



## Public Art Advisory Board Agenda

For more information go to [www.parkcity.org](http://www.parkcity.org)

**Date:** Monday, August 8, 2022

**Meeting Place:** Marsac Executive Conference Room, 445 Marsac Avenue, Park City, UT 84060

**Time:** 5:00 p.m. to 7:00 p.m.

**Electronic Participation:**

<https://us02web.zoom.us/j/81608520110?pwd=QUxUZ1RvemVPU3VBWEhBY0M1ZFdaUT09>

**Minutes:** Stephanie Valdez, Administrative Analyst

**Next Meeting:** Monday, September 12. While not anticipated, additional meetings may be scheduled if needed.

### **Topic 1: Call Meeting to Order (5:00 p.m.)**

Motion to Call Meeting to Order:

Meeting Called to Order at:

Announce board member attendance:

### **Topic 2: Approve Minutes from June Meeting (5:05 p.m.)**

Changes:

Motion:

### **Topic 3: Public Comment: Any Items Not on the Agenda (5:10 p.m.)**

Notes: Remind members of the public to sign in and state full name.

### **Topic 4: Bus Shelter Art (5:15 p.m.)**

Person: Jenny Diersen & John Robertson

Purpose: Follow up on next steps for Bus Shelter Artwork Discussion in 2023

Allocated Time: 20 minutes

Product: Inform Board / discuss timeline and any next steps

Action Requested: Discuss program – no action needed.

- (1) Summary from staff on Bus Shelter Art Program
- (2) Board Discussion
- (3) Open for Public Comment
- (4) Board summarizes discussion and any next steps.

### **Topic 5: Intersection Art (5:35 p.m.)**

Person: Jenny Diersen & John Robertson

Purpose: Follow up on next steps for Bus Shelter Artwork Discussion in 2023

Allocated Time: 20 minutes

Product: Inform Board / discuss timeline and any next steps

Action Requested: Discuss program – no action needed.

- (1) Summary from staff on Intersection Art Program
- (2) Board Discussion

- (3) Open for Public Comment
- (4) Board summarizes discussion and any next steps.

**Topic 6: Staff / Council / Board Communications (5:55 p.m.)**

Arts Council Update: Jocelyn

Summit County Public Art Update: Jocelyn/Jenny

**Topic 7: Budget & Project Updates (6:10 p.m.)**

Person: Jenny Diersen, Staff Liaison

Purpose: Discuss PAAB Budget and Project Updates.

Allocated Time: 20 minutes

Product: Next steps from the Board.

Action Requested:

- (1) Discuss budget & review project updates.
- (2) Board Questions /Comments and Discussion
- (3) Open for Public Comment
- (4) Board final discussion and summary/direction.

Attachments: Refer to Budget and Project Updates

**Topic 8: Long Term Planning & Strategy Update (6:25 p.m.)**

Person: David Nicholas

Purpose: Update PAAB engagement strategies

Allocated Time: 20 minutes

Product: Next steps from the Board

Action Requested: Discuss outreach and engagement strategies

- (1) Board Questions /Comments and Discussion
- (2) Open for Public Comment
- (3) Board final discussion and summary/direction.

Attachments: Refer to Engagement Ideas.

Meeting estimated to adjourn at 6:45 p.m.

# DRAFT MINUTES



**DRAFT Public Art Advisory Board Minutes**

For more information go to [www.parkcity.org](http://www.parkcity.org)

**Date:** Monday, July 11, 2022

**Meeting Place:** Marsac Executive Conference Room, 445 Marsac Avenue, Park City, UT 84060

**Time:** 5:00 p.m. to 7:00 p.m.

**Electronic Participation:**

<https://us02web.zoom.us/j/86401677361?pwd=a2MrdmZ5K2UzQm5OaFVHNzIzQmNiUUT09>

**Minutes:** Stephanie Valdez, Administrative Analyst

**In Attendance:** Sam Osselaer (Chair), Pamela Bingham, Lara Carlton, Hillary Gilson, David Nicholas, Elsa, Joann Stack-Askins, Jennifer Gardner

**Absent:**

**Non-Voting Representatives/ Members of the Public:** Jenny Diersen, staff liaison to Public Art Advisory Board, Tana Toly Council Liaison, Michelle Kellogg, City Recorder, Jocelyn Scudder

**Next Meeting:** Monday, August 8. While not anticipated, additional meetings may be scheduled if needed.

**Topic 1: Call Meeting to Order (5:01 p.m.)**

Motion to Call Meeting to Order: Sam Osselaer (Chair)

Meeting Called to Order at: **5:01PM**

Announce board member attendance:

**Topic 2: PAAB Oath (5:00 p.m.)**

Person: Michelle Kellogg, City Recorder

Action: Complete PAAB Oath Requirement

\*If board members, they will need to come the City Hall in person to complete this.

