



**MEETING MINUTES
CITY OF FORT LAUDERDALE
PUBLIC ART & PLACEMAKING ADVISORY BOARD
TOWER 101, SUITE 1100**

**CITY OF FORT LAUDERDALE 101 NE 3RD AVENUE, FORT LAUDERDALE, FL 33301
DECEMBER 16, 2024 – 1:00 P.M.**

MEMBERS		January-December 2024	
		PRESENT	ABSENT
Martha Steinkamp, Chair	P	7	1
Phoenix Marks, Vice Chair	A	7	1
Lori Franke	A	1	0
Edison Lozada (arr. 1:13)	P	1	0
Erica Mohan	P	2	1
Jodi Tanner	P	1	0
Elisabeth Wennberg	P	7	1

As of this date, there are 7 appointed members to the Board, which means 4 would constitute a quorum.

Staff Present

Joshua Carden, Cultural Affairs Officer, Staff Liaison
K. Cruitt, Recording Clerk, Prototype, Inc.

Communication to the City Commission

None.

Roll Call

Chair Steinkamp called the meeting to order at 1:02 p.m. Roll was called and it was noted a quorum was present.

Pledge of Allegiance

The Pledge of Allegiance was recited.

The following Item was taken out of order on the Agenda.

2. Presentation – Funding Arts Broward

Mary Riedel, president of Funding Arts Broward, explained that this organization funds arts organizations that provide arts education and programming in Broward County.

Ed Hashek, Immediate Past President and Funding Arts Broward (FAB) New Initiatives chair, gave a presentation on FAB, which has a mission to support, sustain, enrich, and encourage the arts in the Broward community. The organization recognizes that in order to meet that mission, they must increase the funding in their annual grant pool. This pool is funded by FAB members, who pay a \$1500 annual membership fee, 80% of which goes into the grant pool. The remaining 20% goes toward operations. FAB also hopes to expand their operational budget to support staff and provide something that has not been done before.

To accomplish these goals, FAB approved a five-year fundraising campaign in 2021 with the intent of raising \$3 million toward these stated priorities. Thus far they have raised \$2.2 million, over \$600,000 of which will go toward new initiatives.

FAB has created a task force to understand the needs of arts organizations. They have identified stakeholders, which include funders and arts support organizations from Broward, Miami-Dade, and other South Florida counties. To clarify the alignment between organizations, FAB asked these stakeholders three questions:

- What are the greatest strengths and weaknesses of arts organizations?
- What art initiatives have they witnessed which had an impact on the arts community?
- What would the stakeholders recommend that FAB do?

Another stakeholder group consists of arts organizations within Broward. FAB asked several questions of this group as well and combined the results of questions for both groups. When the results were collected, FAB identified 10 major areas which summarized the greatest needs facing arts organizations. These included the following:

- The need for unrestricted grants and a simplified grant process
- Arts education and appreciation in schools
- Marketing and promotion
- Making Broward an arts destination, emphasizing public art
- Effective art advocacy
- Helping arts organizations leverage their donors and patrons

Mr. Hashek advised that there are many examples of organizations in Broward and other South Florida counties which have implemented these activities and remedies. FAB hopes to raise money through its funding campaign to assist in some of these areas. He provided a brief overview of what FAB will undertake, including:

- Public art, including funding a projection art project onto the west wall of the Parker Theater beginning on January 7, 2025 and lasting for two months
- Marketing and communications: FAB is expanding and enriching its website in order to provide easier access for grantees
- Art education: funding of education in a Title I school that provided at least weekly classroom or after-school arts training, with a curriculum that has already been successfully implemented; this effort provides \$100,000 per year for three years

and collaborates with community organizations, including the South Florida Symphony Orchestra and Art Prevails, to enrich art education

- FAB grantmaking: at this point, the process is methodical and concentrated, involving over 50 participants; FAB is seeking to modify its grantmaking process in order to align with what they have found in their study
- Art advocacy: FAB is taking the lead in Broward County to improve the advocacy of arts organizations themselves, including both patrons and donors

Ms. Wennberg requested clarification of the number of schools participating in the art education program. Ms. Riedel estimated that there are roughly 20 organizations providing art education projects on a smaller scale. She cited the example of Art Prevails, which has a presence in approximately six schools and hopes to expand to more schools.

Chair Steinkamp asked how schools are contacted for potential participation in this program. She recommended that FAB make a presentation to the Broward County School Board's District Advisory Council. Ms. Riedel noted that many existing arts programs in Broward schools are "siloeed," with programs at individual schools rather than a broader effort.

Ms. Tanner recalled that in the past, schools received arts funding if they practiced arts integration, which integrated the arts with other curricula such as math or science. Chair Steinkamp added that this could also be brought to the attention of the Advisory Council.

