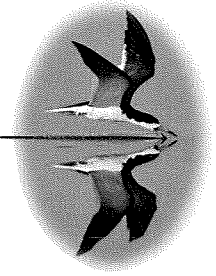


Town of Indian Shores

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TOWN COUNCIL WORKSHOP

MINUTES - AUGUST 19, 2014

The Indian Shores Town Council Workshop convened at 3:00 P.M. Those present were: Mayor Lawrence, Vice Mayor Herndon, Councilor Smith and Councilor Soranno.

***Also Present:** Chief Hughes; Director of Administration, Bonnie Dhonau; Town Clerk, Elaine Jackson; Director of Finance, Walter Pierce; Deputy Clerk, Karen Achhamer; Mary Karayianes, Sara Mullins; Steve Graff; Anne Miller; Art Newsome and numerous other interested parties.*

***Absent:** Councilor Petruccelli*

1.0 Presentation by Sara Mullins and Steve Graff relative to the Art Beautification Project for Gulf Boulevard, Indian Shores, Florida.

Mayor Lawrence briefly reviewed the procedure whereby the Town will be reimbursed \$2.1 million from the County for the undergrounding project, and this money may be spent at our discretion. A total of \$4.1 million has been allocated as the Town's share for the Gulf Boulevard Improvement project. The Town's portion will be allocated in increments of \$400,000 per year for four years and \$800,000 per year for the next three years. These funds are for Gulf Boulevard beautification in accordance with the Phil Graham Schematic Street Scape Plan, which includes street scaping, art and gateway elements. This project would need to be approved by the Barrier Island Governmental Council prior to recommending to the County for funding.

***Ms. Sara Mullins, Public Art Liaison,** stated the voters of Pinellas County have already approved beautification projects by passage of the Penny for Pinellas and are waiting for stewards of the funds to interpret their projects. **Ms. Mullins** conducted a PowerPoint presentation, exhibiting the benefits of public art, which strengthens civic pride and neighborhoods and creates impact by branding.*

***Ms. Mullins** reported she has assembled a group of advisors for the project, including a project manager, a professional artist, a professional sculptor, a monument installer, a local architect, the president of the astronomy club, a retired NASA engineer and sculptor, the Arts Alliance and a graphics professional.*

James J. Lawrence
Mayor

Joan G. Herndon-Parrott
Vice Mayor

William F. Smith
Councilor

Patrick C. Soranno
Councilor

Michael "Mike" Petruccelli
Councilor

Bonnie Dhonau
Director of
Administration

Terry E. Hughes
Chief of Police

Walter H. Pierce, III
Director of Finance
and Personnel

Elaine N. Jackson, MMC
Town Clerk

Robert J. Metz, Jr.
Town Attorney

Steve Andrews
Building Official

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Ms. Mullins related the Timucua Indian was indigenous to the region, thus the project would pay homage to this extinct people group. The project would be an interactive structure, with educational elements, and could lend itself to dramatic reenactments, storytelling, festivals, snook fishing tournaments, and other sporting events.

Steve Graff, Artistic Director, Wacky World Studio, presented the concept plan, depicting the logo of the Cast Net Indian, and project which would involve five sign locations, seven bus shelters and the memorial location along Gulf Boulevard. All signs would be constructed with the branding image of the Cast Net Indian, and vinyl overlay decals would be applied to the bus shelters. Trash containers could be changed out as they needed to be replaced.

Mr. Graff explained the memorial is a fourteen foot monolith situated in the center of a courtyard, with an interactive archway. The courtyard would be a gathering place. The channel in the archway would allow following of equinoxes, solstices, and the tracking of the stars. A shadow will be cast at a point on the courtyard where an explanation of the event will be inscribed. There will be a sculpture of the Cast Net Indian at one end of the arch in a water fountain, seating around the structure, and images of native fisheries, large mammals, seabirds, turtles and other animals indigenous to this area.

Ms. Mullins proposed the following design portfolio for completion of the project:

Phase One: The design, logo and marketing portfolio, involving design, development, licensing, branding standards management manual, and one year of consulting services, construction of five municipal signs, and fourteen vinyl decals for the bus shelters at a total estimated cost of \$79,876.00.

Phase Two: The promotional phase which includes initial Cast Net Indian Sculpture Icon temporarily installed at the Municipal Center, one year consulting services and project management, purchases of landscape lighting, fountain parts, site signage, engineering site survey and consulting, final sculpt of monument arch and monolith, and construction of five benches for a total estimated cost of \$76,741.00.

