



Public Art Advisory Board Agenda
For more information go to www.parkcity.org

Date: Monday, September 12, 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/87290706352?pwd=MktwUXIsT2l3TlFEay9XU3lmTkIWdz09>

Absent: Sam Osselaer, Jennifer Gardner, Lara Carlton

Minutes: Stephanie Valdez, Administrative Analyst

Next Meeting: Monday, October 10. 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 August 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: Daly West Headframe Artwork Location (5:10 p.m.)

Person: Jenny Diersen

Purpose: Follow up on next steps Daly West Headframe Artwork Proposal

Allocated Time: 30 minutes

Action Requested: Take formal vote on potential locations for the project.

(1) Summary from staff on Daly West Headframe Artwork Proposal

(2) Board Discussion

(3) Open for Public Comment

(4) Board vote on locations for the project.

Attachments: Refer to summary recommendation and draft scope of RFP.

Topic 5: Staff / Council / Board Communications (5:40 p.m.)

Arts Council Update: Jocelyn

Summit County Public Art Update: Jocelyn/Jenny

Topic 6: Budget & Project Updates (5:45 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 7: Long Term Planning & Strategy Update (6:05 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 6:25 p.m.

DRAFT MINUTES



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Public Art Advisory Board DRAFFT MINUTES

Date: Monday, August 8, 2022

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

Absent: Jocelyn Scudder

Non-Voting Representatives/Members of the Public: Jenny Diersen, staff Liaison to Public Art Advisory Board, Tana Toly Council Liaison, John Robertson

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

Topic 1: Call Meeting to Order (5:03 p.m.)

Motion to Call Meeting to Order: Lara Carlton

Meeting Called to Order at: 5:03PM

Attendance:

Hillary Gilson (Chair), Pamela Bingham, Lara Carlton, David Nicholas, Elsa Gary, Joann Stack-Askins, Jennifer Gardner, Sam Osselaer, Tana Toly

Topic 2: Approve Minutes from July Meeting (5:05 p.m.)

Changes: Edit line 84, comments: writing style challenging to follow. Jenny is to follow up with recommendations.

Motion: David put in motion to approve July minutes. All in favor to approve July minutes with changes.

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.

No public comment was received.

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

(1) Summary from staff on Bus Shelter Art Program

John Robertson, City Engineer attended to follow up with updates for the Bus Shelter Artwork Discussion.

John Robertson stated they have been working with Transit Dept. to identify number of locations to present to the PAAB.

Jenny provided a summary of the project to new board members. During the strategic planning last year, one of the projects that the board wanted to pursue was to implement public art on bus shelters to increase ridership and create ownership within the neighborhoods/communities. Jenny explained that the Transit team attended the last meeting and there were a few challenges that needed to be worked out on bus shelter locations and where art can be placed. The Transit team needed some time to come up with a list of locations that they can present to the board. Jenny stated that the PAAB originally wanted artwork to be a

45 bus shelter (itself) instead of putting art on a bus shelter, which would be complicated process. Engineering
46 and Transit depts agreed to come back to the PAAB with a list, the list currently includes approximately 20
47 bus locations. John Robertson clarified that they were bus locations, it could vary from shelter or a concrete
48 pad. JR stated that they will be going to Council in September.
49 Jenny will provide the list of the bus locations to the PAAB and or include it in the next board packet. Jenny
50 advised that in depth conversations will need to be deliberated and focus on how many locations to start
51 with. JR added that this project is to be implemented over the course of the next two to three years.

52
53 (2) Board Discussion

54 Question: Are these locations different from the standard shelter structures we saw at the last meeting?

55 JR responded that some of these locations will have structures, and some will not, depending on
56 ridership/usage.

57
58 Question: Will you know after the September Council meeting which locations will have long or short
59 structures?

60 JR stated he will follow up and confirm what locations will have long or short structures.

61
62 Comment: There is new bus shelter that will have a place to put potential art on and the other idea is to
63 make bus shelter art, that will need to be identify and require ADA access and other requirements.

64 JR responded that discussion would need to take place with Public Works on how to maintain property/art.

65 Jenny added that locations will either have some sort of application added to the shelter or a panel. In
66 addition, Jenny let the new board members know that there are currently 10 bus shelters that have artwork
67 on them, this is a continuance of the strategic plan for Bus Shelter Art.

68
69 Jenny included that the list of bus locations provided has some commercial areas and the focus of the
70 PAAB was to have art in the bus locations within the neighborhood areas.

71 Question: Jennifer Gardner asked JR, how were bus stops chosen that don't have a shelter or a cement
72 pad? Jennifer mentioned having a bus stop by McPolin Barn not having a stop. JR responded that he was
73 not part of the prior group who decided that JR did state that there's a budget plan of putting a cement pad
74 by McPolin and Meadows side. Tana Toly added there was a work session in Council that included the
75 elevating issues with bus location near McPolin Farm.

76
77 (3) Open for Public Comment: No Public Comment was received.

78
79 (4) Board summarizes discussion and any next steps.

80 Jenny concluded that Transit will be going back to Council in September and after PAAB can follow up with
81 the Bus Shelter Art.

82
83 **Topic 5: Intersection Art (5:35 p.m.)**

84 (1) Summary from staff on Intersection Art Program

85 Jenny explained that Intersection Art was a top priority projects that the PAAB asked to accomplish this
86 year. During the last meeting it was asked to bring this discussion back to prepare an RFP and have it
87 ready for next Spring. Jenny stated that this project has been discussed for a while, originally looked at
88 crosswalks, doing murals or paintings into crosswalks. This project raised concerns with doing paintings
89 inside crosswalks due to the MUTCD standards (Manual on Uniform Traffic Control Devices). There are
90 certain colors and patterns that need to comply when applying to crosswalks, that are national standards.
91 Jenny stated after speaking with JR to possibly do some treatments surrounding the crosswalks, such as

92 curbs. JR added that there are things that can be done to crosswalks but there are limitations. JR also
93 mentioned maintaining the art, over time it does wear and degrade.

94
95 (2) Board Discussion

96 PAAB discussed some of the areas/locations that have some artwork. JR states stencils were applied and
97 were easy to touchup. JR continued that with parking areas, there is more opportunities to be creative.
98 JR and Jenny discussed the possibility of the lane/crosswalk area near the back of the post office on 5th
99 Street.

100
101 Jenny continued that anything on Main St. will have to coordinate with HPCA to make sure they are on
102 board. In addition, Jenny stated there's an area near Prospector as well, if that is something that wanted to
103 be pursued, it will have to be coordinated with the Prospector Square Association.
104 Jenny let the PAAB know that with any crosswalks JR will be involved to make sure guidelines are met and
105 have input on approval of designs.

106
107 The process for this project is to release an RFP, have a design submitted, review the designs, and make
108 sure it aligns with the collection, finally figuring out if the artist will do the painting or hire a company. Jenny
109 included that maintenance would need to be considered for the design. Tana Toly shared the idea of
110 having an artist make a stencil unique to Park City, easier to maintain. This idea can potentially be a
111 permanent piece of PAAB collection.

112
113 Jenny included that Transportation Planning has a program that includes stenciling, the questions is if the
114 program is still current and possibly have PAAB assist them.

115
116 Jennifer Gardner commented on certain colors that more durable than others, she also included to have a
117 crosswalk sponsored. Jenny responded that no sponsorships or branding of art is permitted at this time,
118 due to Council's policies. This idea is not impossible but it's a policy question for Council, whether Council
119 wants to shift their policies and if the sponsorships are private public sponsorships or non-profits. After
120 further discussion, this item would be something to bring to Council when PAAB meets with Council at their
121 next meeting.

122
123 Sam Osselaer added to avoid confusion with other projects going on within the City, to focus on areas
124 outside of the crosswalks, emphasis on intersections and bump outs or sidewalk art and able to distinguish
125 the art that is part of the PAAB collection. JR added there's more opportunities for sidewalk art and bump
126 outs, also keeping a public safety aspect in mind.

