



## Public Art Advisory Board Agenda

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

**Date:** Monday, November 13, 2023

**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/86793650224?pwd=Z0V6VU8wa3NjL3d4M0xPbIJPMHVvaQT09>

**Present:**

**Absent:**

**Minutes:** Stephanie Valdez, Administrative Analyst

**Next Meeting:** Next meeting is Monday, December 11

### **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:

**Present:**

**Absent:**

### **Topic 2: Staff / Council / Board Communications (5:03 p.m.)**

Allocated Time: 10 minutes

Historic Preservation Artwork Selection Committee

Arts Council Update: Jocelyn

Summit County Public Art Board Update: Jenny/Jocelyn

Other important dates for City items: Jenny

2023 Meeting Dates:

December 11

Approve 2024 Meeting dates at the December meeting

### **Topic 3: Public Comment: Any Items Not on the Agenda (5:15 p.m.)**

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

### **Topic 4: Approve Minutes from the October meeting (5:20)**

Any Changes:

Motion to Approve Minutes:

### **Topic 5: Bus Shelter Artwork Discussion (5:25 p.m.)**

Person: Jenny Diersen

Purpose: Review Bus Shelter Artwork Opportunities

Allocated Time: 30 minutes

Product: Next steps from the Board/timeline updates

Action Requested:

- (1) Discuss next steps for bus shelter project.
- (2) Board Questions /Comments and Discussion
- (3) Open for Public Comment
- (4) Board final discussion and summary/direction (not a vote). Anticipate vote at December meeting.

**Topic 6: Budget & Project Updates (6:00 p.m.)**

Person: Jenny Diersen, Staff Liaison

Purpose: Discuss PAAB Budget and Project Updates.

Allocated Time: 30 minutes

Product: Next steps from the Board.

Action Requested:

(1) Discuss the budget & review project updates including:

- Public Art Board Video Next Steps
- Projects update since the last meeting
  - EmPOWERment Installation – Completed
  - Budget Update
  - Hiring Art Project Manager
  - Daly West Update
  - Signage
  - Inventory
  - Vacancy Update
- Project Planning and Strategic Updates
  - Percent for Arts Policy
  - Update PAAB Policy (clean up)
  - Project Planning ([current strategic plan](#))

(2) Board Questions /Comments and Discussion

(3) Open for Public Comment

(4) Board final discussion and summary/direction.

Attachments: Refer to Budget, Project Updates, and [Strategic Plan](#)

The meeting is estimated to adjourn at 6:30 p.m.

**MINUTES**



1  
2 **Public Art Advisory Board DRAFT Minutes**

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

4  
5 **Date:** Monday, October 16, 2023

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

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

9 **Electronic Participation:**

10 <https://us02web.zoom.us/j/86793650224?pwd=Z0V6VU8wa3NjL3d4M0xPbIJPMHVaqT09>

11 **Present:** Kara Beal, Jess Griffiths, Elsa Gray, Jo Ann Askins, Lara Carlton, Pam  
12 Bingham, Terri Smith, Sam Osselaer, Jenny Diersen PAAB Liaison, Jocelyn Scudder  
13 Arts Council

14 **Minutes:** Stephanie Valdez, Administrative Analyst

15 **Next Meeting:** Next meeting is Monday, November 13, 2023

16  
17 **Topic 1: Call Meeting to Order (5:04 p.m.)**

18 Pam motioned to begin the meeting at 5:04 PM

19  
20 **Topic 2: Staff / Council / Board Communications (5:03 p.m.)**

21 Arts Council Update: Jocelyn

22 Jocelyn gave updates on the upcoming events/programs that will be taking place, This  
23 includes a call for makers for a holiday maker's market called Brand PC every  
24 December. This program will be held at the outlets from December 1-24. The deadline  
25 for makers to apply is November 1<sup>st</sup> at Pcsarts.org.

26 This program specifically celebrates local creative entrepreneurs and artists who make  
27 chocolates, jewelry, and or apparel. Many creative entrepreneurs are in town, and the  
28 Arts Council supports them and acts as a platform for these makers to sell their goods.  
29 The launch party is December 1<sup>st</sup> from 6-9 pm.

30 Jocelyn lets the board know that Live PC Give PC is coming up on November 3<sup>rd</sup>, and  
31 there are arts and cultural nonprofits that will be participating. If interested, there is an  
32 opportunity for members to participate.

