

**PUBLIC ART AND PLACEMENT ADVISORY BOARD MINUTES
CITY OF FORT LAUDERDALE
MONDAY AUGUST 30, 2021 – 5:30 P.M.
CITY HALL – 1ST FLOOR CHAMBERS
100 N ANDREWS AVENUE
FORT LAUDERDALE, FL 33312**

Cumulative Attendance Board Members	Attendance	Present	Absent
Bonnie Barnett	P	5	1
Bonnie Clearwater	P	3	3
Martha G. Steinkamp	P	6	0
Michelle Howland	A	4	2
“Phoenix” Lynn Marks	P	6	0
Robyn Vegas	P	2	0
Sarah Glass	P	5	1

Dec 2020 - Nov 2021

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

Staff

Enrique Sanchez, *Deputy Director of Parks*
Leona Osamor, Grants Administrator
Mauricio Baquero, IT Specialist

Public Attendees

Annie Boodoo	Mary Peloquin	Elio Mercado
Chelsie Boodoo	Brucie Cummings	Santiago Cantillo
Cavan Koebel	Christina Currie	Patricia Cantillo
Andrew Chaille	Jay Schechtman	
DJarlens Chery	Janet Scraper	

Roll Call

Chairperson Sarah Glass called the meeting to order at 5:35 p.m. Roll was called, and it was determined that a quorum was present.

Communications to the Commission

Motion was made by “Phoenix” Lynn Marks and seconded by Sarah Glass recommending the City of Fort Lauderdale’s City Commission to select and award DJarlens Chery as the artist to complete the Lifeguard Towers Project. In a voice vote, the **motion** passed unanimously.

Adjournment

The meeting was adjourned at 7:28 PM.

**PUBLIC ART AND PLACEMENT ADVISORY BOARD MINUTES
CITY OF FORT LAUDERDALE
MONDAY AUGUST 30, 2021 – 5:30 P.M.
CITY HALL – 1ST FLOOR CHAMBERS
100 N ANDREWS AVENUE
FORT LAUDERDALE, FL 33312**

Cumulative Attendance Board Members	Attendance	Present	Absent
Bonnie Barnett	P	5	1
Bonnie Clearwater	P	3	3
Martha G. Steinkamp	P	6	0
Michelle Howland	A	4	2
“Phoenix” Lynn Marks	P	6	0
Robyn Vegas	P	2	0
Sarah Glass	P	5	1

Dec 2020 - Nov 2021

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

Staff

Enrique Sanchez, *Deputy Director of Parks*
Leona Osamor, *Grants Administrator*
Mauricio Baquero, *IT Specialist*

Public Attendees

Annie Boodoo	Mary Peloquin	Elio Mercado
Chelsie Boodoo	Brucie Cummings	Santiago Cantillo
Cavan Koebel	Christina Currie	Patricia Cantillo
Andrew Chaille	Jay Schechtman	
DJarlens Chery	Janet Scraper	

Roll Call

Chairperson Sarah Glass called the meeting to order at 5:35 p.m. Roll was called, and it was determined that a quorum was present.

Approval of Minutes

Motion was made by “Phoenix” Lynn Marks and seconded by Martha G. Steinkamp, that the minutes of June 8, 2021 be approved. In a voice vote, the **motion** passed unanimously.

1. Lifeguard Tower Presentation – Raw Deviations

Mr. Cavan Koebel of Raw Deviations introduced himself and thanked the board for the opportunity to present. Mr. Koebel informed the board that he is also known

artistically as Raw.Sol, and was born and raised in South Florida. Mr. Koebel stated that he has been a mural artist for over five years. Mr. Koebel stated that when he thinks of Fort Lauderdale beach three things comes to mind, it's natural beauty, all the fun things to do and the love and kindness of the people he met there. Mr. Koebel further stated that he incorporated these very three elements into his abstract style in order to tell an integrated story of Fort Lauderdale Beach that gives a unique experience to every side on each lifeguard tower.

Mr. Koebel stated that for the aspect of natural beauty, he included the magnificent sunrises, beautiful patterns of the ocean, native foliage, and majestic creatures that call South Florida home. Mr. Koebel further stated that for the element of fun things to do, he included snorkeling, scrubber diving, paddle boarding, kayaking, yoga, and the pirate bay cruise. Mr. Koebel also stated that he used short positive phrases that are legible yet playful cursive script to inspire people to be the most loving, kind and peaceful to themselves, each other and the planet.

Mr. Koebel informed the board that when he visited the lifeguard towers to obtain measurements, he did not just see the towers as a four-sided canvas but rather as a dynamic sculpture with a lot of moving parts such as windows, shutters, doors, railing support, and a storage box. Mr. Koebel stated that he believes applying artistic design and color to all of these elements will produce the most attractive experience for people.

On the proposed image for tower number one, Mr. Koebel stated that he included a dolphin on the front, a marlin on the side to promote fishing, a cute manatee on the back and a yacht since Fort Lauderdale is also known as the yachting capital of the world. Mr. Koebel stated that the vinyl wrap would also cover the railing support and storage box.

On the proposed image for tower number two, Mr. Koebel stated that he included a lobster, sea turtle, along with a pirate ship that was inspired by the Pirate Bay pirate cruise offered in Fort Lauderdale.

On the proposed image for tower number three, Mr. Koebel stated that he included a pelican, yoga on the beach, and featured quotes of peace, and love is everything on the sides.

On the proposed image of tower number four, Mr. Koebel stated that he included a lobster, turtle, pelicans, and persons paddle boarding and scrubber diving.

Mr. Koebel informed the board that based on his logistical plans, the project should take about a month to complete, his logistics will include about ten days to finalize the artwork, ten days to get the vinyl design printed, and ten days to install.

Mr. Koebel confirmed that the type of vinyl being used in the project would consist

of 3M (exterior) quality, the highest quality currently available on the market and it comes with a seven-year warranty. Mr. Koebel also stated that he would back up the warranty should there be any manufacturing defects, and would reprint and reinstall.

Mr. Koebel introduced his associate Mr. Andrew Chaille, head of Chaille Industries, Inc. whom he has worked with in the past on other vinyl projects.

Vice-chair Martha G. Steinkamp inquired as to why an artist contingency fee of \$2,500 was included in the proposed budget proposal. Mr. Koebel responded by stating the contingency fee would cover any issues should something go wrong with the printing for example that would require the vinyl wrap to be reprinted. Mrs. Steinkamp followed up with another question prompted to Mr. Koebel on why mishaps would not be covered under the fabrication expenses. Mr. Koebel responded by stating that since it was asked by the city to provide any contingencies, this is the reason it was included.

Board member "Phoenix" Lynn Marks prompted a question to Mr. Koebel about his experience and background doing public arts. Mr. Koebel responded by stating he has been a professional artist for the past five years. Mr. Koebel further stated that during the past year with the covid-19 pandemic, he donated a mural entitled "Not all Heroes Wear Capes" to Memorial Regional Hospital in Hollywood and ended up doing about four in total during the past year. Mr. Koebel stated that it was the first time he had truly found his voice in public art since before that point his focus was mainly on painting mural commissions and projects that inspired him.

Board member "Phoenix" Lynn Marks followed up with another question to Mr. Koebel about whether the commissioned murals mentioned were available locally. Mr. Koebel responded and confirmed that the murals can be found locally, one of which was completed at Holy Cross Hospital in Fort Lauderdale and another at the Memorial Regional Hospital in Pembroke Pines Florida.

Board member Bonnie Barnett stated that the work presented by Mr. Koebel was fantastic, especially the choice of colors used in the presented proposal.

Mr. Koebel thanked the board for the positive feedback and further stated that he also wanted to quickly talk about one other component not mentioned earlier. Mr. Koebel stated that his proposal would also include an interactive component, which uses a QR Code that allows kids to scan and participate in a scavenger hunt game. Mr. Koebel stated that kids would be able to access fun facts and go from tower to tower answering all the questions correctly for an opportunity to win a prize such as free ice cream or a discount on a product or service that could be coordinated with some of the local businesses along the beach.

Board member Bonnie Clearwater expressed to Mr. Koebel that she enjoyed the

presentation but wanted to know if the bright colors on the proposed design would be impacted, resulting in the colors fading due to it being exposed to the sun, and the possibility of it also peeling due to other natural weather elements. Mr. Koebel responded by allowing his associate and vinyl specialist Mr. Andrew Chaille to respond to the concerns. Mr. Chaille confirmed that a 3M cast vinyl typically used for complex surfaces would be used in this project. Mr. Chaille stated that a UV lamination in addition to the high quality 3M vinyl will be the preferred application process and can attest that this would allow the images to maintain the quality for years and at times well after the warranty expiration. Mr. Chaille further stated that as far as the resistance to the elements such as the sea and sand, it is a difficult question but noted that it is very important for the preparation to be perfect before the installation. Mr. Chaille stated that properly prepping and cleaning the lifeguard tower stands would ensure the vinyl adheres correctly to prevent the peeling. Mr. Chaille also stated that it is also very important to use high quality vinyl such as the 3M vinyl and not off market brands to avoid the vinyl from shrinking and peeling back. Mr. Chaille also stated that the UV lamination would also help to protect the vinyl from the elements such as the sun, sand and graffiti.

2. Lifeguard Tower Presentation – Mass & Nomads

Mr. Elio Mercado of Mass and Nomads introduced himself and other team members Santiago Cantillo and Patricia Cantillo. Mr. Mercado confirmed that he grew up and attended school in Broward County and obtained a degree in design at Broward College. Mr. Mercado confirmed that he is a professional public artist and have been doing art for a while under the name Evo-co1. Mr. Mercado stated that the Mass and Nomads teams have done consultations for different types of public art. Mr. Mercado shared images of murals that he has done in the past and some other collaborations done overseas.

Ms. Patricia Cantillo stated that as mentioned before, Mass and Nomads is a production studio and creative consultancy, and the goal for this project is to create artwork that is visible, and contributes to the culture and community and exposes all residents and visitors to diversity and culture, which makes Fort Lauderdale so diverse and unique. Patti further stated that the proposed designed will withstand the humid outdoor environment.

Mr. Mercado presented the rendering for the first tower that included some landscaping and architectural designs from the beach, and sea turtles.

For the proposed second tower, Mr. Mercado stated that he included flamingos, sunbathers, and other beach elements making it nice and bright.

For the proposed third tower, Mr. Mercado stated that he included kite surfing, wind surfing along with other beach elements in the design.

For the proposed fourth tower, Mr. Mercado stated that he wanted to include some diversity, showing people from various ethnicities throughout the City of Fort Lauderdale.

Mr. Satiago Cantillo stated that the 3M vinyl material is the best and very efficient to wrap around contours, and concrete. Mr. Cantillo also stated that lamination will also be used and there are different types such as UV light lamination, matte lamination and anti-graffiti lamination. Mr. Cantillo further stated that a team would be sent out to capture the final measures to ensure a perfect fit, followed by a proper cleaning and prepping of the towers before installation.

Vice-chair Martha G. Steinkamp stated that she was very impressed with the proposal particularly to the semi-annual maintenance inspection along with a written report. Mrs. Steinkamp further stated that she would have liked to have a better breakdown of the budget such as what is included in the production cost or the installation cost, a better breakdown or detailed budget.

Board member Robyn Vegas stated that she likes how all the different elements were incorporated, as it looks quite interesting and unique with a playful vibe yet sophisticated color palette.

3. Lifeguard Tower Presentation – DJerlens Chery

Mr. DJerlens Chery introduced himself and stated that he also goes by the name of DJ. Mr. Chery stated that he was a local artist in Broward County where he attended school and currently teaches arts to seniors and kids for the City of Fort Lauderdale.

Mr. Chery stated that his proposed design theme is “aquatic life and the beach experience” with project goals to create a piece of art that capture the essence of Fort Lauderdale Beach, create artwork that enhances the beauty of the Fort Lauderdale beaches and to establish a brand and identity that connects and create a sense of place.

For the proposed first tower, Mr. Chery presented an image of lifeguard tower number 7 with a concept of the design to show aquatic life such as sea turtles and fishes to sense a better experience at the Fort Lauderdale beach.