127
128 Tana Toly suggested focusing on one intersection in more commercial district such as Heber and Main.
129 Jenny agreed that focusing on one intersection opposed to several.

130
131 The board discussed that they were in support of working on one large piece at an intersection, also liked
132 the stencil idea for smaller neighborhoods. The only concern is pedestrian traffic at an intersection like
133 Heber and Main but otherwise in support of one large piece.

134
135 (3) Open for Public Comment: No public comment was received.

136
137 (4) Board summarizes discussion and any next steps.

138 The board concluded that this item of discussion is still of interest for the PAAB. She also included in
139 possibly doing a paint treatment to see how it holds up before placing something permanent.
140 Jenny and JR are to check out areas and report back at a future meeting.

141
142 **Topic 6: Staff / Council / Board Communications (5:55 p.m.)**

143
144 Jenny stated she does not have any updates, other than the Summit County fair is accepting artwork for a
145 show they hold annually. Two pieces will be chosen for the Summit County Public Art Board permanent
146 collection.

147
148 Jenny added there is no meeting with the Summit County Art Board this month. She also stated that
149 Summit County Art Board is also recruiting for new board members.
150 The board discussed that Create PC had great activations this weekend during Arts Fest.

151
152 Jenny let the PAAB know, if there are any comments or want to share travels of art now would be a good
153 time to share. Jennifer Gardner to share photos later of her art travels to the board. In addition, Jenny
154 explained to new board members that PAAB would share their favorite piece of art in the collection and
155 Jocelyn would post it in a blog and share on social.

156
157 **Topic 7: Budget & Project Updates (6:10 p.m.)**

158
159 Jenny states there's an on-going list of maintenance and repair projects. One of them being the Sacred
160 Community Tunnel, the Artist who produced this piece moved to the East coast. Jenny explains there's a
161 local artist that is willing to come and repair/paint the artwork, they also will be working on maintenance of
162 the Ontario Mine Tunnel. This artist will be doing the repairs for these pieces, projected completion of
163 repairs by September. Jenny explains that there's significant amount of vandalism on Sacred Community
164 Tunnel, the artist assured they can repair it. In the case that it cannot be repaired due to amount of work,
165 paint match, and worry of changing the artwork; Jenny states that a follow up discussion with the PAAB will
166 have to take place with possibly decommissioning the art piece, due to vandalism and whitewash the
167 artwork. The steps for decommissioning an art piece, the board will have to deliberate on the
168 decommissioning of the art piece and take the item to Council for approval.

169
170 Jenny adds that when artists do come to repair pieces of artwork, they also condition the art. Jenny is also
171 in search of a graffiti sealant and working with Public Works to see if they will be able to apply the product
172 once it has been found and purchased. Jenny is currently doing research on sealant products.

173
174 In addition, Jenny explains that there has been a rise in vandalism. Several other departments within the
175 City also are involved and targeted with vandalism. There is a rigid process that is followed, reporting to the
176 Police department then a case number will be assigned; this documentation helps the PD follow up.
177 Jenny's concern with Sacred Community Tunnel is that the profanity and vulgarity will be difficult to repair,
178 the possibility of whitewash might be the best solution, if the art cannot be repaired. She also states that
179 there's coordination with other departments in finding solutions for the vandalism issues and putting
180 pressure on Public Works and the PD.

181
182 Jenny follows up with the repairs on these art pieces, the goal is to have it documented with photos and
183 videos of either Public Works or the Artist repairing the art and share on social media. This will help the
184 community be aware of the vandalism and be of assistance in reporting to the PD.