**Topic 3: Staff/Council/Board Communications (5:05 p.m.)**

Introduce New Board Members & Slate Nominations: Sam & Jenny

New Board members Joann and Elsa introduced themselves to the PAAB. Following introductions with current PAAB members.

Sam Osselaer shared that this is her last meeting as the chair and Hillary Gilson has been Vice-Chair for the last year and will be the appointed Chair as of next month. A new Vice-Chair will be elected, Sam has a nominee that she would like to put forward, Lara Carlton for Vice-Chair. If no other nominees, PAAB to vote.

Motion to Vote: Lara Carlton moved to make Lara Carlton as Vice-Chair (incoming). Majority were in favor of Lara Carlton as Vice-Chair.

Arts Council Update: Jocelyn

Jocelyn shares several art events in July and August, Summit Art Showcase at the Oakley Red Barn, July 15<sup>th</sup>, and 16<sup>th</sup>. All local, Summit County will be participating. Summit County Fair is coming up August 5<sup>th</sup>-12<sup>th</sup>, Art fair where artwork from all ages can be submitted. The County Council purchase award, collect a piece of youth artwork and one piece of adult artwork where the art will be displayed at the Summit County Courthouse.

45 Joann asked Jocelyn if they recruit for the schools to participate. Jocelyn responded it's a bit difficult to  
46 promote through the schools, the primary outlet to connect with the youth is through the library, newsletters  
47 and Park Record are also used for outreach.

48 Summit County Public Art Update: Jocelyn/Jenny

49 Jocelyn stated that in the future Summit County Public Art is working on strategic planning for the next few  
50 years, some projects were on hold due to Covid. Jocelyn states a lot of

51 Sam asked the PAAB if there were any other updates in communication?

52

53

54 **Topic 4: Approve Minutes from June Meeting (5:25 p.m.)**

55 Changes: Sam Osselaer shared some edits to the June minutes.

56 Motion: Jenny Diersen moved to vote for changes in June minutes. All in favor of changes.

57

58 **Topic 5: Public Comment: Any Items Not on the Agenda (5:30 p.m.)**

59 Notes: Remind members of the public to sign in and state full name.

60 Not at this time.

61

62 **Topic 6: Budget & Project Updates (5:50 p.m.)**

63 Person: Jenny Diersen, Staff Liaison

64 Purpose: Discuss PAAB Budget and Project Updates.

65 Allocated Time: 20 minutes

66 Product: Next steps from the Board.

67 Action Requested:

68 (1) Discuss budget & review project updates.

69 Jenny Diersen wanted to explain to the new Board members on the PAAB budget and stated that Council  
70 has approved 40K for this year (FY23). Jenny has inputted the allocation in expenditures.

71 Jenny explained that the PAAB is looking for a project manager for the administration position. David asked  
72 if the position has been advertised, Jenny responded that it has not been advertised yet.

73 Jenny explained that majority of the funds are for Capital projects. There is a balance in general funds and  
74 lower park RDA, 261k. There are also other funds from Deer Valley Dr and Main Street Improvement  
75 Projects which is approximately 97k and currently no grants.

76 Jenny has been tracking all the expenditures, showing that the funds are being spent.

77 Projects updates, additional meetings with Transit dept. at these meetings Jenny states that she will be

78 working with the Engineering dept, and they are working on what bus shelters will be implemented and will  
79 come back to the PAAB with those. There is a bus shelter design, but the scale is not provided,

80 Engineering will let the PAAB where art can be placed. Jenny will follow up with Engineering to see if they  
81 will come back to the board before the September council meeting.

82 (2) Board Questions /Comments and Discussion

83 Jenny followed up with hiring a project manager Lara asked if that will be the title of the position project

84 manager, asked about the salary and if it was full time. Jenny stated that the individual will be managing the

85 PAAB projects, and it will not be part time. Jocelyn added for example, Summit County does pay Arts

86 Council individual to be a project manager for their Summit County Public Art Board. Jocelyn stated that it

87 has been talked about creating a regional approach for public art, that Summit County and the City are

88 connected in their approach and goals, providing resources from both the County and City. This is all in

89 conversation and can be an option in the future.

