

Minutes of the CRA Public Art Advisory Committee
held Thursday, May 15, 2025 at 3:00 PM
in the Council Chambers, 11 North 3rd Street,
Jacksonville Beach, Florida



CALL TO ORDER:

This meeting was called to order at 3:00 PM.

ROLL CALL:

All members were present, as well as Taylor Mobbs and Heather Ireland.

APPROVAL OF MINUTES:

It was moved by Mr. Phillips and seconded by Mr. Deloach and passed unanimously to approve the following minutes:

- March 20, 2025 Minutes

OLD BUSINESS:

Ms. Mobbs informed the committee that all Jekyll Brewing locations in Georgia and Florida had closed, including the Jacksonville Beach location. She said the tenant space was already filled, though the new occupant's name had not been released. She assured members the space would be occupied soon and that a formal announcement would be made once approved by the business and building owners.

Ms. Mobbs also reported a new seafood restaurant, Sizemore's, would open in the former Salt location, with a soft opening planned for the weekend. She said TJ Maxx would open Sunday in the Home Depot Plaza, and a virtual simulation golf business, Back Nine, had received its tenant build-out permit for the same plaza.

Ms. Mobbs reported phase one of the pier parking lot project was nearly complete, with the fence coming down the next day. Landscaping and bike rack installation would follow, and an art installation was planned for the next fiscal year. She said Lakeland Plaza designs were at 60%, with final plans expected by June, and the project would include statues and artistic elements once construction was finished.

Ms. Mobbs announced the new dumpster mural was complete and had received strong public feedback. She said the community engaged positively with the artist and praised the high quality of all recent mural projects, noting each artist selected had been exceptional.

NEW BUSINESS:

A. Transformer Mural Programming

Ms. Mobbs updated the committee on the transformer mural program, noting staff was working with Beaches Energy to finalize safety requirements and select eligible units. Three sizes had been identified, with compensation ranging from \$300 to \$1,000. She proposed mapping all locations, selecting five initial sites as examples, then allowing artists to choose from the map for future projects. She requested feedback on the program and a definition of "local" for eligibility.

The committee and Ms. Mobbs discussed the transformer mural program, including project costs, the number of artists to involve, and the definition of "local" for eligibility. Members agreed

using multiple artists would create more variety and suggested limiting submissions to one per artist. Ms. Mobbs outlined a potential rubric adjustment to note local residency without awarding disproportionate points. The committee considered limiting eligibility for this program to Jacksonville Beach artists and involving local students. The committee supported creating a map of transformer locations with size, value, and other details for artists to reference. Ms. Mobbs said staff would continue coordinating with Beaches Energy to finalize parameters and safety requirements before issuing a call for artists, with consensus to limit eligibility to Jacksonville Beach for this program.

Motion: It was moved by Mr. Deloach and seconded by Mr. Phillips and passed unanimously to approve moving forward with the program as presented, making it only local, and limiting one submission per artist.

B. Bathroom Murals – Downtown District

Ms. Mobbs introduced the downtown district bathroom mural project, with the first location at the pier parking lot. The 900-square-foot mural, estimated at \$18,000, would be open to artists from Jacksonville Beach, Neptune Beach, or Atlantic Beach, with possible inclusion of Ponte Vedra Beach, and require large-scale mural experience. Submissions must include a high-quality digital mockup, and proposals would be scored on a simplified 15-point rubric plus yes/no for experience and local status. The June PAAC meeting was moved to June 5, 2025 to review applicants, aiming to complete the mural before July 4, 2025.

The committee and Ms. Mobbs discussed the bathroom mural call, confirming a June 5 review meeting and May 30 deadline. Eligibility would be limited to Jacksonville Beach, Neptune Beach, and Atlantic Beach, with one proposal per artist. Doors and eaves would be excluded unless deemed suitable, waterproofing required for the east wall, and the project limited to the exterior. The theme would remain broad but coastal in focus.

ITEMS FOR DISCUSSION:

The committee and Ms. Mobbs discussed creating a Jacksonville Beach photography contest. The project would include separate calls for photographs and a fabricator, with images refreshed every few years. Ms. Mobbs will draft both calls and consult with peers on fabrication options. A mural of the Florida surfer license plate was suggested, which she said may require legal review for copyright clearance.

ADJOURNMENT:

There being no further business, this meeting was adjourned at 4:01 PM.

Submitted by: Taylor Mobbs, CRA Coordinator

Approval:
