

## Art in Public Places Master Plan Steering Committee Minutes

Meeting #1

December 4, 2001

1:00 PM, City Manager's Conference Room, City Hall, Miami Beach

Steering Committee Members and Others in Attendance (See Attachment)

1. Meeting Called to Order Pola Reydburd, Chair of AiPP Committee
2. Welcome to the Committee Christina Cuervo, James Quinlan and Pola Reydburd
3. Self Introductions Attendees
4. Description of Process and Master Plan Glenn Weiss
  - Contents of the Master Plan (See Attachment)
  - Task of Committees: Advisory, Steering and Resources
  - Schedule for Steering Committee
    - One: Civic Contribution by Public Art Civic goals
    - Two: Directions Art in Public Places Public art goals and project ideas without budgets
    - Three: Master Plan Outline Specific project list with schedule & budget

### 5. City of Miami Beach Art in Public Places

Overview of Ordinance Jody Vargas  
Via a PowerPoint presentation, Ms. Vargas described the current ordinance and AiPP artworks.

What is the Public Art Collection? Glenn Weiss  
Mr. Weiss presented non-AiPP city owned works of art and design such as the lifeguard stands by William Lane, Lincoln Road structures by Morris Lapidus and Carlos Zapata, various monuments, welcome signs, and many small artworks in City Hall. For purposes of care and maintenance, Mr. Weiss recommended that the City establish the extent of the Art Collection.

Comments on the Administration of the Ordinance Glenn Weiss  
Mr. Weiss noted some apparent inconsistencies between the ordinance and practice. The ordinance requires AiPP appropriation at the same time as CIP project funding, not at the time of construction contract award, as is current practice. The ordinance requires AiPP appropriation from A&E fees and this is not occurring. The AiPP Committee is required to evaluate all new construction projects as sites for art and this process is not systematic.

Assessment of Art in Public Places Program Glenn Weiss  
Based on his knowledge of other programs across the United States, Mr. Weiss assessed the AiPP program.  
Overall

- The program is young and this accounts for some of the coordination problems between AiPP and other Agencies.

National Comparison in Administration

- 1.5% is the emerging national average for public art programs
- The program generates a low to modest amount of funding for art
- The ordinance is out of date as it only generates from funding from New Buildings. Typically in other cities, renovations and non-building park construction would generate funding. A growing percentage of programs around the country give a percentage of infrastructure improvements such as water & sewer, city owned electrical, transit systems and road construction.
- The ordinance implies pooling of funds from multiple projects, but the ordinance is not specific. Pooling of funds is now the national standard.
- Struggling with historic preservation boards and long term maintenance is a normal concern around the county.
- The artists and AiPP program itself are participating in new construction projects very late in the planning, design and construction process.

#### National Comparison in Art

- As a result of the late starting point, architects are directing locations for art instead of the early artist participation on the design team where both the artist and architect can collaborate.
- Miami Beach is in the vanguard with significant temporary artworks such as Christo island wraps, Betancourt's beach symbols and the Bass Museum's outdoor sculpture.
- Miami Beach is in the vanguard with digitally produced artworks for the Electrowave Shuttle Buses and the murals like the "ARTS" and Kenny Sharf .
- Miami Beach is in the vanguard by recognizing architecture and design as art such as the Lifeguard Stands and Lincoln Road.

#### 6. Positive and Negative of "Art in Public Places" Today

All Attendees

Discussion was held among all the attendees regarding the AiPP Program. (See Attachment of Comments)

Overall four themes emerged:

- In the past, interdepartmental coordination with the AiPP Program had been poor and frustrating for the AiPP Committee. But today, coordination has improved through ACE management and the public art master plan should resolve remaining issues including funding levels and early construction project involvement by AiPP and the artists.
- Clarity needs to be established as to the contents of the public art collection and responsibilities for long-term maintenance. Questions remain as to the artist value of "monuments" and many small and large artworks acquired by the City, but not through the AiPP program.
- Local artists are talented and underutilized by the AiPP program.
- Public education and promotion of the existing artworks has been lacking and needs to be improved in the future.

#### 7. Art and Civic Goals Presentation

Glenn Weiss

Mr. Weiss made a visual presentation of the relationship between Public Art and Civic Goals. He focused on a few issues.

- Need for symbols of "identity" of a city, neighborhood or system (transit, parks) frequently brings public art and civic goals together.
- Artists exist that work in any media or discipline that can be imagined. If a civic or functional goal is agreed, artists can be found that have experience in that area. Additionally, despite folklore, public artists are responsible and very community minded.
- Most public art program focus on hiring an artist based solely on general abilities. Much potential exists for public art program to shape the project before the artist is selected to match other civic goals. For example, introduce art to children, gather the histories of seniors, support the local

artists or arts institutions, forge a relationship with a sister city, gather the attention of the international travel industry, etc.

