



City of Jacksonville Beach

Regular Meeting Agenda

11 North Third Street
Jacksonville Beach, Florida

CRA Public Art Advisory Committee

Thursday, February 19, 2026

3:00 PM

Council Chambers

MEMORANDUM TO:

Members of the City of Jacksonville Beach Community Redevelopment Agency Public Art Advisory Committee

The following Agenda of Business has been prepared for consideration and action at a Regular Meeting of the Community Redevelopment Agency Public Art Advisory Committee:

CALL TO ORDER

ROLL CALL

APPROVAL OF MINUTES

A. January 15, 2026 Minutes

OLD BUSINESS

NEW BUSINESS

A. Dumpster Enclosure Murals

ITEMS FOR DISCUSSION

ADJOURNMENT

NOTICE

If you are a person with a disability who needs an accommodation to participate in a meeting, you are entitled, at no cost to you, to the provision of certain assistance. Please contact the ADA Coordinator by phone 904-712-6297 or submit an [Accommodation Request](#) to the ADA Coordinator as far in advance of the meeting as possible; preferably 7 days but no less than 2 business days, before the meeting. If you are hearing or voice impaired, please call Florida Relay at 711 for assistance.

**Minutes of the CRA Public Art Advisory Committee
held Thursday, January 15, 2026 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 3:02 PM.

ROLL CALL:

Chairman: Chad Labenz

Vice-Chair: Terry DeLoach

Committee Members: Bob Angelieri Trey Phillips

Also present: Community Redevelopment Agency (CRA) Coordinator Taylor Mobbs, Director of Planning and Development Heather Ireland and Deputy City Clerk Jodilynn Byrd

APPROVAL OF MINUTES:

A. August 21, 2025 PAAC Minutes

It was moved by Mr. DeLoach and seconded by Mr. Angelieri and passed unanimously to approve the August 21, 2025 PAAC minutes.

COURTESY OF THE FLOOR: None

OLD BUSINESS:

A. Committee Reappointments and Fifth Member Vacancy

Community Redevelopment Agency Coordinator (CRA) Taylor Mobbs reported current Committee member terms would expire in April 2026. She stated the application portal had been opened to fill the fifth member vacancy and asked whether current members wished to seek reappointment or vacate their seats. Committee members indicated interest in reappointment. Ms. Mobbs explained all four current members would be brought forward for reappointment at the March CRA meeting, along with one new applicant to fill the vacant seat.

Ms. Mobbs reviewed the updated bylaws, which required PAAC members to reside in Jacksonville Beach and prohibited Committee members from submitting artwork for consideration. She explained the application and interview process would be administered by staff, with recommendations forwarded to the CRA and City Council. Ms. Mobbs confirmed current members would not be required to reapply.

Ms. Mobbs reported a site meeting was held to confirm placement of the turtle sculpture near the lifeguard station along Beach Boulevard. She stated the sculpture would be installed on a concrete pad on City property with public access for photographs. Ms. Mobbs noted the location fell within the Coastal Construction Control Line and was under review by the Florida Department of Environmental Protection, with preliminary feedback indicating the installation would likely be exempt from permitting pending submission of final specifications and photographs.

Ms. Mobbs reported Havoc Studios had begun fabrication of the turtle sculpture at the University of North Florida studio and a fiberglass facility, with staff coordinating expanded communications

documenting the process.

Committee members discussed durability, maintenance, and material selection. Ms. Mobbs explained fiberglass was selected due to budget constraints, with bronze costs exceeding \$400,000, and noted a standard one-year maintenance agreement applied, with future touch-ups available through additional commissioning. She stated the sculpture would include protective coatings to mitigate UV exposure and salt air impacts.

NEW BUSINESS:

A. Dumpster Enclosure Murals

Ms. Mobbs presented a proposal to issue a call to artists for murals on six newly constructed dumpster enclosures located in the southern portion of the downtown district. She reviewed the locations and explained the project would extend public art investment further south within the CRA district.

