



## Public Art Advisory Board– Special Meeting Agenda

### NOTICE OF ELECTRONIC MEETING & HOW TO COMMENT VIRTUALLY:

The Chair has determined that conducting the meeting with an anchor location presents a substantial risk to the health and safety of those who would be present. This determination is based on the ongoing risks and infection rates statewide and in Summit County.

This meeting will be an electronic meeting as permitted by Park City Open and Public Meeting Resolution 18-2020, adopted March 19, 2020. Board members will connect electronically. Public Comments will be accepted virtually.

To comment virtually, raise your hand on Zoom. Written comments should be submitted before or during the meeting will be entered into the public record, but not read aloud. For more information on participating virtually and to listen live, please go to [www.parkcity.org](http://www.parkcity.org).

**Date:** Friday, August 27, 2021

**Meeting Place:** Hybrid, Zoom is provided or you may meet in person at City Hall, 3<sup>rd</sup> Floor, Executive Conference Room. Masks are strongly encouraged for in person attendance.

**Time:** 12:00 to 1:00 p.m.

**Electronic Participation:** <https://us02web.zoom.us/j/86984868446?pwd=OW1YRyt5K3JxVXBxZzIvSHF1SkIwZz09>  
Passcode: 365563

**Minutes:** Minda Stockdale, Administrator for the Public Art Advisory Board (PAAB)

**In attendance:**

**Absent:** Hillary Gilson

**Non-Voting Representatives/ Members of the Public:**

**Next Meeting Scheduled:** Monday, September 13

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### Topic #1: Call meeting to Order (12:00 p.m.)

Motion to Call Meeting or order:

Meeting called to order at:

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### Topic #2: Historic Park City Alliance Temporary Chalk Art on Public Property Selection Review

**Person:** Jenny Diersen & Ginger Wicks

**Purpose:** Review and provide a recommendation regarding HPCA's recommended Temporary Chalk Art proposal for Car Free Sundays in September. Open for public comment and input. Then provide final discussion and recommendation to forward to City Council for consideration at the September 2 Council meeting.

**Allocated Time:** 20 minutes

**Proposed Draft Recommendation:** PAAB May consider other recommendations or alternatives.

Forward a positive recommendation to City Council regarding artwork selected by HPCA to be placed on City Property, understanding HPCA has done outreach to the merchant association and stores near the identified locations. Condition the recommendation to include that the Artwork will be temporary, materials will be chalk (Chalk paint is not allowed). HPCA is responsible for any maintenance and the project is expected to last as the weather allows.

**Notes & Attachments:** Review HPCA Chalk Art Proposal. Chalk Art is not funded by the Public Art Fund. HPCA pays for the project, City funding is not used towards the project.

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### Topic #3: Arts District Temporary Art on Public Property Selection Review

**Person:** Jenny Diersen & Thea Henney

**Purpose:** Review Art's Council's recommendation regarding Temporary Art in the Arts District for Programming & Activation during

Bonanza Art Park event. Open for public comment and input. Then provide final discussion and recommendation to forward to City Council for consideration at the September 2 Council meeting.

**Allocated Time:** 20 minutes

**Proposed Draft Recommendation:** PAAB May consider other recommendations or alternatives.

Forward a positive recommendation to the City Council regarding artwork to be placed temporarily in the Arts District reviewed and selected by the Arts Council, understanding Arts Council has reviewed the artwork with a community based selection committee.

Condition the recommendation to include that the Artwork will be temporary, materials may include paint but are not expected to be maintained and should last through the duration of the Bonanza Art Park Special Event activations. Arts Council, as a Service Provider of the City will be responsible for any maintenance of artwork during the Bonanza Art Park event.

**Notes & Attachments:** Review [Arts Council's recommendation for Temporary Art Activation at Bonanza Art Park](#) event. Temporary Art Activation is funded from Operational TRT funds at the City, not from the Public Art Board budget.

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**Call meeting to close: \*Estimated adjournment at 1:00 p.m.**

**Important Dates:**

*Next PAAB Meeting - Monday, September 13, 2021*

\*Additional Special Meetings may be scheduled as needed.

