



**CITY OF
MOUNT
DORA**

**Leisure Services
900 N. Donnelly St.
Mount Dora, FL 32757
352-735-7183
Fax: 352-735-3681**

E-mail: publicarts@cityofmoundora.com

**PUBLIC ARTS COMMISSION MEETING
City Hall Board Room, 510 N. Baker Street, Mount Dora, FL 32757
August 23, 2022 at 3:30 PM**

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of Minutes
 - A. July 26, 2022 Public Arts Commission Meeting Minutes
- IV. Public Comment
- V. Presentations
- VI. Action Items
 - A. Evans Park Fountain
 - B. Public Art Master Plan
- VII. Resolutions
- VIII. Ordinances
- IX. Discussion Items
- X. City Staff
- XI. Communications and Reports
 - A. Commission Member Susan Grogan
 - B. Commission Member Maryann McNamara
 - C. Commission Member Keashawn "Kay" Volmer
 - D. Commission Member John Wesner

E. Commission Member Kelly Burns

F. Vice-chair Harlow Middleton

G. Chair Thomas Decker

XII. Future Meeting Dates

A. September 27, 2022, 3:30 p.m.

B. October 25, 2022, 3:30 p.m.

C. November 22, 2022, 3:30 p.m.

XIII. Adjournment

NOTICE: Please note that, for purposes of Section 286.011, Florida Statutes, two or more members of the City Council may be present at this meeting, and this meeting may be considered a City Council meeting.

NOTICE: If any person decides to appeal any decisions at this meeting with respect to any matter considered, such person may need a record of these proceedings. For such purpose, a person 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.

NOTICE: In accordance with the Americans With Disabilities Act of 1990, persons needing special accommodations to participate in this proceeding should contact Jennifer Schwarz no later than seven (7) days prior to the proceedings. (352) 735-7183 ext. 1605. for assistance. If hearing impaired, telephone the Florida Relay Service numbers (800) 955-8771 (TDD) or (800) 955-8770 (Voice) for assistance.

If you have any comments or question regarding the contents of this agenda packet, please call Jennifer Schwarz at (352) 735-7183 ext. 1605.



**510 N. Baker St.
Mount Dora, FL 32757
352-735-7126**

DATE: August 23, 2022

TO: Public Arts Commission Members

FROM: Amy Jewell, Leisure Services Director

SUBJECT: July 26, 2022 Public Arts Commission Meeting Minutes

Introduction:

This is a request for the members of the Public Arts Commission to approve meeting minutes.

Discussion:

Administrative staff prepare minutes and present them to the commission as an opportunity to make suggestions or corrections prior to final approval.

Budget Impact:

N/A

Strategic Impact:

N/A

Recommendation

Members of the Public Arts Commission approve the minutes as transcribed.

Attachment(s):

1. 07-26-22 PAC Minutes_ADA

Prepared by: Jeanann Hand, Deputy City Clerk
Reviewed by: carsonc carsonc, Special Events Manager
Amy Jewell, Leisure Services Director

Approved - 8/16/2022
Final Approval - 8/16/2022

**CITY OF
MOUNT DORA, FLORIDA
PUBLIC ARTS COMMISSION
MINUTES**



**CITY HALL BOARD ROOM
510 N. BAKER ST.
MOUNT DORA, FL 32757
July 26, 2022**

Call to Order

Having been duly advertised as required by law, Chairperson Decker called to order at 3:30 p.m. the July 26, 2022 meeting of the Public Arts Commission.

Roll Call

Members Present

John Wesner, District 1
Susan Grogan, District 3
Maryann McNamara, District 4
Kelly Burns, At Large
Vice-chair Harlow Middleton, Mayoral Appointee
Chairperson Thomas Decker, District 2

Also Present

Chris Carson, Cultural and Special Events
Coordinator
Jeanann Hand, Deputy City Clerk

Members Not Present

Kaeshawn "Kay" Volmer, District 5

Approval of Minutes

A. May 24, 2022 Public Arts Commission Meeting Minutes

***MOTION BY COMMISSIONER MIDDLETON TO APPROVE THE MINUTES
FROM THE MAY 24, 2022 PUBLIC ARTS COMMISSION MEETING;
COMMISSIONER GROGAN SECONDED THE MOTION. MOTION APPROVED BY
A UNANIMOUS VOICE VOTE.***

Discussion Items

A. Review Draft of Public Art Master Plan

Before entering into discussion with Mr. Joshua Lapp, representing Designing Local, commissioners discussed their thoughts regarding the plan at this point.

Commissioners entered into a Zoom meeting with Mr. Lapp.

Mr. Lapp reviewed changes since the last time the document was presented. The updates included adding gateways to the strategies portion; modifying the funding section to clarify sources, especially regarding development funds; adding consideration of performance and community participatory art; and the adding of introductions, the action plan matrix, and information regarding the annual public art plan.

Mr. Lapp fielded questions regarding funding restrictions for certain types of art; maintenance schedules; public meeting definitions, purposes, and requirements; art on loan procedures; and action plan implementation.

It was suggested that Councilmembers and the City Manager be briefed on the document before it is sent to Council for vote. Mr. Carson explained staff would take action in that regard. Commissioners and staff agreed action should continue at a dynamic pace. Mr. Lapp asked commissioners to reflect upon what had been presented and then provide individual feedback regarding prioritization of projects in order to help formulate the action plan. The updated plan will be sent out to the commissioners after the meeting.

The plan would be further discussed at the next commission meeting rather than at a special meeting or workshop. The plan would be sent to the commissioners in advance of the next meeting's agenda packet. Commissioners would send Mr. Carson ideas for projects they would like to see in the annual action plan. Mr. Carson suggested Planning Director Vince Sandersfeld attend commission meetings to help clarify funding. Joint funding and collaboration with the Northeast CRA and other City departments was mentioned.

The Waterman Village bridge was discussed.

City Staff

Mr. Carson publicly recognized Commissioner Grogan for her art used on the 2022 Freedom on the Waterfront poster. Future Calls to Artists were mentioned, including a suggestion for a Call for Pride Month. The use of catalog items was discussed. Mr. Middleton referenced the Mount Dora Center for the Arts. Interactivity with other departments was broached. Mr. Decker requested more aggressive Calls to Artists. Commissioner Middleton recognized the attendance of Janet Gamache from the Center for the Arts.

A. Ongoing Budget Balances

It was stated that no changes had taken place regarding the Commission's budget.

Communications and Reports

- A. Commissioner John Wesner-No report.
- B. Commissioner Susan Grogan-No report.
- C. Commissioner Maryann McNamara-No report.
- D. Commissioner Keashawn "Kay" Volmer-No report.
- E. Commissioner Kelly Burns-No report.
- F. Vice-chair Harlow Middleton-No report.
- G. Chair Thomas Decker-No report.

Future Meeting Dates

- A. August 23, 2022, 3:30 p.m.
- B. September 27, 2022, 3:30 p.m.
- C. October 25, 2022, 3:30 p.m.

Adjournment

MOTION BY COMMISSIONER MCNAMARA TO ADJOURN THE JULY 26, 2022 MEETING OF THE PUBLIC ARTS COMMISSION; VICE-CHAIR MIDDLETON SECONDED THE MOTION. MOTION APPROVED BY A UNANIMOUS VOICE VOTE.

There being no further business for discussion, the meeting adjourned at approximately 4:59 p.m.

THOMAS DECKER, CHAIRPERSON

JEANANN HAND
DEPUTY CITY CLERK



CITY OF MOUNT DORA

Leisure Services
900 N. Donnelly St.
Mount Dora, FL 32757
352-735-7183
Fax: 352-735-3681

E-mail: parksandrec@cityofmoundora.com

DATE: August 23, 2022

TO: Public Arts Commission Members

FROM: Amy Jewell, Leisure Services Director

SUBJECT: Evans Park Fountain

Introduction:

This is an opportunity for the Public Arts Commission to discuss the addition of a fountain at Elizabeth Evans Park

Discussion:

The Public Arts Commission is an important part of contributing to the City of Mount Dora's social and cultural vibrancy. As part of the Commission's mission, they endeavor to safeguard the cultural and historic resources of the community; celebrate the arts as an opportunity to enjoy and enrich community life; support our local arts community; provide world-class public art and cultural activities making the City of Mount Dora a great place to live, work, play and visit.

During the August 17, 2020 meeting of the Public Arts Commission, Cultural and Special Events Coordinator Christopher Carson mentioned a noticeable increase in the number of visitors to Elizabeth Evans Park, most likely attributable to changes in daily routine brought on by the public's compliance with COVID-related health safety restrictions. The park has become a popular destination as more members of the community use it to enjoy outdoor meals and solitary or small group repose and recreation. Mr. Carson suggested a lake fountain would enhance the visitor experience at the popular park. The water feature would also contribute to the environmental health of the lake as fountains are shown to improve water quality, control excessive algae growth and reduce mosquito activity.