185
186 Jenny reports there is another repair by the library, interior piece next to The Lucky Ones, there has been
187 vandalism on the art in that area. Jenny will follow up and get into contact with the artist for next steps.
188 Lastly, Ole Miner by the Treasure Hill Trail Head, the drill bit going into the rock has slid and bent the drill
189 bit and will need to be reattached by the Bronze shop at the end of August.
190
191 Jenny updates the PAAB that she has been working with Kirsten who keeps the art inventory up to date.
192 Kirsten will be including and updating pieces on the Marsac second floor to the public art collection and
193 adding them to the public art map, these updates will begin in September. Kirsten will also assist with
194 signage for the art pieces, the goal is to have consistent signage for the art collection.
195
196 Initially, the PAAB decided not to do a QR code. Elsa mentioned that a QR code brings 3D rendering and
197 also have artist speak about the art. Jenny will follow up the QR code information.
198
199 Jenny stated 5k was taken out of the budget for the repairs that are underway, no other budget updates at
200 this time.
201
202 Jenny mentioned that the Friends of Ski Mining Legacy has donated the old metal from the Daly West
203 headframe. The PAAB recommended committing on doing a project with the old metal, the cost would be
204 approximately 80k in building a large-scale sculpture from the recycled metal. This project will need to go to
205 Council for approval. Next steps with the PAAB would be finding a location. Tana Toly agreed to have
206 location, amount of metal, dimensions before presenting to Council.
207
208 Jenny clarifies that the PAAB initially agreed, taking on the donation of metal, with one project with the
209 approximate cost of 80k, and hiring a project manager that can take on this large project.
210 The board was in support in having several locations ready before presenting to Council.
211
212 Board Questions /Comments and Discussion
213 Will the contractor pay for broken bronze drill bit? Jenny responded that the City will cover the costs but can
214 follow up with the contractor.
215 Can something placed by the sculpture to let trail users know that a sculpture is there? (At night)
216 Jenny will follow up with Logan and Heinrich to see if something can be placed there for trail users to see at
217 night.
218
219 Is the QR code expensive? Jenny responded not sure at this time.
220 Does the QR give updates? will have to update QR codes as needed if there are any changes to art. QR
221 codes can redirect to PAAB webpage for information.
222
223 Open for Public Comment: No Public Comment was received.
224
225 Board final discussion and summary/direction.
226 In conclusion, Jenny will follow up with maintenance and repairs of art pieces in the tunnels.
227 Next steps on proposing the Daly West Headframe metal donation before going to Council includes coming
228 up with locations.
229
230 Attachments: Refer to Budget and Project Updates
231

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

233

234 David, Lara and Elsa had a meeting to go discuss outreach and engagement strategies. The team came up
235 with a multilayered communication plan that will cover the next 60-90 days, beginning with post cards with
236 QR code that directs locals/residents to the website. This initial outreach will be followed up with strategic
237 partnership discussion, with Chamber, HPCA, and Restaurant Assoc. The partnership discussions can
238 possibly consist of walking tours, self-guided and guided, e-bike tours, these are just some of ideas of
239 collaborations to have the public aware of the PAAB art collection. David added potentially follow up event.
240 Elsa shared a presentation on what the post card could potentially look like, including images, designs, and
241 adjectives.

242

243 Will this post card be sent out to residents in 84060? Jenny responded though it is great to have outreach
244 strategies outside of 84060, she emphasized on the importance of PAABs focus to get locals and schools
245 involved and aware of the public art collection. Further discussion will be placed for outreach outside of the
246 84060. Tana Toly added it can be helpful reaching out to the Museum and see how they kickstarted their
247 walking tours that included volunteers, just to collect feedback and ideas.

248

249 David added the ultimate goal is to have interaction with the public art collection, such as posting a selfie
250 with a favorite piece of art and adding a hashtag.

251

252 The PAAB discussed ideas with applications, QR codes and some signage that can be helpful to bring in
253 public interaction to the public art in Park City.

254

255 PAAB to come up with a brief to give City team all information for the QR codes to be made and include
256 working on QR codes for post cards. Jenny will follow up with the QR and post card items