33  
34 Summit County Public Art Board Update: Jenny/Jocelyn

35 Jocelyn presented updates on the SCPAAB. They are finalizing the sculpture at the Red  
36 Ledges Event Center, and the artist will be returning for Phase II and will update the  
37 sculpture that is in alignment with the Summit County Board. The artists will return in  
38 November and then work on a ribbon cutting sometime in the Spring. Jocelyn adds that  
39 projects are on hold. They are waiting for the county to finish their budget process.  
40 Once that is complete, then that will inform the 2024 projects.

41 Jocelyn states the Red Ledges Event Center sculpture emulated the ledge's  
42 geographical sculpture that towers over the building.

43 Kara asked if the community members were unhappy or the SCPAAB. Jocelyn stated  
44 the Summit County Public Art Board had envisioned the project differently. Jocelyn

45 includes that working with public policies can be challenging, there's a proposal and  
46 proposals need to align; within artistic practice, it's not an exact science. Jocelyn adds  
47 that the piece is colorful and dynamic.  
48 Jocelyn and Jenny encourage the PAAB to visit the sculpture in person.  
49 Jocelyn states that community engagement was an important part of the project, they  
50 wanted to include pictographs and petroglyphs that are etched in the geographical  
51 structures; a workshop was held with the Eastern Shoshone Tribal Nation to talk about  
52 the history, and community members created their pictographs or shapes, those shapes  
53 were created into magnets and can be moved around on the sculpture.

54  
55 Other important dates for City items: Jenny.

56 Jenny let the board know that the community tour for the Bonanza Area Plan is on  
57 Wednesday. The meeting begins at 5:30 pm at Jim Santy Auditorium in the Library. The  
58 community tour will meet at the corner of the Maverick building, Wednesday 1 PM-3  
59 PM. Jenny advised to check online for the correct time and email the planning  
60 department.

61  
62 **Topic 3: Public Comment: Any Items Not on the Agenda (5:15 p.m.)**

63  
64 Lara informed the board that she will be stepping away from the board. Jenny will begin  
65 recruitment immediately.

66  
67 Terri inquired about the area by Egyptian and the Spur that is in bad shape and is  
68 wondering who takes care of that area. Jenny states depending on what alley is talked  
69 about, it's a bit complicated; the City owns the sidewalk, the Egyptian owns the wall,  
70 and a different entity owns the other wall.

71  
72 Terri states there's an alley coming out of the Egyptian that needs some maintenance,  
73 and possibly there is an opportunity where art can be applied. Jenny will follow up with  
74 maintenance crews and walkability crews to keep in mind that some of the property is  
75 privately owned. Jenny wants to make sure the board focuses on art. If the board wants  
76 to put art in the alleyway, it can be brought back to be discussed.

77  
78 Jenny brings up a map that goes over the walkways and states that one walkway has  
79 been done with décor/art.

80  
81 Jenny recommends that the board bring the alleyway idea back for discussion and if the  
82 board wants to include it in the strategic plan.

83  
84 **Topic 4: Approve Minutes from the September meeting (5:20)**

85 There were grammatical errors throughout the minutes. Jenny will give Stephanie the  
86 edits provided by Elsa and update the minutes with the changes.

87 Motion to Approve Minutes: Kara made the motion to approve the September minutes  
88 with edits.

89

90 **Topic 5: Percent for Arts Policy Discussion (5:25 p.m.)**

91  
92 Pam summarizes that this item will be back and forms a subcommittee to do a deep  
93 dive and give recommendations for the board if the board is interested.

94  
95 Jenny included Elsa's summary for the percent for arts policy research, Jenny created a  
96 link as well. Jenny also included some of the survey results from Aspen, Moab, and Salt  
97 Lake City; Aspen has been communicating with Jenny because they are in the middle of  
98 developing their own policy. There are still some TBD cities that have not provided  
99 information.

100  
101 Jenny adds that each policy has different verbiage and meanings within their policies.  
102 Jenny appreciates the other larger cities but suggests looking at the smaller cities that  
103 are similar; though SLC is a larger city, they are within our own state.

104  
105 Kara asked does Summit County policy. Jocelyn states that there's a 1% for public art  
106 on Capital Projects.

107  
108 The council has given the board allocations that are not 1% but have been taken out of  
109 excess capital to do projects like utility boxes, Symphony of Movement, and projects like  
110 Daly West when there is no capital project associated.