Ms. Mobbs reported staff recommended limiting the artist pool to local artists from the three beach communities. She stated each mural would be budgeted at \$4,000, based on a per-square-foot cost consistent with recent mural projects, for a total project cost of \$24,000.

Committee members discussed whether to select one or multiple artists. Consensus was reached to award the project to six different artists, with one mural assigned per artist, to promote diversity and support multiple local artists.

Committee members discussed application parameters, including submission limits and site assignment. There was consensus to allow artists to submit up to three design proposals, with the understanding only one design would be selected, and final mural placement would be determined by the Committee. Committee members agreed artists would not select specific dumpster locations.

Ms. Mobbs stated the call would retain the “Embrace the Beach Life” theme and remain flexible to allow a range of artistic styles. She explained staff would provide photographs and dimensions of each enclosure to assist with proposal review.

Ms. Mobbs reported the call to artists was anticipated to be released by January 21, 2026, with a closing date in mid-February and proposals presented to the PAAC at the February meeting.

ITEMS FOR DISCUSSION:

Committee members discussed inquiries regarding potential updates to the Welcome to Jacksonville Beach sign at the southern gateway. Ms. Mobbs explained the sign was outside the CRA’s jurisdiction and subject to statutory limitations due to its original funding source and location. She noted any future modifications would require coordination with the City’s master signage and wayfinding plan and approval from applicable agencies, including FDOT.

Ms. Mobbs stated staff would share relevant information with the City Clerk, who was overseeing the signage plan, and would keep the Committee informed as discussions progressed.

ADJOURNMENT:

There being no further business, this meeting was adjourned at 3:52 PM.

Submitted by: Taylor Mobbs, CRA Coordinator

Approval:

DRAFT



City of Jacksonville Beach • 11 North Third Street • Jacksonville Beach, FL 32250

PUBLIC ART ADVISORY COMMITTEE MEMO	
TO:	PAAC Members
FROM:	Taylor Mobbs
DATE:	02/17/2026
SUBJECT:	Dumpster Enclosure Murals

BACKGROUND

We have received submissions from local artists in response to the recent call to artists for the new dumpster enclosures. As a reminder, this project includes six individual murals across six dumpster locations within the Downtown Redevelopment District.

This public art initiative was intended to not only beautify utilitarian structures, but also to provide an accessible opportunity for local artists who may be seeking to expand their public art experience and portfolio. Accordingly, committee members may notice some submissions are less elaborate than previous larger-scale projects. Staff believes this project presents a meaningful opportunity to support emerging local talent while still achieving the program's beautification and place-making goals.

For the first time, staff also conducted a full internal review of all submissions, in coordination with the City's communication team, who provided input to help ensure proposed concepts generally align with the City's broader branding and visual identity. Based on the review, staff collectively recommends the following mural concepts at the following locations:

- 10th Avenue South (Behind Sun Deli) - Michael Kulik
- 9th Avenue South (Between 2 and 3 street) - Josh Phares 1, "Tropical Escape"
- 9th Avenue South (Endzone) - Deborah McKinney
- 8th Avenue South (Endzone) - Natalie Pearson
- 7th Avenue South (Between 2 and 3 street) - Mark Durham
- 6th Avenue South (Between 2 and 3 street) - Russell Wilson

Please note, these recommendations are provided solely for the Committee's consideration and discussion. The public art advisory committee serves as the recommending body for public art selections, and the committee is under no obligation to accept these recommendations in whole or in part. The intent of this recommendation is to assist in facilitating discussion and to provide a starting point for consideration as the committee works towards the final selections.

Staff appreciates the committee's continued support of local artists and its role in advancing creative place-making throughout downtown.