**HPCA CHALK  
OF THE TOWN  
ARTWORK  
PROPOSAL**



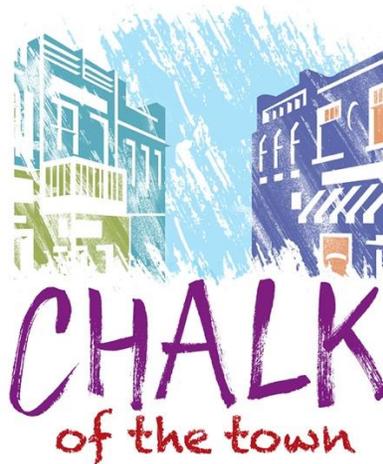
*Updated: August 12, 2021*

**HISTORIC PARK CITY CHALK ART INSTALLATION  
"CHALK OF THE TOWN"  
Phase 2: Sept. 5, Sept. 12, Sept. 19, Sept. 26**

**About:**

The Historic Park City Alliance looks to increase animation and activation along Historic Main Street as we celebrate the beginning and end of Park City's summer season. Through the use of professional artists, the organization looks to become the Chalk of the Town as artists create dynamic, life-sized chalk art installations along Main Street gathering spaces.

The installations serve to drive traffic to the district as the artists create their installations and once the works are completed and the works become *Instagrammable* moments and, of course, *THE CHALK OF THE TOWN*".



The organization will host one artist each week for three to four weeks each phase of the project. The inaugural "*Chalk of the Town*" would kick-off just Labor Day weekend with the working on-site Sunday. If additional time is needed by the artist, HPCA will coordinate additional access leading up to Sunday's activation.

The intent of the program is to encourage visitation to Park City through the use of an artistic, cultural expression. The creations will be strategically placed throughout the

historic district to encourage visitors to stroll the entire street while shopping and dining throughout their experience.

Artists will be encouraged to design their work around iconic experiences and/or scenes representative of the region. This public art installation uses **cultural tourism** to support the business community.

**Project Timeline:**

Date	Activation
August 5 - 10	Artist Outreach
August 16	Artist Submissions to City Council
August 25, 2021	Press Release
Sept. 2, 2021	City Council Approval
Sept. 3 – September 26	Advertising in-market (?)
Sept. 3 - 5, 2021	Sarah Means outside of Gorsuch 410-430-0279, <a href="mailto:sarahmeansart@gmail.com">sarahmeansart@gmail.com</a>
Sept. 12	M'Lynn Suwinski
Sept. 19	Camille Grimshaw
Sept. 26	Brittany Shelpler, <a href="mailto:bmsHELPER@gmail.com">bmsHELPER@gmail.com</a> or 208.699.1799

**Operational Plan:**

The Historic Park City Alliance expects the *Chalk of the Town* to attract members of the Park City community and visitors from outside of the region. The event is designed to drive visitation to Main Street mid-week as the artists are working and over the weekend to experience the finished installation allowing spectators the opportunity to visit at their convenience rather than encouraging a large mass gathering. We expect an estimate of 1,000 – 1,500 attendees to each installation over the duration of each week.

Artists will use children's sidewalk chalk to create the base of their project and pastel chalks for the remainder of the project. Artists will be required to provide their own chalks and materials.

The Historic Park City Alliance does not plan to maintain the works. They will remain on the sidewalk until faded due to the elements.

The Historic Park City Alliance agrees it is responsible for any loss or claim arising out of the activity' in the final Chalk of the Town Project.

**Permission for use of properties:**

The HPCA has identified the following installation locations:

**Installation Map**

1. Sidewalk below Gorsuch
2. Egyptian Sidewalk
3. TMI Stairway
4. Sidewalk below Gorsuch

**Installation #1**

Artist: Sarah Means

September 3-5

Final Work: September 5

Location: Sidewalk below Gorsuch



**Installation #2**

Artist: M'Lynn Suwinski

Final Work: September 12

Location: TBD



### Installation #3



Balloons coming out of hole in the Street. Approx 10x10  
 Final Work: September 19  
 Location: Egyptian Theatre Sidewalk  
 Artist: Camille Grimshaw

### Installation #4



September 26  
 Location: TMI Stairwell  
 Artist: Brittany Shepler

### Fall 2021 Budget

Line Item	Fall Installation
Artists Stipend	\$3,750
Regional Marketing	\$2,000
Local Marketing	\$1,250
Brand Development	\$500
Contingency	
Total	\$7,500

Outlet	Audience	Budget
Genius Monkey	Wasatch Front Regional Audience // Day Tripper	\$2,000
Local	Paid Social Media	\$500
Local	Park Record	\$750
Brand / Creative	Lucy Jordan	\$500
Historic Park City owned channels	Website Facebook Instagram	n/a

Total		\$3,750
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#### Artists Outreach // Possibilities

Meisha reached out to each of these artists Friday, August 6.