90 Jenny follows with intersection art and neighborhood art programs needs to come back to discussion,  
91 Jenny has an outline of 5 locations that can be brought back in the August meeting and bring back the  
92 neighborhood art as well.  
93 Lara asked if the neighborhood art program was going to be tied in with the shelters, but it was tabled.  
94 Jenny responded that initially the board wanted to combine neighborhood art and bus shelters at the  
95 neighborhood bus stops. Jenny stated that the other idea was to work with HOAs and see if they wanted to  
96 their own public art, this would possibly include a grant process. Jenny can send out the research if that's  
97 something the PAAB would like to consider. Sam added that it was a third priority before post-poning and  
98 believes it should be considered and be placed in the side burner. In addition, Hillary stated she would like  
99 to see the outline for intersection art and can be implemented next summer. Hillary agrees that  
100 neighborhood art as third priority, and work on the intersection art and utility boxes.  
101 Sam asked if there is enough time for the utility boxes can be implemented before winter.  
102 Jenny states to go to Council to get them approved and get the contracting going, with the utility box project  
103 is long printing process and there are 40 utility boxes. The weather must permit to get wraps on the utility  
104 boxes which can potentially be done in the winter, but the weather can determine how it the material will  
105 adhere.  
106 (3) Open for Public Comment  
107 (4) Board final discussion and summary/direction.  
108 Jenny Diersen summarized with continue to push for utility boxes, bring back intersection art and locations  
109 in August meeting; ask if John Robertson if he can attend with updates in the August meeting, and side  
110 table on neighborhood art discussion and see if Transit can give the board an update before their Sept  
111 meeting with Council.  
112 Jennifer asked where will the shelter that has art on it. Jenny responded with transit dept is working on  
113 having uniformity amongst the bus shelters and asked the PAAB to collaborate with them with the art.  
114 PAAB will wait on updates from Transit to continue with bus shelter art.  
115 Jenny will ask John Robertson and Gabriel Shiels to attend next meetings for any updates on the  
116 intersection art.  
117 Jenny followed up with murals that need to be fixed due to vandalism, a few of the artists who executed the  
118 murals no longer live here and Jenny asked Jocelyn to follow and get some artists to repair murals.  
119 David added that the neighborhood art program is a priority and that it is important for the community  
120 following up with the outreach.

121  
122 **Topic 7: Long Term Planning & Strategy Update (6:10 p.m.)**

123 Person: David Nicholas & Sam Osselaer

124 Purpose: Update PAAB engagement strategies

125 Allocated Time: 20 minutes

126 Product: Next steps from the Board

127 Action Requested: Discuss outreach and engagement strategies

128 (1) Board Questions /Comments and Discussion

129 Recap: David stated the idea of having a booth at Park Silly for outreach and implementing a walking tour.

130 Sam added the logistics of having a booth such as manning the booth, tours, outreach etc. is a large  
131 commitment and brainstormed in the last month's meeting. Suggesting the board can break out in teams  
132 with outreach.

133 Tana Toly stated that she attended a meeting with the Chamber and Jennifer had mentioned promoting  
134 public art and tours. Tana stated that this is something that the Chamber wants to promote.

135 Next Steps: Get meeting on the schedule. Elsa and Joann volunteered.

136 Jocelynn to participate as a non-voting member.

137 (2) Open for Public Comment  
138 (3) Board final discussion and summary/direction.  
139 Next Steps: Get meeting on the schedule. Elsa and Joann volunteered.  
140 Jocelynn to participate as a non-voting member.  
141 For the art tours it can be on the post cards that are sent out, Jenny states that post cards are being sent  
142 out to those in the 84060 zip. Brainstorming handouts to give to people for tours, QR code, maps on  
143 website, stamps on the handout, like transit treasure hunts.  
144 Jennifer shared an idea that she has a connection to Pediego and suggest a e bike art ride.  
145 Jennifer shared photos she took of bus shelters and utility boxes; shared them with the PAAB for ideas.  
146 Jenny asked Jennifer to bring the mosaic photos to the next meeting.  
147  
148 Attachments: Please refer to PAAB Strategic Plan  
149  
150 Meeting estimated to adjourn at 6:30 p.m.  
151  
152

