Member James Lesperance

F. Vice-Chair Harlow Middleton

Mr. Middleton inquired about new City Council members individually visiting a Public Arts Commission meeting to discuss its goals and purpose. Ms. Jewell warned that such an exercise may lead to a violation of Sunshine Law. Mr. Carson added that if Council were to vote on a Commission item, the visiting Council member could be seen as having a bias or privileged information, so a Council member's presence at a Commission meeting would be hazardous to Council and Commission ethics. Mr. Middleton expressed dissatisfaction with this understanding and would like further investigation regarding the propriety of the process and what is allowable. Mr. Carson affirmed the value of Council's vivid understanding of the purpose and function of the Public Arts Commission. It was suggested that the Commission may, as a body, make a presentation to City Council to accomplish a similar objective.

Ms. Jewell told the Commission she would consult the City Attorney regarding a Council member visit to a Public Arts Commission meeting.

G. Chair Thomas Decker

Mr. Decker established clarification that the Commission's name is Public Arts Commission, and not Public Art Commission.

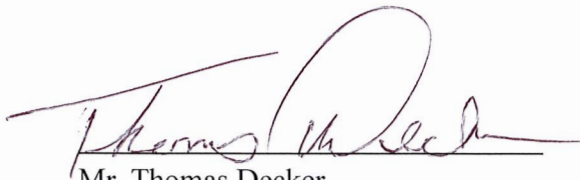
XII. Future Meeting Dates

- A. October 26, 2021, 3:30 PM
- B. November 23, 2021, 3:30 PM
- C. December 28, 2021, 3:30 PM

XIII. Adjournment

Motion by Mr. Lesperance, seconded by Ms. McNamara to adjourn the meeting.

The meeting was adjourned at 5:11 PM.



Mr. Thomas Decker
Chairperson



Mr. Christopher Carson
Cultural & Special Events Manager