See Attachment #1 for the fountain proposal concerning a proposal from Faden Builders, Inc to acquire approval through the department of Environmental Protection, purchase of a fountain and complete installation.

Budget Impact:

GL# 001-0000-223.56-01 (Public Arts Contributions) - There is currently \$99,167 credited to this account that is comprised of developmental fund contributions.

Strategic Impact:

A water element will enhance visitor experience of the park and add character to the setting while positively impacting the environmental health of the shoreline.

Recommendation Public Art Advisory Council Members to approve the project and go forward with contracting of Faden Builders, Inc.

Attachment(s):

1. 22-384 Evans Park Fountain

Prepared by: carsonc carsonc, Special Events Manager
Reviewed by: Jeanann Hand, Deputy City Clerk
Amy Jewell, Leisure Services Director

Approved - 8/18/2022
Final Approval - 8/18/2022



7/12/2022

Faden Proposal No. 22-384

Chet Cramer
Construction Project Manager
City of Mount Dora
510 N Baker Street
Mount Dora, Florida 32757

RE: Evans Park Fountain

Exhibit A: Scope of Work

1. General Conditions
 - a. Project Management and Supervision
 - b. Permitting (FWC and City of Mount Dora)
2. New Construction
 - a. Provide power and underground conduit to fountain.
 - i. Build service on existing City of Mount Dora rack.
 - ii. Supply and connect timer/breaker box
 - iii. Supply and connect one boost transformer.
 - b. Provide and install LF10003TP, 1HP, 230V, 1PH 3-tier floating fountain with 2-21 watt 120V LED light pkg

Qualifications and Exclusions:

1. Work to be completed 1st shift, M-F, no overtime is included.
2. The scope is limited to the items listed in Exhibit A. Any other added scope items or items required by the AHJ for permitting are excluded and will be charged as a change order.
3. Permitting is included for electrical scope and aquatic plant removal only.
4. Lake clearing is excluded.
5. Landscaping and irrigation are excluded.
6. Painting and staining are excluded.
7. Geotechnical testing/reports are excluded.
8. Dewatering is excluded.



Exhibit B: Price/GMP Breakdown

1. General Conditions	\$ 1,670.82
2. New Construction	\$ 10,652.11
Subtotal	\$ 12,322.92
Mark-up 14%	\$ 1,725.21
Project Team	\$ 3,140.00
Subtotal	\$ 17,188.13
Contingency (10%)	\$ 1,718.81
Bond	excluded
Gross Maximum Price (GMP):	\$ 18,906.94

The prices included in this proposal are valid for 30 days per our material vendors due to steady material price increases.

Exhibit C: Basic Schedule

Procurement will begin promptly after the issuance of the Purchase Order.

Proposed duration schedule:

3-4 weeks for material procurement, submittals and permitting

5 workdays for electrical installation

5 workdays for fountain installation

Project Management Information System (PMIS) will not be required for this project.



Exhibit D: Construction Team

Owner's Representative: Chet Cramer (City of Mount Dora)
Construction Manager: Todd Faden (Faden Builders)

Exhibit E: Construction Manager's Staff

Principal: Todd Faden
Project Manager: Philip Rapalje
Project Engineer: Erika White
Site Superintendent: Rob Bennett
Staff Accountant: Helen Johnson
Safety Director: Jes Pedersen
Administrative Assistant: Laura Faden

Exhibit F: Sub-Contractors

Marathon Electrical
Lake Fountains & Aeration, Inc.

Please feel free to contact me with any questions. We look forward to working with you.

Best regards,

PHILIP RAPALJE

Philip Rapalje
Faden Builders, Inc.



CITY OF MOUNT DORA

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352-735-7183
Fax: 352-735-3681
E-mail: parksandrec@cityofmoundora.com

DATE: August 23, 2022

TO: Honorable Mayor and City Council Members

FROM: Patrick C. Comiskey, City Manager *Patrick C. Comiskey*

SUBJECT: Public Art Master Plan

Introduction:

This is an opportunity for commission members to advise Council to approve the Public Arts Master Plan created by Designing Local. Designing Local was selected by RFQ 21-LS-005 and contracted in August 2021 to create a Public Arts Master Plan for the City of Mount Dora.

Discussion:

Designing Local was contracted to develop a Master Plan to provide strategic direction for the Public Arts Commission and the City. The plan document should include policy recommendations, financing strategies and program development recommendations related to public art.

Designing Local has involved the community in the Plan's development and has engaged community stakeholders in input sessions to influence the creation of the Master Plan. Designing Local has conducted focus groups with key stakeholders such as City staff, various interested City Council members, the Public Arts Commission, local artists, and art-minded residents.

At a minimum the final adopted Plan should include:

- detailed narrative and illustrations
- comprehensive inventory of all current public works of art
- report of places and spaces for future public art projects
- vision statement and 10-year strategic plan with phasing priorities
- recommendations for program development
- processes for commissioning, selecting and acquiring artwork
- standards for accepting donated artwork
- standards for administration, maintenance and de-acquisition of artwork

- identification of funding sources
- recommendations for developing guidelines, policies, processes, ordinances related to art
- maintenance and conservation program as well as associated costs and future staffing needs
- policies, protocols and standards for Call to Artists projects on public lands and in public rights-of-way

Budget Impact:

The City of Mount Dora entered into a contract with Designing Local on August 4, 2021 for the purpose of creating a Public Arts Master Plan. The total contract price is \$40,000.

Strategic Impact:

Public art adds enormous value to the cultural, aesthetic and economic vitality of a community. Public art contributes to a community's identity, fosters community pride and a sense of belonging, and enhances the quality of life for its residents and visitors.

Recommendation:

Staff members are asking the Arts Commission to advise Council to adopt the Public Art Master Plan.

Attachment(s):

1. Mount Dora Public Art Master Plan Draft 070122

Prepared by: Amy Jewell, Leisure Services Director
 Reviewed by: Amy Jewell, Leisure Services Director
 Jeanann Hand, Deputy City Clerk
 carsonc carsonc, Special Events Manager

Approved - 8/18/2022
 Approved - 8/18/2022
 Final Approval - 8/18/2022



BUTTERFLIES CAN'T SEE
THEIR WINGS. THEY CAN'T
SEE HOW BEAUTIFUL THEY
ARE. BUT OTHERS CAN.
PEOPLE ARE LIKE THAT
AS WELL.

MOUNT DORA PUBLIC ART PLAN

Spring 2022

Acknowledgments

City Leadership:

Crissy Stile

Mayor of Mount Dora

Doug Bryant

Councilmember At-Large

John Cataldo

Councilmember, District 1

Cal Rolfson

Councilmember, District 2

Austin Guenther

Councilmember, District 3

Marc Crail

Vice-Mayor &
Councilmember, District 4

Nate Walker

Councilmember, District 5

Public Art Commission:

Thomas Decker

Chair

Harlow Middleton

Vice-chair

Kelly Burns

Commissioner

Susan Gorgan

Commissioner

Maryann McNamara

Commissioner

Keashawn “Kay” Volmer

Commissioner

John Wesner

Commissioner

Staff Steering Committee

Amy Jewell

Leisure Services Director

Chris Carson

Cultural Arts & Special Events
Manager

Jeanann Hand

Deputy City Clerk

Vershurn Ford

Public Information Officer

Misty Sommer

Economic Development Coordinator

Consultant Team:



Josh Lapp

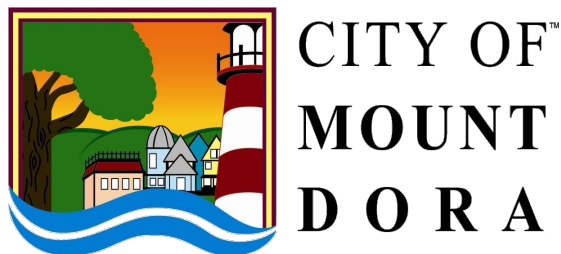
Principal, Designing Local Ltd.

Amanda Golden

Managing Principal, Designing Local Ltd.

Matt Leasure

Principal, Designing Local Ltd.