DRAFT

# PROJECT & BUDGET UPDATES

**PAAB Budget Update August 2022**

<b>Budget Item</b>	<b>Amount</b>	<b>Notes</b>
General Funds (CIP, Unrestricted):	\$178,690.00	3 year allocation (2015, 2016, 2017 Cp0089-031450) Combined with previous 2014 CIP Balance (Cp0089-031450), FY 2020 \$100,000 Allocation, FY 2022 \$40,000 Allocation
Lower Park RDA, Restricted	\$77,748.50	3 year allocation (FY16, 17, 18) Cp0089-03345, includes remaining Library 1% as those funds are restricted to Lower Park RDA
<b>Total PAAB 'General Funds' Budget Balance</b>	<b>\$256,438.50</b>	
<b>1% Funding</b>		
Deer Valley Drive II Beautification 1%	\$7,725.00	remaining in project budget.
Main Street Improvement Estimated Total 1%	\$90,000.00	Confirmed with Budget Department
<b>Total 1% Funding</b>	<b>\$97,725.00</b>	
<b>Grant Funding</b>		
No current grants	\$0.00	
<b>Total Grant Funding</b>	<b>\$0.00</b>	
<b>Operational Funding</b>	<b>\$2,664.29</b>	Removed marsac tree maintenance, Lucy art maintenance, DV tunnel repair, piano maintenance and mural maintenance on poison creek
<b>Total Operational Funding</b>	<b>\$2,664.29</b>	Removed restriction of deadline to spend funding. Original amount removed from CIP above
<b>Total Public Art Budget Balance</b>	<b>\$356,827.79</b>	Total Budget
<b>Expenditures</b>	<b>Cost</b>	<b>Notes</b>
Library Project ( July 2015) 1%	\$60,251.50	July 2015 (total 1% amount was \$68,000.00)
Quinn's Public Art (September 2015) CIP	\$85,622.00	September 2015
Maintenance DV Dr. Tunnel Repair (March 2016)	\$409.71	March 2016
PC MARC Project (October 2018)	\$6,468.00	\$6,468 has been released. This was a 1% allocation from PCMARC solar renovations.
China Bridge Mural Project (October 2018)	\$40,000.00	\$40,000 has been released - removed from General Funds above.
Maintenance Lucy Moosey (July 2018)	\$200.00	July 2018 - removed from Operational Funding. Estimated additional costs that will be removed to place Lucy are estimated at \$1,000.
Window Display - Olympic Legacy	\$17,000.00	Project Completed, funding removed from grant projects
Concrete Pad for Lucy Installation	\$2,000.00	Removed from Capital Funds
Maintenance Marsac Art Poles/Trees (July 2018)	\$426.00	June 2018 - removed from Operational Funding
Utility Box Project	\$22,665.63	\$3,600 has been released to artists and \$19,065.63 to the printing services contractor - removed from General Funds
Creekside Water Plant Public Art	\$26,500.00	\$19,000 from Public Art Capital Budget, \$6,500 from Water Dept
McPolin Tunnel Mural	\$10,000.00	\$10,000 has been released to artist and Removed from CIP funds above
Transit Center Tunnel	\$10,000.00	From Capital Budget
Utility Box Artwork Framing	\$3,000.00	Paid to frame works from Utility Box Artwork to display in City Hall
Maintenance Poison Creek Murals	\$2,800.00	removed from Operational funding above.
Chuck Landvatter, Mural Maintenance	\$500.00	removed vandalism from poison creek mural
Inventory	\$10,000.00	Project began, Minda to update funding released. Removed from General Fund.
Art District Fencing Artwork	\$2,400.00	from Capital Budget
Inventory Retainer	\$5,000.00	Paid \$850 based on current work so far.
Martinez Sculpture Site Prep	\$5,000.00	from Lower Park RDA funds.
Lucy the Moose Repairs	\$500.00	from Capital Budget
Utility Box Artwork and Printing	\$43,000.00	estimated - capital budget
Mural Repair	\$4,250.00	Ben & Chucks Murals. Graffiti sealer on Chuck's mural
Project Manager for Public Art	\$40,000.00	Estimated - hire project manager
Mural Repair	\$5,000.00	Estimated for mural & martinez sculpture repairs
<b>Total Expenditures</b>	<b>\$402,992.84</b>	

## PAAB Project Updates 7/11/22

### **2022 PAAB Meeting Dates:**

September 12, October 10, November 14, December 12

Please continue to refer to the [PAAB's Mission, Vision and Goals](#).

Please also continue to refer to the [2022 Strategic Plan](#).

### **Maintenance and Repairs (this is a running list so when we do inventory, we can address)**

- Surroundings kids have drawn on the artwork. Working to look at methods to clean the work.
- Ole Miner damage being coordinated. Estimated fix late August.
- Vandalism on several murals is being addressed with artist and should all be completed by September.
  - Deer Valley Drive Tunnel on Poison Creek
  - Sacred Community Tunnel on Poison Creek
  - Park City Then & Now near Transit Center/Poison Creek
  - Ontario Mine Tunnel on Poison Creek

### **Signage & Inventory:**

Working on sign installation plan for all artwork this summer. Met with Archivist and also working to include Historic Preservation Collection on 2<sup>nd</sup> Floor of City Hall in the Public Art Map and signage. Updating 3 artworks into the Public Art Map.

