

## Donnelly, Colin

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**From:** Murphy, Dan  
**Sent:** Monday, April 14, 2014 2:53 PM  
**To:** Bo Donly (bodonly@aol.com)  
**Cc:** Donnelly, Colin; Earle, Jeremy; Weekes, Kathleen  
**Subject:** CAC Signal Box subcommittee  
**Attachments:** Scan0011.pdf

Good afternoon,

This morning for some reason the CAC subcommittee on signal boxes met with me here in the CRA regarding plans for recognition of the signal box artists. Kim Ford, Henriette Kitte Arnold and Joan Gringer brought a memo and discussion to the table (see attached). They said they needed CRA help funding this effort. I advised them that the CAC full committee had voted to hold the recognition after the regular CAC meeting in May (May 20) and that you had been thinking of possible private funding sources for a minor amount. However, after today's discussion it is clear the subcommittee wants to ask the City of Dania Beach for various permissions and support funding.

- The subcommittee is proposing a formal reception in the City Hall Atrium from 6:30 to 7:30. The seven artists who submitted final designs for utility boxes would be recognized by some 50 invitees. It would be an "elegant affair" with champagne, chocolates and Italian pastries. It would consist of a welcome by City Commissioners, a meet and greet with the artists at individual tables and possibly a silent auction of a framed poster (proceeds to CAC).
- Each artist would submit (at his or her own expense) a 22" x 30" original of the box art, mounted and ready to be hung for public viewing in City Hall. These would be hung prior to the event. It was suggested the City could use a "Walker System" to mount the hanging prints without damaging walls, a system consisting of a glued header, rod and clip.
- Each artist would have a table to display smaller prints of their utility box art. A photo of each artist standing beside the Dania Beach utility box would be placed on the table. The subcommittee suggests the City of Dania Beach pay for 50 copies each of the artwork in 8-1/2 x 11 or 11 x 14 poster format. These would be sold with proceeds going to the CAC. Each artist would make a decision whether or not to print *glicés*, (higher quality prints) at the artist's own cost and for sale to the artist's benefit.
- The event could also feature recognition of Dania Beach Arts & Seafood sponsors.
- The estimate for champagne and chocolates was \$443 and based upon DBASC printing of posters, the posters of all 7 artists could be printed in Dania Beach for a rough estimate of under \$300.
- The subcommittee is considering proposing the CAC wrap another 8 utility boxes this year. You may recall last year we paid each artist \$300 to \$400 and the vendor who installed the art onto the boxes an average of \$1,000 per box. Thus the subcommittee would be proposing an expenditure of about \$10,000 for new utility boxes. If that is, indeed, the decision of the CAC the Council should formally propose it to the city commission soon, to allow time to execute the call for designs and other aspects of the program, assuming it is approved. I would mention that selection of the utility box installation vendor was an addendum to a contract executed by Marc LaFerrier and that a new contract would likely be necessary if the city is to do new boxes. Also, it is still not clear whether last year's vendor obtained the appropriate permit from Broward County for the eight boxes last year. I have evidence that the permit was applied for but requirements changed during 2013. While the County is ready to retroactively consider activities last year, new boxes will require new permits, potentially an additional cost.

Let's discuss this further in our planning session for the April 22 meeting, at your convenience.

Regards,  
Dan

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Dania Beach 2014 Arts and Seafood Celebration, March 29 and 30, 2014 at Frost Park, Dania Beach:  
Website: <http://daniabeachartsandseafoodcelebration.com/>

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