Contents

Chapter 1:

Executive Summary

Project Background	8
Project Process	9
Stakeholder Engagement	10
Survey Snapshot.....	11
Vision Statement.....	12
Guiding Principals	13
Community Character Framework	14

Chapter 2:

Public Art Foundations

Public Art Definitions.....	28
Public Art Policies.....	29
Public Art Types	30

Chapter 3:

Strategic Path Forward

Strategy 1: Focus on the Place.....	36
Strategy 2: Focus on small-scale interventions.....	37
Strategy 3: Representation for all.....	38
Strategy 4: Festivals with Public Art & Local Artists	39
Strategy 5: Invest in roadways with Public Art.....	40
Strategy 6: Fund our Public Art.....	44

Chapter 4:

Ideas to Inspire

Idea 1	48
Idea 2	52
Idea 3	54
Idea 4	56
Idea 5	58
Idea 6	60
Idea 7	62
Idea 8	64
Idea 9	66
Idea 10	68

Chapter 5:

Action Plan

Action Plan Matrix	72
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Mt. Dora Lodge #238 F&AM
1st & 3rd Thursday 7:00 AM
Mt. Dora Chapter #103 OES
2nd & 4th Thursday 7:00 AM
Order of the Rainbow #79
2nd & 4th Monday 7:00 PM



CHAPTER 1:

Executive Summary

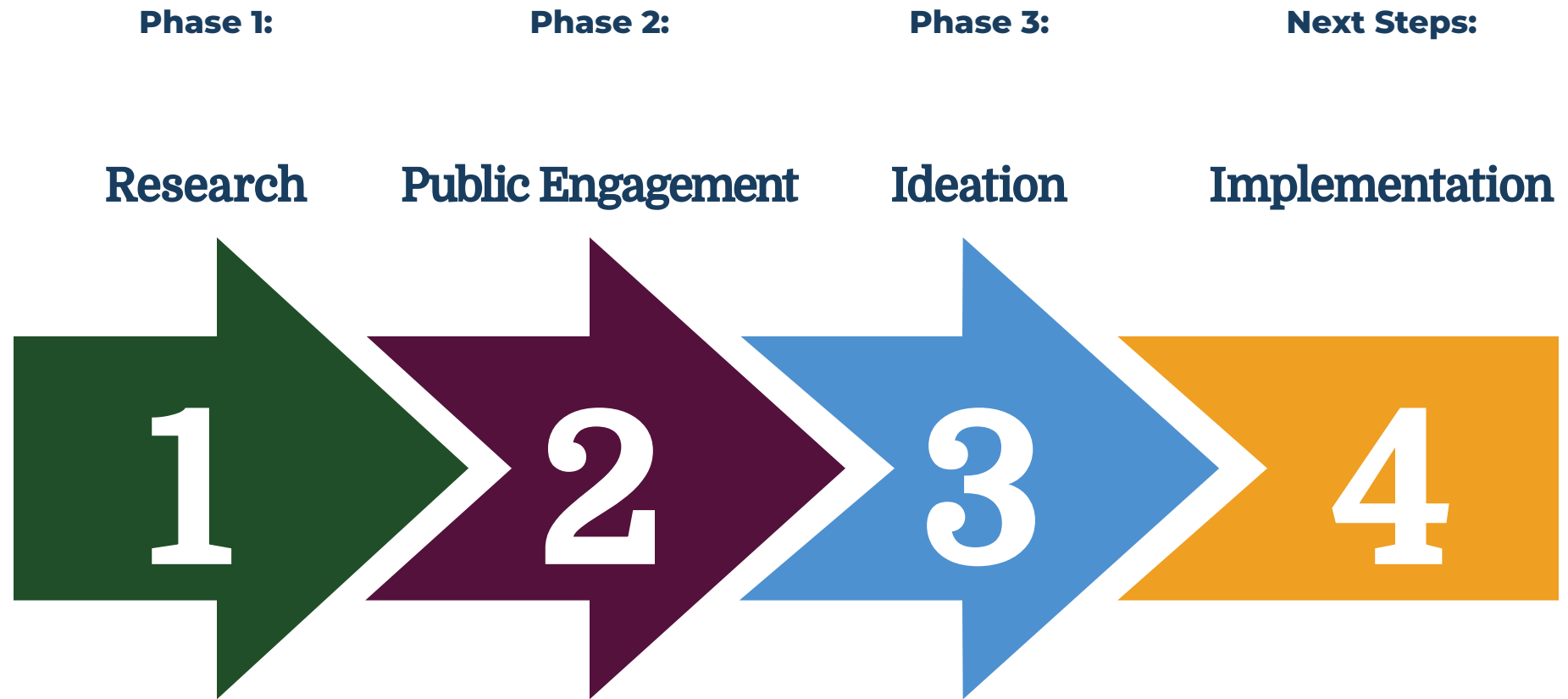
This chapter contains an overview of the process by which this plan was developed alongside the overarching mission and guiding principals of the program. The chapter is closed with the Community Character Framework which gives a window into the soul of Mount Dora.

1.1 Project Background

Mount Dora stands on its own as a unique historic and arts focused community in Central Florida. Tree-lined streets and quaint historic buildings conceal a deep love for the arts in the community that bursts into display during the special events that take place in the community, many of which are art focused.

The Mount Dora Public Art Plan lays the foundation for the future of public art in the city and prepares the city to expand its existing public art efforts to help ensure that the physical environment reflects the art focused culture of its residents and visitors. The public art investments in Mount Dora will be a tool to represent the past, present, and future of Mount Dora.

1.2 Project Process



1.3 Community Engagement

1.3.1 STAKEHOLDER ENGAGEMENT

The project kicked off with one-on-one discussions between the project team and community stakeholders including Public Art Commission. These discussions formed the basis of the project team's understanding of the City and of efforts to revitalize Mount Dora.

1.3.2 SITE VISITS & COORDINATION

The project team conducted a tour of the community as well as follow up visits to collect information and ideas. The project team also coordinated with the staff steering committee bi-weekly.

1.3.3 SURVEY

A community survey was launched in order to help the project team understand the communities ideas and desires. There was a large response to the survey with over 100 responses from all corners of the community.

The results of the survey revealed that community members love the unique small town historic charm of Mount Dora. They want a vibrant future where public art celebrates the past, present, and future of the community.

1.3.4 SURVEY SNAPSHOT

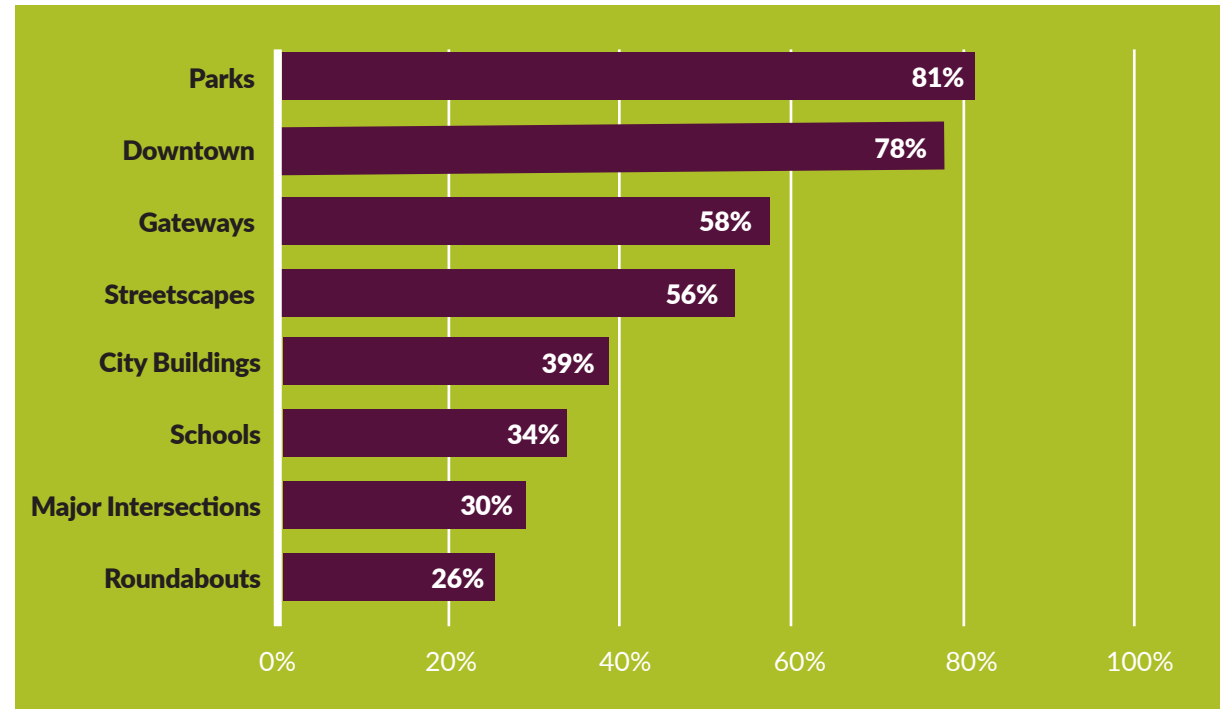
What makes Mount Dora unique

- Downtown
- Shops
- Lake
- Art
- Festivals
- Quaint

What activities would you like to see more of?

- Art Exhibitions - 65%
- Live Music - 65%
- Live Performance (Dance, Theatre, etc) - 51%
- Arts / Craft Festivals - 48%
- Literary Events - 33%
- Youth Based Arts Activities - 38%
- Festivals - 20%

Where would you like to see more public art in Mount Dora?



1.4 Mount Dora Public Art Vision Statement

A large crowd of people is gathered on a grassy area, likely for an outdoor event or concert. The scene is set during sunset, with a vibrant orange and pink sky. In the background, there are palm trees and a body of water. The text "In Mount Dora public art will help the physical environment come alive with the spirit of the community." is overlaid on the image in a large, white, sans-serif font.