Phase Three: The final installation of Cast Net Indian Sculpture with monument, consulting and project management, excavation, equipment and soil removal, new concrete, and landscaping, for a total estimated cost of \$141,800.00

Ms. Mullins suggested a fund be established for the future maintenance of the structure.

Councilor Soranno stated he liked the concept of branding and the logo, and said it was hard to tell what the structure would look like without a more definitive design. However, he would like time to look at the numbers.

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Councilor Smith stated he liked the branding idea, the interactive monument tying in the astrological features, and was pleased we finally have a picture of the actual type of Indian. He stated it makes sense to go back to the Town's origins and give people a reason to come and spend time at the memorial. He also needed more time to think about the costs.

Vice Mayor Herndon remembered in the 1970's our Town sign had a Plains Indian on it, and an artist had corrected the image, but most people do not know what our Indians looked like. She stated she likes the concept and the astrological aspect to the design and also needs more time to digest it.

Mayor Lawrence stated he likes the branding and it was expanded nicely in the concept. If the Town decided it wanted to spend the funds, we would borrow from ourselves until the other Gulf Boulevard Beautification funds were distributed.

Ms. Mullins stated the signs should be of a simple design, perhaps with the sun shape on the top, then possibly the Cast Net Indian in 3-D added to it. The electronic sign will remain and the project would create the new housing for the electronic board. The monolith would give homage to Chief Williams who retired with over 20 years of service to the Town. The interactive structure will be a wonderful addition to the Town. The monument could also be used for photo opportunities.

Director of Administration, Bonnie Dhonau, stated the Town has budgeted \$100,000.00 per year for the next three years in the Capital Improvement Plan for the Gulf Boulevard beautification project. The next step in the process is to take it to Council on September 17th for a vote on the design concept and whether or not to move forward with the project in phases.

Ms. Mullins stated it is a lot to digest and she encouraged Council to focus on the first phase and get the promotional pieces started, while trying out the relationship which will develop over time. This will give Council a good feel for community support and feedback. She stated she has shopped this design with colleagues, has received a lot of enthusiastic responses, and feels confident enough that at the end of year one, the Town will be proud of the results and want to continue with the project.

Ms. Dhonau stated Phase One would involve the purchase of the logo design, which could be used on letterhead, business cards, public services vehicles, construction of replacement signs, and is a wonderful opportunity to incorporate it into the bus stop shelters and the new signs. We are creating a centralized community gathering place that will set us apart.

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Mayor Lawrence reported the site of the monument is not clear at this time; however, there are several choices such as the Nature Park and the old transmission station at the south end of Town. Wherever it is placed, it should be well seen as you drive by.

Ms. Dhonau recommended Council vote to move forward on September 17th, and felt confident the Town will find the perfect space for the monument. Funds are available October 1, 2014 to compensate Ms. Mullins and Mr. Graff for their numerous hours spent on this project. The design of the signs may be worked out after that.

Mayor Lawrence invited citizens in the audience to comment.

Marcie Smith stated she thought the design was excellent and incorporates aspects of Indian Shores, likes the sculpture standing in the water and asked what materials it would consist of and future maintenance issues.

Bob Brotherton, engineering consultant, stated he has been involved in streetscapes in other communities and he thought the Indian Shores project was fabulous. He stated \$300,000.00 is a minor investment, as this is a high-end community and deserving of a first-class project.

Other members of the town staff expressed their pleasure and approval with the project and encouraged the Council to move forward.

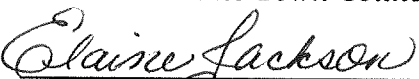
Mayor Lawrence instructed *Ms. Dhonau* to contact *Councilor Petruccelli*, since he was absent, and present an explanation the design and costs before this issue goes before Council on September 17th for a vote.

Councilor Smith stated it would be a good idea to get citizens here for that meeting for input and to inform them of the project and how it will be implemented.

Ms. Mullins stated she did her best to find competitive pricing from highly respected contractors in order to streamline the process.

Note: Town policy states that three independent, competitive quotes will be required before the Town expends funds for purchases of at least \$5,000, but not more than \$25,000. Three independent, competitive sealed bids will be required before the Town expends funds for estimated costs that exceed \$25,000.

The Town Council Workshop adjourned at 4:40 P.M.



ELAINE JACKSON, MMC
Town Clerk