For the second proposed tower, Mr. Chery presented an image of lifeguard tower number 6 with the purpose of the design to express the beauty that is all around Fort Lauderdale beach with coconut trees, seagulls and birds flying around.

For the third proposed tower, Mr. Chery presented an image of lifeguard tower number 5 with an illustrated design of sailfish, stingray and ocean plants to reveal aquatic lives deep in the ocean.

For the fourth proposed tower, Mr. Chery presented an image of lifeguard tower number 2 with a design to establish a sense of what goes around the beach every day.

Mr. Chery stated that the proposed budget would include office supplies, travel, insurance, licenses and permits, photo documentation, vinyl wrap, installation, artist fee, and a contingency fee. Mr. Chery further stated that his proposed timeline includes finalizing the design and requests for permits in October, submitting the design for fabrication in November and the installation and completion of the artwork by December 2021.

Mr. Chery stated that he would be using 1/8" dibond sheet wrap with 3M vinyl and UV lamination, which has a 7-year warranty and requires low maintenance. Mr. Chery also stated that the dibond sheet being used would first be attached to a wood surface and since the lifeguard tower is partially made of wood, it would be attached before the vinyl is added.

Public Comments

Mrs. Christina Currie, stated that she was a resident in the 33301 - district 4 area of Fort Lauderdale, and the president of the Rio Vista Civic Association. Mrs. Currie further stated that she also serve on an advisory board and thanked the members of the Public Art and Placement Advisory Board for their service. Mrs. Currie also stated that she was proud to see a solid female board serving and in addition asked that the board support Mr. Chery's proposal. Mrs. Currie stated that Fort Lauderdale is a world-class destination and what has been showcased in DJ's proposed work speaks to the environment and meshes well as it also has a classy appearance. Mrs. Currie stated that DJ is homegrown, local and loved by many residents of the City of Fort Lauderdale. Mrs. Currie confirmed that DJ teaches her children's art class and feels a sense of pride when her nine year old and seven year old has when they drive around the city and can recognize different art works that were done by their art teacher. Mrs. Currie urged the board to recognize that when they choose an artist, they will be choosing an artist that their kids look up to and can associate themselves. Mrs. Currie further stated that they could associate with it because they will see it as a young 25-year-old guy who came up through Dillard High School, now teaches little kids, and now can see his work at the beach or throughout the City.

Mrs. Mary Peloquin stated that she lives in Coral Ridge and is the past president of the Coral Ridge Civic Association. Mrs. Peloquin stated that she is currently a member of the Parks, Recreation and Beaches Advisory Board. Mrs. Peloquin further stated that Mrs. Christina Currie stated many things that she herself would have said but stated that DJ's artwork speaks for itself, as do all of the other artists who are all very talented. Mrs. Peloquin stated that DJ is like a local celebrity and you can never go into a local art store and no one does not know who he is. Mrs. Peloquin further stated that DJ is well known and loved in the community and asks the board to support his proposal.

Mr. Jay Schechtman, president of the Tarpon River Civic Association stated that he loved how Mr. Chery's presentation blends in with the environment. Mr. Schechtman stated that the Fort Lauderdale beaches is beautiful already as it is and to have something that compliments it and just blends in and not detract from it was very appealing to him.

Board member Bonnie Clearwater stated that all three projects were similar in theme and materials but Mr. Chery's proposal stands out in a way that you are using or imagining it on a 360 angle. Mrs. Clearwater stated that from the photographs it appears as if you are looking at the sky or looking right through the water, sort of like an illusion. Mrs. Clearwater further stated that the images does not appear as if vinyl is applied to just a flat surface but rather an image that makes it appear as though you become one with the image such as an illusion.

Board member "Phoenix" Lynn Marks posed a question to Mr. Chery and inquired as to whether the dibond material was specific to the 3M usage or whether it was a proposed element specifically added to his proposal to make sure we had better maintenance or a longer lasting effect. Mr. Chery responded by stating that in communicating with his fabricator, he recognized that part of the lifeguard towers was made of wood and if the vinyl was to be directly applied to the wood, it would only produce up to a 2-year lifespan verses putting the dibond application first before the vinyl is applied to the surface.

Board member "Phoenix" Lynn Marks also asked Mr. Chery to provide a brief background about himself as it relates to the types of mural artwork projects and experiences since it was not really covered in the proposal. Mr. Chery responded by stating that he was a current contracted virtual art teacher for the City of Fort Lauderdale's Parks and Recreation Department but also teaches personal art classes every Saturday. Mr. Chery stated that he has been a mural artist for the past four years and recently painted a Chadwick Boseman mural on the basketball court and more recently completed another mural in Orlando "The History of Eatonville". Mr. Chery further stated that he has completed several other murals in the Sistrunk area as well and MASS district.

Chairperson Sarah Glass posed a question to Mr. Chery on how he completed the murals in the MASS district and whether it was completed with spray paint. Mr. Chery responded by stating that the solid colors such as the orange and black were done with rollers and the other parts were spray-painted.

Chairperson Sarah Glass posed another question to Mr. Chery and inquired on how he got involved with the Eatonville project. Mr. Chery stated that the Eatonville project was a public art done at the Boys and Girls Club in Eatonville and the organizers actually saw his work on social media and contacted him to do the mural on the history of Eatonville. Mr. Chery further stated that he accepted the job to do the mural

more so because it reminded him of the history of Sistrunk.

Board Review Lifeguard Tower Presentation Discussion

Chairperson Sarah Glass stated that it was truly a hard decision to select an artist as everyone did an awesome job of including the integrity and core values of the City in their proposal presentations. Ms. Glass stated that she liked how artists incorporated diversity and aquatic life, the main staple of the economy.

Board member "Phoenix" Lynn Marks inquired as to whether every artist would be utilizing the dibond material first as part of their application process but restated that she does not recall that being the case except for the presentation made by Mr. Chery who included it as part of his proposal. Ms. Marks stated that she was not sure if the dibond makes a huge difference but felt it was very distinctive to the process.

Board member Bonnie Clearwater stated that although all the budgets came out to be roughly the same, it was interesting to note that Mr. Chery allocated a significantly smaller artist fee in comparison to the other artist.

Board member "Phoenix" Lynn Marks agreed with the note made by board member Bonnie Clearwater and reiterated that Mr. Chery appeared to be putting the difference in artist fees back into his materials expenses. Ms. Marks also stated that she believes Mr. Chery underrated his worth from her understanding of his reputation of his short-term but very productive work within the last four years.

Chairperson Sarah Glass expressed how prolific the level of work being done by DJ and was happy to finally put a face to the name as she has seen his work all throughout the city.

Board member "Phoenix" Lynn Marks stated as the board gained its roots and foundations in the process of wanting to score someone local, Ms. Marks stated that at present there were three nice candidates to choose from but inquired with the other members of the board as to what distinguishes them to make a particular candidate jump out. Ms. Marks stated that thematically Bonnie Clearwater stated earlier that they are all on the same card but wanted to know what distinguishes one candidate from the other in order to make a decision.

Board member "Phoenix" Lynn Marks stated that she noted that DJ had put into the budget the least amount of money for himself although he may not know his self-worth and secondly he proposed to use dibond but other than that, it would bring it down to the aesthetic choice of which one was liked better.

Board member Bonnie Clearwater agreed that there were many similarities with the themes and materials being used, and also agreed that she has worked with vinyl in the past and was aware of some of the issues but felt that having the dibond applied

for extra protection was a really good idea. Mrs. Clearwater stated that for the first two presentations, it appears as though the vinyl is just being adhered to a surface but where DJ took it further for her in his proposal was by making the image appeared as if it had disappeared like in an illusion.

Board member "Phoenix" Lynn Marks stated that she will admit that initially DJ's presented proposals was not her first choice but after carefully reviewing the budget, hearing about the dibond application in the presentation, and the overwhelming community support it probably won her over.

Vice-chair Martha G. Steinkamp stated that she was more concerned with the maintenance of the project as not only is it costly but it's not so nice when one day you have a beautiful piece and then the next day they're not so beautiful. Mrs. Steinkamp stated that when someone proposes to include maintenance in their presentation and proposes to also include a written report that should be considered because it is difficult here in Florida to maintain anything.

Board member "Phoenix" Lynn Marks stated that she believes each contract would be specific to each artist based on what is included in their proposals and what they said they would do.

Motion was made by "Phoenix" Lynn Marks and seconded by Sarah Glass recommending the City of Fort Lauderdale's City Commission to select and award DJerlens Chery as the artist to complete the Lifeguard Towers Project. In a voice vote, the **motion** passed unanimously.

Public Comment

Public attendee Mr. Andrew Chaille congratulated Mr. Chery on being selected for the Lifeguard Towers project but also stated that in his professional opinion, he would not recommend using the dibond material for the lifeguard tower but rather to just vinyl wrap it. Mr. Chaille stated that the reason for this professional opinion was that the lifeguard towers were also made out of fiberglass and not just 100% wood and was concerned as to how Mr. Chery would apply the dibond material to the lifeguard tower. Mr. Chaille further stated that 3M vinyl in this scenario would have to be applied to the dibond panel and the panel would then be applied to the lifeguard towers and in heavy winds, those panels could cause a problem.

Board member "Phoenix" Lynn Marks stated that she would like to see the City's maintenance crew or staff look into the claims made by Mr. Andrew Chaille to determine the best approach of what will work.

Vice-Chair Martha G. Steinkamp suggested that DJ includes a maintenance schedule similar to the one presented by Mass and Nomads so that the City has the assurance that they will correct any situations that may come up.

4. Science Art Benches Presentation

Ms. Chelsie Boodoo introduced herself to the board and stated that she holds a Bachelors and Master's Degree in Biochemical Engineering, and will be getting her Phd. in Bio Systems and Agricultural Engineering. Ms. Boodoo stated that she is not just a scientist but also hosts a science radio show and a science artist. Ms. Boodoo shared some images of some public art that she was commissioned to do with the City of East Lansing, Michigan.

Ms. Boodoo stated that she was here presenting today to show how a science book bench can depict so much of the science here in Fort Lauderdale such as a bench depicting the biodiversity of the marine life with the five different types of available sea turtles, tortoises, manatees and the mangroves.

Ms. Boodoo stated that each bench would have a QR code that people can scan, and be redirected to a website created by her team. Ms. Boodoo stated that the website would have questions based on different levels of difficulty so that parents and children can go together to learn and view the videos that would explain the answers to the science behind the questions. Ms. Boodoo also stated that these questions could also send participants on a scavenger hunt throughout the city so that they can also learn about the city while exploring.

Ms. Boodoo informed the board that the cost associated with each bench will be \$30,000 and the City can have some fun with it by auctioning off the bench or having a plaque next to the benches with their name on it. Ms. Boodoo stated that the proceeds received could probably go towards charities and money could go to the city as well. Ms. Boodoo further stated that the science-art could also go on other structures not only benches.

Ms. Boodoo stated that there is so much that the city can do with the concept such as with the city logo where there is a sun, and an image of a sun can be placed on the bench to show the components and the structure of it. Ms. Boodoo also suggested that the name City of Fort Lauderdale could be used to spell out the name using chemistry and science with subatomic particles and periodic tables. Ms. Boodoo further stated that she loved to fly in through the Fort Lauderdale-Hollywood International airport and know that children are often wondering how an airplane actually flies and what the dynamics of flying are or how the mechanics of airplanes work and stated that we can teach them.

Ms. Boodoo also stated that like the city's logo where there is a sailboat, there are a lot of lauder sports found here but stated that the physics behind it can be talked about such as exercising and what is actually happening when one is exercising; or what's going on with the ground below your feet; or how are you getting that fresh drinking water like through the aquifer structure found here in Florida; or climate change warming stripes and how it's getting hotter and hotter; and how CO2 is being released in the air causing ocean acidification, which can negatively affect our coral

reefs and marine life as well; or anatomy and structure of the beautiful flowers and birds seen every day; or highlight the women of color and science such as Evelyn Fortune Barlett who helped to preserve the mangroves in Fort Lauderdale or a bench talking about thanking mothers since a person's mitochondria comes only from your mother so people can take pictures with their mothers and grandmothers and learn about their cell structures or learn about what is going on when you listen to music where your body releases dopamine because you are happy; or learning about how good bacteria helps the body to digest and absorb nutrients.

