



**Public Art Commission
MINUTES
October 24, 2019**

COMMISSIONERS PRESENT:

Dayton Castleman, Jennifer Hatfield, Kelli Roberts

OTHERS ATTENDING:

Alejo Benedetti – Crystal Bridges Museum
Raymond Burns – Chamber of Commerce
Juli Goss – Crystal Bridges Museum
Ethan Hunter – City Planner
Ed McClure – Ex-Officio Member
Taylor Pecktal – Crystal Bridges Museum
Gabby Trevino – Crystal Bridges Museum

PUBLIC FORUM

Hatfield called the meeting to order and opened the public forum. There were no comments made and the forum was closed.

ROLL CALL

Hatfield asked for a roll call of commissioners present. Ashley Kamara was not in attendance.

ACTION ON MINUTES

Hunter informed the commission that the minutes from the April 4, 2019 meeting were not available.

OLD BUSINESS

None.

NEW BUSINESS

1. A presentation by Juli Goss of Crystal Bridges Museum informing the commission of survey findings related to the Rich Simmons mural located at 500 S. Arkansas Street.

Goss and Benedetti recapped how the project was initiated, various on-site activities organized by the artist, survey methodology, and findings related to the community's attitude toward the mural and public art initiatives in general. They found that a majority of 500 survey respondents strongly approve of the mural project and wish to see more public art projects in the community. They stated that the primary criticism of the mural was largely in regard to inaccessibility and a lack of local context.

Castleman shared his opinion that accessibility, local context, and similar considerations are common best practices in the world of public art, and that the evaluation findings were as expected. He said the project was well-executed, but wants a more "global view" on public art that takes those considerations into account on the front-end.

Roberts said that she received many questions about the process and how the community ended up with this specific mural. She explained that she viewed it as a "gift" from Crystal Bridges and an opportunity

to have a community conversation. Benedetti clarified that the Walton Family Foundation was the funding source. Hunter added that were it not for the financial mechanisms involved that required the City to facilitate the project, it would otherwise not require Public Art Commission action since it was essentially a privately funded artwork on a privately owned building.

McClure added that he feels fortunate that the City was able to take advantage of such an opportunity, and that regardless of people's opinions on the work itself, it sparked reaction which is what public art is supposed to do. His takeaway was that the project was largely positive and indicative of the community's desire for more public art in general. Goss and Hatfield agreed, and said that this project will be helpful for community leaders to support future projects.

Castleman said that projects like this "brand" the city, and expressed that the mural should have been more rooted in existing themes, i.e. the Frisco pelt design that is being used for the Railyard Park renovation. Hatfield responded that those considerations are easier to make when the work is being commissioned by the city, not whenever it is privately funded.

Trevino shared details about her role with Crystal Bridges doing community outreach and how that work can start informing public art decisions.

ANNOUNCEMENTS

None.

ADJOURN

Hatfield adjourned the meeting at 5:20PM.