

MURAL AT MINSKY GYM PUBLIC ART PROJECT

City Council

September 13, 2021

BACKGROUND

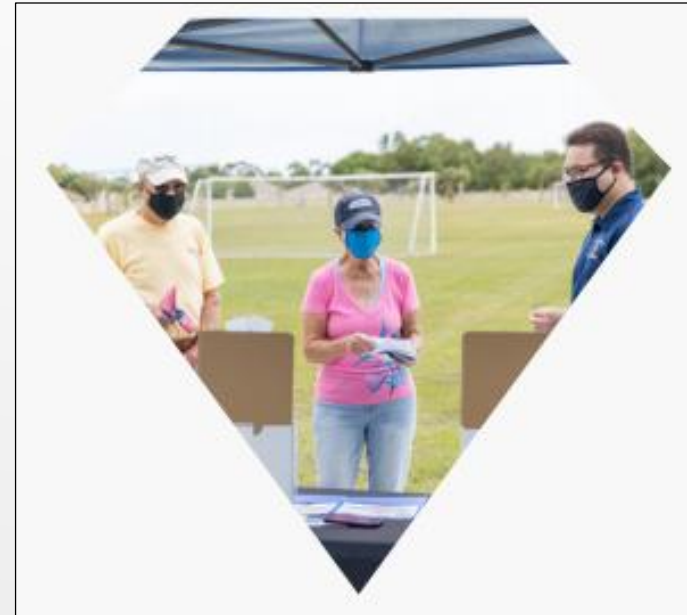
- National Endowment for the Arts (NEA):
 - Independent Federal Agency that offers funding and support for projects exhibiting artistic excellence.
- NEA Challenge America Grant:
 - Offers support primarily for projects that extend the reach of the arts to underserved populations – those whose opportunities to experience the arts are limited by geography, ethnicity, economics, or disability.
- The City of Port St. Lucie has been approved for a \$10,000 Challenge America grant.
 - Grant amount requested: \$10,000
 - Local Match: \$10,000
 - Total Project Cost: **\$20,000**

PROJECT PURPOSE

- Create a “City for All People” themed mural on the wall of the 8,000-square foot Robert E. Minsky Gym to provide an opportunity for the community to experience art and celebrate the City’s diversity. At this time, there is no public art in the surrounding area.
- The mural will be placed on the exterior wall that faces Southwest Darwin Boulevard.
- The project site itself is centrally located in the community, adjacent to Windmill Park Elementary School, Whispering Pines Park and Treasure Coast High School.

INPUT EARLY

- On November 18, 2020, staff attended and presented at the City's Diversity Team meeting. Input received included for the mural to incorporate different sport activities and recreational elements such as a park backdrop.
- As part of 2021 Citizen Summit held on March 6, 2021, residents were informed of the future mural to be placed on the Minsky Gymnasium wall. Residents were posed the question "What Makes Port St. Lucie Diverse?" Responses were included in the Call to Artist.



Citizen's Summit 2021 at Winterlakes Park

CALL TO ARTIST

- On April 1, 2021, a Call to Artist was made public requesting interested artists submit an application and submission packet for a “City for All People” themed mural.
- In their proposal, artists were required to incorporate a diverse group of persons such as different races, colors, ethnicities, age groups, all abilities within their mural concept.
- Artists also were encouraged to incorporate Parks and Recreation activities or elements, children-based participating in various recreational sports or activities, or a portrait-style concept with diverse group of persons.
- The Call to Artist was closed on May 2, 2021 and a total of **18** artists answered the call.



SUBMISSIONS REVIEW & RANKING

- Project Review Team assembled to consider the following for each:
 - Ability to meet the identified theme, submitted mural concept and how well it incorporates a diverse group of persons, that all required submittal materials are provided, and ability to meet the specified completion deadline.
- A scoring criteria was established to evaluate each Call to Artist submission packet, as seen below:

Past Work (50)
Mural Description & Concept (30)
Project Management (10)
Future Maintenance (5)
Local Artist (5)
TOTAL (100)

- Using the established scoring criteria, the 18 submission packets were individually ranked, as seen below:

First Round Ranking	
1	Eddie Mendieta
2	Brian Taylor/Shawn Logan
3	Craig McInnis
4	Kenny Maguire
5	Alyson McKee
5	Joseph Starkweather/Zach Bartel
7	Corey Morrow/Sarah LaPierre/Lisa Kaw
8	Nadia Utto
9	Georgeta Fondos
9	Ken Mullen
11	Christian Wong
11	Shannon P. Wiley
13	Briana Vega
14	Michael Alexander
15	Renata Rodrigues
16	Avi Ram
17	Robert St Van/Rory St Van
18	Orlando Hernandez

PROJECT REVIEW TEAM FINAL RANKING

Following the first-round ranking, the top 4 ranked were shortlisted to provide a final draft mural concept. On July 1st, 2021, the Project Review Team met to review the top four ranked submissions. On July 19, 2021, the Public Art Advisory Board voted the final top 4 ranking to recommend to City Council for selection of an artist.

Project Review Team Final Ranking:

1. Eddie Mendieta
2. Brian Taylor/Shawn Logan
3. Craig McInnis
4. Kenny Maguire



Draft Mural piece by:
Eddie Mendieta

RECOMMENDATION

- On July 19, 2021, the Public Art Advisory Board voted to recommend a top 4 ranking of the artists as follows:
 1. Eddie Mendieta
 2. Brian Taylor/Shawn Logan
 3. Craig McInnis
 4. Kenny Maguire

NEXT STEPS

- After the selection of an artist, staff will move forward with a contract agreement.
- A public workshop to gain citizen input on the mural design is anticipated to be held in Fall 2021.

QUESTIONS?

Thank you!