Ms. Boodoo stated that the list of possible topics are endless and there is no limitation of ideas.

Public Comment

Mr. Andrew Chaille stated that he thinks this concept of the science-art bench is a brilliant idea and confirmed that both him and Mr. Koebel have actually wrapped a couple of benches and if situated in the proper place in Fort Lauderdale would do amazing things for the community. Mr. Chaille also stated that and as far as installation, they are pretty easy, straight forward, and robust.

Board member Robyn Vegas also agreed that the concept was a brilliant idea and the possibilities are limitless in terms of the content that could be put onto the benches but the one concern is the cost. Mrs. Vegas further stated that for the concept to be effective, it would require multiple benches around and at a cost of \$30,000 per bench; it is difficult to ascertain where the funding would come from for the project.

Ms. Boodoo responded to the concern voiced by Mrs. Vegas and stated that the beautiful thing about this project is that in some cities where she have spoken to officials, they have indicated the possibility of using impact funds since the benches are impacting the community through education and knowledge but also stated that the costs includes all the educational components, construction and wrapping of the benches.

Vice-chair Martha G. Steinkamp stated that she loved the concept but also inquired on where the benches would be installed so that they can be accessible for people to use them. Ms. Boodoo responded that she would love to see some benches at schools where kids can be impacted but ultimately she knows the board may have the final say on where the art goes but would also love to see them by museums, or public spaces where people frequent. Ms. Boodoo also stated that installing them indoors could possibly also be an option but that would of course depend on permitting rules.

Chairperson Sarah Glass posed a question to Ms. Boodoo about how issues relating to graffiti would be handled. Ms. Boodoo responded by stating that anti-graffiti lamination can be used with the vinyl to allow any graffiti to be wiped off.

5. Britto Sculpture Presentation

Deputy Director of the City of Fort Lauderdale's Parks Division Enrique Sanchez informed the board that previously the owner was advertising the Britto sculpture for sale but since then the owner has decided to donate it to the City of Fort Lauderdale. Mr. Sanchez informed the board that at the moment, the City is seeking some direction on the final location where the sculpture would be installed.

Mr. Sanchez read aloud a letter received from the donor Yasmine Reger, which stated, "I'm very thrilled to be donating this special art piece to the City. I understand that two proposed locations for the Britto statue are along 7th Street at Hardy Park as recommended by the Tarpon River Civic Association and Esplanade Park as recommended by Riverwalk. Please note that as I lived in Tarpon River, my strong preference is for the statue to be located at Hardy Park as recommended by the Tarpon River Civic Association. However, if for some reason that isn't feasible, I would still be happy if the statue was placed at the Esplanade Park."

Mr. Sanchez stated that Hardy Park is a nice big community park located in an area downtown that is transitioning to a more residential area but confirmed that there will also be a lot of growth happening there with projects such as Lauderdale, which would be passing through along the FEC tracks.

Mr. Sanchez stated that one of the caveat with this donation was that there is a timeline because the owner has sold her property and as part of that sale has six months to remove the statue so that timeline ends in October. Mr. Sanchez further stated that the City has made the commitment to remove the statue before that deadline and would only like to remove it once since the statue currently stands about 12 feet by 12 feet, and every time it is moved, there is a risk for damage.

Public Comment

Mr. Jay Schechtman stated that he was a member on the Planning and Zoning board and the president of the Tarpon River Civic Association. Mr. Schechtman stated that he would like to thank Mr. Sanchez for taking the lead with the City to get a hold of this beautiful piece. Mr. Schechtman further stated that as an association, they have been working with the owner for the past several months and at first although the owner's preference was to have statue stay within the Tarpon River area where initially an area was identified but later did not work out, another location was identified as a possible option at Hardy Park. Mr. Schechtman stated that the Tarpon River Association is very excited about the possibility of the Hardy Park location especially since it is located next to the Southside School, which is now a Cultural Arts Center. Mr. Schechtman also stated that he did not want to knock the other option but wanted to point out that there still has not been a specific location on where the statue would be installed at that location despite multiple requests. Mr. Schechtman stated that Hardy Park location seems to be the more feasible path forward with the owner's intent and request and hopes to have the support of the

Public Art and Placement Board.

Mrs. Christina Currie of the Rio Vista Civic Association stated that the residents and children from the Rio Vista neighborhood have been frequently visiting the Hardy Park for the past two years because they currently do not have a park. Mrs. Currie further stated that the Britto art sculpture would be a wonderful and welcomed addition to the South of the River. Mrs. Currie stated that typically residents are seeing that public art is always focused mainly in the downtown area but need to remember that our environments are changing and growing and everything doesn't need to be focused in the downtown but should be spread out to allow the arts and culture to be shared.

Ms. Brucie Cummings stated that she is a member of the Tarpon River Civic Association board and is in full support of keeping the art piece in the neighborhood. Ms. Cummings stated that the board has worked diligently with the owner given the short time to work in finding a suitable location but a nice location that previously housed the bowling area would be a perfect spot especially since our parks needs a bit of sprucing up, it would serve that purpose.

Ms. Janet Scraper stated that she is also a member of the Tarpon River Civic Association, and has worked hard in helping to get the Southside School revitalized and now into a cultural arts center. Ms. Scraper stated that there are a lot of community art and music type projects held there and with the connection of the Laudertrail, the Hardy Park location would serve as a great location for the art sculpture.

Vice-Chair Martha G. Steinkamp stated that the Britto sculpture was a beautiful piece that deserves a beautiful location like the one that the folks of Tarpon River would like to have. Mrs. Steinkamp also stated that Britto's work is fun and it is something that kids in a park can really relate to and would be a great asset to the area.

Board member "Phoenix" Lynn Marks stated that she was pleased to see this matter being brought back to the board, as she was the one who informed the board about the art piece when it was initially posted on the Nextdoor board in her community. Ms. Marks also stated that if the owner who has invested over \$100,000 in the sculpture and wants to make sure that it remains within her community then she is in full support. Ms. Marks further stated that she loved the playfulness of the art piece and loves the idea that it connects art with children and is a great model for those studying art at a young age to aspire with.

Motion was made by Robyn Vegas and seconded by "Phoenix" Lynn Marks, that the Britto artwork be placed at the Hardy Park location as per the wishes of the owner making the donation. In a voice vote, the **motion** passed unanimously.

6. **John Hayes Exhibit**

Chairperson Sarah Glassman tabled the John Hayes Exhibit presentation to the next meeting.

7. **New Business/Board Comments**

There was no new business.

8. **Adjournment**

The meeting was adjourned at 7:28 PM.

DRAFT

MASS+NOMADS

ART FOR THE MASSES



EVOCA1

Elio Mercado / Evoca1 is a Dominican born figurative painter and muralist based out of South Florida. As an autodidact, he has received his art education from the compulsive study of the old masters works and techniques.

He has participated in public art projects and murals around the world, leaving his mark in Abu Dhabi, Peru, Brazil, Ecuador, Austria, Canada, Argentina, Germany, Mexico, Australia, Honolulu, Tunisia and others.

He is the founder of Mass + Nomads: Art for the Masses, a production studio, and creative consultancy for public art strategies, developing comprehensive public art projects for culturally driven communities.

He is also the founder and producer of the Artesano Mural Project, which takes place in the Dominican Republic in partnership with international artists, to enhance and revive rural areas to empower local youth.

In efforts to raise awareness for homelessness, he founded Sketches for Mankind, a Non-Profit based out of South Florida.

SOLO EXHIBITIONS BY INVITED GALLERIES:

Stolenspace Gallery in London, UK
Galleria Varsi in Rome, Italy
Thinkspace Gallery, Los Angeles, CA, U.S.

NOTABLE CLIENTS INCLUDE;

The City of Abu Dhabi, Aldar properties
Starbucks
The History Channel
Google
American Express
Windows
Lincoln Motor Company
Staple Pigeon
Boys & Girls Club
J Dilla Foundation

DISCOVER

evoca1.com

GET IN TOUCH

info@evoca1.com



MASS + NOMADS

ART FOR THE MASSES

Creative consultancy for public arts strategies.

Mass and Nomads is a production studio,
led by Evoca1 and his team, which develops
comprehensive public art strategies
and facilitates public art projects for culturally
driven communities.



WHO WE ARE

Mass + Nomads is creative consultancy collective, specializing in the placemaking and elevation of public, private and commercial spaces through visual art; challenging the conventional notions of art beyond a canvas. We turn spaces into experiences.

WHAT WE DO

Client and community-based engagement, enables us to tell the story of your place through public art. Our roster of interdisciplinary artists, with very diverse backgrounds and styles, utilize artful solutions that connect people to ideas and spaces.

FOR THE COMMUNITY

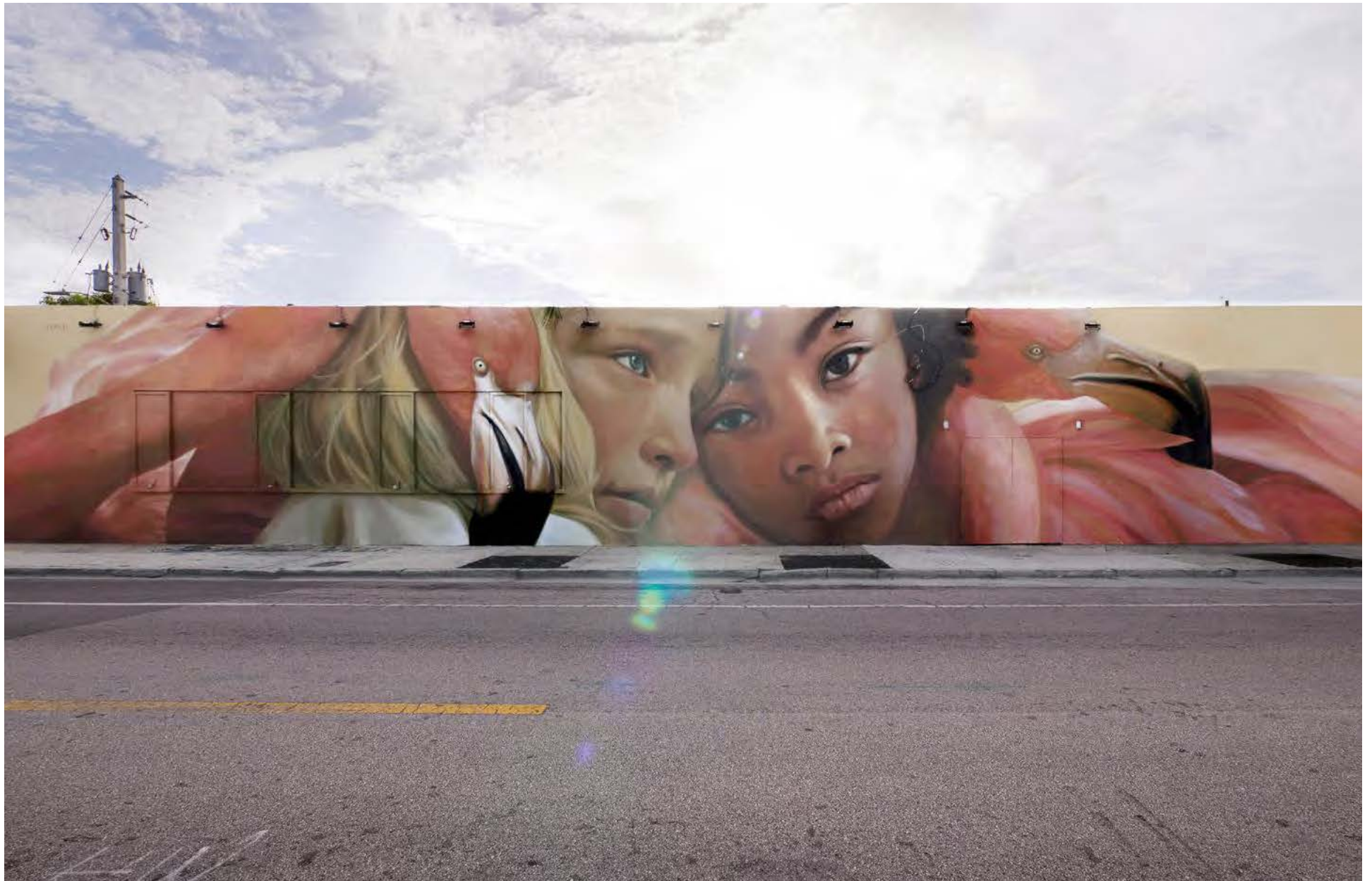
Art and placemaking inspires people to collectively reimagine and reinvent spaces as the heart of every community. By paying particular attention to the physical, cultural, and social identities that define a place, our goal is to strengthen the connection between people and the places they share, by creating a sense of place through art, ultimately to engage and benefit communities.