- M'Lynn Suwinski <goofproofjeans@gmail.com>
- Camille Grimshaw - [Camille@camillioncreations.com](mailto:Camille@camillioncreations.com)
- Nicole Smith - newsies12@comcast.net
- Brittany Shepler – bmshepler@gmail.com

PCSCAC'S  
RECOMMENDATIONS  
FOR TEMPORARY  
ART ACTIVATION AT  
BONANZA ART PARK  
(ARTS DISTRICT)

[VIEW SUBMISSIONS  
HERE](#)



# CALL TO ARTISTS

## Bonanza Art Park Paint Out

Concepts for creating outdoor artwork in the temporary Bonanza Art Park site

Celebrating connection, art, culture, and community in Park City, UT. The Arts Council of Park City & Summit County ('Arts Council') in partnership with Park City Municipal Corporation ('Park City') invites Summit County artists and/or artist teams to apply for the Bonanza Art Park Paint Out to create a series of temporary outdoor art projects with a range of budgets, surfaces, and materials for the temporary Bonanza Art Park site at 1635 Bonanza Drive, Park City, UT 84060.

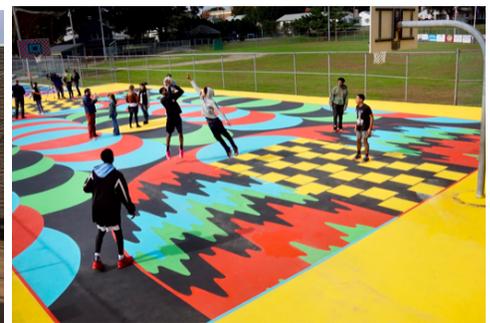
Art transforms spaces and experiences. Our goal is to highlight our local creative talent and bring additive vibrancy to the temporary Bonanza Art Park site to engage, connect, and inspire the community through the celebration of local arts and culture.

### PROJECT BUDGET: varied based on surfaces

Budget is inclusive of artists' fees, usage fees, insurance, labor and equipment to design and produce artwork, artwork installation, and travel costs including ground transportation.

- Concrete Courts: 38' x 48' concrete surface area. Each artist selected to paint a concrete court will receive an artist stipend of \$2,500 including materials. These concepts should reflect geometric themes.
- Mural Cubes: 7' x 7' cube wood surface area (4 side panels and one top panel). Each artist selected to paint one of the mural cubes will receive \$1,750 including materials.
- Wood Panels: 8' wide x 5' tall wood surface area (1 sided design). Each artist selected to paint one of the panels will receive \$1,000 including materials.

### PROJECT INSPIRATION/EXAMPLES:



### PROJECT TIMELINE:

The projected artwork install period will take place during the month of September 2021, exact dates to be determined. These dates are subject to change and artists are expected to remain as flexible as possible in this regard.

## **ELIGIBILITY:**

Any artist or team of artists interested in creating two-dimensional designs driven by the project goals, to be completed in September 2021, may produce a proposal in accordance with the guidelines provided below. Artist(s) must be a resident of Summit County, UT.

## **APPLICATION:**

Artists and/or artist teams may submit concepts for the Bonanza Park Paint Out. Artists may submit proposals for multiple surfaces (i.e. concepts for both the concrete court surface and the mural cube surface), but can only be selected for 1 project at the discretion of the selection committee. Submission of digital materials is required. Please review all guidelines in this Call to Artists and resources provided before starting an [Artist Application](#). Incomplete responses will not be considered.

## **DEADLINE:**

Applications are due by **5 PM Mountain Time on Wednesday, August 25, 2021**. Digital format responses will be accepted via this [Artist Application](#). In addition to filling out the digital application form, interested artists must also email required application materials via email to [admin@pcscarts.org](mailto:admin@pcscarts.org). Required application materials can be found below in the 'HOW TO APPLY' section of this Call to Artists.

## **PROJECT DESCRIPTION + ARTWORK DETAILS:**

Goals of the Bonanza Park Paint Out

The Arts Council is seeking artwork for the temporary Bonanza Art Park that complies with the following requirements:

- Must convey the theme of “Art Connects Us”, reflecting values of kindness, connectedness, compassion, and togetherness.\*
- \*Concrete courts must reflect geometric designs. “Art Connects Us” theme may be integrated, but not required.
- Create and celebrate a strong sense of place, recognizing the strong arts and cultural vibrancy of Park City, UT.
- Engage the viewer during the project’s installation and beyond.
- The artwork must be fabricated in outdoor media that is safe, easily maintained, and proven its viability in temporary public artworks.
- The artwork must be suitable for public viewing by all ages.
- The artwork must utilize sustainable practices.
- Ability to complete artwork onsite at the temporary Bonanza Art Park site (1635 Bonanza Drive, Park City, UT 84060) during the month of September 2021 (exact dates TBD).
- All surfaces (concrete or wooden) will be provided. The artist is to provide all other art materials needed to execute the artwork.
- Artist must be a Summit County, UT resident.
- The artwork may have interactive elements, but this is not required.

