



Hallandale Beach Community Redevelopment Agency

Board of Directors Meeting

Agenda Cover Memo

Meeting Date:	October 17, 2016	Item Type:	Resolution X	Ordinance	Other
Fiscal Impact:	Yes	No	Ordinance Reading:	1st Reading	2nd Reading
	X		Public Hearing:	Yes	No
				X	X
Funding Source:	Façade Grant 5910-583050		Advertising Requirement:	Yes	No
					X
Account Balance:	\$200,000				
Project Number :			RFP/RFQ/Bid Number:	N/A	
Contract/P.O. Required:	Yes	No	Strategic Priority (Enter X in box):		
	X		Capital Improvements <input type="checkbox"/> Goal 1 - Undertake Total Improvements of Public Realm <input checked="" type="checkbox"/> Goal 2 -Promote Public/Public and Public/Private Partnership <input type="checkbox"/> Promote Projects with Large-Scale Impacts <input type="checkbox"/> Goal 1 - Issue a Request for Proposals (RFP) for NW infill Housing <input type="checkbox"/> Goal 2 - Issue a Request for Qualifications (RFQ) for Dixie Highway/Foster Road parcel <input type="checkbox"/> Priority Area: North West Quadrant <input type="checkbox"/> FEC Corridor <input checked="" type="checkbox"/> Southwest Quadrant <input type="checkbox"/> Northeast Quadrant <input checked="" type="checkbox"/> Southeast Quadrant <input type="checkbox"/>		
Sponsor Name:	Daniel A. Rosemond, HBCRA Executive Director		Department:	HBCRA	



Short Title:

A RESOLUTION OF CHAIR AND BOARD OF DIRECTORS OF THE HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY RATIFYING THE SELECTION BY THE MURAL ARTIST SELECTION EVALUATION COMMITTEE OF JONATHAN BRENDER AS THE ARTIST TO DESIGN AND IMPLEMENT THE MURAL PROJECT IN THE FASHION ART AND DESIGN DISTRICT; APPROVING THE AGREEMENT WITH THE ARTIST FOR MURAL PROJECT; AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE THE AGREEMENT WITH THE ARTIST FOR MURAL PROJECT; AUTHORIZING THE ISSUANCE OF PURCHASE ORDERS FOR THE MATERIALS AND RENTAL EQUIPMENT THE ARTIST WILL NEED TO EXECUTE THE MURAL PROJECT IN AN AMOUNT NOT TO EXCEED \$170,000; AND PROVIDING AN EFFECTIVE DATE.

Staff Summary:

Background

On November 24, 2015 the Hallandale Beach CRA submitted a grant application to the Community Foundation of Broward for the Art of Community: The Engagement Challenge 2016 (Grant No. 20150433).

On February 26, 2016 the Community Foundation of Broward informed staff that the HBCRA was one of the selected recipients of this award. The award amount is \$75,000 and will be utilized for the Revival of the Fashion Row Art and Design District, which will create a new identity for the area through increased visibility utilizing a vibrant component of colorful murals. This project will generate awareness of the district's engaging potential by inviting people to visit and explore the area thereby stimulating economic development. The result of the art project will be a unique and unified-themed mural on the back of nine buildings facing W. Dixie Highway. This art project will be a catalyst to attract new artists and related businesses because of the ability to continue art expressions in the area.

On April 2016, pursuant to Resolution 2016-14, the HBCRA Board of Directors approved the Grant Agreement between the HBCRA and the Community Foundation of Broward. The Grant Agreement was executed on May 17, 2016, officially starting the process for the mural project.

Artist Selection

On August 23, 2016, through a Call to Artist process, the HBCRA invited qualified artists to submit a proposal to design and execute the unified-themed mural. A Mural Artist Selection Evaluation Committee ("Evaluation Committee") was comprised of the following seven members:

- **Property Owners**
 - Elias Benaim & Leon Roy Hausmann- Dream Team Developers (Building at Entrance of FADD)
 - Josh Wasser (19 NE 1st Av., 129 NE 1st Av., 131 NE 1st Ave.)
 - Luciana Preguerman (139 NE 1st Av.)
 - Michael Lapin (203 NE 1st Av.)
 - Robert Wesley Shay (205 NE 1st Av.)