City of Jacksonville Beach • 11 North Third Street • Jacksonville Beach, FL 32250

FINANCIAL IMPACT

Each mural will be \$4,000.00 all-inclusive, for a total of \$24,000.00

REQUESTED ACTION

Approve six artists and their murals, for the six dumpsters located at:

- 10th Avenue South
- 9th Avenue South
- 9th Avenue South Endzone
- 8th Avenue South Endzone
- 7th Avenue South
- 6th Avenue South

ATTACHMENTS

1. Dumpster Enclosure Mural Applicants 2026

Dumpster Enclosure Murals

PAAC – February 19, 2026

Dumpster Enclosure Locations

- 10th Avenue South (Behind Sun Deli)
- 9th Avenue South (Between 2nd and 3rd Streets)
- 9th Avenue South Endzone
- 8th Avenue South Endzone
- 7th Avenue South (Between 2nd and 3rd Streets)
- 6th Avenue South (Between 2nd and 3rd Streets)

Scoring Rubric and Criteria

Review Criteria:

Artistic Quality (0-5 Points)

Creativity, visual impact, and overall artistic merit.

Connection to Jacksonville Beach (0-5 Points)

Alignment with the coastal, vibrant, and community-focused theme.

Professionalism (0-5 Points)

Quality of the submission, including professional mock-ups and clear concept descriptions.

Experience (Yes No)

Demonstrated ability to complete large-scale public art projects.

Local (Yes No)

Total Possible Score: 15 Points