In Mount Dora public art will help the physical environment come alive with the spirit of the community.

1.5 Guiding Principals

Guiding Principle 1: Tell our story

Public art can help tell the story of Mount Dora - from our triumphs to our failings and everything in between.

Guiding Principle 2: Embrace our architectural and natural beauty

Mount Dora has a strong built and natural environment and public art should work to enhance the strong foundation already in place.

Guiding Principle 3: Connect to our collective identity

Public art should cultivate a connection to the identity of our community for residents and visitors alike.

Guiding Principle 4: Strive for joy and whimsy

Creating opportunities for fun and playfulness in our community's built environment should be at the core of our public art.

Guiding Principle 5: Support our artists

Public art in Mount Dora should help to create opportunities for local artists.



Mount Dora Defined

The Community Character Framework includes five unique design inspiration sections that can be used by artists to gain insight when creating pieces for Mount Dora.





Celebration Destination

Mount Dora is someplace special where the good life and the good times are celebrated; where locals and visitors alike come together to enjoy vibrant events year round.





Lakeside Charm

Quaint charm exudes from the buildings and the people of Mount Dora.





Living History

A vibrant walkable paradise, Mount Dora lives within its historic environment and makes the past a part of its everyday life.





Authentic Florida

From live oaks to historic homes Mount Dora has the authentic Florida feeling that can't be recreated.





Diverse and Inviting

Mount Dora is a place with a history of diversity and that is looking towards a vibrant future for all.





CHAPTER 2:

Public Art Foundations

This chapter contains the basis for public art in Mount Dora. This includes the city's definition of public art along with the policies that will guide its implementation. It also addresses public art types that are well suited for the community.

2.1 Foundation of Mount Dora's Public Art Program

Public art provides meaning to public spaces, reflects the history of our community, adds to the uniqueness of our neighborhoods, and humanizes our built environment. Public art lives at the intersection between our past, present, and future. The City of Mount Dora is committed to strengthening the public art program to fulfill the desire to see a wide variety of high quality public art from artists with various backgrounds.

In order to grow a strong program with many community partners, a shared vocabulary around what public art is and how it will live within our community.

Public Art Definition

The following definition of public art will be used by the Mount Dora Public Art Program in order to establish a shared definition of public art for the City of Mount Dora.

Public Art is any of the following: sculpture, statues or monuments in any material or combination of materials; painting; murals; graphic arts including printmaking and drawing; photography; crafts in clay, fiber and textiles, wood, metal, plastics, glass and other materials; mixed-media, any combination of forms or media, including collage; functional art such as street furniture, as defined by the Mount Dora Public Art Plan; environmental art consisting of landforms and artistic landscape composition.

The term "Public Art" does not include reproductions by mechanical or other means of original works of art, except for limited editions, controlled by the artist, of original

prints, cast sculptures, photographs or other works of art; decorative, ornamental, or functional elements which are designed by the building architect or consultants engaged by the architect which are a traditional and typical element of architectural design; elements generally considered to be conventional components of a landscape architectural design including, but not limited to, plant materials, pools, paths, benches, receptacles, fixtures and planters except street furniture as defined by the Mount Dora Public Art Plan and environmental art consisting of landforms and artistic landscape composition; "Art objects" which are mass produced or of a standard design, such as playground sculpture or fountains, except pieces of historical significance to the city;

2.2 Public Art Policies

In order to create an efficient, transparent, and successful Public Art Program, the policies outlined below have been developed for the Public Art Commission. These will operationalize the Public Art Program as established by the Public Art Ordinance and should be used as the basis for decision making for the program.

Section 1: Introduction

This section lays out definitions for the remaining policies.

Section 2: Collection Management

This establishes the management practices of artworks acquired through the solicitation and donation processes. These pieces are considered part of the City's Permanent Collection and must be cared for in accordance with the Maintenance Policy. The Collection Management Policy is intended to maintain the value of the City's Permanent Collection and guard against inappropriate disposal of any of its pieces.

Section 3: Roles and Responsibilities

This section details who are the responsible parties for public art in Mount Dora and the role that each plays in executing a successful public art program.

Section 4: Annual Public Art Plan

This policy creates a requirement for a yearly work plan (the Annual Public Art Plan) for the Public Art Program and defines how the work plan will build consensus on what the program can accomplish each year.

Section 5: Use of Funds

This policy details how Public Art Program funds may be used throughout the development and implementation of public art projects.

Section 6: Artist Selection

This policy establishes the practices for acquiring artworks through the Public Art Fund. This detailed policy will ensure a transparent process for acquiring artwork and favors open ended selection processes in order to promote artistic excellence and further the goals and strategies of the program.

2.3 Public Art Types

SCULPTURE

Whether contemporary, irreverent, traditional or something more, sculptures are often the focal points of civic art. Sculptures may commemorate and celebrate our history, express civic pride, or be established as culturally-defining showpieces for the City.

Sculptures can take on many shapes and sizes and often fit well when created in or alongside gateways, parks, gathering spaces, roundabouts, and community centers. Because communities can celebrate and enhance their civic identity, they are especially appropriate in parks and downtown settings.



MURALS

Murals can transform an empty wall into a colorful and stimulating piece of art. Opportunities for murals exist in Mount Dora in many space throughout the city – on the backs of commercial buildings, on dumpster enclosures, at leisure services facilities and more.

While curating permanent works of art as part of the collection is important, ephemeral works such as murals allow for the exposure of many artists over a short period of time rather than a few artists over a long period of time.

FUNCTIONAL ART

Mount Dora is focused on improving the infrastructure to facilitate added use by residents. Due to the ongoing investment in infrastructure in Mount Dora, there is a unique opportunity to implement uniquely Mount Dora designs in place of otherwise ordinary pieces of infrastructure. Integrating unique designs into infrastructure may be an affordable and efficient way to create a major visual impact.

Some possible options for functional art installations include bike racks, benches, signal boxes, medians, transit stops, storm drains, manholes, installations within parking garages, highway detail, highway gateway signage, monument signage, sidewalk treatments and more.



LIGHT INSTALLATIONS

Contemporary artists use lighting in creative and interesting ways in order to manipulate the built environment with limited physical impacts. Light installations may be used on existing buildings, in parks on substantial landscape features, or as part of a larger installation of sculpture. They may be especially useful and impactful when used in infrastructure projects.

Though light installations may be designed by artists, public art funds should specifically be used only for installations that are designed by artists and adhere to the definition of public art in section 2.1.

MULTIMEDIA

Multimedia installations may combine many art types in ways that expand the imagination. Video, lighting, sculpture, murals, and more can be combined to make multimedia installations some of the most interesting around. Multimedia installations are especially useful for temporary or pop-up installations.



SITE-SPECIFIC

Site-specific art is created to enhance and celebrate its surroundings in which an artist considers the site first before anything else. Site-specific art uses the surroundings to enrich the experience of the place itself. It can help to tell the story of the location, neighbors or residents, or simply exist to elevate the site.

POP-UP & TEMPORARY ART

Art can be long-lasting, or it can be something experienced for a short period of time. Though temporary art is not intended to live for a generation, it can have a lasting impact on a community by creating a sense of surprise and joy in unexpected places. Some ideal locations for temporary installations include construction sites, sidewalks, alleyways, parks, and temporarily empty spaces and storefronts.

Temporary art can be done inexpensively and easily, provide opportunity for additional artist engagement, and it can be a small investment for a huge impact. Temporary art invites collaboration and creates opportunity for the artwork to evolve with the community over time.



COMMUNITY PARTICIPATORY ART

Participatory art is more focused on the creation of an art piece than any of the typologies listed above. Specifically, a piece is made by the community to enhance and celebrate its process and participants. Collaborative art pieces use people to enrich the experience and heighten the feeling of pride and ownership.



CHAPTER 3:

Strategic Path Forward

This chapter contains a series of strategies that Mount Dora should utilize as the city implements the Public Art Program. One or more of these strategies should form the basis of each public art implementation.

3.1 Strategy 1: Focus on the Place

Key to the success of public art in Mount Dora is investing in a place based public art program. What this means is that investments should be directed intentionally toward specific locations that help achieve the goals of the program and the city at large. The following should be key areas of focus for the public art program.

3.1.1 Parks

The park system in Mount Dora provides key opportunities to add additional public art to the community. Parks in the community are well used and 81% of survey respondents indicated they would like to see public art in parks.

3.1.2 Downtown

Central to residential life in Mount Dora as well as to tourism in the community, Downtown Mount Dora presents many opportunities to impact the built environment with public art. 78% of respondents indicated that Downtown was a key opportunity for public art.

3.1.3 Streetscapes or Medians

In addition to Gateways, other internal Streetscapes and Medians throughout Mount Dora provide opportunities for public art from small to large. 58% of survey respondents indicated that Streetscapes and Medians were good opportunities for public art in Mount Dora.