Mr. Hashek continued that FAB reached out to 20 grantees who had applied for art education funding, providing a list of 10 very specific criteria, including Title I status, grades covered, and no costs to the students or the school, among others. Only three of the arts organizations to which FAB had reached out could meet these criteria. He concluded that FAB's findings serve as a call to action for what can be done to advocate for the arts and how these efforts can be focused for the greatest impact.

Ms. Riedel encouraged and invited the Board members to consider membership in FAB, as this will provide a stronger collective voice in support of the arts. She also spoke in favor of investing more cultural tourism dollars in public arts efforts. Chair Steinkamp reiterated that the School Board Advisory Council may provide an opportunity for further discussion.

Approval of Minutes – 11/18/2024

Motion made by Ms. Mohan, seconded by Ms. Wennberg, to approve. In a voice vote, the **motion** passed unanimously.

Ms. Tanner requested an opportunity to review previous minutes with Mr. Carden so she would be familiar with what the Board has discussed in the past.

1. Welcome & Introductions

New Board members Edison Lozada and Jodi Tanner introduced themselves at this time.

The following Item was taken out of order on the Agenda.

4. Comparison of Florida Municipalities Public Art Funding Discussion

Chair Steinkamp thanked Mr. Carden for emailing the Board members with information on how different Florida municipalities fund the arts, particularly public art. She requested that the members review this information so they may encourage the City to take advantage of any opportunity to move forward with receipt of these funds.

Mr. Carden recommended that this Item be tabled until the January 2025 meeting so the new members may familiarize themselves with the information provided. He added that the City Attorney's Office, City Manager's Office, and the Building Department are working together to develop ways to buttress the City's arts funding. He also encouraged the Board members to bring forward any recommendations and consider sharing these with the City Commission as well.

Chair Steinkamp proposed that a representative of the City Attorney's Office be invited to attend a Board meeting to discuss this issue. Mr. Carden replied that he would look into this possibility for the January 2025 meeting.

Mr. Carden also noted that the Board members were provided via email with the 2025 meeting dates. Meetings are scheduled for the third Monday of each month, with exceptions in January and February 2025, as federal holidays fall on those dates. The January and February meetings will be held on the fourth Monday of the month.

3. Middle River Terrace Park Mural

Mr. Carden explained that the Board has worked with the Middle River Terrace Civic Association with regard to a mural proposed for that neighborhood's park. The previous mural was painted onto a surface that was not sustainable and was removed. The Board approved a new mural by the same artist, to be funded by the City's Parks and Recreation Department; however, the Civic Association did not approve the first proposal for the new mural.

Mr. Carden showed the members a rendering of the most recently proposed mural, which has been approved by the Civic Association. The budget for the work is \$5000 and has been approved by the Parks and Recreation Department.

Ms. Tanner requested clarification of the Civic Association's role in this process, including the choice of artwork. Mr. Carden noted that some civic entities are open to input from the Board as well as the Call to Artists process, while others, such as the Middle River Terrace Civic Association, have made more specific requests.

Motion made by Ms. Tanner, seconded by Ms. Mohan, to approve. In a voice vote, the **motion** passed unanimously.

5. Little Lincoln Park Call to Artists

Mr. Carden recalled that the City received \$35,000 for a Call to Artists to visually join Lincoln Park and Little Lincoln Park off Sistrunk Boulevard. Little Lincoln Park is a new City park connected by a street to the existing Lincoln Park.

Mr. Carden reviewed the site, recalling that at the November 2024 meeting, the Board recommended using some of the funds toward a stamped-concrete Poetry Walk throughout the two parks. A secondary Call to Artists would be for a mosaic planter project.

Both Calls to Artists have been written, with a \$10,000 budget for the Poetry Walk and \$25,000 for the mosaic planter project. The Calls to Artists indicate that preference would be given to proposals that have an educational component, although this would not be a requirement, as this could involve additional levels of approval by and/or outreach to schools. Mr. Carden emphasized that the budget for the combined projects is not large, and noted that another option could be to issue a single Call to Artists for the full amount if that is the Board's recommendation.

Chair Steinkamp asked if any bond money is available for use in enhancing the parks. Mr. Carden replied that he was not certain whether or not Little Lincoln Park was included in the City's Parks Bond, as it has only recently been developed, but concluded that he would look into this further.

6. New Business / Board Comments

Mr. Carden briefly reviewed Florida's Sunshine Law regarding communications.

Ms. Tanner asked if a formal motion was necessary to table discussion of the Public Art and Placemaking Ordinance to a later meeting. It was determined that this issue would be discussed at a meeting in early 2025.

7. Communications to the Commission

None.

8. Adjournment

There being no further business to come before the Board at this time, the meeting was adjourned at 2:18 p.m.

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Any written public comments made 48 hours prior to the meeting regarding items discussed during the proceedings have been attached hereto.

[Minutes prepared by K. McGuire, Prototype, Inc.]