

INDIAN SHORES

Ph 727.595.4020 Fax 727.596.0050
19305 Gulf Boulevard, Indian Shores, FL 33785
www.myindianshores.com



Arts Council Ad Hoc Committee Minutes

Tuesday, January 17, 2017

The Arts Council Ad Hoc Committee convened at 10:00 A.M. Those present were: Councilor Smith, Marcie Smith, Bob Brotherton, Neil Rode and Bonnie Dhonau.

Also Present: Councilor Hackerson, Sara Mullins, Steve Graff, Elaine Jackson, Mark Aeling, Larry Schear, Danny Powell and Fernando Gomez.

1. Approval of Agenda

Motion by Marcie Smith – seconded by **Neil Rode**, to approve the Agenda for January 17, 2017. **Motion carried 5-0.**

2. Public Comments on any Agenda item.

Larry Schear requested the Committee change the two signs designated to be erected in the front of the municipal center to one sign only, incorporating the electronic message board.

3. Approval of Minutes of December 13, 2016.

Motion by Marcie Smith – seconded by **Neil Rode**, to approve the Minutes of December 13, 2016. **Motion carried 5-0.**

4. Submission of estimates from artists and sign contractor for Memorial monument project.

- **J. Harrison Smith** - was not in attendance.

- **Mark Aeling**: Mr. Aeling, MGA Sculpture Studio, LLC., submitted an estimate for the Indian Shores monument project, which was broken down into separate categories, including design, engineering, materials, bronze Indian, benches and sundial. With management fees and installation included, the project was calculated to cost between \$462,000 and \$572,000.

James J. Lawrence
Mayor

Patrick C. Soranno
Vice Mayor

Michael (Mike) Petruccelli
Councilor

Diantha Schear
Councilor

William F. (Bill) Smith
Councilor

Bonnie Dhonau
Town Administrator

Terry E. Hughes
Chief of Police

Susan L. Scrogam
Director of Finance
and Personnel

Elaine N. Jackson, MMC
Town Clerk

Gregory Yantorno
Building Official

Regina Kardash, Esq.
Town Attorney

Minutes – Page 2

Mr. Aeling indicated the particulars of the underside and topside of the archway still needed to be determined. The biggest challenge will be managing the expectations, as there are a great amount of items that will be difficult to achieve. He discussed the pros and cons of using aluminum, stainless or steel with powder coating and the high maintenance costs, and stated he was in favor of aluminum. He discussed various materials that might be used for the flora and animals depicted on the outer skin of the archway. He said the archway would be a very active space and expressed concern there would be too much going on. Some areas can be eliminated or simplified, and some components can be cut back until a later date, to allow the other areas to shine.

Mr. Aeling estimated the project would take a year to complete, but could be done in stages such as: preparation of the plaza with footer work, constructing the main portion of the archway, setting of the obelisk, incorporating the benches and creating the sundial. He suggested eliminating the water feature for a number of reasons: mineral deposits from water spray could turn the bronze statue white; maintenance of the fountain/pool itself is always difficult; he did not include it in his estimate. Instead, he suggested using a mosaic to create the appearance of water. Mr. Aeling also briefly described the process used to create a bronze figure from a wax mold.

Danny Powell, Sign Star, agreed aluminum is the best material to use for the structure and expressed his agreement with Mark Aeling's estimates and discussion points regarding the project. He felt the arch could be made with a steel skeleton and aluminum skin.

Councilor Smith stated the Committee has come full circle and the estimate for the project is what we anticipated. Funds are designated to be spent between now and 2019 for both the streetscape and monument projects. The Big-C is working to get another \$45 million of Penny for Pinellas funds, which will be available in 2020, if the Penny is voted in again in 2017.

5. Consideration of verbiage placement on Gateway sign.

Steve Graff explained his rationale for requesting a change in the letter positioning as an effort to comply with the brand identity guidelines.

Minutes – Page 3

Danny Powell stated the signage has been produced. The lettering has not been attached yet and could be lowered on the sign to avoid interfering with the netting, or the letters can be made slightly smaller to fit all inside the sun, approximately 9.25 inches, which is an adequate size for visibility regarding a non-directional sign.

Committee members discussed the readability of larger letters versus having smaller letters fit inside the sun area.

Motion by **Neil Rode** – seconded by **Marcie Smith**, to use the existing letters designed and previously approved. **Motion carried 5-0.**

6. Review and recommendation to Council relative to the Tiki Gardens agreement with Pinellas County for use of public land for a monument and related appurtenances.

Councilor Smith stated the latest version has been included in the packets. However, no changes were made in the agreement relative to holding Town activities at the plaza. The Town must apply for and go through a permitting process for holding events at a County park.

Marcie Smith stated the County has a process to follow for reserving shelters and issuance of annual parking passes. However, there was nothing specific listed for Tiki Gardens. There needs to be clarification regarding what criteria to follow, what the rules are, and who to contact to initiate the process. She questioned whether or not we would even need a permit to simply gather there.

Motion by **Marcie Smith** – seconded by **Bonnie Dhonau**, recommend Council approve the agreement as written. **Motion carried 5-0.**

7. Consideration of accepting donation from Forward Pinellas and others to establish a memorial for Mayor James Lawrence.

Bonnie Dhonau explained Commissioner Cookie Kennedy from Forward Pinellas approached her about making a donation in memory of Mayor Lawrence. Alice Lawrence indicated donations be made to an animal shelter, but there might be something the Town can do and name in his memory. The Big-C made a donation in his name toward the Golden Retriever Rescue.