Artists with the highest scores will be given priority for selection. This rubric ensures that the selection process remains objective, fair, and focused on the project's success.

Deborah McKinney – Jacksonville Beach

Mural Concept

A long-time resident of Jacksonville Beach and an award winning designer, the concept I have for the Dumpster Enclosures is based on the surf culture posters.

List of Materials

To be provided,

Timeline

Available now.
Painting should take about 7 days.



Erin Hellman – Atlantic Beach

- **Mural Proposal** — “Celestial Tides” Public

1. Concept & Inspiration Celestial Tides is a large mural in Jacksonville Beach. The design features native Atlantic Ocean elements in a balanced, almost yin/yang composition that symbolizes the tides that shift the shoreline, the moon that guides the whales, and the sun that warms the sand. The whales represent wisdom, protection, and the sun anchors the composition, honoring the lunar cycle and the connection between sea, sky, and land through movement, light, and water.

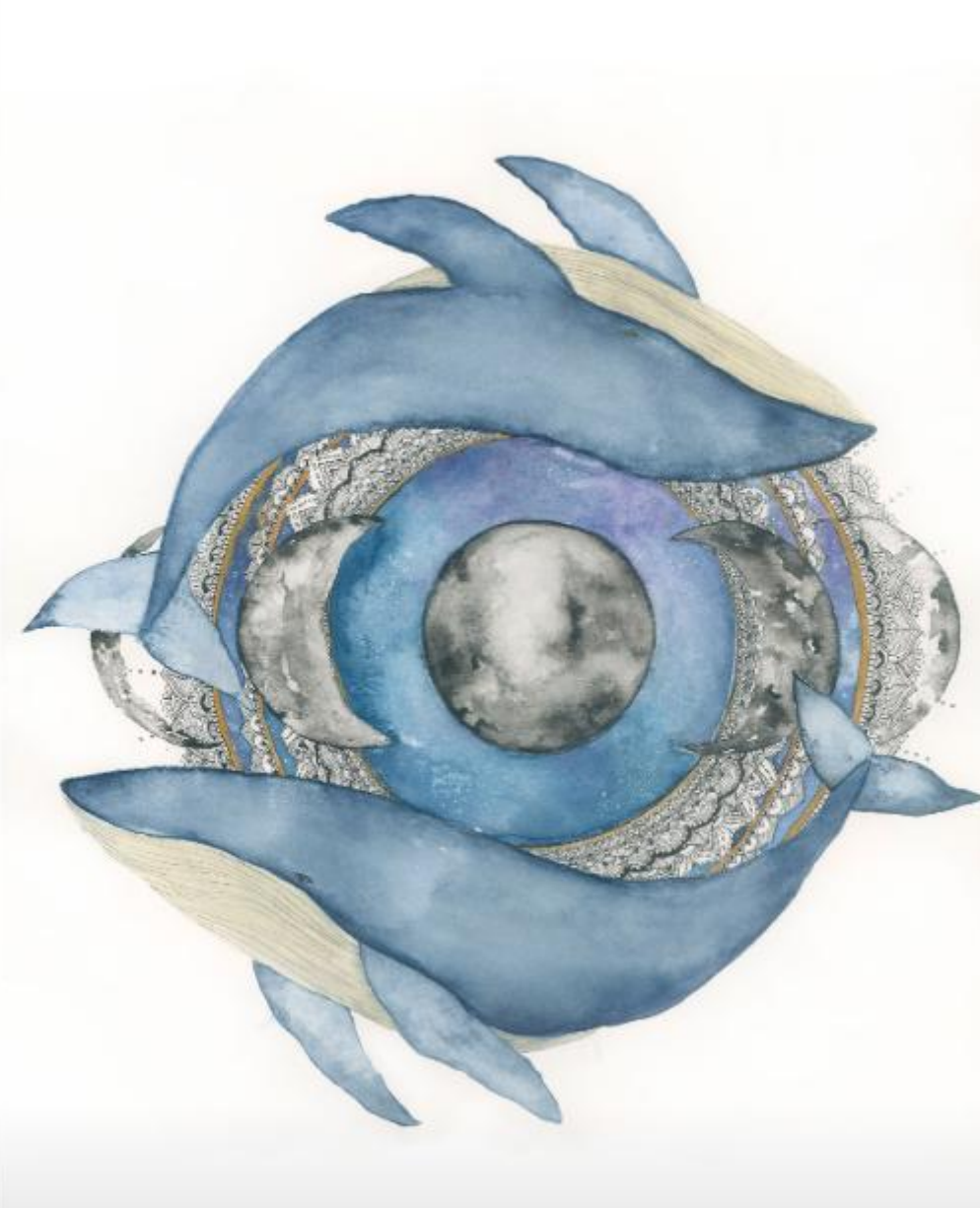
2. Visual Composition & Design Elements The mural features a central full moon surrounded by crescent phases, symbolizing the tides and organic sea textures. • A refined coastal palette of blues, purples, and golds. • Depth and movement created through watercolor washes and detailed ink linework. • A bold, recognizable landmark for Jacksonville Beach.