257

258 Attachments: Refer to Engagement Ideas.

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

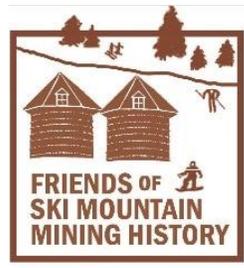
DALY WEST

ART

PROPOSAL

Presentation to: Park City – Public Art Advisory Board

DALY-WEST PUBLIC SCULPTURE PROPOSAL



Sandy Brumley – Business Manager
sandy_brumley@yahoo.com
203-832-5156

Carol Spiegel – Art Design Manager
theartgroup@aol.com
702-371-6269



A BRIEF HISTORY

- The Daly-West Mine, located near the Montage Deer Valley and Empire Canyon Lodge, was founded in the 1880s.
- The mining buildings burned almost to the ground in 1913, including the wooden headframe.
- A new building was constructed during 1914 which included a large steel headframe used to raise and lower 2 different elevator platforms in the mine shaft.
- On Easter 1974, the surrounding building again burned, leaving the steel headframe as a remnant.
- In May of 2015, a cave-in around the mine shaft caused the headframe to collapse into the cavity, and it was moved to its current location so the shaft could be capped.



A NEW DAY FOR THE DALY-WEST HEADFRAME

- Deer Valley Resort purchased the land surrounding the headframe in 2020.
- In fulfillment of a 2020 Agreement between Empire Pass Master Owners Association and Park City Municipal Corporation, the two organizations are funding the project to preserve this relic of the town's mining history
- The Headframe will be:
 - Repaired so that it can again stand on its own
 - Moved 100 feet up the hill to more stable ground some time in June 2022



Photo showing proposed headframe location relative to Montage and original location



Photo showing proposed headframe location as seen from Empire Express lift queue



AN OPPORTUNITY TO EXPAND UPON THE LEGACY

- Deer Valley, which acquired ownership of the steel structure as part of the preservation project, has donated the mangled steel remnants to The Friends of Ski Mountain Mining History
- The Friends offer this proposal to the Park City Municipal Corporation to create a memorial to the:
 - Current effort to preserve the headframe itself
 - Estimated 34 miners who died in the 1902 Daly-West Mine explosion
- The Friends seek to:
 - Donate a subset of the remnants to the city
 - For the creation of a large public sculpture by a local artist
 - That would be placed at the base of The Town Lift