Ms. Dhonau stated one idea was to address replacing the kiosk at the boardwalk entrance in the Nature Park, which has a Key West design and should be replaced to compliment the new Town signs. A brass plaque could be affixed stating it was made possible with a donation from Forward Pinellas. This project would have to go through the design/build process.

Councilor Smith mentioned a donation could be designated toward the memorial, but questioned whether naming the municipal building would be appropriate.

Larry Schear commented the PSFRD intended to name their new Station #26 after Mayor Lawrence

Marcie Smith once the amount of the contribution has been determined, the Committee will have a better idea what to use it for.

Motion by **Marcie Smith** – seconded by Neil Rode, to authorize Bonnie Dhonau to accept the donation from Forward Pinellas and the Arts Council to determine the use of the donation at a later date.

Motion carried 5-0.

8. Update on status of sign construction.

Danny Powell stated the project is progressing. The skeletons are up and the skins will go on next week, including stone tiles, block bases and stone facades. There was a delay with FDOT, but now all permits have been approved. The Utility permit is in hand for the boring under Gulf Blvd. He distributed photos of models of the Indian figures, stating they should be shipped the 2nd week of February to a local artist who will airbrush them.

Bob Brotherton stated FDOT wants him to do the inspections and sign off on the project and the Building Official is also agreeable.

Mr. Powell displayed a rolled aluminum wave form. Mr. Brotherton was not pleased with it, and suggested putting it together with the model Indian and process it all in one piece. Mr. Powell stated he would obtain the cost estimate for doing that, which would necessitate a change order, and issuance of a credit for not using the rolled aluminum waves.

Minutes – Page 5

Motion by **Marcie Smith** – seconded by **Neil Rode**, to authorize Bob Brotherton to negotiate with Mr. Powell for change order to make the wave molded with the Indian, cost not to exceed \$5,000, subject to the approval of the Mayor. **Motion carried 5-0.**

9. Discussion relative to updating the Boardwalk Kiosk.

This subject was discussed in Item 7.

10. Discussion relative to designing and purchasing patches with Town logo to sew on shirts, in lieu of embroidery.

Bonnie Dhonau stated she thought the Police Department patches were stunning and wondered if patches could be made with the Town logo for sewing onto shirts, giving us more flexibility to give to Council and Staff. The company that did the police patches charged \$702 for 300, or \$2.34 each.

Steve Graff stated he could design a Town patch with a cost not to exceed \$500, but Ms. Dhonau responded we do not have \$500 that could be used for that purpose.

Neil Rode expressed concern that several items produced for the Property Owners Association to sell, have lost their novelty and sales are flat. He suggested getting a sample from the embroidery patch company and sell based on the sample.

Ms. Dhonau stated she would email the company to see if they could die-cut the logo and report to the Committee at the next meeting.

11. Discussion relative to setting up an Arts Council booth at the St. Patrick's Day Festival and manning the booth.

Bonnie Dhonau stated she felt a booth manned by the Arts Council would be an opportunity to expose both the beautification projects, pass out brochures, and explain the monument project. The sign project should be completed at that time also.

Sara Mullins and **Neil Rode** volunteered to man the booth. Ms. Dhonau will also check with Starlyn Fikkert and volunteers on the Streetscape Committee for available people to cover the booth.

Minutes – Page 6

Other items for the St. Patrick's Day Festival: Library sells tote bags, ISPOA sells shirts and the Women's Club might take orders for afghans.

Sara Mullins suggested selling the items on the web, so people can order from the comfort of home and have shipped directly to them. Also, the Town might be able to market through the Indian Rocks Beach visitor center.

12. Review of electronic template recommendations.

Bonnie Dhonau addressed the black and white electronic format for the letterhead used mainly for internal communications, and submitted samples showing the logo incorporated on the page, and others with the logo bleeding off the edge of the page, as does the color letterhead. Committee members reviewed and discussed each sample.

Motion by **Marcie Smith** – seconded by **Neil Rode**, to select the template for the black and white electronic format as presented on page 30 in the packet. **Motion carried 4-0.**

13. Discussion relative to the Town's logo streetlight banners.

Bonnie Dhonau reported that several of the logo banners are in terrible condition, due to the ends being glued and not sewn together. The glue that held the ends together has degraded and in some places the glue sticks to the pole.

Ms. Dhonau reported obtaining a quote from Temple Display in the amount of \$1440.00 to replace 12 banners.

Consensus of the Committee was to order the 12 new banners.

14. Discussion relative to Art Consulting Services from Sara Mullins and Steve Graff.

Motion by **Marcie Smith** – seconded by **Neil Rode**, to table this discussion until a future meeting. **Motion carried 4-0**

Minutes – Page 7

15. Set time and date for next meeting.

Ms. Dhonau stated we have \$1.1 million to be divided up between the two beautification projects, \$575,000 of which has been allocated in the budget for the monument project. She suggested we wait until Mr. Powell revisits the numbers for the monument project before going to Council with the estimated costs.

Neil Rode suggested the Committee consider dividing the project into phases.

Marcie Smith suggested the Committee decide what elements they can do without to keep the costs down and make the project doable, but still look good.

Councilor Smith stated it is a matter of trying to keep the project alive, since the Streetscape project could use up the entire budget. We must keep moving ahead with our project or any unused money will go back to the County.

Councilor Hackerson stated the Landscape Committee will have a much better feel after the bidding process is completed and we should know by the March Council meeting.

The next meeting was set for Tuesday, February 28, 2017 at 10:00 A.M.

16. Adjourn

The Arts Council Ad Hoc Committee adjourned at 12:30 P.M.



Elaine Jackson, MMC
Town Clerk