- Architects
 - Hugh Johnson (Architectural Alliance Landscape)
 - Armando Trujillo (BEA Architects)

The selected architects are currently working on the Streetscape Improvement Plan and the Façade Pilot Program at the FADD.

The Evaluation Committee was selected based on the essence of the project guided by the Community Foundation of Broward, which encourages community members to agree in finding a solution for an identity problem for the target area.

As noted above, a Call for Artist was released on August 23, 2016. In the document the HBCRA invited qualified artists to submit a proposal to design and execute the unified-themed mural on the back of nine buildings facing W. Dixie Highway between 3rd Street and Hallandale Beach Blvd. The following three artists responded to the call by the deadline of September 5, 2016:

- Jonathan Brender
- Joshua Tiktin
- Sara Fratini

On September 16, 2016, Jonathan Brender and Joshua Tiktin were invited to present their proposals to the Evaluation Committee. The presentation took place at the Wasser's Furniture Building at 5:00 p.m. The third artist who submitted a proposal was not invited to present as her artistic style resembles cartoons, which are not the desired style by the community. Further, the artist currently resides abroad.

After the oral presentations and review of the proposals submitted, a majority of the members of the Evaluation Committee selected Jonathan Brender as the artist to design and implement the mural in the Fashion Art and Design District.

The artist Jonathan Brender has proposed different mediums for the mural.

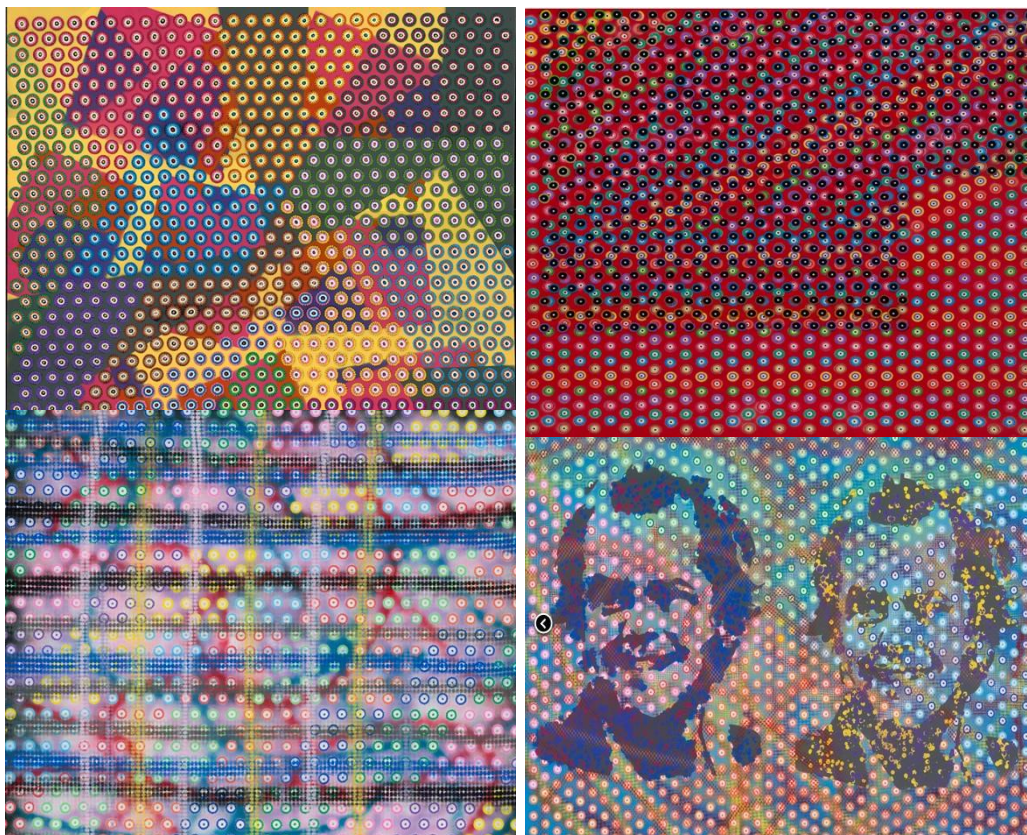
- 1- Polyurethane "plastic" tiles - 8 year warranty
- 2- Vinyl with aluminum laminate on back - 5 year warranty
- 4- Vinyl wrap around building - 5 year warranty
- 5- Hand Painting- 4 year warranty

The medium will be selected by consensus from the property owners and CRA staff. The mural design will be unified and cohesive. At the same time the design in each building will have its own characteristics, which will be selected by the property owner and the artist.