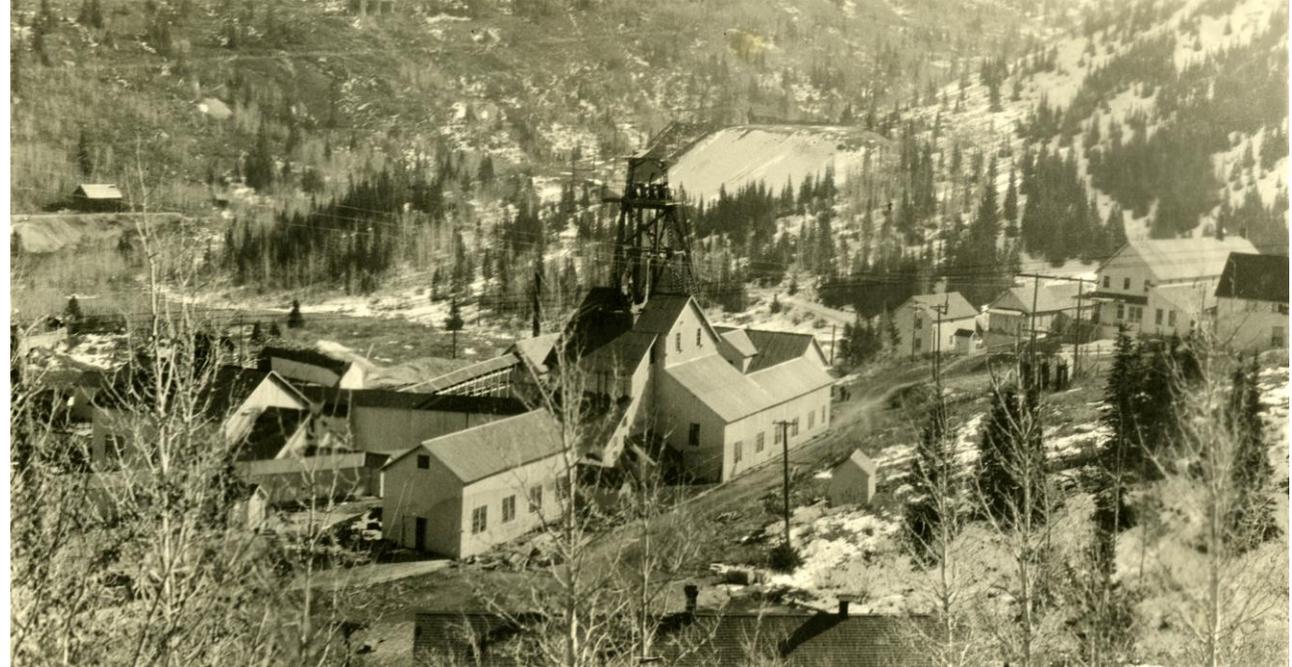
ARTISTIC VISION

- In their current form, the twisted remnants speak to the power and tragedy of the 2015 collapse of the headframe
- And provide an interesting platform for a local artist to:
 - Create a dramatic sculpture
 - Inspire Park City residents
 - Connect the skiing, mining history and artistic communities
- We ask the city to:
 - Issue a request for proposal to local artists with a \$20,000 budget
 - To submit their ideas for how to create a sculpture for prominent display
 - Including designs to be rendered as drawings
 - And a specific budget for the fabrication and installation of the artwork
- The Friends will:
 - Collaborate with:
 - The PAAB
 - The Arts Council of Park City Summit County
 - Participate as active members of the design and review team
 - Provide historic background and color to inspire the artists



NEXT STEPS

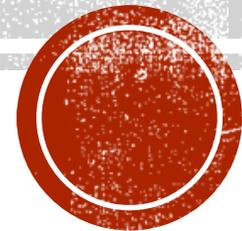
- Present the proposal at the next Public Arts Advisory (PAAB) Meeting:
 - February 14
- Obtain feedback from the PAAB on next steps



Daly-West Mine

MANGLED GOODNESS

Inventory of Major Sections



sandy_brumley@yahoo.com

203-832-5156

OVERVIEW

Major sections consist of:

- 19 foot highly mangled z-riveted section
- 18 foot highly mangled straight plate section
- 12 foot z-riveted section
- 8 foot straight plates section
- 7 foot 6 in z-rivet section
- 6 foot z-riveted section
- 8+5+11 foot highly mangled section

For a total of 76 undifferentiated liner feet

We also have:

- 2 boxes of miscellaneous smaller pieces



19 FOOT Z-RIVETED HIGHLY MANGLED SECTION



**18 FOOT
HIGHLY MANGLED
STRAIGHT PLATES**



12 FOOT Z-RIVETED STRAIGHT SECTION



8 FOOT STRAIGHT PLATES SECTION



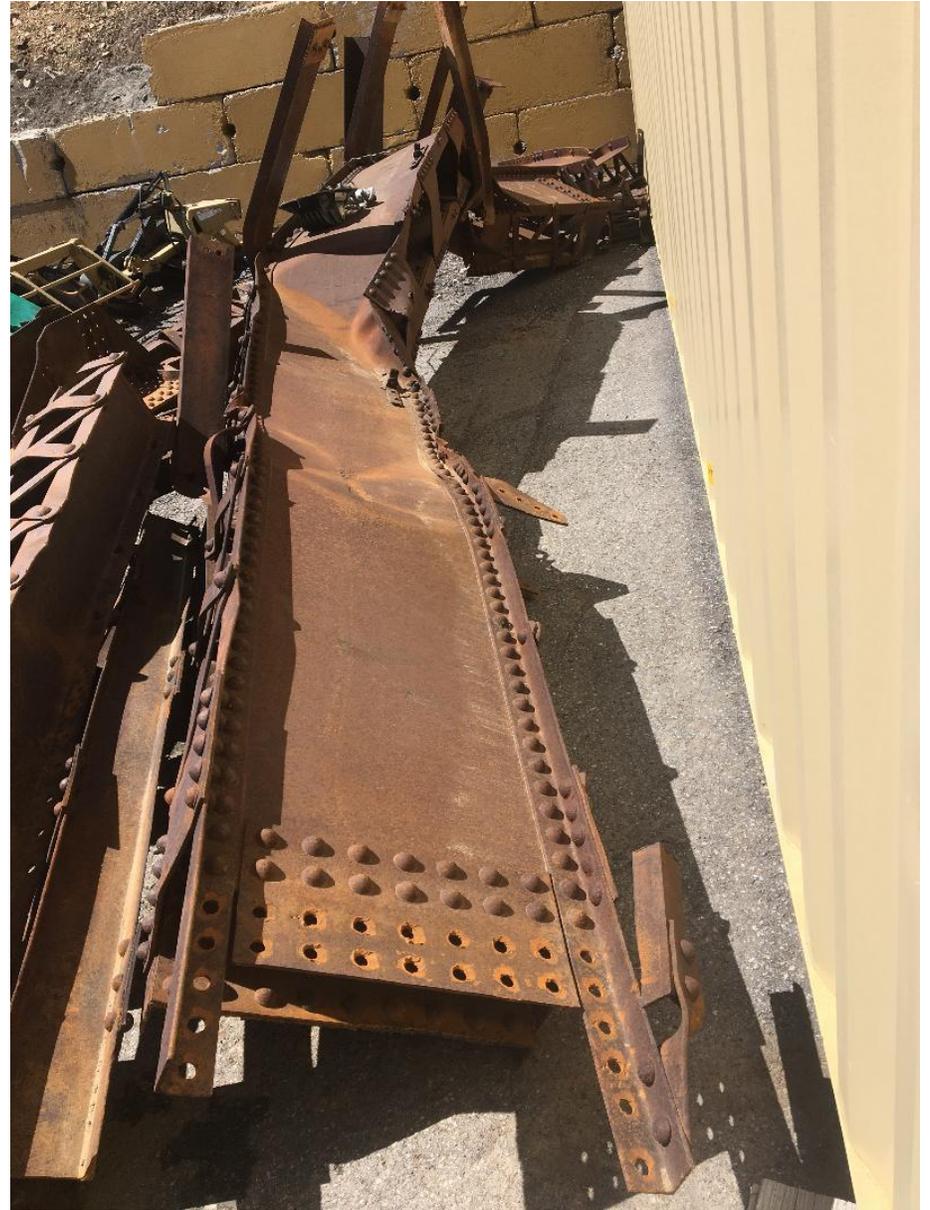
6 FOOT Z-RIVETED SECTION



**7 FOOT Z-RIVETED
SLIGHTLY MANGLED
SECTION**



**8 + 5 + 11 FOOT
HIGHLY MANGLED SECTION**



BOX 1 SMALL PIECES



BOX 2 SMALL PIECES



PROJECT & BUDGET UPDATES

PAAB Budget Update September 2022

Budget Item	Amount	Notes
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
Total PAAB 'General Funds' Budget Balance	\$256,438.50	
1% Funding		
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
Total 1% Funding	\$97,725.00	
Grant Funding		
No current grants	\$0.00	
Total Grant Funding	\$0.00	
Operational Funding	\$2,664.29	Removed marsac tree maintenance, Lucy art maintenance, DV tunnel repair, piano maintenance and mural maintenance on poison creek
Total Operational Funding	\$2,664.29	Removed restriction of deadline to spend funding. Original amount removed from CIP above
Total Public Art Budget Balance	\$356,827.79	Total Budget
Expenditures	Cost	Notes
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
Total Expenditures	\$402,992.84	

PAAB Project Updates 8/12/22

2022 PAAB Meeting Dates:

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 September.
- School of Fish – welding needed – Estimated repair in September.
- Vandalism on several murals is being addressed with artist and should all be completed by September.
 - Deer Valley Drive Tunnel on Poison Creek – repair completed
 - Sacred Community Tunnel on Poison Creek – repair should be completed by Monday
 - Park City Then & Now near Transit Center/Poison Creek – repair completed
 - Ontario Mine Tunnel on Poison Creek – repair completed

Signage & Inventory:

Working on sign installation plan for all artwork this summer. Met with Archivist and also working to include Historic Preservation Collection on 2nd 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 October.