OUR APPROACH

We take a holistic approach to develop a theme for the site that builds upon the unique stories and histories of the place. We create memorable and transformative art solutions to engage communities through briefing and procuring world-renowned artists, overseeing artwork installation, mural production, project management, installation and unveiling.

Our client research and community engagement culminate in a comprehensive plan to create and deliver site-specific works in the public realm. From concept to project execution; We take a hands-on approach to the entire creative process.

We are a mass of nomads, offering creative consultancy to develop and execute cultural visions. As artists, we aim to become a springboard for community revitalization and give rise to a new generation of immersive and site-specific art installations and outdoor art museums for all.



R HOUSE MURAL
MIAMI, FL | 2020

MURAL PAINTED FOR R HOUSE
IN WYNWOOD MIAMI



HOT CORNER: AN ATHENS LEGACY
ATHENS, GEORGIA | 2019

COMPLETED WITH THE ATHENS CULTURAL AFFAIRS COMMISSION AND THE ATHENS-CLARKE COUNTY
GOVERNMENT TO COMMEMORATE THE HISTORIC AFRICAN AMERICAN "HOT CORNER" COMMUNITY



TUG OF WAR
LONG BEACH, CALIFORNIA | 2018

MURAL PAINTED FOR POWWOW LONG BEACH,
IN LONG BEACH CALIFORNIA.



CITY COLOUR
ABU DHABI

DEPARTMENT OF TRANSPORT
MUNICIPALITY OF ABU DHABI



CITY COLOUR
ABU DHABI

DEPARTMENT OF TRANSPORT
MUNICIPALITY OF ABU DHABI



CITY COLOUR
ABU DHABI

DEPARTMENT OF TRANSPORT
MUNICIPALITY OF ABU DHABI



CITY COLOUR
ABU DHABI

DEPARTMENT OF TRANSPORT
MUNICIPALITY OF ABU DHABI



CITY COLOUR
ABU DHABI

DEPARTMENT OF TRANSPORT
MUNICIPALITY OF ABU DHABI



ARTWORK PROPOSAL FOR FORT LAUDERDALE LIFEGUARD TOWERS

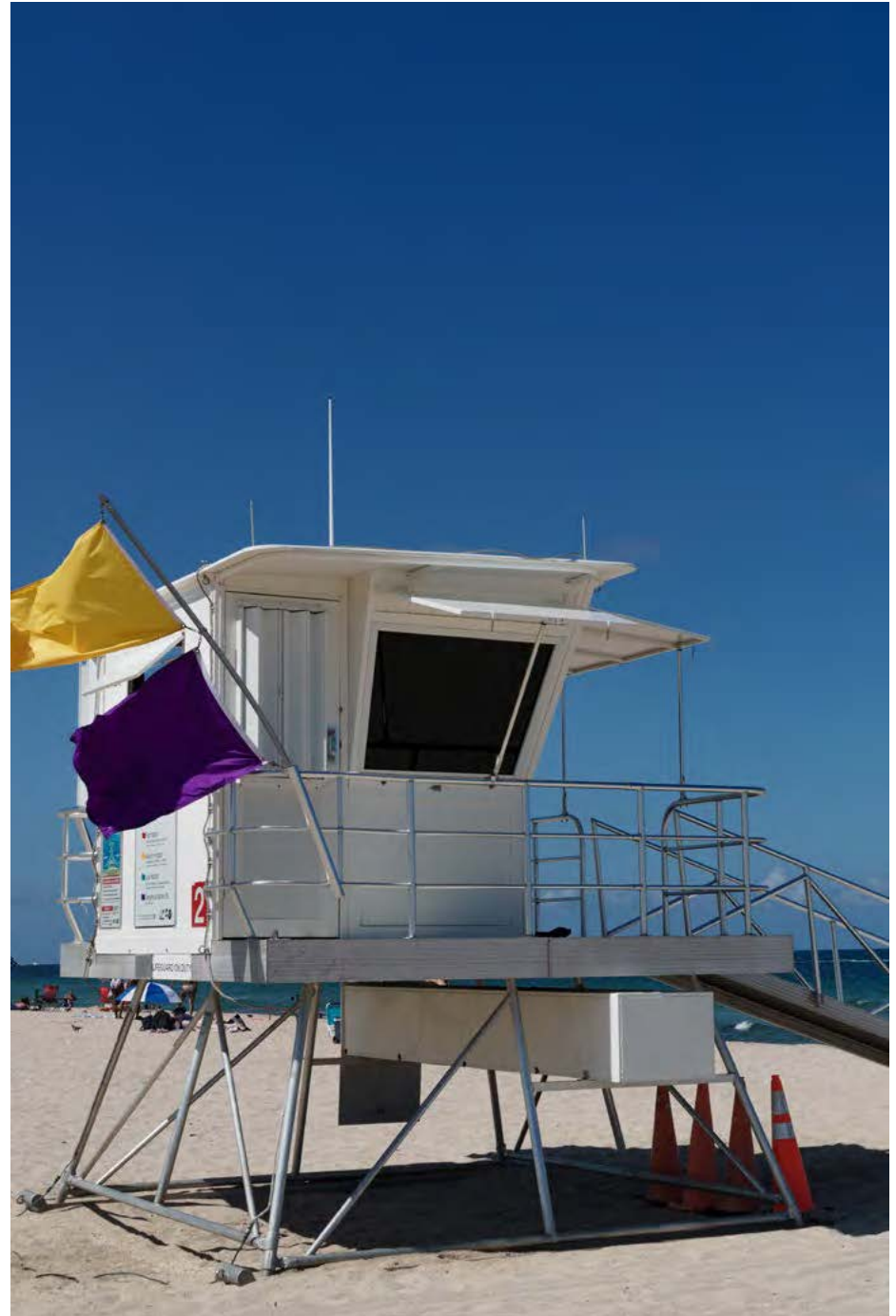
OBJECTIVE

The artist's objective was to create highly visible, and vibrant artwork that contributes to the culture of the community and a sense of place.

In addition, we aim to expose residents and visitors to the diversity and culture that makes Fort Lauderdale unique and illustrate that all cultures are vital to the arts and the promotion of a culturally democratic world.

The artwork will withstand humid outdoor environments and meet Florida building codes and use durable vinyl wrapping.

The signage for beach warning flags, rip currents, lifeguard on or off duty, and tower numbers will remain easily visible.



NARRATIVE

In the spirit of the environment of Fort Lauderdale and other murals and artwork in the area, creating artwork that would tie into the environment was key.

The artwork illustrates a variety of people, of all cultures and lifestyles.

The flora, fauna, and architecture of the area are also illustrated throughout.

Activities, such as kite surfers, sunbathers, and the visitors that experience Fort Lauderdale beach, are represented.

Overall we aimed to illustrate the liveliness of the area and celebrate the diversity of the community and its visitors.

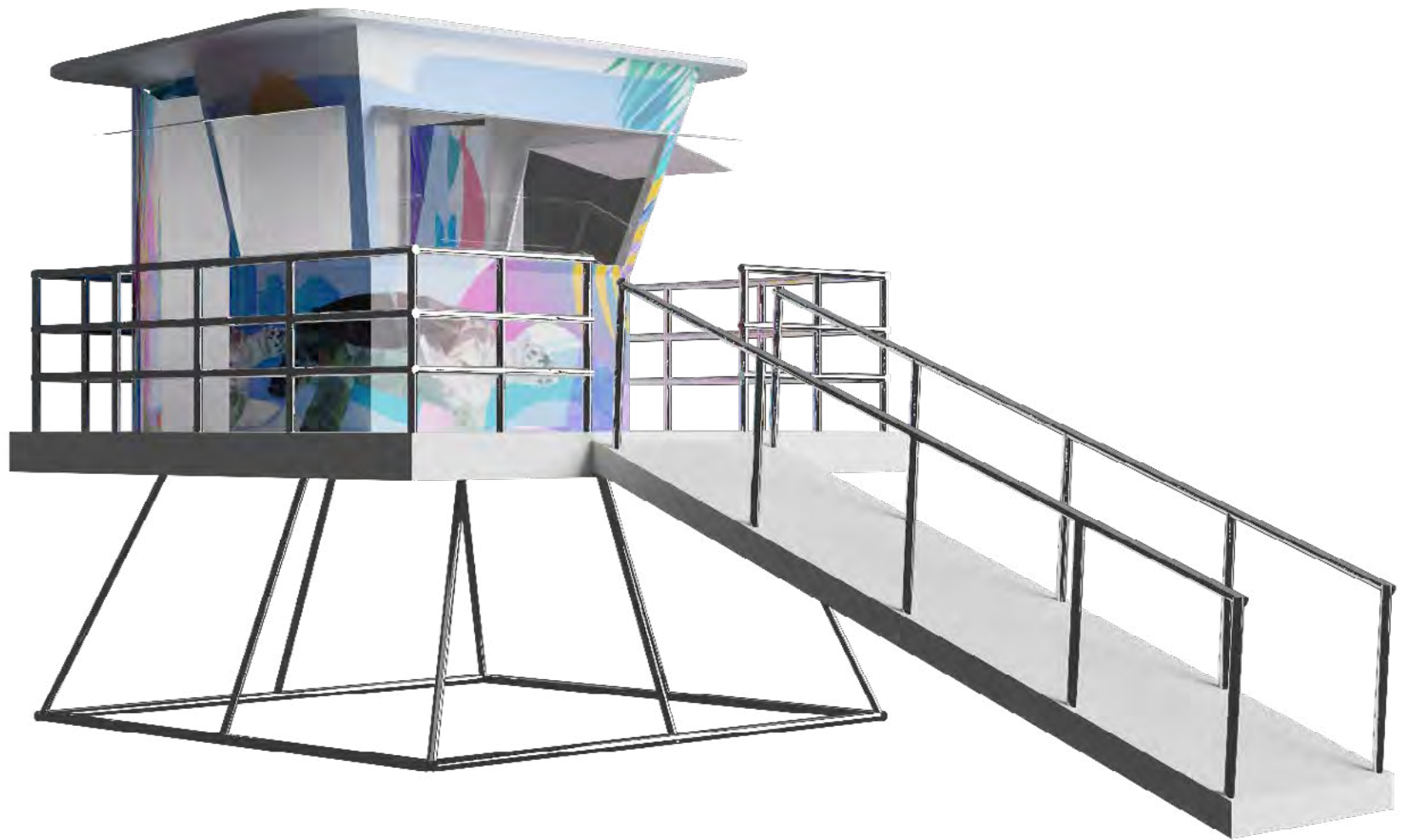
The goal is to tell a story through the artwork, and the narrative of the artwork is inspired by its location.