3.1.4 Lake Dora

The connection between the City of Mount Dora and Lake Dora presents a multitude of opportunities to improve the visual experience of the lake and to help draw visitors to the lakeside.

3.1.5 Gateways

Main entry points to Mount Dora along with other key intersections provide perfect opportunities to create landmark gateways to the community using public art. Gateways were indicated as good opportunities for public art by 58% of survey respondents. Ideal gateway opportunities include:

- CR 19A, Old Hwy 441 at Eudora Rd intersection (planned Lake County round-a-bout)
- South Highland Street at Lake/Orange County Line
- South Highland Street at 1st Avenue intersection
- Donnelly Street at Lakeside Waterman Bridge
- Wolf Branch Innovation District Gateway at SR 46 and Round Lake Road intersection

3.2 Strategy 2: Focus on small-scale interventions

Mount Dora stands apart as a Florida community that is easily accessible on foot or by bike. Due to a strong build environment as well as investments in infrastructure that encourages pedestrians and cyclists there are many opportunities to impact residents and visitors with public art in small scale ways.

3.2.1 Trails & Bike Facilities

Whether future trail or exiting cycletracks, infrastructure for cycling presents many opportunities for impacting the built environment with public art.

3.2.2 Boardwalks

Existing boardwalks like the Lake Dora boat dock Downtown and the Palm Island Boardwalk create opportunities for small-scale educational artwork that is environmentally sensitive.

3.2.3 Downtown Sidewalks & Bump-outs

Given the large number of visitors and residents who attend large scale events in Downtown Mount Dora, along with regular foot traffic, sidewalks and bump-outs create numerous opportunities for public art Downtown.



3.3 Strategy 3: Representation for all

Mount Dora is a uniquely diverse city that has an opportunity to celebrate its residents, past, present and future. Representation in public art is an important way to help create a more unified city for all. Several key groups within Mount Dora stand out as we begin to grapple with the past and work to create a new future of prosperity and unity within our community. This is not meant to be a comprehensive listing but rather a guide for working towards representation for all in the future.

3.3.1 African-American Community

The African-American community within Mount Dora is fundamental to our history and our future. There are a multitude of opportunities to not only aim for healing for past injustices but also to celebrate the vibrancy, resiliency, and spirit that is alive in the Black community today. Black artists and storytellers should be at the forefront of public art in Mount Dora.

Public art that celebrates and connects with the African-American community should not be confined to traditionally black areas but should be included throughout the community, particularly in the Downtown area. Downtown should be a place for all community members and increasing the viability of the African-American community Downtown will help bolster inclusion and ensure that every Mount Dora resident has a stake in the core of our community.

3.3.2 LGBTQIA+ Community

The LGBTQIA+ community in Mount Dora is long standing and ever more visible today. By featuring artists who are members of the LGBTQIA+ community as well as artwork that enhances visibility of the community Mount Dora can foster inclusion and strengthen the community.

3.3.3 Hispanic/Latino Community

The Hispanic/Latino Community has existed in Mount Dora for generations but is also rapidly growing. Showcasing artists and creating opportunities for members of this community will help to enhance the visibility of the community and foster inclusion.

3.4 Strategy 4: Infuse our Festivals with Public Art & Local Artists

Though many of the festivals within Mount Dora have arts-focused components there remain opportunities to enhance these events using public art and local artists.

3.4.1 Local & Emerging Artist Area

One key opportunity at festivals and events in Mount Dora is to create dedicated space for local and emerging artists at the festivals. Artist who come from under-represented communities along with artists who live or work in Mount Dora should be given opportunities and given priority in a specific dedicated space.

3.4.2 Festival Focused Artwork or Temporary Public Art

There are a variety of ways public art can be incorporated into festivals. One opportunity would be to have artists work commissioned and installed specifically for a festival. This would help to create buzz and special one-time-only opportunities giving visitors a reason to return. Artworks like murals could also be commissioned as part of a festival that helps to cement its legacy and promote individuals to return every year.

3.4.3 Public Art or Interactive Art Festival

A festival solely dedicated to public art or interactive art could be a differentiator for Mount Dora, setting it apart in the region. Interactive Public Art Festivals are growing in popularity and can be found throughout the US and the wider world.



3.5 Strategy 5: Invest in Mount Dora's roadways with public art

Though much of Mount Dora is human scale there are areas of the community that are primarily accessed by car. Enhancing the experience of both drivers and pedestrians along the roadway is an opportunity that is often overlooked in public art programs. Mount Dora should invest in public art on major corridors through a variety of public art types. The lifespan of the following investment range from temporary to permanent.

3.5.1 Type 1: Roundabout Art

Roundabouts offer an opportunity to calm traffic safely and efficiently. Left in the center of these traffic calming strategies is a blank canvas for placement of public art and Mount Dora has a considerable number of roundabouts to offer as potential locations. When multiple roundabouts are located on one corridor, the city should consider how each roundabout could accommodate a piece of public art, all linking together to form a full experience that can support those viewing from a vehicle or those viewing from the pedestrian standpoint.

Special consideration should be given to landscaping around each piece of art and any signage that may be needed to support the work and/or credit the artist. Signage should be located outside of the roundabout so those wishing to view signage are able to safely view the information presented on the signage and the artwork without crossing any lanes of traffic to reach the art in the center or the roundabout.



3.5.2 Type 2: Creative Crosswalks

Crosswalks are a necessary measure for pedestrian safety on major roadways and neighborhood streets alike. A growing trend allows for municipalities to trade the white lines that are recognized as a universal symbol for pedestrian crossing with a creative application developed by artists in the same footprint as a traditional crosswalk. Some municipalities allow artists to use paint on lesser traveled streets and some require pre-printed laminate applied to the asphalt on higher trafficked roads.

Mount Dora should build upon its efforts such as the crosswalk design in the Northeast Community Redevelopment Area at intersection of Lincoln and Grandview. A creative crosswalk program that focuses on placing creative crosswalks on city-controlled roadways could continue to advance this work.





3.5.3 Type 3: Banners

Mount Dora currently has a series of banners that promote a variety of events throughout the year. Banners provide a highly visual, usually vibrant pop of color when driving on major roads. Mount Dora should rotate original artwork by local artists onto the banner poles or on over the street banners between event promotions. Calls to artists could be released on a biennial basis. Because these are developed from a high resolution file, visual artists of all mediums could participate in this program.

3.5.4 Type 4: Tactical Urbanism Artist-in-Residence

Incorporating public artists into the inner workings of a municipality has yielded creative and unique projects throughout the Country in a variety of mediums. Artists think differently than traditional municipal staff members, and placing artists at the center of a relatively mundane municipal necessity like roads will place creative vision at the center of this public infrastructure program.

An artist should be hired through a professional services retainer to assist in the planning and implementation of new roads. Outcomes could include creative community engagement projects soliciting ideas from the community about the structure and amenities offered on new roads, a sidewalk poetry program, or a creative lighting scheme. Special attention should be paid to utilizing art to illustrate upcoming roadway improvements.



**See the Bloomberg Philanthropies 'Asphalt Art Guide' for more information: asphaltart.bloomberg.org/guide/*

3.6 Strategy 6: Fund our Public Art

In order to achieve the vision of public art in Mount Dora, additional funding will be needed. The following are a series of public art funding mechanisms that could be implemented in tandem or independently.

3.6.1 Percent for Art in Private Development

This proposed public art requirement would apply to all residential development projects with more than 10 units. The public art requirement for any single project cannot exceed \$100,000.

The public art assessment for residential development projects will be calculated on a plat by plat basis. Total construction costs for purposes of calculating the public art assessment will be based on the total construction costs for all property depicted on each plat included within the residential development project.

Option 1: On-site Artwork.

- A. Submit documentation evidencing the escrow of funds for a work of Art valued in an amount not less than one (1) percent of the total construction costs.
- B. Submit an application for approval of the work of art by the Public Art Commission and City Council.
- C. The required amount would be discounted by 10% if a Lake County based artist is used. *(Note: this is done in order to encourage the use of local artists)*

Option 2: Contribute to the Public Art Acquisition Account.

- A. Contribute an amount equal to 80 percent of the one (1)

percent of the total construction costs for deposit to the Art in Public Places Fund. *(Note: a discount is given in order to encourage developers to contribute to the fund that will allow the city to pursue projects around the community not just in newly developed areas.)*

Option 3: On-site Artwork and Contribute to Public Art Acquisition Account

- A. Submit documentation evidencing the escrow of funds for a work of art valued in an amount not less than one (1) percent of the total construction costs, up to \$100,000.00.
- B. Contribute 80 percent of the balance of the one (1) percent of the total construction costs for deposit in the Art in Public Places Fund.

Location of Artwork if Option 1 or 3 is selected:

Artwork must be located in an exterior place defined as any place, public or private, outdoor and exterior to buildings or structures and exposed to public view, including, but not limited to, buildings, and green spaces. The artwork must be approved by the Public Art Commission and City Council.