Link to Council Staff Communication Report for September 15 on locations is here.

<https://d3n9y02raazwpg.cloudfront.net/parkcity/e3aac8a8-41a7-11ec-a798-0050569183fa-01133467-6d34-44a8-a801-0746aa501208-1662587166.pdf> (page 109).

#2 Intersection Art: Update in September

#3 Neighborhood Art Program: Update TBD

#4 Outreach and Engagement TBD – Recommendation from staff is a Spring Postcard. Provide time for board to decide if they also want to do an art tour or 2 in the Spring (May/June 2023).

PAAB Advocacy Subcommittee

PC PAAB Advocacy Subcommittee

August 30, 2022

4:00 pm - 5:30 pm

Attendees

- Lara Carlton
- Joann Askins-Stack
- Elsa Gary (host - thanks for sharing your home and art collection!)
- Dave Nicholas

Discussion

- Purpose of the meeting to define content for post card mailer as initial step in multi-tiered campaign to improve public awareness and education for locals of the PC public art collection. Also to further discuss and define second and third tier outreach strategies to follow-up post card mailer.
- Elsa shared some research findings including video titled "How to look at Public Art" narrated by a six year old boy to highlight San Francisco public art installations. [How To Look at Public Art: A Six-Year-Old Explains](#) Great example of short and engaging media approach to advocacy. Similar to current video created several years ago featuring Nann, Stephanie and Jack [Park City Public Art | Get Inspired!](#).



- Post Card Mailer
 - Committee concluded to keep initial mailer simple with a call to action, key collection statistics to peak interest and connection or links to existing public art collection website.
 - Post card mailer to 84060 residents. PAAB to provide the content to present to Board for approval. With approval, provide information to PCMC Community Engagement Team to prepare a draft post card for review and approval. Confirm process of final approval with Board and staff.

- Goal to mail post card by end of September (pending design and review requirements) to allow time for residents to get out during fall colors to experience the collection.
- Use collage image (or similar) on home page of web site to visually connect people with the mailer to the website.



- Overlay a key message and call to action over the collage image such as "Get to know **YOUR** Park City Public Art Collection!"
 - Potentially add a hero image of a signature piece of the collection if graphic layout allows.
 - Add Quick Facts with 3-5 key stats of the collection. These could include number of total pieces in the collection, number of artists and/or states/countries contributing, number of children artists, pieces completed in the past 10 years.
 - Dave to reach out to Jenny to track down key stats that can be quantified and verified.
 - Add QR code and/or web link to PAAB site and Art Map
 - <https://www.parkcity.org/government/boards-commissions/public-art-advisory-board>
 - <https://storymaps.arcgis.com/stories/7810fb5b8f174f8daede43183466c0af>
 - Potential to start hash tag opportunity for public to hash tag their favorite pieces. This may be delayed to second tier outreach to confirm feasibility.
- Second Tier Outreach - Follow-up to initial post card mailer
 - Committee concluded that a second post card mailer would be the most efficient and cost effective way to follow-up the initial post card mailer as a second "touch" to include an announcement of a self-guided tour of the public art collection.
 - Goal to work with the Chamber and Visitors Bureau to refresh the existing tour and/or add a new one that could be focused on murals. Note...existing Chamber tour includes a few pieces that are not a part of the PCMC collection such as the Banksy.
 - Goal to send out second post card mailer within one month of the first post card mailer by end of October for repetitive "touches" (pending design and review requirements).
 - Message similar to "Get to know **YOUR** Park City Public Art Collection" for consistency with first post card mailer but further amplified with link to instructions of a self-guided tour.
 - Hash tag opportunity to start getting the public to promote the tour and to post their favorite collection piece.
 - Third Tier Outreach - Community Event
 - Committee agreed that a Spring/Early Summer event corresponding with an installation reveal such as utility boxes could provide a powerful third "touch" and a community engagement opportunity.

- Could reveal a new self-guided tour option to tour utility boxes.
- In-person event that could include contributing artists (especially kids) could be newsworthy and provide additional media coverage.

**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.