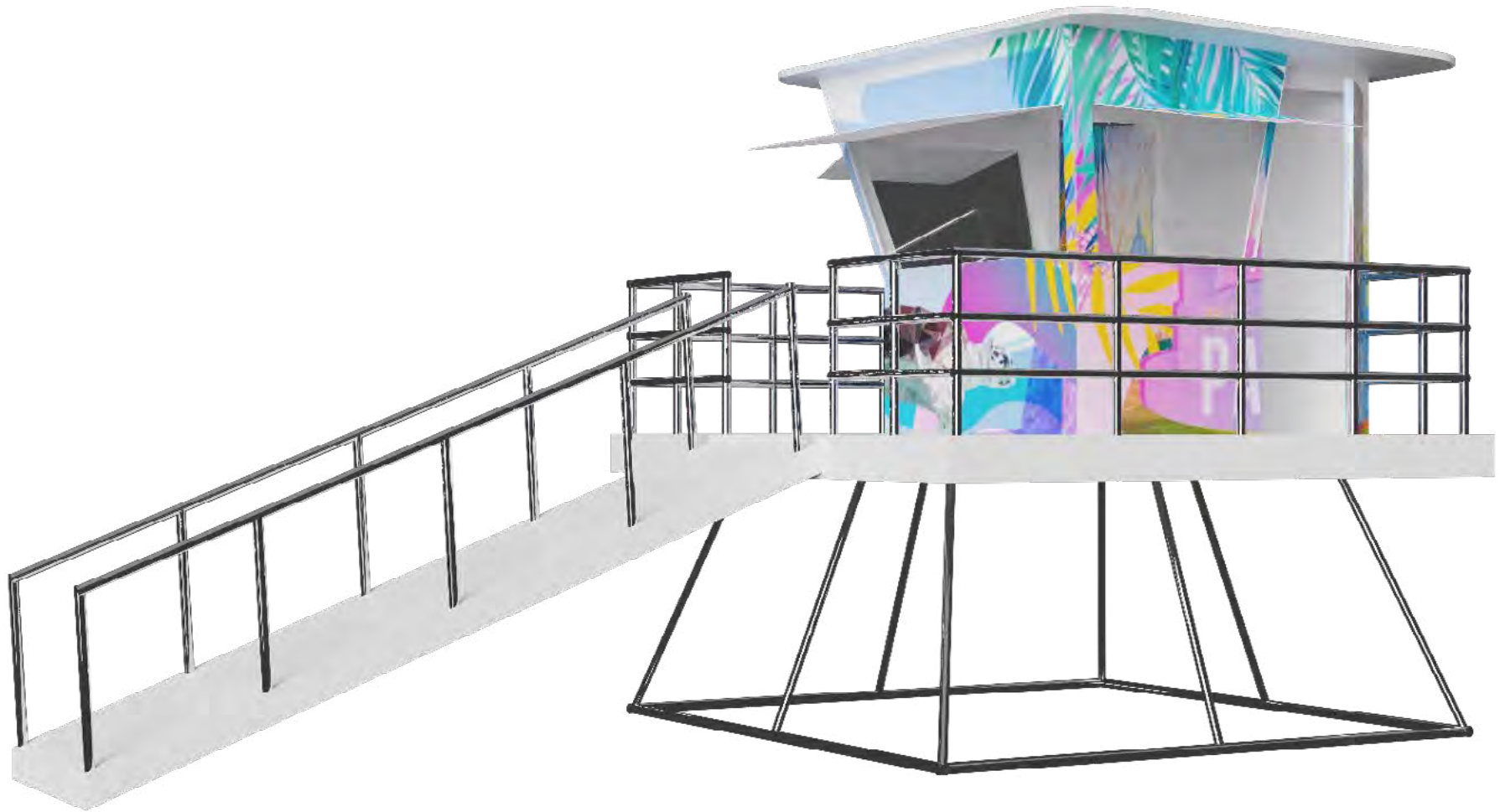
(A). 1000 SEABREEZE BOULEVARD (LIFEGUARD TOWER 2)



(A). 1000 SEABREEZE BOULEVARD (LIFEGUARD TOWER 2)



(A). 1000 SEABREEZE BOULEVARD (LIFEGUARD TOWER 2)



(A). 1000 SEABREEZE BOULEVARD (LIFEGUARD TOWER 2)



(B). 496 SOUTH FORT LAUDERDALE BEACH BOULEVARD (LIFEGUARD TOWER 5)



(B). 496 SOUTH FORT LAUDERDALE BEACH BOULEVARD (LIFEGUARD TOWER 5)



(B). 496 SOUTH FORT LAUDERDALE BEACH BOULEVARD (LIFEGUARD TOWER 5)



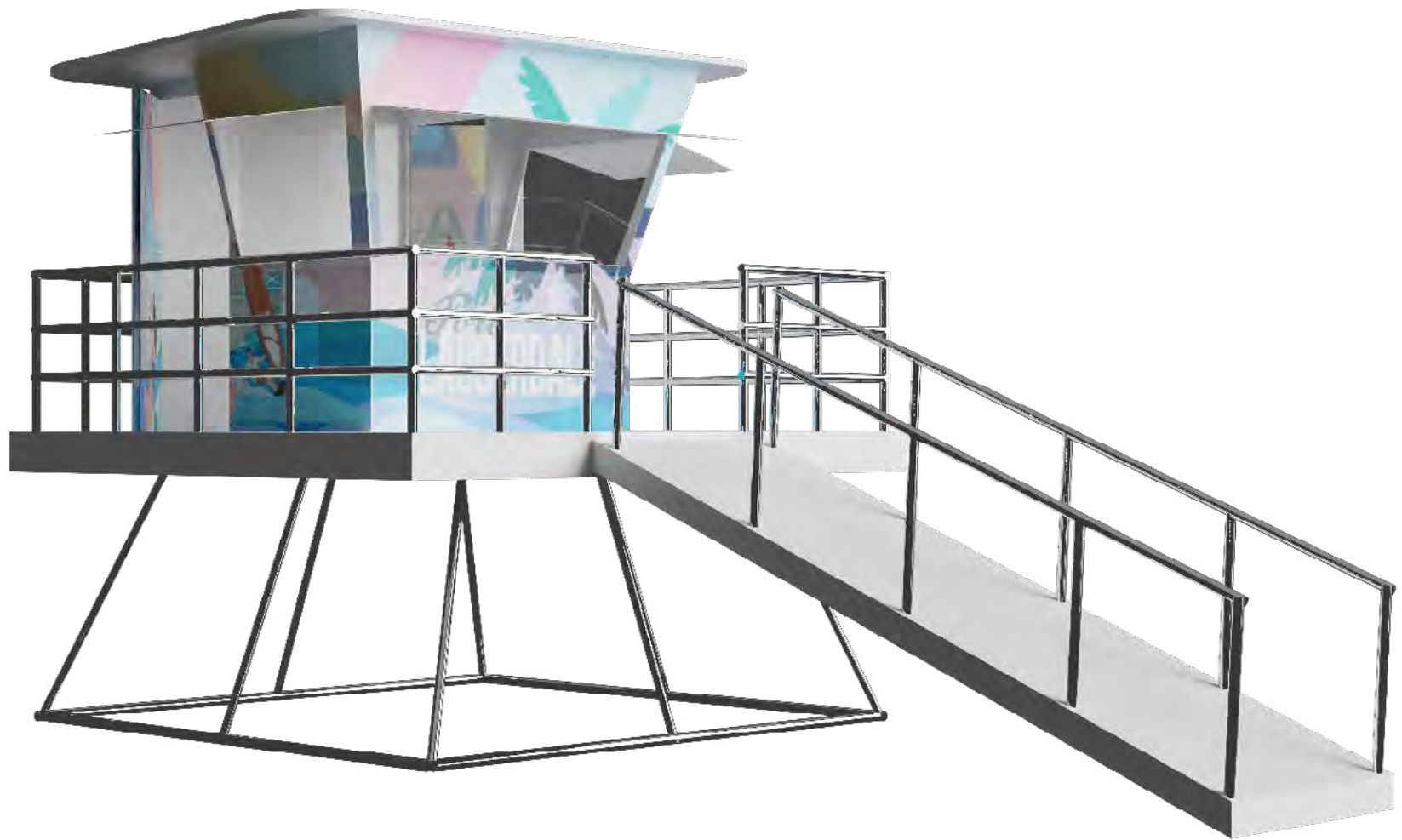
(B). 496 SOUTH FORT LAUDERDALE BEACH BOULEVARD (LIFEGUARD TOWER 5)



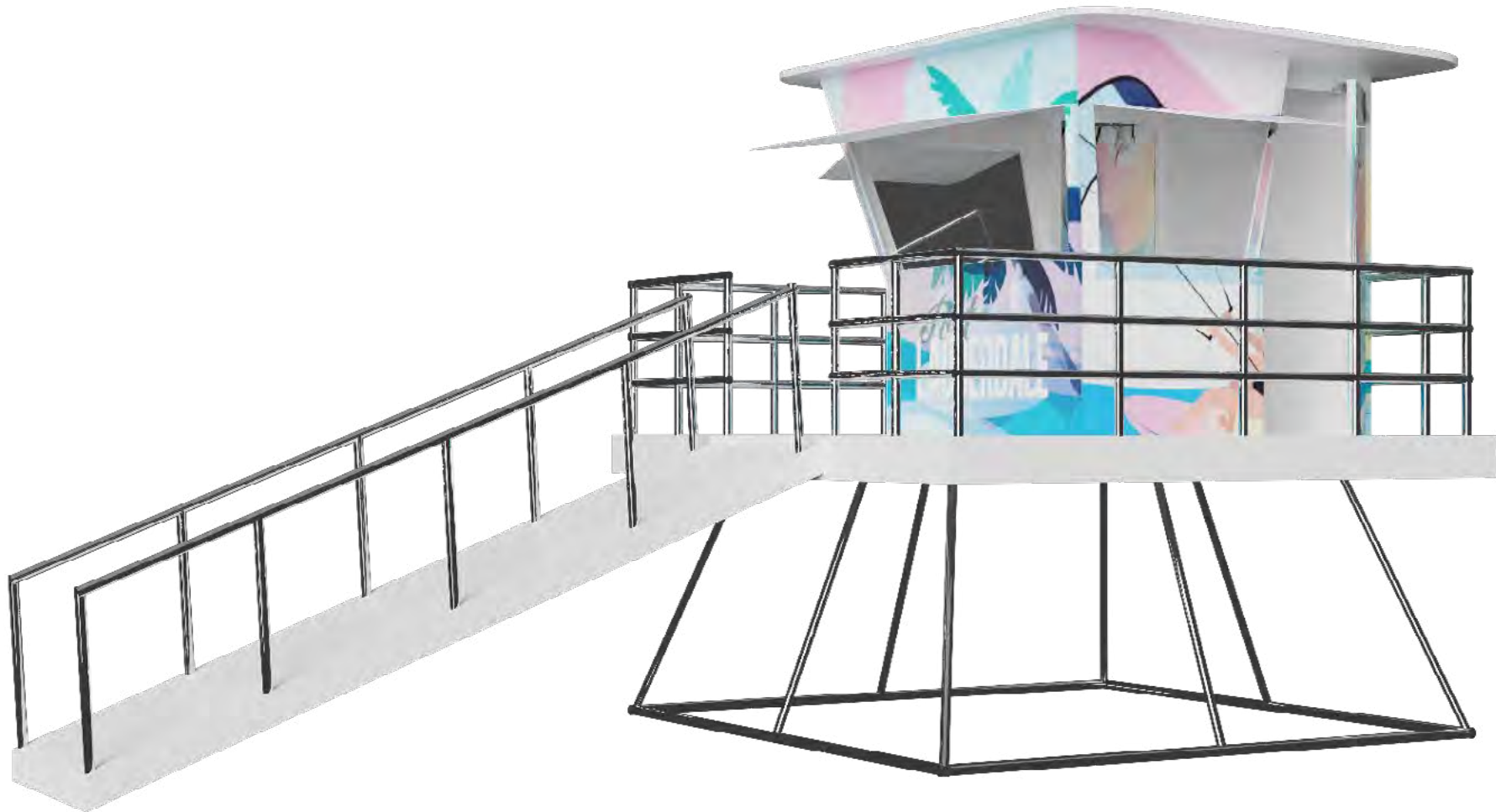
(C). 296 SOUTH FORT LAUDERDALE BEACH BOULEVARD (LIFEGUARD TOWER 6)



