

**Pompano Beach
Public Art Committee – Old Town Mural Subcommittee**

City Hall
Commission Chambers Conference Room

August 30, 2016
4:00 P.M.

MINUTES

A. Evaluation:

1. Select Final Artist

Laura Atria said that they are here to select the final artist. She mentioned that she printed out contingency sheets to judge the artists by. The three shortlisted artists are Carlos Gonzalez, Eduardo Menieta, and the Serafima Sokolov Team. The sheets list the criteria the subcommittee will be judging the artists on: 1. appropriateness of mural design, 2. Distinctiveness of color and design, 3. Theme of Design.

Mimi Botscheller said that it is nice to see that the artists took their advice.

Ms. Atria said that they will start with Carlos Gonzalez's design proposal.

Ms. Aycock said that she really likes Carlos' design. She said that he did a lot by showing a many iconic features from the city. She said that he should include more fruit that the people farmed besides pineapples. She said that she can't tell what some of the buildings are. He needs to make sure that there are buildings presented from both sides of downtown like the Ali Building, the Bethel AME Church with its iconic bell and other buildings.

Nguyen Tran said that he likes Carlos' colors. They are vibrant.

Ms. Aycock mentioned that Carlos depicted the pier as it is now and not its future design. Ms. Atria said that it is okay because it should depict past, present and future.

Mr. Tran asked if there is anything in his design that presents the future. Ms. Aycock said that it looks like the mural is turning into an Arts District at the ends of the design.

Ms. Benichou said that the old pier design can morph into the new pier design.

Ms. Atria said that on a small scale it looks like it is really busy but on a large scale it is not so much.

Mr. Tran asked if the thing around the lighthouse is a bean stalk. Ms. Atria said that she thinks that it is.

Ms. Benichou asked if there is a reason why he did not include color in the center. Ms. Atria said that she thinks it is a part of his aesthetic.

Ms. Atria said that Carlos put a lot of work into the research. She said that he definitely took their critique into account.

Ms. Atria said to move onto Eduardo Menieta's mural design.

Ms. Benichou said that graphically she really like his.

Ms. Atria said that she loves his work and it would so nice to have one of his murals in the city.

Ms. Botscheller asked if it would be a problem that he only depicted east Pompano.

Ms. Benichou said that the graphics from Eduardo' mural are very impactful but there is less history being represented than Carlos'.

Ms. Atria said that they can ask Eduardo to add something from the NW area of the city side in his mural.

Ms. Benichou asked if Carlos included any representation of the NW. Ms. Aycock said that he did not that is why she suggested changing some of the buildings. Ms. Botscheller said she does not see a place to add anything into Carlos' mural.

Ms. Aycock said that if they choose Eduardo they can let him decide how to represent buildings from the NW.

Ms. Benichou said that she would hate to take away or change Eduardo's design because it could function better someplace else. She feels like Carlos is so much closer in terms of a representation of the community. If they ask Eduardo to manipulate structures then it can get much further away from what they actually want where Carlos has already perceived structures in his.

Ms. Aycock said that she does not care where the Ali building is placed, but Carlos should add it to his mural. She also mentioned that he does not have to necessarily show Bethel AME Church but he should at least incorporate the iconic bell somewhere.

Ms. Atria said that they should move on to the Serafima Team. She said that one of the artists from the team dropped out and they replaced her with another artist that qualifies.

Ms. Atria said that their major concern is that it is too cartoony.

Ms. Botscheller said that it is not mature at all.

Ms. Atria said that they also depicted the Deerfield Beach ship sinking.

Mr. Tran said that he is not into the cartoon design.

Mr. Tran said that if the Committee cares more about the task and the theme then Carlos' design should be selected. If they want something artsy that doesn't necessarily follow the theme, then Eduardo's design would work better. He thinks that both are very vibrant and either of them would work but he thinks Carlos stayed with the theme and task where Eduardo did not. He mentioned that he considers the Bailey building to be located in the northwest section of the city. Mr. Tran said that the unknown building he believes is Mayor Fisher's old building. He would love to see the Ali building in place of the unknown building or in the space next to the Oceanside Shopping Center tower.

Mr. Tran asked if there were any historical markers along MLK Blvd other than the Ali building. Ms. Aycock said that there is the Bethel AME iconic bell that can be incorporated anywhere in the mural.

Ms. Atria asked each committee member who they select. Ms. Aycock said that she picks Carlos. Ms. Botscheller selected Carlos because he followed the call's theme requirements. Mr. Tran said that he selects Carlos because he completed the assignment. Ms. Benichou selected Carlos. Ms. Atria selected Eduardo.

MOTION by Mimi Botshceheller and seconded by Nyugen Tran to select Carlos Gonzalez as the artist for the Old Town mural. All voted in favor of the motion.