111  
112 Jenny emphasizes that it is important to have diverse pools of funding. The board  
113 would like to focus on updating the percent for arts policy, clarifying when the 1% is  
114 applied.

115  
116 Jocelyn adds that this board is interested in neighborhood artwork but with no specific  
117 budget; if housing can be included in the capital, there can be opportunities to have  
118 artwork applied.

119  
120 Kara agrees to have clarity on what the board will receive and can plan for.

121  
122 Jenny says it's up to the board whether to have a higher percentage for art; Jenny  
123 worries that if the percentage were to be increased, then the Council has allocated  
124 funding could be removed and that funding can be used for other community projects.

125  
126 Joanne agrees to get more clarity and states that the policy on the percentage is as  
127 good as it currently is.

128  
129 Jenny states that in cities like Salt Lake City, once their 1% allocation is made, it moves  
130 to the budget; if a capital project doesn't need the 1% applied, it can be moved to  
131 another project to fit community benefit.

132  
133 Jenny asked the Budget Manager for a list of capital projects, and there are  
134 approximately 20 capital projects within the next three to five years. The current  
135 strategic plan is great, but to plan further out and understand the funding, the board

136 must do that. It's great to have those smaller community projects but to work towards  
137 those large-scale projects.

138  
139 Jenny had talked to one of the managers who oversees the Marsac remodel and was  
140 not aware of the arts percent policy but agreed the policy needs to be clarified.

141  
142 When the policy update goes to the council, Jenny will explain the "buckets" of funding  
143 and how they work.

144  
145 Pam stated that other cities are setting aside for maintenance and education. The  
146 question was asked, "Why wouldn't the board want to ask for more funding just for  
147 maintenance?"

148 Jenny states that the current budget is \$500,000, and as a project manager, they should  
149 be able to remove the funds from those funds for maintenance. Jenny will have to talk to  
150 the Budget department about how they want the tracking to be done. Jenny adds that  
151 the funds for maintenance should come out of the CIP that is being received every year.

152  
153 Jess agrees that the policy needs to be clarified and involved from the beginning in  
154 larger-scale projects.

155  
156 Sam asks Jenny if she has recommendations for the board to consider or the other way  
157 around. Jenny answers would like a general direction on whether the board wants to  
158 keep the 1% for capital projects or increase the percentage.

159  
160 Kara asks Jenny if she has a list of capital projects. Jenny states at the next meeting,  
161 she will provide that. In the November or December meetings, revisit the strategic plan  
162 for the next year.

163  
164 Pam suggests forming a subcommittee; Lara adds it would be appropriate to have a  
165 sub-committee with Jenny to discuss the policy.

166  
167 Jess asks if the twenty projects that are coming up, how many are public. Jenny stated  
168 they are all public.

169  
170 A subcommittee is formed and includes Jess, Pam, and Kara. Jenny will rewrite the  
171 policy and bring it back to the board for review.

172  
173 **Topic 6: Budget & Project Updates (6:00 p.m.)**

174 - Public Art Board Video Outreach Summary

175 Tanzi, the Digital Communications Coordinator, has provided some updates on  
176 engagement on the video outreach. The total video views are 2,435 + (note that the  
177 numbers from Vimeo cannot be retrieved since the Comms team was not the original  
178 publisher on that platform). Impressions (number of unique users that saw the post):  
179 2,836. Engagements (number of times users engaged with our content): 111. The  
180 Comms team shared a link to the video in the September newsletter, which 1,067  
181 subscribers received, and the video received 47 clicks.

182 The Transit team is working on some bus technology upgrades and has offered to host  
183 the video. Jenny has emailed Claire to retrieve the Vimeo numbers.  
184 Jenny needs to follow up if the Egyptian or Film will run the video.  
185 Pam asked if Marc could run the video. Jenny says we can ask.  
186 Elsa had asked Katie already and said she would run it. Elsa will follow up.  
187 Elsa included a pediatrician who is involved in the arts and will run the video. Elsa will  
188 follow.  
189  
190 Jenny will follow up with Claire to see if she can clip the video down to 30 seconds.  
191 Jocelyn suggested the visitor center at Kimball Junction, Jenny states that Jen has  
192 shared it with the Chamber. Jenny will follow up.  
193  
194 The video has been shared with the school. Jenny will follow up with the schools.  
195 Pam suggested that KPCW could stream it or have a radio spot. Jenny will follow up.  
196 Jenny has asked to do a press release on the utility box. Jenny will also follow up with  
197 the Comms team.  
198 - Projects update since the last meeting  
199     - EmPOWERment Installation  
200     Installation will be finished at the end of the month. Jenny will keep the board  
201     updated when installation is completed.  
202     Jenny adds that RMP added more utility boxes, possibly a phase III in the future.  
203     - Budget Update  
204     Jenny moved some items around in the budget. Updated Utility Box Artist-  
205     \$17,200 Printing Contract 50% deposit- \$23,900. There are a couple of incoming  
206     invoices from the video and archivist; those expenses will be updated in the next  
207     board packet.  
208     Pam asks how the mural repairs and vandalism removal compare to other years.  
209     Jenny states that last year was a bad year for vandalism. This year was much  
210     better.  
211     - Hiring Art Project Manager  
212     Jenny let the board know there were 40 applicants and will be interviewing three  
213     applicants. At the next board meeting, there will be exciting announcements.  
214     - Daly West Update  
215     Jenny states currently working on securing the contract, the artist will be picking  
216     up the steel at the end of the month beginning of next month. The artist's goal is  
217     to begin working in January-March and transport in the Spring.  
218     - Signage  
219     Jenny and Stephanie have to be working with the signage, waiting for the final  
220     mockup to be approved and then have them produce them.  
221     - Inventory  
222     A month ago, Kirsten photographed the Public Art Collection  
223     - Project Planning and Strategic Updates  
224     - Percent for Arts Policy  
225     - Update PAAB Policy (clean up)  
226     - Project Planning ([current strategic plan](#))  
227 (2) Board Questions /Comments and Discussion

228 Jenny mentioned that the library has study rooms that have opportunities for artwork.  
229 Jenny had a meeting with Adrienne and discussed possibly having artwork installed. An  
230 RFP will need to be sent out. Jenny will follow up.  
231  
232 Pam motioned to adjourn at 6:24 p.m.  
233

DRAFT

# PROJECT & BUDGET UPDATES

## PAAB Project Updates 11/13/23

### **2023 PAAB Meeting Dates:**

December 11

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

Please also continue to refer to the [2023 Strategic Plan](#).

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

- Protective Coating for Murals – Looking into purchasing a clear coat and estimated timing on painting murals.

### **Signage & Inventory:**

The archivist photographed new artworks and began to update the inventory. I will follow up when the artwork has been updated on the map.

### **Projects 2023:**

**Utility Box Project.** The artwork installation will be complete by the end of this month.

**Daly West Sculpture on Rail Trail.** Donated metal from Daly West Headframe. The budget is \$60,000. The artist is picking up metal on Tuesday.

**Postcard and Video Outreach in Spring.** Follow up with Katy Wang and Transit. Waiting on a 30-second video.

**Percent for Arts Policy.** Request board review research and be prepared for discussion at the September meeting.

Need to determine the next steps for intersection art, bus shelters, and neighborhood art. Review the Strategic Plan for 2024 at the December meeting.

**PAAB Budget Update November 2023**

<b>Budget Item</b>	<b>Amount</b>	<b>Notes</b>
General Funds (CIP, Unrestricted):	\$307,450.00	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	\$37,749.00	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>\$345,199.00</b>	
<b>1% Funding</b>		
No current 1% projects	\$0.00	
<b>Total 1% Funding</b>	<b>\$0.00</b>	
<b>Grant Funding</b>		
No current grants	\$0.00	
<b>Total Grant Funding</b>	<b>\$0.00</b>	
<b>Operational Funding</b>	<b>\$7,000.00</b>	
<b>Total Operational Funding</b>	<b>\$6,950.00</b>	
<b>Total Public Art Budget Balance</b>	<b>\$352,149.00</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 Poision 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	\$65,000.00	we have paid out the artists (\$17,200) and half payment to printer (\$23,900) from General Funds Unrestricted
Mural Repair	\$4,250.00	Ben & Chucks Murals. Graffiti sealer on Chuck's mural
Project Manager for Public Art	\$20,000.00	Estimated - hire project manager capital budget
Mural Repair	\$6,600.00	For mural & martinez sculpture repairs
Postcard Mailing	\$1,609.54	For mailing postcard
ASL Interpreting	\$50.00	For sign language interpretation
FOSMML Daly West Sculpture	\$60,000.00	Estimated cost of art work - capital budget
<b>Total Expenditures</b>	<b>\$468,252.38</b>	