### **Projects 2022:**

Utility Box Project and Transit Project will be first projects to focus on, then intersection art and neighborhood program. We have identified 40 Utility Boxes for Phase 2. Coordinating with Rocky Mountain Power. New Total Project budget is \$43,000 (Artwork is \$450/artist. Installation of artwork estimated \$25,000).

Daly West Headframe Donation: Board voted to accept the donation. Jenny is working to get to Council to approve the donation. Next steps include continue discussion on location and next steps.

### **Priority Projects:**

#1 Neighborhood Bus Shelters: Update in June

#2 Intersection Art: Update TBD

#3 Neighborhood Art Program: Update TBD

# PAAB Advocacy Subcommittee

Wednesday, July 27, 2022

8:59 PM

## Attendees

- Lara Carlton
- Joann Askins-Stack
- Elsa Gary
- Dave Nicholas

## Discussion

- Purpose of the meeting in acting as the PAAB Subcommittee for Awareness and Advocacy is to brainstorm and prepare a potential strategy for a public outreach effort to engage the community and visitors to promote the public art collection
- Elsa and Joann have researched other communities around the country to explore their efforts to promote public art and provide tour examples for us to consider. This research has discovered some apps that will be further discuss and explored as potential resources to utilize such as OTOCAST which is an international app.
- Goal is to create a promotional campaign/initiative in a thoughtful and strategic series of mailings, events and tour options
- Through discussion, several additional initiatives were raised to support this initiative and the general goals of the Board. These include better documentation of the process of public art projects, artists statements regarding installations and the purpose and process being the making of the art. Identification of on-site signage or QR codes to provide public with links to information, 3D scan models of existing and new installations, #tag and selfie photos from public of favorite pieces or artist interviews. Thought here was to start leveraging the public to promote the collection through social media outlets.
- Conclusion is to present the following strategy to the Board at the next meeting in August
  - Send out a post card to 84060 residents to provide a link to existing web site by September 1, 2022 which would include a teaser of collection tours coming soon
  - Reach out to potential partners over the next 60 days including PCMC Communications, PCSC Arts Council, HPCA, PC Area Restaurant Association, PC Chamber to clarify possible partnerships for promotion opportunities
  - Further research regarding potential apps that could be utilized to promote the collection and provide the public with tour opportunities
  - Prepare pilot tour options to launch including Old Town Tour, Kid's Tour, Walking/Biking Tour. Goal to get a few tours online and monitor to see how this could be expanded and documented
  - Potentially identify a community event this fall to provide a guided tour by Board members for a walking tour in the Old Town area
- Assignments
  - Lara to contact Jocelyn as PCSC Arts Council to further investigate bike tour information and PC Chamber contact and collaboration
  - Joann/Elsa to brainstorm content of a post card mailer and what information could be included to launch community awareness of the existing website collection and to tease residents with signature stats/info graphics of the collection (size, achievements, diversity, etc)

- Dave to contact Linda Jeager at PCMC to discuss outreach efforts and criteria to send out a post card mailer and relay criteria to Joann/Elsa for post card content
  - Relay any information discovered through the above outreach via email to the subcommittee members
- Awesome to spend some time together with Board members outside of the monthly meeting and support local business at Offset Bier!

**A RESOLUTION  
GOVERNING  
THE USE OF  
ELECTRONIC  
MEETINGS**

**RESOLUTION NO. 2021-1**

**A RESOLUTION GOVERNING THE USE OF ELECTRONIC MEETINGS BY THE PARK CITY PUBLIC ART ADVISORY BOARD**

WHEREAS, Park City values transparency and conducting the public's business in public meetings where actions are taken and deliberations are conducted openly;

WHEREAS, while the preference is for Park City public bodies to convene in person, it is understood that there may be circumstances where electronic meetings are necessary;

WHEREAS, the Open and Public Meetings Act was amended during the 2021 General Session to grant additional flexibility in how public bodies conduct electronic meetings;

WHEREAS, the COVID-19 virus continues to raise health or safety concerns for in-person public meetings and electronic meetings help facilitate social distancing;

BE IT ORDAINED BY PARK CITY PUBLIC ART ADVISORY BOARD OF PARK CITY, UTAH, THAT:

The Park City Public Art Advisory Board may hold electronic meetings in accordance with the Park City Public Art Policies and section 52-4-207 of the Utah Code, as amended.

**PASSED AND ADOPTED this 13th day of December, 2021.**