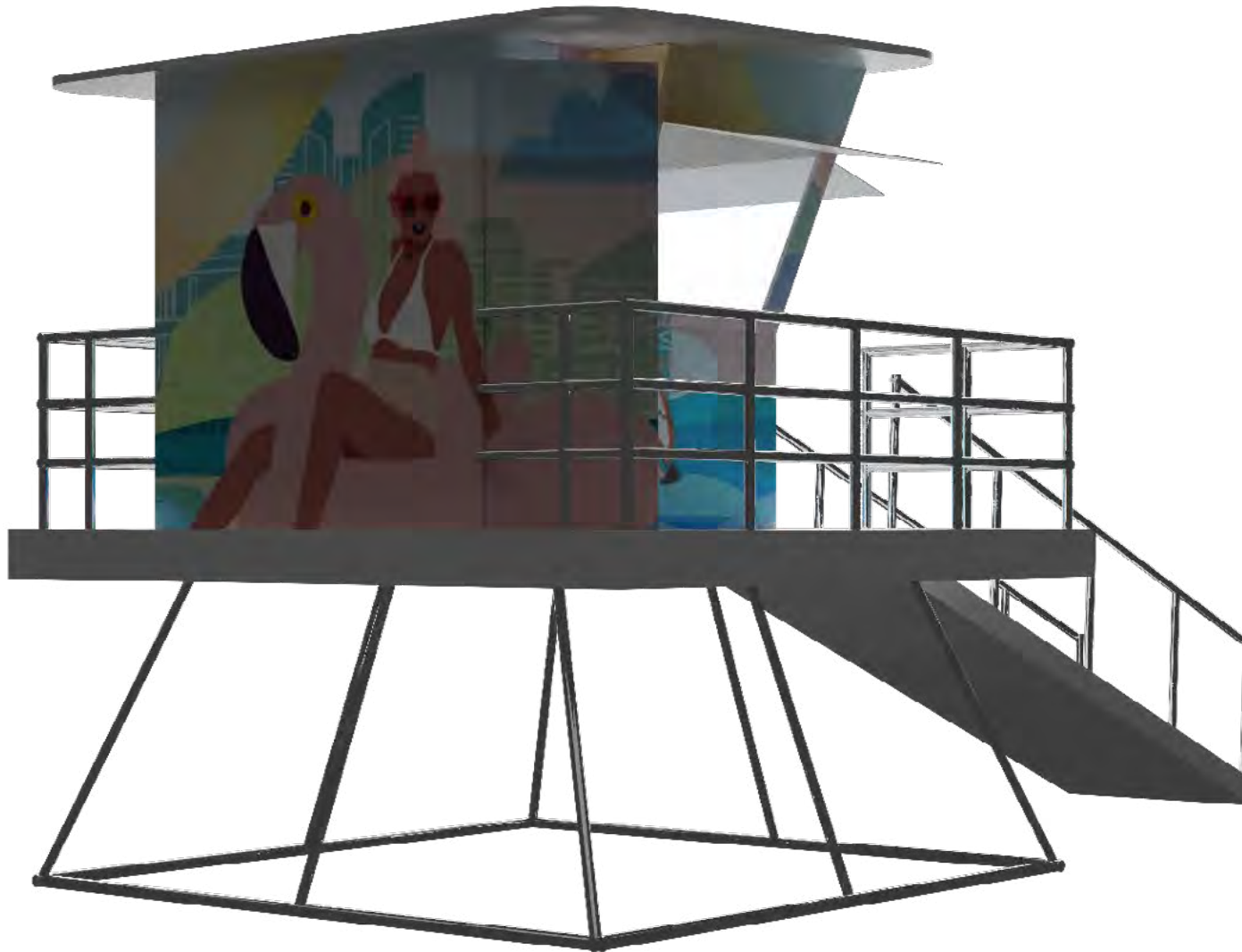
(C). 296 SOUTH FORT LAUDERDALE BEACH BOULEVARD (LIFEGUARD TOWER 6)



(C). 296 SOUTH FORT LAUDERDALE BEACH BOULEVARD (LIFEGUARD TOWER 6)



(C). 296 SOUTH FORT LAUDERDALE BEACH BOULEVARD (LIFEGUARD TOWER 6)



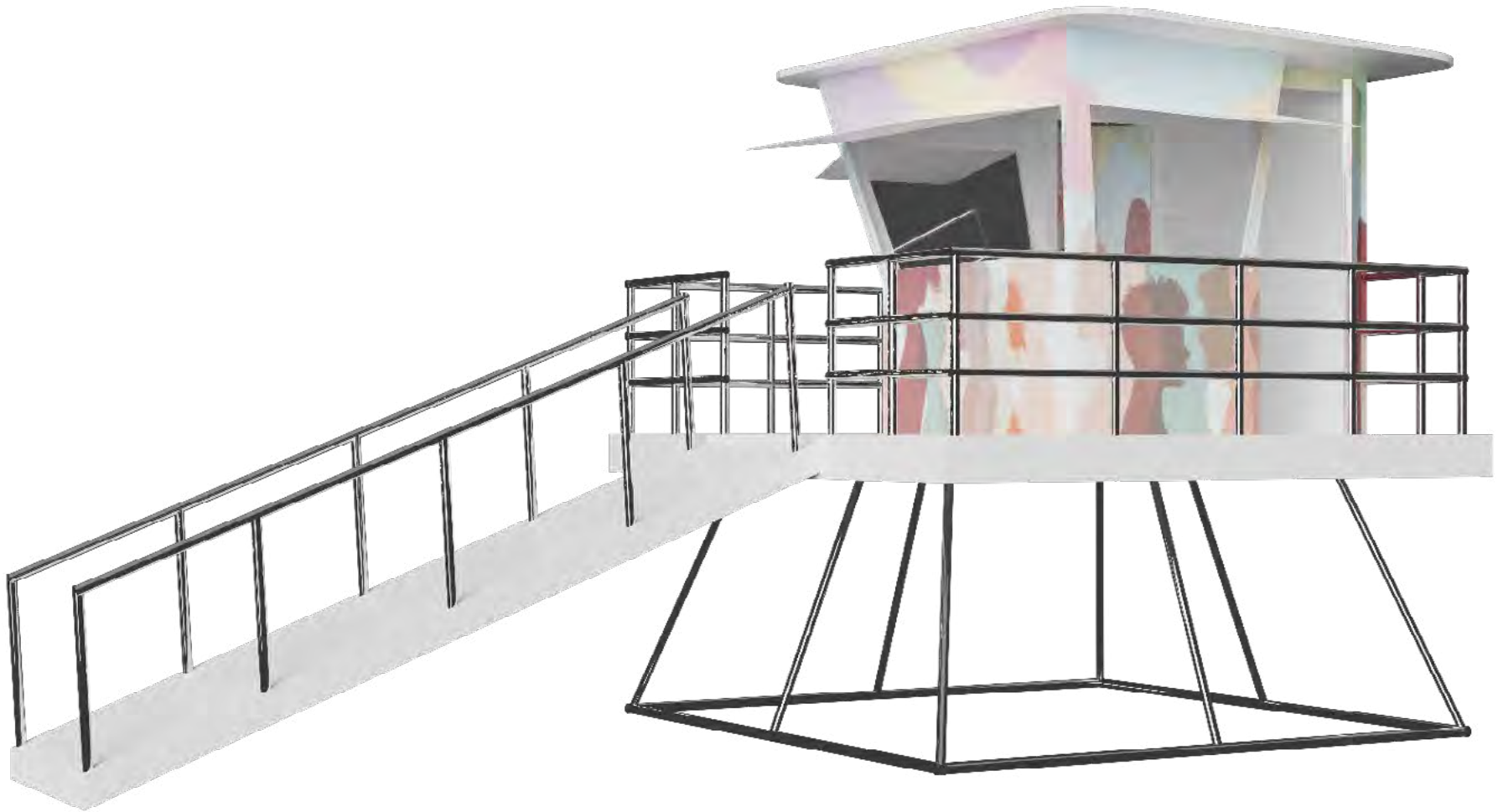
(D). 126 SOUTH FORT LAUDERDALE BEACH BOULEVARD (LIFEGUARD TOWER 7)



(D). 126 SOUTH FORT LAUDERDALE BEACH BOULEVARD (LIFEGUARD TOWER 7)



(D). 126 SOUTH FORT LAUDERDALE BEACH BOULEVARD (LIFEGUARD TOWER 7)



(D). 126 SOUTH FORT LAUDERDALE BEACH BOULEVARD (LIFEGUARD TOWER 7)



THE INTENTION

THE INTENTION IS TO CREATE & INSTALL COMPLETED ARTWORK, FULLY WRAPPING FOR EACH AREA IDENTIFIED.

- (a). 1000 Seabreeze Boulevard (lifeguard tower 2)
- (b). 496 South Fort Lauderdale Beach Boulevard (lifeguard tower 5)
- (c). 296 South Fort Lauderdale Beach Boulevard (lifeguard tower 6)
- (d). 126 South Fort Lauderdale Beach Boulevard (lifeguard tower 7)



MATERIALS, MAINTENANCE, INVESTMENT & TIMELINE

MATERIALS

- Outdoor printed vinyl

Method of Application: Hand installed

MAINTENANCE

It is important to visually inspect pieces semi-annually to ensure that instability, damage or potentially damaging conditions are detected before major damage or deterioration occurs. All inspections as well as any work that is subsequently carried out should have written and photographic documentation. An inspection of all completed towers should be done following the harsh summer season. Required maintenance and treatment activities can then be undertaken during the fall/winter months. Industrial maintenance procedures such as power washing are inappropriate for pieces and can cause extensive damage. In order to prevent damage to the artwork, a dusting and low pressure wash can be carefully used to remove dust and dirt accumulated during the summer months. Carefully dust with dusting broom and lightly wash surface with water at low pressure.

INVESTMENT

Artist fee: \$10,000

Estimated Installation: \$10,000

Estimated Production Cost: \$20,000

Total Budget : \$40,000

PROPOSED TIMELINE (WEATHER PERMITTING)

Estimated time frame to complete all is approximately 30 days.



EVOCA1.COM

info@evoca1.com

connect@evoca1.com

CONFIDENTIALITY

The information contained in this document, is the property of its intended recipient and is strictly private and confidential. It is disclosed to the client on the basis that the client shall:

1. Use it solely for the purposes of a confidential assessment of the information contained therein.
2. Not use it for any other purposes whatsoever.
3. Not by any means, copy or part with possession of it, or any part of it.
4. Not use any creative ideas, marketing strategies, figures, financial spread sheets, computations or recommendations contained, without the expressed permission of the authors and the payment of suitable remuneration.
5. Take all steps necessary to prevent it from being disclosed to, or coming to the attention of any party other than those employees of the client that need to see it for the purposes of the assessment referred to in 1 above: and, return it to the joint authors forthwith upon request.



City of Fort Lauderdale

By Djerlens Chery
Lifeguard Towers Project

August 30, 2021

Site



Design Theme

The art design theme for this project is aquatic life and the beach experience.

Expressed through use of images in the ocean and along the beach.

Art Project Goals

- Create a piece of art that capture the essence of fort lauderdale beach.
- To create artwork that enhances the beauty of the Fort Lauderdale beaches.
- To establish a brand and identity that connects and create a sense of place

Lifeguard Towers



Lifeguard Tower 7



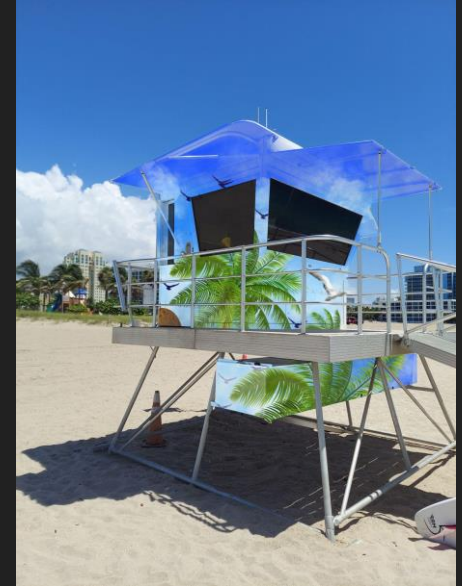
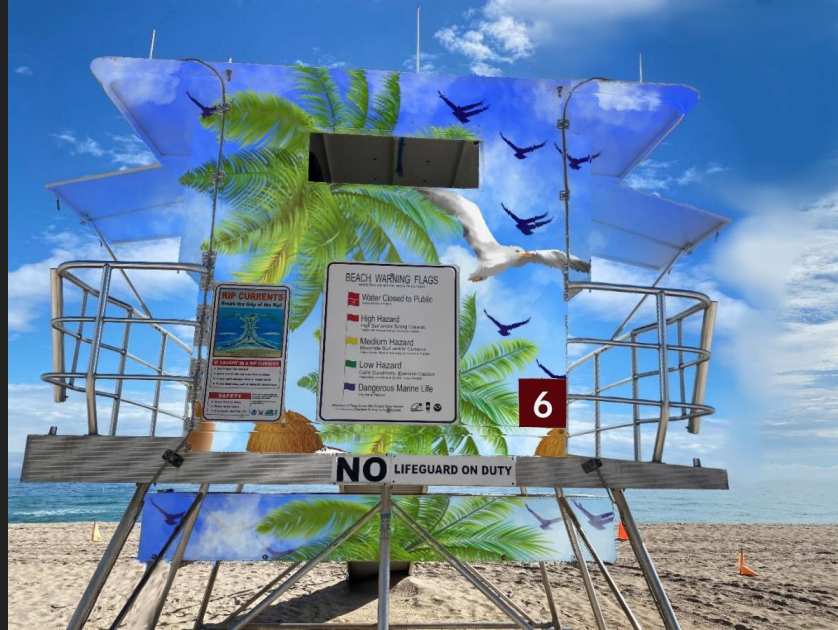
The concept of the design show aquatic life such as sea turtles and fishes to sense a better experience at Fort Lauderdale beach.







Lifeguard Tower 6



The purpose of this design is to express the beauty that goes around Fort lauderdale beach with coconut trees, seagulls and birds flying around.





RIP CURRENTS
Break the Grip of the Rip!

IF CAUGHT IN A RIP CURRENT

- 1. Don't fight the current.
- 2. Relax and let the waves take you back.
- 3. If you're caught in a rip, don't panic. Don't swim away.
- 4. If you're stuck, use the rip to swim out.

SAFETY

- 1. Don't drink the water.
- 2. Don't swim alone.
- 3. Don't swim near rocks.
- 4. Don't swim near the shore.

BEACH WARNING FLAGS
Water Closed to Public

- Water Closed to Public**
Prohibition of Entry
- High Hazard**
High Surf and/or Strong Currents
Prohibition of Entry
- Medium Hazard**
Moderate Surf and/or Currents
Prohibition of Entry
- Low Hazard**
Calm Conditions, Excellent Conditions
Prohibition of Entry
- Dangerous Marine Life**
Prohibition of Entry

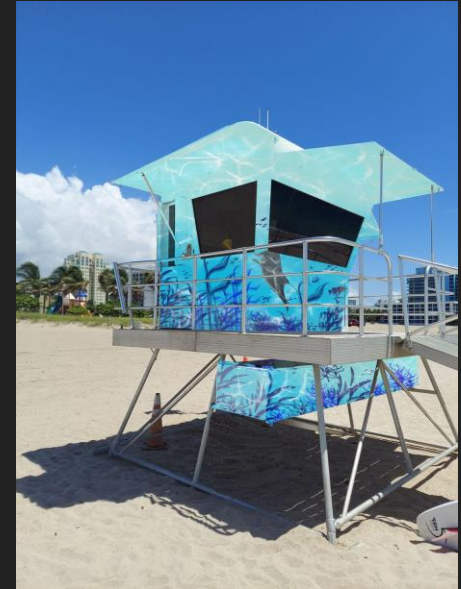
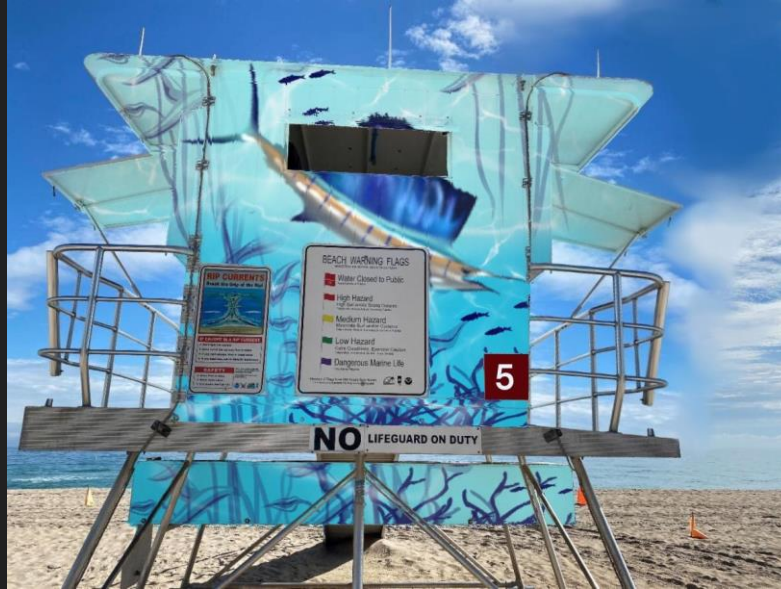
Division of Beaches and Parks, Department of Parks and Recreation

6

NO LIFEGUARD ON DUTY

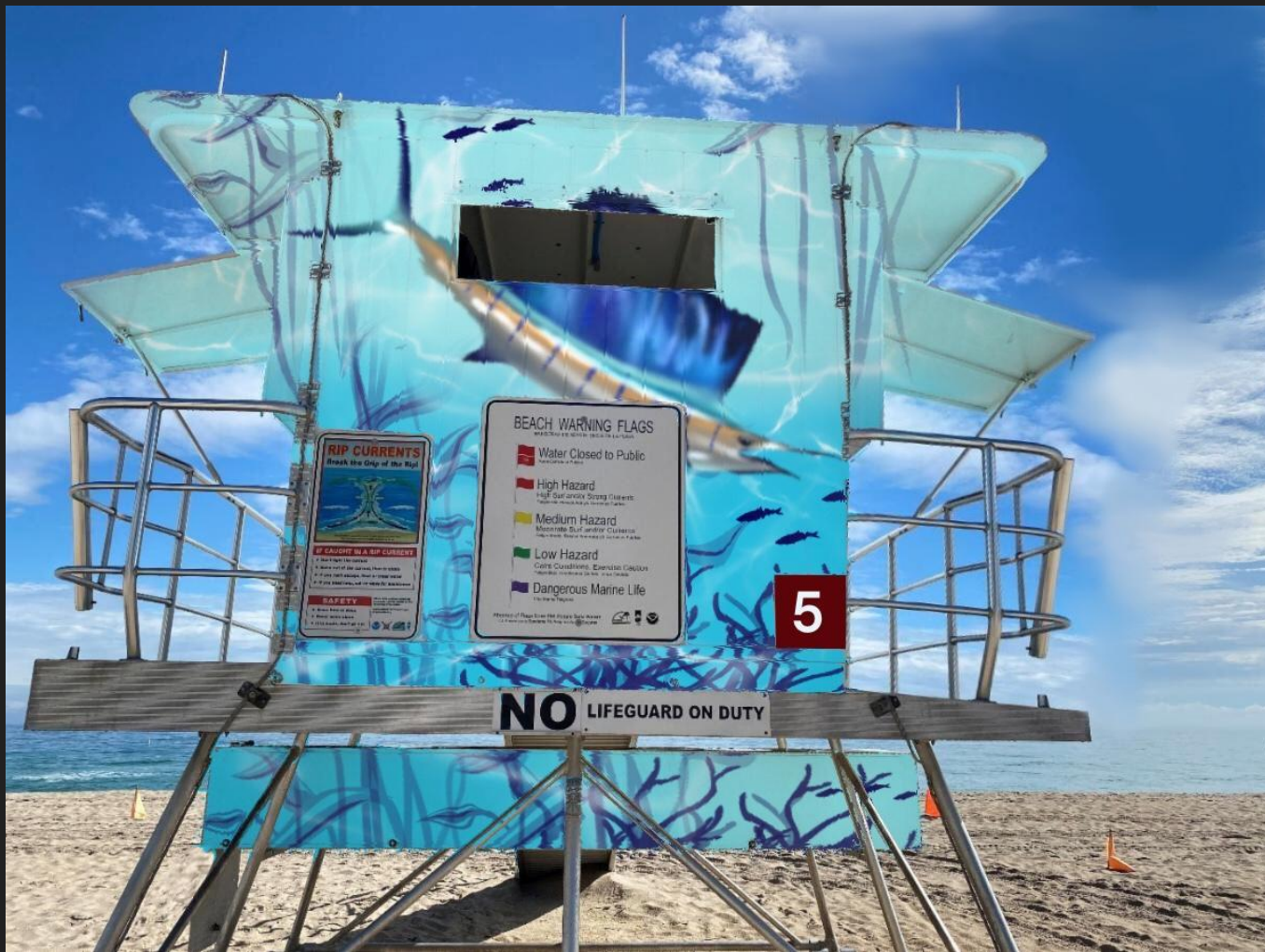


Lifeguard Tower 5



In this design, I illustrated sailfish, stingray and ocean plants to reveal aquatic lives deep in the beach.



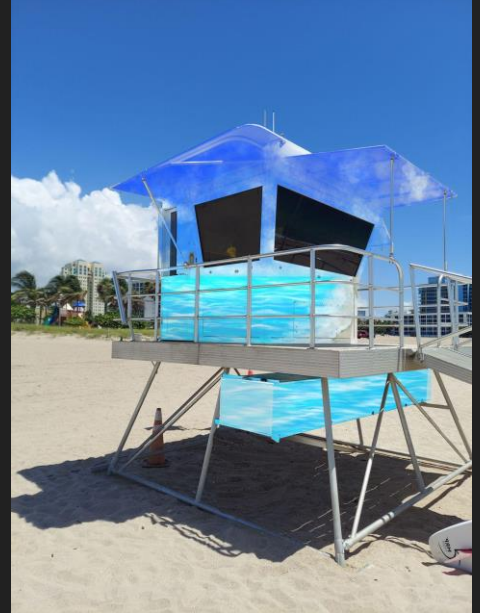
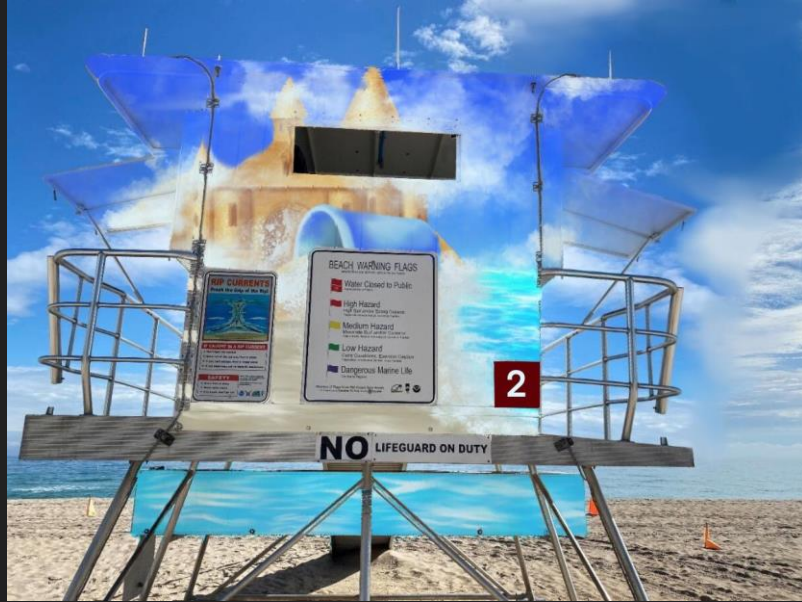


5

NO LIFEGUARD ON DUTY

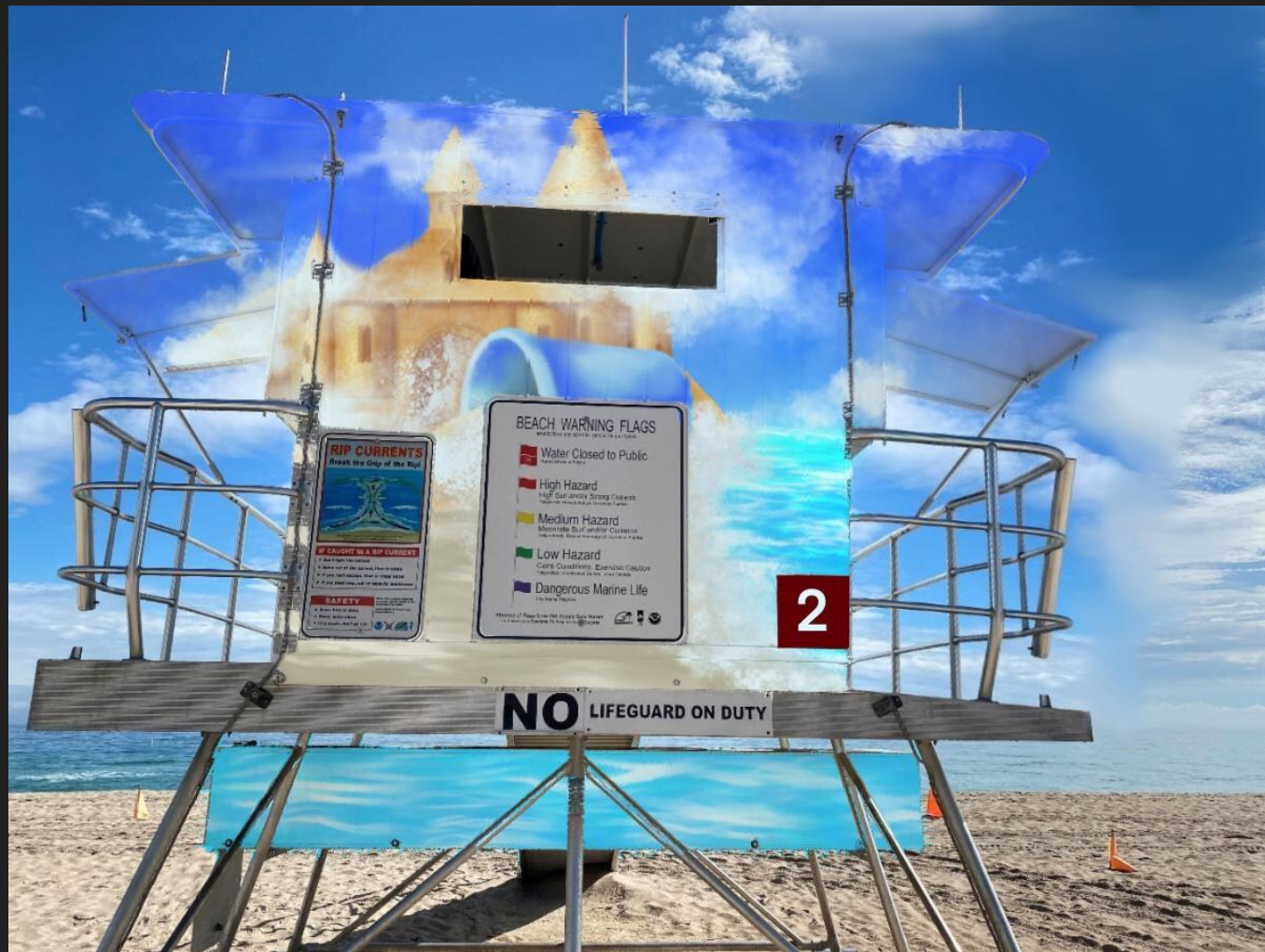


Lifeguard Tower 2



The outcome of this design is to establish a sense of what goes around at Fort Lauderdale beach everyday





2

NO LIFEGUARD ON DUTY



Project Budget

Studio/ Office Administration	Cost	Total Project Cost
Phone/fax, supplies, copies, printing	\$250.00	\$250.00
Travel	\$750.00	\$750.00
General Liability Insurance, Licenses & Permits	\$1300.00	\$1300.00
Rendering/ Photo Documentation	\$1200.00	\$1200.00
Design/ Fabrication Installation		
Vinyl Wrap	\$25,000.00	\$25,000.00
Installation	\$1500.00	\$1500.00
Artist Fee	\$5000.0	\$5000.0
Contingency Fee	\$5000.00	\$5000.00
	Sum Total	\$40,000.00

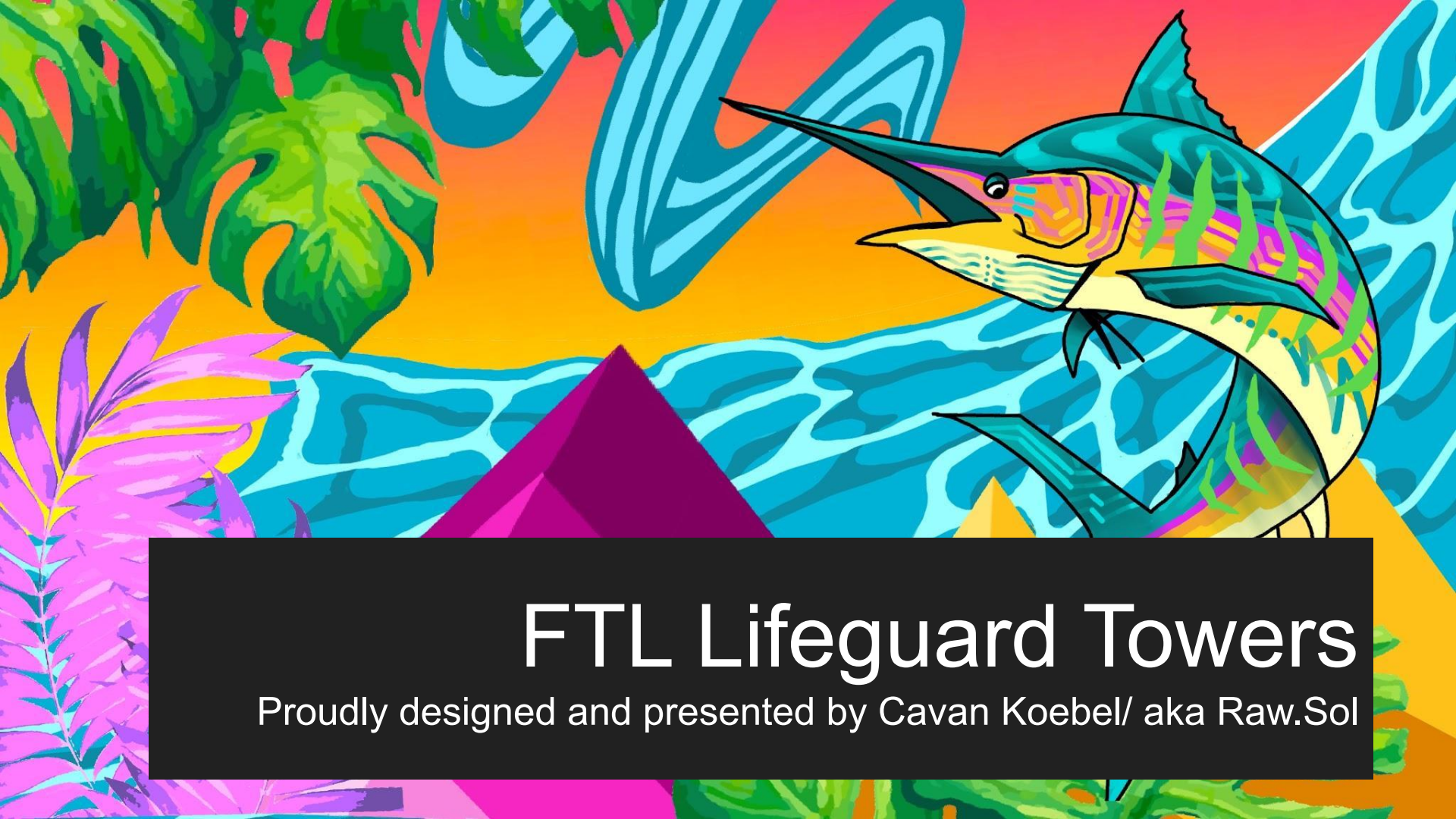
Timeline

Task to be done	Date
Finalize the design	October
Permit Application	October
Submit design for fabrication	November
Installation of Artwork & Completion	December

Materials & Maintenance

- The materials to be use to cover the lifeguard towers is 1/8" thick Dibond sheet wrap with 3M vinyl.
- The material is adaptive to outdoor environment up to 7 years and low maintenance
- The material also come with UV lamination

Questions



FTL Lifeguard Towers

Proudly designed and presented by Cavan Koebel/ aka Raw.Sol

When I Think of Fort Lauderdale Beach

- The natural beauty
- Fun things to do
- The love and kindness of the people there



Natural Beauty



Things to Do!



Love & Kindness

Everybody Love Everybody

• BE Kind •

Adventure

♡ The time is now ♡



An Integrated Canvas

I believe the **BEST ART** makes the most of the canvas

- Walls
- Window shutters
- Storage boxes
- Railings
- Supports



An Integrated Canvas



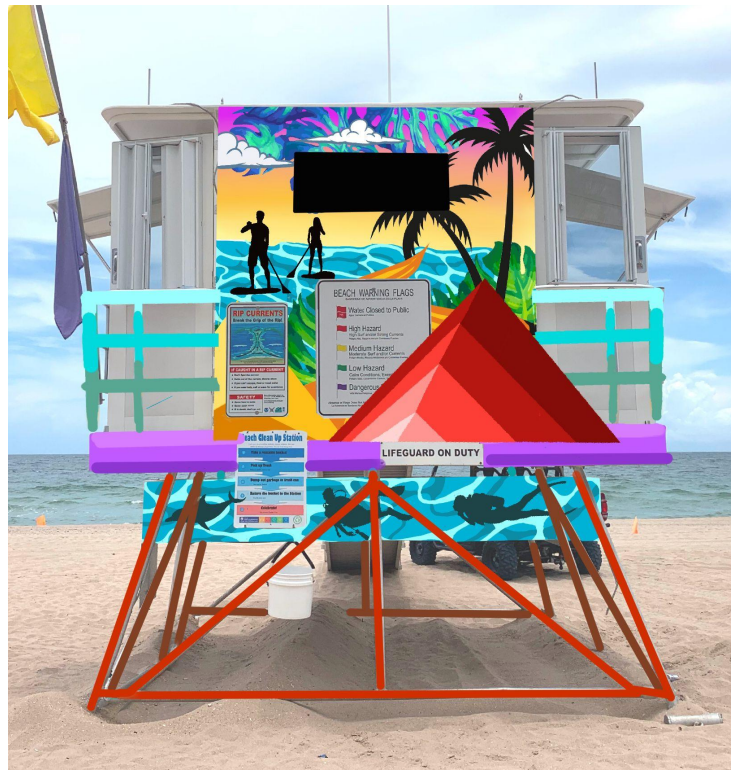
An Integrated Canvas



An Integrated Canvas



An Integrated Canvas



Schedule

Project Schedule:

One Month

- 10 Days to finalize artwork
- 10 Days to print
- 10 Days to install

Future Maintenance Schedule

- Highly skilled installers
- Added high quality UV protection lamination to maintain vibrance for 10+ years
- 7 Year warranty on vinyl for any manufacturer defects



Budget

TOTAL: \$35,764

(walls, shutters, storage boxes)

- Vinyl Print Cost: \$8,864
- Delivery & Installation: \$4,500
- Artist Design Fee: \$16,000
- Engineering / Artwork Fabrication: \$2100
- Insurance: \$500
- Travel: \$200
- Presentation Expense: \$400
- Meetings: \$700
- Artist Contingency: \$2500

TOTAL: \$39,264

(walls,shutters, storage box, railings & supports)

- Vinyl Print Cost: \$10,464
- Delivery & Installation: \$6,400
- Artist Design Fee: \$16,000
- Engineering / Artwork Fabrication: \$2100
- Insurance: \$500
- Travel: \$200
- Presentation Expense: \$400
- Meetings: \$700
- Artist Contingency: \$2500





THANK YOU