

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

City Hall
Commission Chambers Conference Room

July 7, 2016
4:00 P.M.

MINUTES

A. Evaluation:

1. Review Voting on Submitted Artists

Ms. Atria stated that the nine artists that scored higher than a 4.5 in the initial review will be discussed. The artists will then be narrowed down to three artists. The three artists will be given \$200 to produce a detailed, scaled drawing of their proposal.

Ms. Aycock stated that the artists should be informed of the grading criteria before they submit.

Ms. Benichou stated that she likes Daniel Fila's art a lot. She particularly liked Tree of Life and how it contains abstract concepts.

The subcommittee discussed Mr. Daniel Fila's work, but wondered if the pineapple in the proposal signified Pompano, since it is an image associated with Boca Raton and West Palm Beach.

The subcommittee reviewed submissions by the Serafima Sokolov team, Luis Valle, Mabel Vittini, Rei Ramirez, Ivan Roque, Bill Savarese, and Eduardo Mendieta.

While the subcommittee liked Daniel Fila's art, they felt the proposal did not address the call and voted against including him in the final three artists.

The subcommittee was split in deciding on Carlos Gonzalez's submission.

The subcommittee voted unanimously in favor of Eduardo Mendieta's piece. He will be considered for the final round.

Ms. Benichou suggested that the sketches be brought to the Northwest CRA advisory meeting.

The subcommittee was split in deciding on Rei Ramirez's submission.

Nguyen Tran arrived at this point

The subcommittee voted against advancing with either Ivan Roque or Bill Savarese.

The subcommittee voted favorably for the Serafima Sokolov team Team's submission. The artist group will be one of the final three.

Luis Valle and Mabel Vittini both did not received any votes to keep them in the final three artists.

The subcommittee narrowed it down to Eduardo Mendieta, the Serafima Sokolov team, and either Carlos Gonzalez or Rei Ramirez. After a vote to determine who would advance between Carlos Gonzalez and Rei Ramirez, Carlos Gonzalez won the vote 3-2. He will join Eduardo Mendieta and the Serafima Sokolov team as the three artists for the final round of submissions.

Ms. Benichou stated that she likes how dynamic Mr. Gonzalez's work is, but the elements should be clearer and there should be less emphasis on the pineapple.

Ms. Aycock suggested that the artist should make more of an effort to stick to the call.

For the Serafima Sokolov team piece, the subcommittee wants more of a diverse representation of people and for the buildings to be more spread out. The subcommittee also noted an incorrect orientation of buildings and the railroad tracks. There is also a concern that the proposal looks like a children's book. The next proposal should address all of these concerns.

For Eduardo Mendieta's piece, the bean plant should be depicted differently, placement is awkward.

Ms. Benichou would like a bit more of a story (the history and future of the city) into the piece without losing the beauty of the design.

3. Finalize Shortlist Artists

The final three artists are: Carlos Gonzalez, Eduardo Mendieta, and the Serafima Sokolov team.