3. Materials & Durability To ensure longevity in a coastal environment, the mural uses high-grade exterior acrylics and UV-resistant pigments. • Professional-grade sealants designed to protect the artwork from salt and weather. • All materials will meet outdoor public art standards.

4. Estimated Total Duration: 1 week Start date: [Redacted]

5. Artistic Approach & Experience My work is rooted in nature and human experience. This concept feels especially aligned with Jacksonville Beach, creating pieces that feel both calming and powerful. Residents feel proud to pass each day and visit the beach.

6. Closing Statement Celestial Tides honors the ocean and is quietly symbolic — a mural that reflects the beauty of Jacksonville Beach as a lasting public artwork for the Jacksonville Beach community.



of the moon, two forces that shape daily life in Jacksonville Beach. The design features native Atlantic Ocean elements in a balanced, almost yin/yang composition that symbolizes the tides that shift the shoreline, the moon that guides the whales, and the sun that warms the sand. The whales represent wisdom, protection, and the sun anchors the composition, honoring the lunar cycle and the connection between sea, sky, and land through movement, light, and water.

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• High-grade, UV-resistant exterior acrylics and UV-resistant pigments. • Professional-grade sealants designed to protect the artwork from salt and weather. • All materials will meet outdoor public art standards.

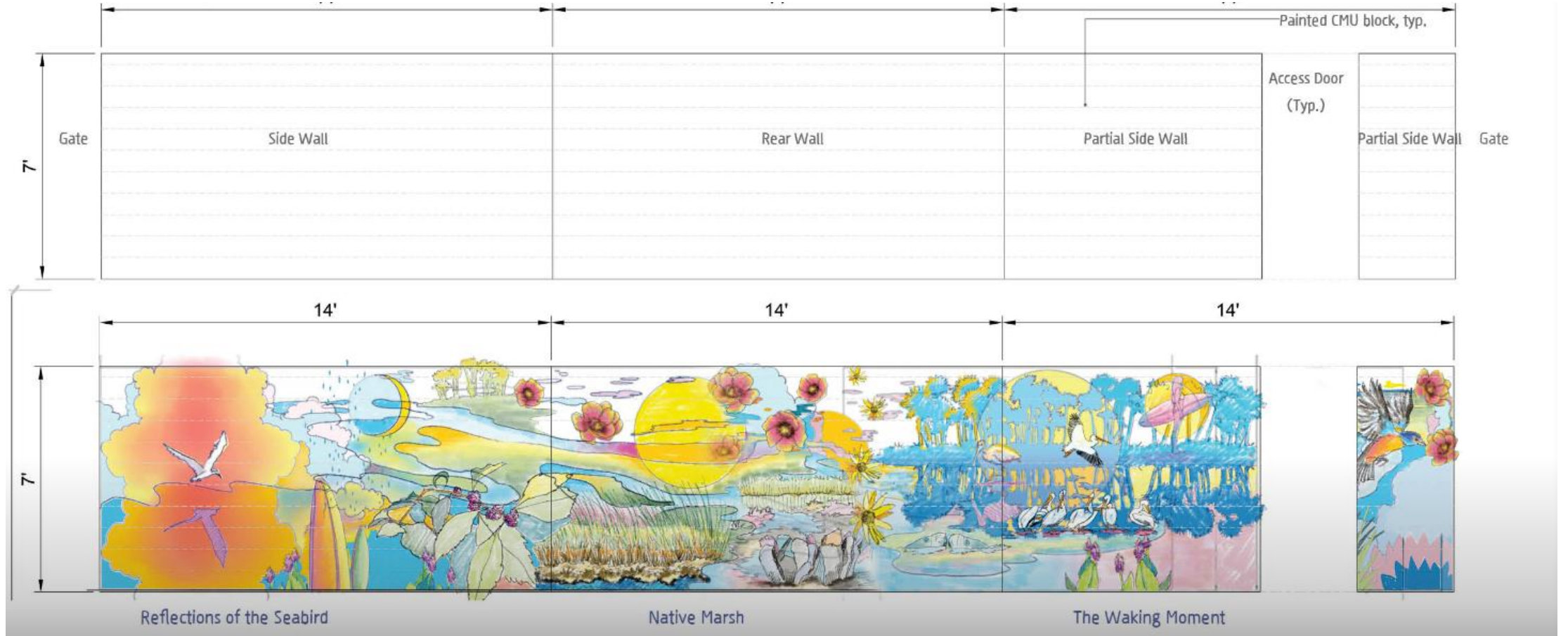
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cksonville Beach. It is both visually striking and quietly symbolic — a mural that reflects the beauty of Jacksonville Beach as a lasting public artwork for the Jacksonville Beach community.

Erin Hellman Prior Work



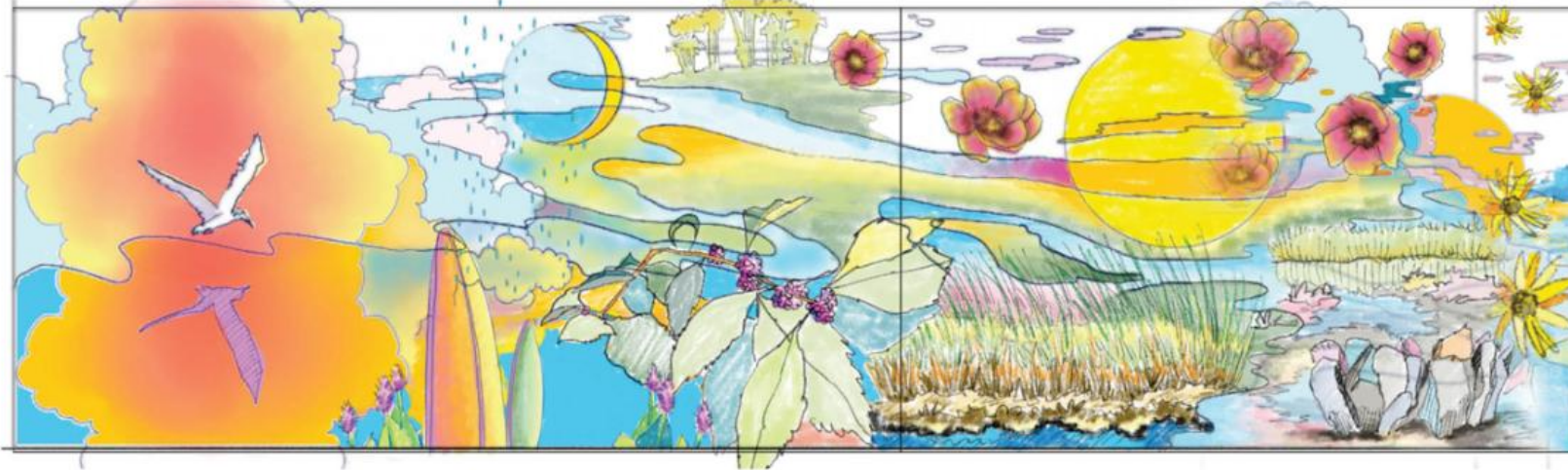
Michael Kulik – Atlantic Beach



Michael Kulik – Atlantic Beach

Enlargements

Reflections of the Seabird (Side wall)



Native Marsh (Rear wall)

Native Marsh (Rear wall)

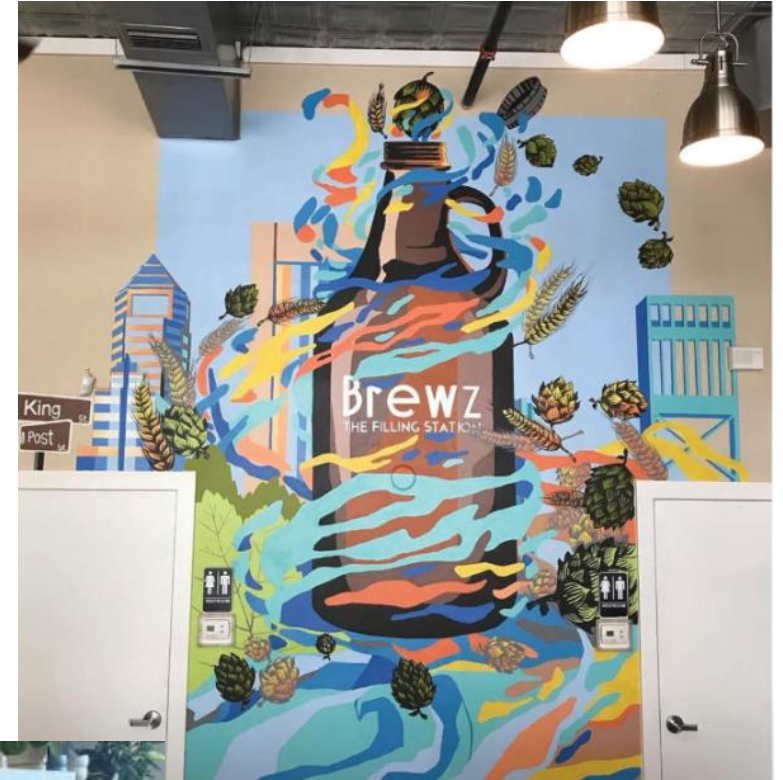


The Waking Moment (side wall)



Michael Kulik Prior Work

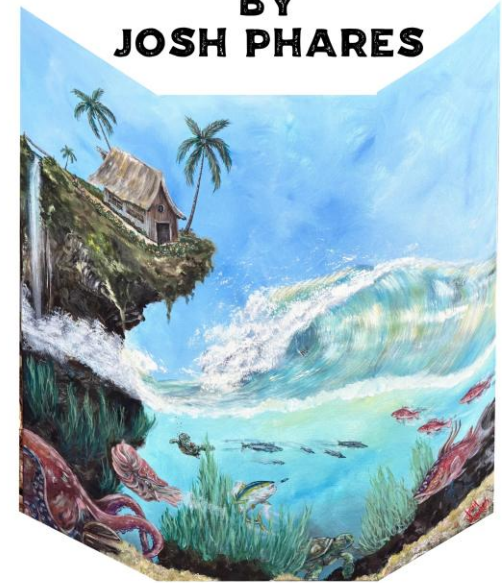
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Josh Phares 1 – Jacksonville Beach



'TROPICAL ESCAPE'
BY
JOSH PHARES



***SUBJECT MATTER IS OPEN FOR ALTERATIONS TO BEST FIT
ENCLOSURE**

Josh Phares 2 – Jacksonville Beach



'SAN PABLO ISLAND'

**BY
JOSH PHARES**



***SUBJECT MATTER IS OPEN FOR ALTERATIONS TO BEST FIT
ENCLOSURE**

Josh Phares 3 – Jacksonville Beach



'LOCALS RULE'

BY
JOSH PHARES



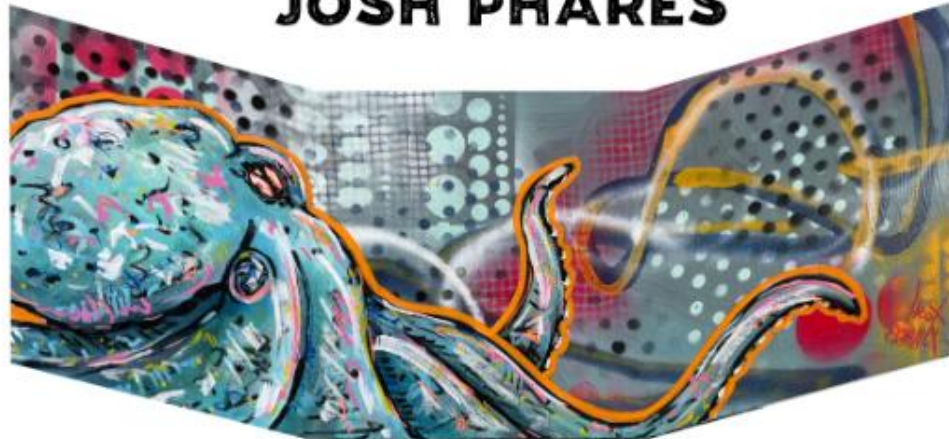
***SUBJECT MATTER IS OPEN FOR ALTERATIONS TO BEST FIT
ENCLOSURE**

Josh Phares 4 – Jacksonville Beach



'WELCOMING OCTOPUS'

**BY
JOSH PHARES**



***SUBJECT MATTER IS OPEN FOR ALTERATIONS TO
BEST FIT ENCLOSURE**

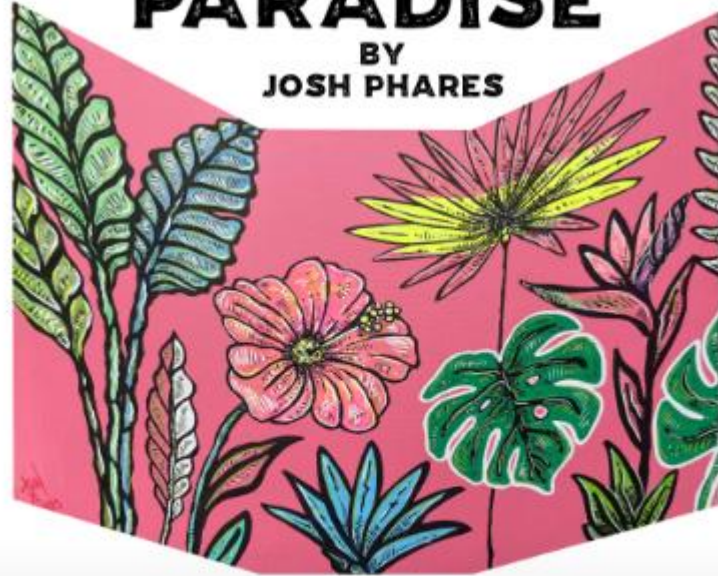
**SUBJECT MATTER IS OPEN FOR ALTERATIONS TO BEST FIT
ENCLOSURE**

