



# City of Margate

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www.margatefl.com

## Meeting Minutes City Commission Workshop

**Mayor Joanne Simone**

**Vice Mayor Tommy Ruzzano**

**Commissioners:**

**Joyce W. Bryan, Lesa Peerman, Frank B. Talerico**

**City Manager Douglas E. Smith**

**City Attorney Eugene M. Steinfeld**

**City Clerk Joseph J. Kavanagh**

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**Wednesday, June 17, 2015**

**6:00 PM**

**Commission Chambers**

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### CALL TO ORDER

**Present:** 5 - Commissioner Lesa 'Le' Peerman, Commissioner Frank B. Talerico, Commissioner Joyce W. Bryan, Vice Mayor Tommy Ruzzano and Mayor Joanne Simone

**In Attendance:**

City Manager Douglas E. Smith

City Attorney Eugene M. Steinfeld

City Clerk Joseph J. Kavanagh

### 1) PRESENTATION

#### A. ID 14-1189 PUBLIC ART PROGRAM

*DIRECTOR OF ECONOMIC DEVELOPMENT BEN ZISKAL said that Staff was looking for general direction regarding whether or not the Commission desired for the City to move forward with a formal Public Art Program. He stated that this was being explored for the last 10 years, with trying to incorporate not only the visual arts but the performing arts into the community events, into developments, incorporating art pieces into some of the City's public spaces. He noted that a statue of Kaye Stevens Park was currently being worked on to go into the park. He stated that with the development of the City Center, Staff had worked with the proposers to include public art components. He noted that Staff spoke about including a public amphitheater with the CRA. He wanted to take the unofficial efforts to incorporate into putting together a Public Art Program. He mentioned having guidelines with dedicated funding sources and a committee to make decisions to have a sustaining program going forward. He introduced Courtney O'Neill, who had an under graduate degree in Art History and she worked as a college intern with the City of Greenville, South Carolina, to put together their Public Art Program. He noted that she was a great asset to the team and she would provide the presentation and explain the broad tasks that were being asked for approval and direction moving forward.*

*COURTNEY O'NEILL, Associate City Planner, stated that she had a background in arts and worked with a well-developed Public Art Program in South Carolina, where she helped write their Public Art Master Plan and helped further some of their initiatives. She explained that she would start with discussion regarding what Public Art was and some key steps Staff saw as important to move this forward. She explained that Pubic Art can stem from a lot of scenarios such as, civic engagement or artist inspiration, where an artist saw a spot and wanted to come to the City with a great idea. She added that it*

could be incorporated into festivals and other things and was a great way to bring in public participation in the community. She stated that everyone had a pretty good idea of what Public Art was, but when defining it, it could be multifaceted and more complicated. She said that there were different ways to express Public Art. She noted that it could be incorporated in a community with the traditional way of sculptures, festivals, digital things, temporary installations that activate a vacant store front, new businesses or just for congregating to think about things and engaging with one another.

MRS. O'NEILL showed examples of sculptures, fountains and things place in parks for children to interact with, climb over and play with. She showed pictures of functional Public Art, such as utility boxes, fun bicycle racks, tree grates, canopies, billboards and things that connect with the community and create conversation. She showed the City's current Public Art at Firefighters Park with the Kaye Stevens bronze sculpture that was in the works with the CRA. She stated that there was another facet to Public Art, other than public participation and beautifying the City, which was the economic impact. She noted that many Cities have implemented a Public Art Program because of the economic impact and in fostering economic development within the City. She explained that Margate was located in a County that was interested in furthering the creative side of things with economic impact; therefore, Broward created a 10 Year Plan, which was called Creative Broward 2020. She noted that this was the first plan that called for organizing economic development for those creative industries to come together and be at the forefront in the new sector. She said that Broward County also developed conducted an Economic Impact Study that identified that the industry was a \$230 million dollar industry. She noted that there were more than 10,000 artists in the County that made this their primary job. She stated that there were over 575 non-profit cultural organizations; therefore, Margate was in a great area to pull from, learn from and create partnerships. She showed other statistics that indicated the amount of people being drawn in and how much they spent.

MRS. O'NEILL spoke about some steps that were laid out for creating a Public Art Program for Margate. She said that the first crucial step was developing a Public Art Ordinance. She stated that a layout of basic parameters for funding for Public Art would be included. She said that it would create the Arts in Public Places Committee, which was normally established with an artist, an architect, a designer, residents and someone in planning. She noted that the ordinance would also layout the general criteria for artists, art selection criteria and the ownership of artwork. She said that the Public Art Program guidelines in the ordinance would be generic, but would establish the committee. She stated that the committee would then develop and be in charge of creating a Public Art Master Plan.

MRS. O'NEILL said that the next step would be the funding. She stated that there were numerous ways to do that, such as for a percent for Art Programs, as an Alcohol Sales Tax, an Art Fee for Development and Redevelopment. She noted that the Art Fee would set a threshold over how many dollars would produce how much art. She said that could be on their property or put in a fund for a future Public Art Program. She noted that there were grants offered publicly and privately, room tax fees, fundraising, different sponsorships and community sponsored things.

MRS. O'NEILL noted that the third step was the establishment of the Arts in Public Places Committee where developing the Master Plan was key. She added that more detail on site selection for key areas the committee wanted to target right away would be provided. She said that the committee would decide how to engage the community and to plan funding for conservation and maintenance of the art, especially with the climate and bronze sculptures needing yearly maintenance. She stated that the Artist Registry was a

great tool to build a database of local and national artists.

MRS. O'NEILL explained that with every step there was a lot of public engagement involved. She said that there was specific community Public Art Projects that were geared toward that. She showed pictures from an Art Wall that was done, which the children loved. She added that there were a lot of Public Art Resources, both National, Local and State with additional grant opportunities and partnerships.

DIRECTOR ZISKAL reiterated that Staff was asking for general direction for discussion. He added that if the Commission would like to move forward the research and creation of the ordinance would begin. He felt that Margate was well poised in Broward County to be able to have a very successful Public Art Program. He said that Staff felt that the redevelopment around the City Center and the future development of the City with a Master Plan and guidance, could tie in all of the individual efforts. He asked the Commission to reflect on how music was incorporated into events and how the City was constantly trying to improve events and parades. He noted that they all fell under the Public Art umbrella; therefore, Staff believed that a formal Public Art Program and a Master Plan would be a guide and provide a very successful program.

COMMISSIONER BRYAN said that she was a big art fan and was looking forward to it. She mentioned going as a child going to New York museums and being around the arts there. She felt that this was great and would be a new Margate. She stated that the presentation was great. She noted that she and Commissioner Peerman attended a small workshop with the CRA Director of Greenville who provided a presentation and showed slides of Greenville.

COMMISSIONER PEERMAN said that she was in favor of the program as well. She stated that any way the Commission could shortcut any decisions needed could be done. She felt that it was something the City wanted and needed and that Kaye Stevens Statue was the opening door. She mentioned the wall around the pool, which she felt should be a mural that an artist could outline with the kids painting it.

MAYOR SIMONE stated that this was long awaited. She felt that it would bring in business and mentioned Lauderdale-By-The-Sea sculptures that were beautiful, as well as fish scenes going with the theme of the City. She passed around pictures of a playground in Tamarac with wrought iron colorful pictures around it, as well as the pier going to the water. She felt that with Margate's canals, something like that could be done. She noted that two new developments were coming and that they should have been asked to buy into the Art Program.

COMMISSIONER PEERMAN said that the City could still ask them.

COMMISSIONER BRYAN liked the idea of the utility boxes Mrs. O'Neill showed because they were less intrusive than others she had seen. She noted that in Las Vegas she saw the Container Park, with a Praying Mantis blowing fire.

VICE MAYOR RUZZANO said that the pictures were so nice, peaceful, relaxing and clean, and that he liked it. He stated that the bridge was beautiful.

COMMISSIONER PEERMAN stated that the bridge was out to the water and looked like something that cost \$40 million dollars.

VICE MAYOR RUZZANO said that the Art in Coral Springs made him scratch his head. He thanked Mrs. O'Neill for her presentation and was glad the City had someone with

*experience in the Arts.*

COMMISSIONER TALERICO said that it was important to get the public to buy into this. He felt that the public needed to be behind this program 100 percent. He noted that he had a meeting in Palm Lakes today with a woman who worked for a Museum of Modern Art in New York, and said that there people that were dying to help and volunteer. He noted that Art encompassed a lot of things, and he remembered when he was a child the Shakespeare Festival, outdoor theater and a youth theater with classes that you could attend. He said that a Community Center might be needed to do those things.

MAYOR SIMONE said that a Cultural Arts Center was needed.

COMMISSIONER TALERICO said that we could get started on having an Artistic Community. He explained that his neighbor was involved as an actor on Wiles Road, who was going to start a youth theater, but he passed away before. He stated that Margate did not own the Library; however, the City could borrow the building.

COMMISSIONER PEERMAN said that if the City planned properly and made the band shell big enough it could have plays and ballet groups.

DIRECTOR ZISKAL reiterated that the first step was the ordinance, which would be drafted and would identify potential funding sources. He stated that Staff would present different options of the funding sources with the fees involved. He mentioned including having a requirement for new developments to include in their design. He added that there were student competitions and he mentioned Lauderdale-By-The-Sea and their pavilion near Aruba was actually a Student Design Project for the Art Institute with three final artists being selected to present to the City Commission before being chosen. He stated that the County Cultural Arts Division was very excited about this. He noted that Staff would be engaging the public for public outreach from day one. He explained that there were 10,000 residents in Broward County that made their income on Art. He said that it might not be equally distributed, but if it were there would be 333 residents in the City that made all of their money on Art. He said that even if the City only had 100, they would be actively engaged. He believed the City had the resources and the knowledge that Mrs. O'Neill brought to be able to bring a program back to the Commission as a starting point that can get the City where it needed to go.

COMMISSIONER TALERICO mentioned Fort Lauderdale spending a lot of money on Art.

DIRECTOR ZISKAL stated that Margate just invested in new banners and a logo, which was all Art. He stated that all the things the City did on a regular basis would now be incorporated into a formal Master Plan to provide the long range vision. He added that it would also provide the Commissioners the ability to set parameters and guidelines. He noted that the City would have to deal with subjectivity; however, he believed that enough improvements would lead to the vibrancy the City was looking for.

MAYOR SIMONE said that when driving through a City in northern Florida she noted that even the Green Belts had gorgeous arch.

COMMISSIONER PEERMAN stated that the end of Southgate Boulevard had a lot of Art as well.

The entire Commission agreed with proceeding with the ordinance.

COMMISSIONER PEERMAN suggested that when the City Manager did the Budget, he

*could put a little slot in there for money for the Art Project.*

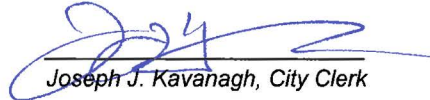
*CITY MANAGER SMITH said that he would do that.*

**ADJOURNMENT**

*There being no further business, the meeting adjourned at 6:28 p.m.*

*Respectfully submitted,*

*Transcribed by Carol DiLorenzo*

  
Joseph J. Kavanagh, City Clerk

Date: 8/27/15