Further, the artist will grant licensing rights for the mural that will enable the CRA to reproduce the final design for marketing purposes as necessary.

Artist Background

Jonathan Bender is an innovative artist who felt the passion for the arts since he was a young boy. To expand his knowledge and culture skills he pursued the art of canvas painting with a unique modern style. His career took off and he envisioned the new and never seen before style of pointillism. Pointillism is a technic of painting where distinct dots of color are applied in patterns to form an image. Below are some examples of Jonathan's work.



Mr. Brender has exhibited his work in places such as Israel, England, Venezuela, Brazil, Panama and USA, becoming a noticeable artist. Some of his work can be seen at prestigious five stars hotels in Caracas, Venezuela, Commercial Buildings and offices in Miami, Florida, Private Golf Club Emerald Hills, Florida and private collections around the world.

Mr. Brender has completed the following studies:

Ceramics: 1998-2000 Caracas, Venezuela

Sculpture: 2000-2001 Caracas, Venezuela

Painting: 2002-2006 Miami, USA

Wood work: m2008-2009 Kfar Neter, Israel

Photography: 2009-2010 Tel-Aviv, Israel

Glass: 2011-2012 Hollywood, USA

Exhibitions:

FUNDANA Caracas, Venezuela 2016

United Nations, Manhattan New York 2016

Ward-Nasse Gallery, Soho, New York 2016

ArtExpo, Manhattan, New York 2016 – “2016 Spotlight Winner”

FUNDANA Caracas, Venezuela 2015

Spectrum, Miami FL 2015



Spectrum, Miami FL 2014
Fundana, Caracas, Venezuela 2013
Miami on the River 2012, Miami FL
Art Fusion, Miami FL 2010
Camden Art Gallery, London UK 2009

It is important to highlight that Jonathan Brender was the Spotlight Winner during the 2016 ArtExpo in New York. Jonathan's unique cultural and artistic background, along with his experience, vision and personality makes his work exotic and unique.

Current Situation

A Call for Artist was released on August 23, 2016 and on September 16, 2016, Jonathan Brender and Joshua Tiktin presented their proposals to the Evaluation Committee. After the oral presentations and review of the proposals submitted, a majority of the members of the Evaluation Committee selected Jonathan Brender as the artist to design and implement the mural in the Fashion Art and Design District. In order to move forward, the Board needs to approve the issuance of the purchase orders necessary obtain the materials and rental equipment that the artist will need to execute the mural project. Ratification of the selection by the Evaluation Committee of Jonathan Brender as the artist and approval of the Agreement between the artist and the CRA are also included as part of the overall project approval.

Fiscal Impact

The overall cost for the art project is \$225,000 consisting of (a) \$20,000 fee for the artist for design and execution, (b) \$5,000 for a marketing and media campaign, (c) \$30,000 for building and walls preparation including waterproofing and (d) a not to exceed amount of \$170,000 for materials and rental equipment. As the CRA will receive a \$75,000 grant from the Community Foundation of Broward for the Art of Community, the net fiscal impact to the CRA is \$150,000.

Why Action is Necessary

Pursuant to Article 4 of the HBCRA By-Laws, Section 4.3 (Purchasing Goods and Services), the HBCRA Board of Directors must approve by motion expenditures in excess of \$25,000.

Proposed Action:

Staff recommends that the Board of Directors approve the attached Resolution ratifying the Evaluation Committee's selection of the artist, Johnathan Brender, for the mural project; approving the Agreement between the artist and the CRA for the mural project; and authorizing the issuance of purchase orders for the materials and rental equipment the artist will need to execute the mural project in an amount not to exceed \$170,000.



400 South Federal Hwy
Hallandale Beach, FL 33009

Attachment(s):

Exhibit 1 – Resolution

Exhibit 2 – Agreement with Artist