## **TIMELINE:**

Call to Artists launch	Friday, August 13, 2021
<a href="#">Virtual artist info session</a> advance)	Friday, August 20, 2021 at noon (please register in
Artist Applications Due	Wednesday, August 25, 2021 (5pm MST)
Artists Selection	Thursday & Friday, August 26 & 27, 2021
Final Artist Approval	Thursday, September 2, 2021

## **PROCESS + ARTIST SELECTION CRITERIA**

Park City has hired the Arts Council of Park City & Summit County as a Professional Service Provider for programming in the Arts & Culture District (temporary activation known as the Bonanza Art Park). The Arts Council will accept all artwork applications and submissions, and will execute a review and selection of artwork through a jury process following the criteria outlined below. The Arts Council will provide review of all designs along with artwork recommendations to the Park City Public Art Board. The Arts Council and the Park City Public Art Board will make final artwork design recommendations to the City Council, who will determine final approval of all selected artwork before implementation (estimated Council approval on September 2, 2021).

**Applications will be reviewed on the following criteria. Please note that late or incomplete applications will not be accepted.**

- A proposed concept that helps achieve the stated goals of the temporary Bonanza Art Park site's goals and objectives.
- Quality of skills and the ability to develop a unique and creative mural design.
- Demonstrated applicant ability to create artworks appropriate in concept for this project.
- Willingness to consult and work collaboratively with the selection committee and project producers to successfully meet any site requirements, schedules, and deadlines.
- Potential to successfully complete the project within the required time.
- Adherence to the maximum budget pertaining to specific projects (\$2,500 for concrete courts, \$1,750 for mural cubes, and \$1,000 for panels).
- Functionality and durability of the proposed services. The art is intended for temporary outdoor display and must take into consideration variable climate.
- Professional References - Applicants should list and provide contact information for at least three (2) references to contact for similar work performed.
- Additional sustainable or "green" practices and qualities of your materials preferred.
- Overall professionalism and presentation of ideas and application materials.

Applications will be juried and reviewed by a selection committee comprised of Arts Council personnel (staff and board), and local community individuals and partners including, but not limited to:

- Kimball Art Center
- Park City Community Foundation
- Park City Professional Artist Association
- Park City Gallery Association
- Park Silly Sunday Market

Once the Arts Council selection committee reviews the artwork, they will make recommendations to the Park City Public Art Advisory Board and City Council.

## **HOW TO APPLY:**

Please email three images of your artwork (JPG, PNG, or PDF) along with a draft sketch concept and description of the proposed artwork for the Bonanza Art Park Paint Out to [admin@pcscarts.org](mailto:admin@pcscarts.org), and fill out this [Artist Application](#) by **August 25, 2021 at 5:00 PM MST**.

**QUESTIONS:**

An information session for artists who are interested in this project will be provided virtually via zoom on **Friday, August 20, 2021 at noon**. We highly encourage any artists considering submitting applications to attend the meeting. This meeting is estimated to be 30 minutes to an hour. Virtual meeting details are below:

**Register in advance for the info session:**

<https://us02web.zoom.us/meeting/register/tZModeuvqzlpGNRcDDxppNKmkdab9Wwg4O7A>

After registering, you will receive a confirmation email containing information about joining the meeting.

Any other questions may be sent via email to:

Jocelyn Scudder, Executive Director  
Arts Council | Park City & Summit County  
[jocelyn@pcscarts.org](mailto:jocelyn@pcscarts.org)



**PAAB NOTICE  
OF ELECTRONIC  
MEETING  
AUGUST 2021**

NOTICE OF ELECTRONIC MEETING & HOW TO COMMENT VIRTUALLY:

On August 26, 2021, the Chair issued a written determination that because of the public health emergency, conducting a meeting with an anchor location presents a substantial risk to the health and safety of those who may attend in person. For these reasons, this meeting will be an electronic meeting without an anchor location.

Board members will connect electronically. Public comments will be accepted virtually. To comment virtually, raise your hand on Zoom. For more information on participating virtually and to listen live, please go to [www.parkcity.org](http://www.parkcity.org).

Exhibit A: Determination of Substantial Health and Safety Risk

The Board Chair has issued a written determination that has that because of the public health emergency, conducting a meeting with an anchor location presents a substantial risk to the health and safety of those who may attend in person. For these reasons, this meeting will be an electronic meeting without an anchor location.

This determination is valid for 30 days, and is set to expire on September 27, 2021.

Dated August 26, 2021

DocuSigned by:  
  
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David Nicholas, Chair