- The American democratic government sponsors public art. Fostering democratic ideals, such as debate and expression of minority voices, need not be avoided. Artists can be found with the skills to address many community issues.

#### 8. City of Miami Beach Civic Goals

All Attendees

The committee brainstormed the following civic goals related to the AiPP Program. As time expired, the committee was not able to prioritize the goals, so it was agreed that a questionnaire would be distributed for completion prior to the next meeting.

- Increase active participation and use of the city
- Broaden citizen's awareness of the city itself
- Enhance resident's knowledge of community and Miami Beach
- Enhance visitor's knowledge of Miami Beach
- Enhance the urban environment
- Enhance the quality of specific places and neighborhoods
- Create mechanism to encourage citizen participation
- Increase safety by attracting more people to the public space.
- Contribute to City's sense of uniqueness
- Utilize and display talent of residents, especially artists.
- Mark a moment in history of the City
- Reinforce multicultural spirit of City
- Maintain and restore City's property
- Protect and preserve City's property
- Create a vibrant city
- Contribute to citizen pride in the City's public realm
- Enhance the City's investments

9. The meeting was adjourned at 3:05 PM.

## **Brainstorming on Art in Public Places Today**

### **Positives about Art in Public Places Program**

- Master Plan itself
- Pump stations as public art site
- New partnerships, new alliances, new education
- ACE collaboration on funding and projects for promotion
- Current rise of cooperation
- Collaboration with community affairs
- Start to recognize and maintain artworks
- AiPP & ACE Collaboration
- Quality of Works in Progress
- Documentation and maintenance implementation
- ACE building local pool of artists
- AiPP Growth
- ACE Integration with CIP Projects
- ACE Implementation

### **Negatives about Art in Public Places Program**

- No direction in past
- Local artists under utilized
- Prior fragmentation amongst departments and roles
- Private sector contributions under recognized
- Early lack of operation
- Monuments should not be recognized as part of AiPP collection
- AiPP funding was not appropriated
- Lacking public education about works
- Incomplete inventory and records
- AiPP Lack of Support
- Lack of Early Coordination on CIP Projects
- Lack of Maintenance
- Lack of Cooperation with other Agencies

## **Draft Content of Art in Public Places Master Plan**

### Chapter One

- Introduction: Why, What and Who
- Short History of Miami Beach and Public Art
- One Page Summary: Goals, Projects and Policy Recommendations

### Chapter Two: Master Plan Goals

- Civic Goals appropriate for Public Art
- Public Art Goals
- Administrative Goals for AiPP Program

### Chapter Three: Master Plan Projects

- Parameters of the AiPP Public Art Collection
- Recommended New AiPP Projects
- Acceptance or Rejection of all potential AiPP Sites based on 5 Year CIP
- 2002-2006 Budget for AiPP
- 2002-2006 Schedule for AiPP
- Maps:
  - Existing AiPP Projects, Other City Artworks and Private Artworks in Public Spaces
  - Recommended New AiPP Projects
  - Forecasted 2006 Public Art Map for the City of Miami Beach

### Chapter Four: Policy and Procedures Recommendations (For Example Only)

- Official Site Acceptance and Rejection
- Annual AiPP Report and Budget Projection
- Interaction with Related Agencies
- Public Art Donation Opportunities
- Fiscal Management and Coordination

### Chapter Five: Art in Public Place Resource Requirements

- Analysis of Resources based on Demonstrated Needs

### Chapter Six: Listing of Sources

- Interviews
- Steering Committee Meetings
- City of Miami Beach Reports and Plans
- Successful National Public Art Models

## Attendees of the Meeting

ADVISORY	- - -	Jorge Gonzalez Christina Cuervo Doug Tober	City Manager Assistant City Manager (Cultural Affairs & Ec Dev) Convention Center
STEERING	- - - - - - -	Jorge Chartran Michel Magloire William Carey Pola Reydburd Jim.. Merle Weiss Jane Goodman Nancy Wolcott	Senior Capital Projects Coordinator North Beach Capital Projects Design, Preservation & Neighborhood Planning Art in Public Places, Chair Art in Public Places Art in Public Places Arts Trust Cultural Arts Council Liaison
RESOURCES	- - -	Tom Mooney Joyce Meyers Diane Camber	Planning Planning Bass Museum, Director
STAFF	- - -	James Quinlan Jody Vargas Glenn Weiss	ACE Director ACE Project Coordinator Public Art Consultant