3.6.2 Percent for Public Art in City Capital Improvement Projects

Percent-for-Art legislation encumbers a percentage (usually .5 to 2) of CIP (publicly-funded capital improvement projects) per year for the commissioning of public Artworks, which will usually be sited in, on, or adjacent to the building or project being constructed. Percent-for-Art ordinances guarantee a funding stream for public art projects regardless of what happens to city budgets or arts funding. The policy also guarantees that public art projects are planned each year, as long as CIPs are underway and municipal construction continues.

All capital construction projects qualify except the following: regular road maintenance, underground infrastructure, and underground utility projects with no above-ground components other than roads. Projects with underground infrastructure, including utility projects, should be included when there are visual elements of the project above ground. The total budget of the project should include all underground components.

Types of potential Capital Improvement Projects to Include Public Art:

- Roads
- Streetscape Projects
- Fire and Police Stations
- Parks
- City Facilities

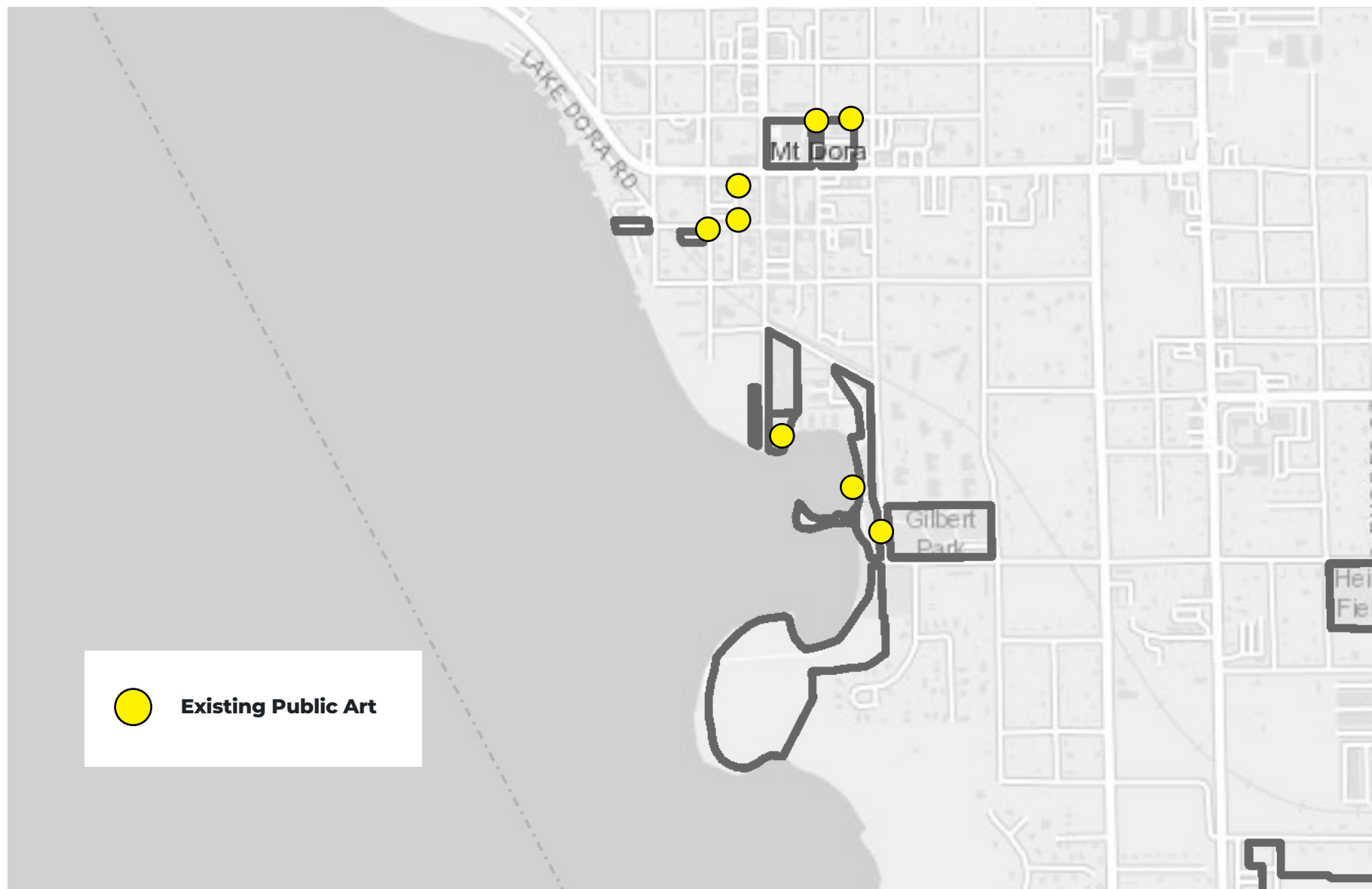
3.6.3 Public Art in Festivals Requirement

Given that Mount Dora plays host to a number of festivals, both city sponsored and privately sponsored, festivals are a key way that visitors could interact with public art in Mount Dora. The City could institute a requirement that all festivals include a public art component that is scaled to the size of the festival. This would help to ensure that public art is at the forefront of every festival as well as in the mind of every visitor.

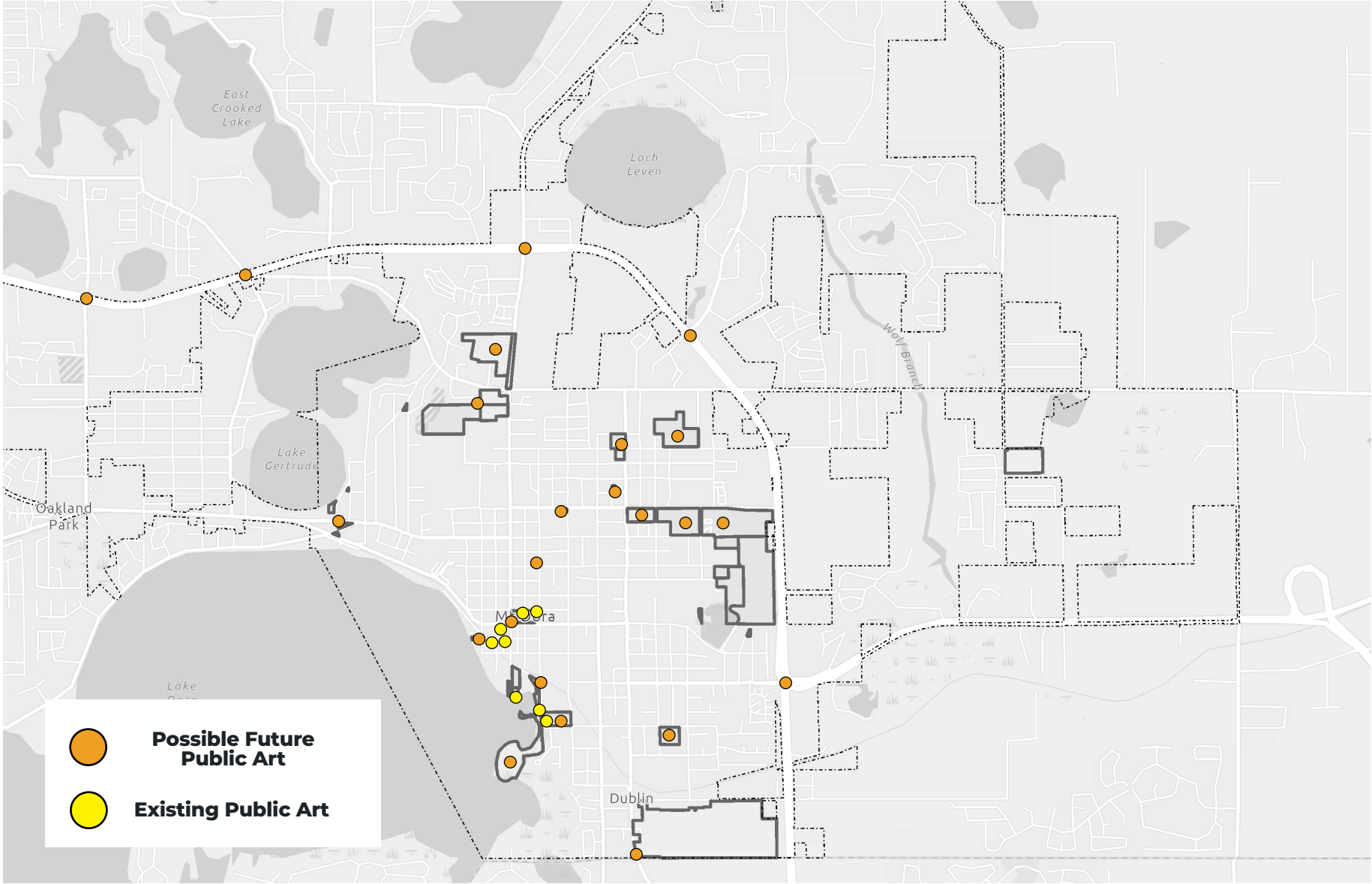
A plan for public art at each festival could be submitted along with the festival permit application and would go through a staff approval process. Public art in this instance would be defined to include performances and community participatory art as well.

3.7 Public Art Mapping

Existing Public Art



Future Public Art Implementation





CHAPTER 4:

Ideas to Inspire

This chapter contains a series of bold ideas to help inspire the community. These ideas can serve as a basis for future implementation or could merely demonstrate how other similar projects could be implemented.

4.1 Idea 1: Wondering to the Water

Lake Dora is somewhat disconnected from the center of activity at 4th and Donnelly. Though 4th Avenue runs down to the waterfront (and is a pedestrian only street for a portion of its length) there remains a lack of a specific draw between the core of Downtown and the lakefront. By creating public art that runs down to the lakeside as well as directly at the lakeside pedestrians can be encouraged to interact with the lake.

Example 1: On street “Waterway” mural that follows the stormwater as it runs along the curbside to the lake

Example 2: Prominent public art feature where the sidewalk runs from 4th Avenue to the boat dock

Example 3: Temporary artworks that are installed in any medians that run along 4th Avenue

Example 1



4.2 Idea 2: Interior Public Art Collection

The City currently displays various artwork that have been acquired over the years outside the public art program. There is an opportunity to bring interior artwork within the public art program and create opportunities to display high quality artwork in various locations over the inside City facilities. Artwork could rotate between various offices, workspaces and public spaces throughout City facilities or be purchased with specific locations in mind.

Interior public art location opportunities include:

- City Hall
- Mount Dora Music Hall
- Facilities within Parks
- Martin Luther King Jr. Building



4.3 Idea 3: Functional Art Program

Functional art designed by artists is a simple and impactful way of introducing art into the public realm in a variety of locations. Location options range from parks and open spaces to sidewalks, rights of way, and other public spaces. Functional art can be both temporary and permanent and can vary significantly in scale. Functional art creates a relatively cost effective way to place public art throughout a community while making a big impact.

The City could commit a small amount annually to this program and when larger opportunities for tactical urbanism interventions arise, additional dollars could be allocated. The Functional Art Program could be focused on creating opportunities for local artists rather than open to national artists.

Functional art elements include:

- Bike Racks
- Benches
- Light poles
- Utility box murals
- Transit shelter art
- Crosswalks
- Share structures
- Storm drains





4.4 Idea 4: Mount Dora Mural Festival & Grant Program

The City of Mount Dora could host an annual mural festival in Donnelly Park or another nearby area to give residents and visitors an opportunity to see artists creating large-scale artwork in real time. Additional programming could be considered such as live music and food trucks. This could be launched in tandem with a Mural Grant Program.

A Mural Grant Program could subsidize mural creation within the Downtown district through granting property owners up to 25% of the cost of the mural on their property. Funds should be distributed on a first come, first served basis. Applicants should submit their contract with their selected artist and submit proof of final payment to receive the grant. The City could allocate approximately \$10,000 annually to this effort and examine the success of the program after two years..

Applications should include:

- Images of the proposed wall
- Proposed dimensions of the mural
- A concept rendering from the selected artist
- Proposed budget
- Contract with artist



4.5 Idea 5: Photo Wall

Curated images on social media are a fact of life in today's world. Creating 'instagramable' spaces would not only help to further the brand image of Mount Dora but also would create an engaging experience for visitors and residents alike. This could be accomplished by creating a 'Mount Dora' mural somewhere in the downtown area or developing another spot specially for the purpose.





4.6 Idea 6: Art in Exercise

A variety of programs and facilities across the country have successfully connected art and exercise to help encourage health and wellness and to create engaging experiences.

Opportunities for this include:

- Artist designed exercise stations
- Painted basketball courts
- Installations on other sporting facilities
- Sidewalk or Trail Mile Markets



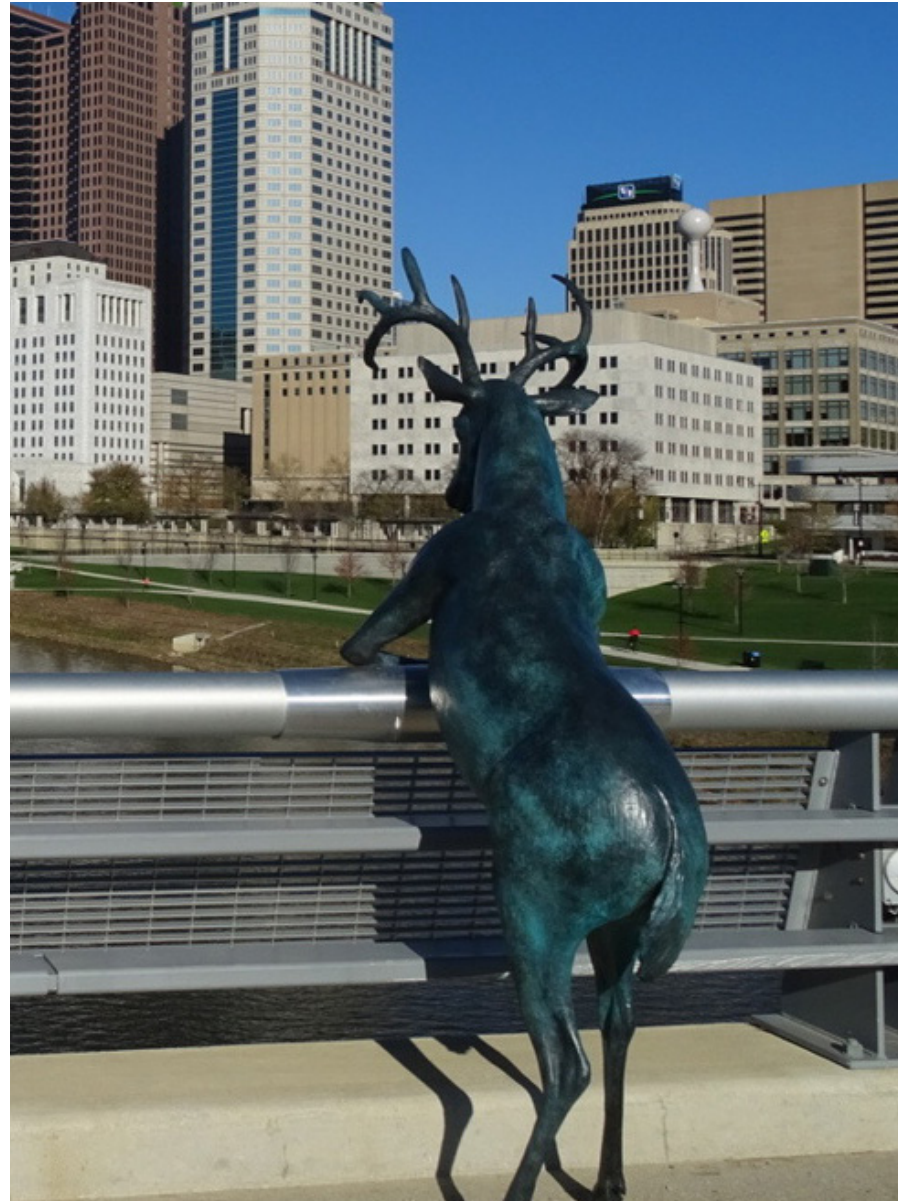


4.7 Idea 7: History and Heros

Mount Dora has an a deep and unique history and public art presents a perfect opportunity to tell that story. Whether it is with murals, statues or another form of public art, installations can help celebrate heros or educate about difficult history and everywhere in between.

Public art opportunities should continue to be explored that help display the history of Mount Dora in the built environment. Ideas include artwork at the Martin Luther King Jr. Building, sculptures that celebrate the sacrifice of veterans or other artwork throughout the city.





