

M I N U T E S
ORMOND BEACH ARTS DISTRICT BOARD

Regular Meeting

June 15, 2022

5:30 PM

Ormond Beach City Hall
City Commission CR 103
22 South Beach Street
Ormond Beach, Florida

I. CALL TO ORDER

Ms. Marcella Miller, Recording Technician, called the meeting to order at 5:30 p.m.

II. ROLL CALL

Members Present

Rene Adams
Meg Evans
Thays Franca
Lucy Jackman
Theresa Lieberman
Libby Vescovi
Judith Stein (excused)
Victoria Jones (absent)
Stephanie Mason-Teague, Ex-Officio
Marc Schwartz, Ex-Officio
Becky Parker, President

Staff Present

Steven Spraker, Planning Director/Ex-Officio
Becky Weedo, AICP, Senior Planner
Julia Trulio, Ormond Beach Arts District Board

Guests

Susan Richmond

III. ADMINISTRATIVE ITEMS

Ms. Miller called role of the members. President Parker stated that there is one item to review and members should have received a packet.

A. Approval of the 2022 Rules of Procedures

President Parker stated that the Rules of Procedures have been provided and asked if there were any questions. Ms. Weedo, Senior Planner and Ormond Beach Arts District Board staff liaison, detailed the Rules of Procedures. Ms. Weedo stated that the Rules of Procedures had been coordinated with the Code of Ordinances and Art District's Articles of Incorporation.

Ms. Vescovi made a motion to accept the 2022 Rules of Procedures. Ms. Adams seconded the motion. Vote was called and the motion unanimously approved (7-0).

IV. NEW BUSINESS

2022-050: 78 East Granada Boulevard Public Art Review

President Parker stated they have the first application for public art, #2022-50: 78 East Granada Boulevard Public Art Review. President Parker stated that this is a request from Ormond Memorial Art Museum and Gardens for a public art application for 78 East Granada Boulevard owned by the City of Ormond Beach. She stated that the review section is 18-4 of the Code of Ordinances.

President Parker reviewed the public art criteria as follows:

1. Whether the original or replica work of art, or special landscape feature has historical or cultural significance.
2. Whether the original or replica work of art, or special landscape feature will provide an aesthetic or economic benefit to the city.
3. Whether the original or replica work of art, or special landscape feature will enhance the aesthetic appearance of buildings, structures and open spaces, including areas in or near public parks.
4. Whether the original or replica work of art, or special landscape feature will provide an aesthetically pleasing attraction for residents and visitors.
5. Whether the original or replica work of art, or special landscape feature will be compatible with the character of the surrounding area in terms of size, scale, color, style, and material.
6. Whether the original or replica work of art, or special landscape feature may encourage residents and visitors to support local businesses.
7. Whether the original or replica work of art, or special landscape feature will enhance the general welfare of the community consistent with the city's comprehensive plan and downtown master plan.
8. The location of the original or replica work of art, or special landscape feature.
9. The cost of the public art project.
10. The qualifications of the artist.

President Parker asked if there was any discussion or questions regarding the application.

There was a question if the application was required to meet all of the criteria. Ms. Weedo stated that the criteria needs to be met. Ms. Truilo noted that the responses follow the public art criteria.

Ms. Truilo asked a question on criteria number 8. Ms. Truilo stated that it is not clear where the specific location needs to be. Ms. Weedo stated that the public art would need to be located on public property. Ms. Truilo inquired if there are public locations that may not be appropriate. Ms. Truilo concluded that the criteria needs clarification.

Ms. Franca asked about the qualifications of the artist. Ms. Weedo stated that there are agreements if it is original or replica art. Ms. Weedo concluded that there are no specific qualifications for the artists.

Ms. Franca stated that for the murals the artists need to register with the city. Ms. Franca asked if artists would need to register for public art. President Parker stated that the Arts District Board created a database and their own set of qualifications. The Arts District Board would use this list when a property owner is interested in creating a mural. President Parker stated that there is no registration through the city.

Ms. Jackman asked for clarification if the Ormond Beach Arts District Board approved the artist with these criteria. Ms. Weedo replied that the artist was selected by the Art Museum to do the art.

Ms. Richmond stated that the Art Museum sought an artist who had produced artwork to be displayed outside. The selected artist had done work on outside artwork and was vetted through references. Ms. Richmond stated that they were aware of the environment being so close to the beach and desired an artist who could create outside artwork.

It was asked if there was a formal RFP process. Ms. Richmond stated that there was not an RFP process. This project evolved with fundraising and sponsors.

President Parker reviewed how artists could be selected in the public art ordinance, which included invitation to a specific artist.

Ms. Franca sought clarification if the Art Museum selected the artist and asked if this Board would not interfere with the artist selection. Mr. Spraker stated that as long as they are a competent artist. Whether it is the city or the Art Museum, there is a responsibility to check the qualifications of the artist. Mr. Spraker stated that if this Board found that the artist is unacceptable that it could be a reason to deny an application. Ms. Franca asked for clarification if the Board has some review of the qualifications of the artist. Mr. Spraker replied that was correct as part of the review criteria. This application is unique in that a portion of the work has already been done. Mr. Spraker stated in the future that the Arts District Board would review the application prior to any construction. Ms. Weedo concluded the cabinet wraps would be an example of a future public art application.

Ms. Lieberman made a motion to recommend approval of 2022-050: 78 East Granada Boulevard Public Art Review. Ms. Adams seconded the motion. Vote was called and the motion was unanimously approved (7-0).

V. OTHER BUSINESS

President Parker asked if there was any other business to discuss. There was none.

VI. PUBLIC COMMENTS

There were no public comments.

VII. ADJOURNMENT

The meeting was adjourned at 5:51 p.m.

Respectfully submitted,

Marcella Miller, Recording Secretary

ATTEST:

Becky Parker, President

Minutes transcribed by Marcella Miller.