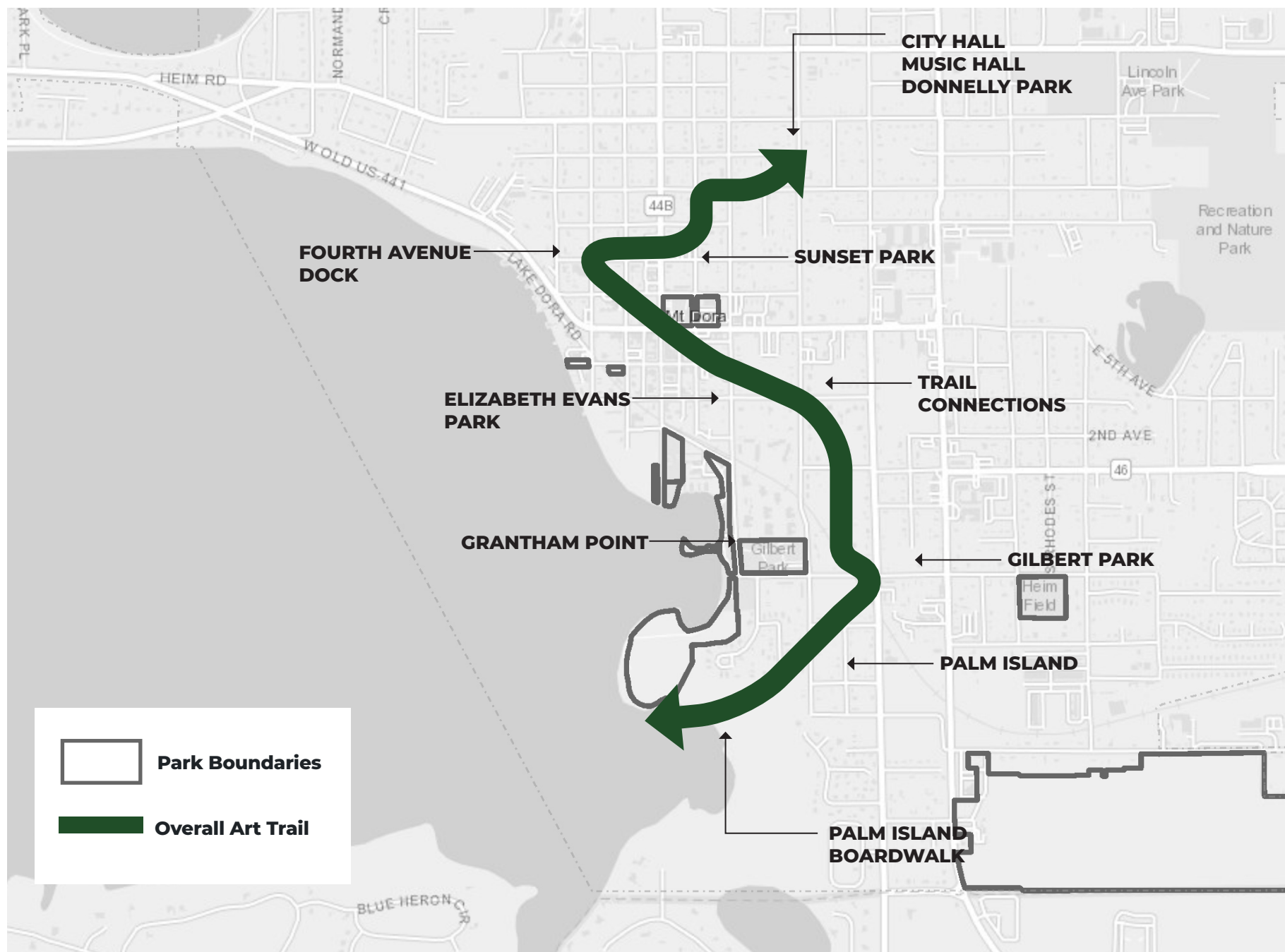
4.8 Idea 8: Mount Dora Public Art Trail

Many of the Downtown or near Downtown public art opportunities at parks and public facilities are within close distance and easily accessed by walking or biking. This creates an opportunity for a public art trail that would connect many of these sites, some of which already feature public art.

Location Opportunities

- City Hall (Exterior or Interior Artwork)
- Mount Dora Music Hall (Existing Sculpture Park)
- Donnelly Park (New Public Art Opportunity)
- Sunset Park (Existing Public Art)
- Fourth Avenue Dock (New Public Art Opportunity)
- Elizabeth Evans Park (Existing Public Art)
- Trail Connections (New Public Art Opportunity)
- Grantham Point (Existing Public Art)
- Gilbert Park (New and Existing Public Art)
- Palm Island (New and Existing Public Art)
- Palm Island Boardwalk (New Public Art)





4.9 Idea 9: Performing Art + Public Art

The public engagement process revealed a desire to continue to enhance performing arts in Mount Dora which have a long history. There are also fantastic opportunities to connect performing and public art.

Connection Opportunities

- Performances at public art unveilings
- Live art creation at festivals, concerts, or other performing arts events
- Poetry slams or other spoken word performances at the sculpture garden or other public art installation spaces



Spotlight: Mound Dora Pipe Band

The City of Mount Dora has an interesting legacy and connection with Scottish culture. Early settlers David Simpson, Ross Tremain and the city's namesake Dora Ann Drawdy came from Scottish roots. More recently the Sister Cities twinning program with Forres, Scotland has continued that Scottish link with cultural exchanges for over twenty years. 2023 will mark the tenth annual Mount Dora Scottish Festival; an event that has grown over the years and ensures all residents and visitors can immerse themselves in Scottish culture at least one time each year no matter where they are from.

So, it is no surprise that as a community Mount Dora embraces those Scottish roots with the stirring, powerful, emotive tradition of performing bagpipe music. Mount Dora is unique in many ways, but one way the community stands apart from other communities is the City of Mount Dora Pipe Band.

In June of 2017, the formation of a City of Mount Dora Pipe Band was agreed upon and the recruitment of band members began. The band has built on the city's Scottish connections by engaging in these key areas of focus: Instruction, Music, Highland Dress, and Performances .

You just can't miss the sound of the band coming down Donnelly Street, or wherever its performing.



4.10 Art on Loan Program

Communities around the country have demonstrated that Art on Loan programs present ideal opportunities to introduce art into the physical environment at a relatively low cost. The ephemeral nature of temporary sculptures or other artwork on loan ongoing interest in a way that more permanent art work does not.

An artwork on loan program could be implemented in a variety of ways. The city could solicit proposals from artists annually or bi-annually for artwork on loan and artists could be selected by a selection panel or jury. Alternatively the city could partner with a local or outside non-profit to help administer the program.

Unveiling of the artwork on loan could take place in conjunction with an existing or new festival in order to highlight the installations.



Case Study: ArtAround Roswell

ArtAround Roswell is a partnership initiative between Roswell Arts Fund and the City of Roswell, Georgia.

Started in 2016, this free “museum without walls” is a public art sculpture collection hosted in various outdoor sites throughout the city’s acclaimed park system, historic district and private businesses.

As of the publication of this plan the collection includes 10 permanent sculptures and 10 temporary sculptures.

Roswell Arts Fund releases a nationwide call for all tours. After the call closes, the temporary sculptures are selected by a public art panel based on criteria including quality, diversity and how the sculptures can spark conversation, delight visitors and activate public spaces. Artists are compensated for loaning their work to the ArtAround Roswell Initiative.

All of the temporary pieces are available for purchase





CHAPTER 5:

Action Plan

This chapter contains actions items pulled from the previous chapters which will serve as the basis for future public art work plans. This action plan should be considered a guide for future implementation and should be changed or altered as future opportunities arise.

Project or Action		Reference	Responsible Party	Proposed Budget	Timeline
	Adopt Public Art Policies	Page 29	PAC	\$0	Short-term
	Develop Annual Public Art Plan	Page 29	Staff, PAC, Council	\$0	Medium-term
	Public Art Gateways	Page 36	Staff, PAC, Council	\$50,000 - \$150,000 per gateway	Long-term
	Small-scale Public Art Interventions	Page 37	Staff, PAC, Council	\$1,000 - \$5,000	Short-term
	Local & Emerging Artist Area at Festivals	Page 39	Festival Organizers	\$0	Medium-term
	Continue Creative Crosswalk Program	Page 41	Staff, PAC, Council	\$10,000 per crosswalk	Medium-term
	Continue Banner Program	Page 42	Staff, PAC, Council	\$10,000 per year	Short-term
	Tactical Urbanism Artist-in-Residence	Page 42	Staff, PAC, Council	\$15,000 per year	Medium-term
	Study & Adopt Percent for Art in Private Development	Page 44	Council	\$0	Medium-term
	Study & Adopt Percent for Art in Capital Improvement Projects	Page 44	Council	\$0	Short-term
	Study & Adopt Public Art in Festivals Requirement	Page 45	Council	\$0	Short-term
	Wondering to the Water	Page 50-51	Staff, PAC, Council	\$5,000 - \$10,000	Short-term
	Interior Public Art Collection	Page 52	Staff, PAC, Council	\$5,000 yearly	Short-term
	Function Public Art Program	Page 54	Staff, PAC, Council	\$15,000 per year	Short-term
	Mount Dora Mural Festival & Grant Program	Page 56	Staff, PAC, Council	\$10,000 per year	Medium-term

Project or Action		Reference	Responsible Party	Proposed Budget	Timeline
	Photo Wall	Page 58	Staff, PAC, Council	\$10,000	Short-term
	Art in Exercise	Page 60	Staff, PAC, Council	\$20,000	Medium-term
	History and Heros	Page 62	Staff, PAC, Council	\$10,000 - \$20,000 per artwork	Medium-term
	Mount Dora Public Art Trail	Page 64	Staff, PAC, Council	\$5,000 - \$20,000 per artwork	Long-term
	Performing Art + Public Art	Page 66	Staff, PAC, Council	\$1,000 - \$5,000 per event	Medium-term
	Art on Loan Program	Page 68	Staff, PAC, Council	\$10,000 yearly	Short-term