Josh Phares 5 – Jacksonville Beach



'TROPICAL PARADISE'

BY
JOSH PHARES



*SUBJECT MATTER IS OPEN FOR ALTERATIONS TO BEST
FIT ENCLOSURE

Josh Phares 6 – Jacksonville Beach



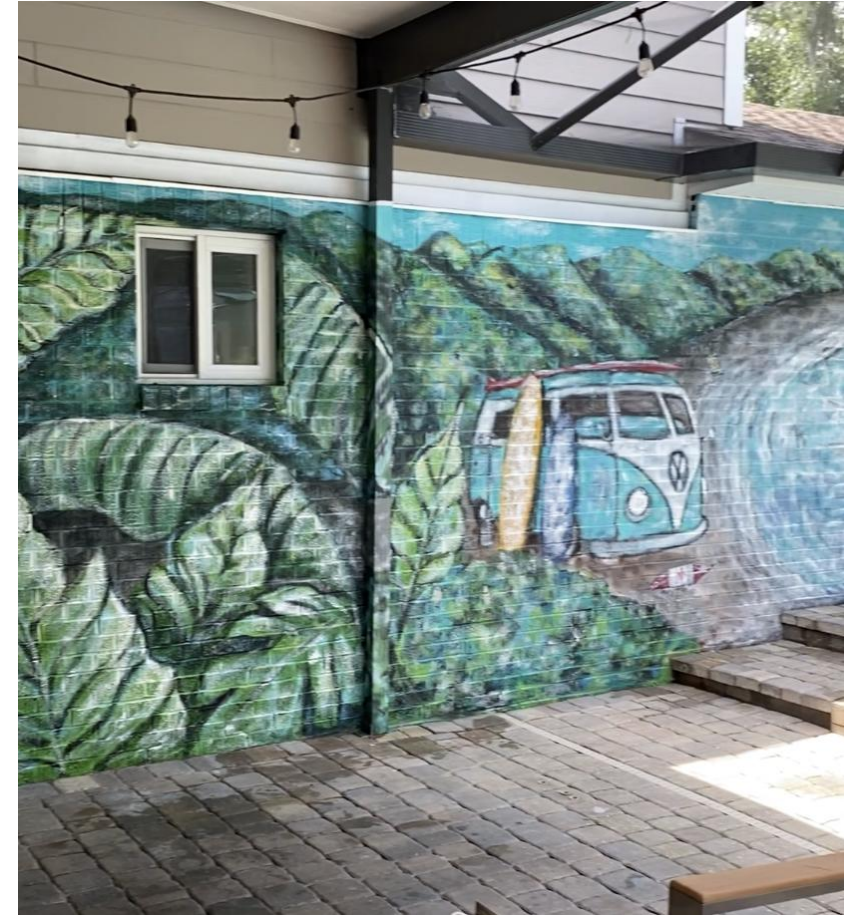
'BEAM ME UP SURFER'

**BY
JOSH PHARES**



***SUBJECT MATTER IS OPEN FOR ALTERATIONS TO BEST FIT
ENCLOSURE**

Josh Phares Prior Work



Brianna Knisely – Jacksonville Beach



"Awaiting Revival" is inspired by "Present State of the English" by Sarah Sense. This mural folds past on top of present to illustrate the complexity of history. Three women of the Timucuan Tribe, based off of illustrations by early explorers, are placed next to a pile of oyster shells which was left behind by their ancestors 400 years ago. Piles of oyster shells are still present along the St. John's River today. A cypress tree and a large body of water are also present. Cypress trees support wetland growth, and we can credit them to Cradle Creek Preserve's prosper.

Materials for this mural are exterior latex paint, paint rollers, paint trays, a tarp (I have), Montana Gold spray paint, precision nozzle for spray paint, and cardstock for stencils.

Brianna Knisely Prior Work



The Giant Beanstalk is a 5 x 9' mural commissioned by Connor Holiday. Interior latex paint was used for this mural. He can be reached for a referral at 678-897-3042.

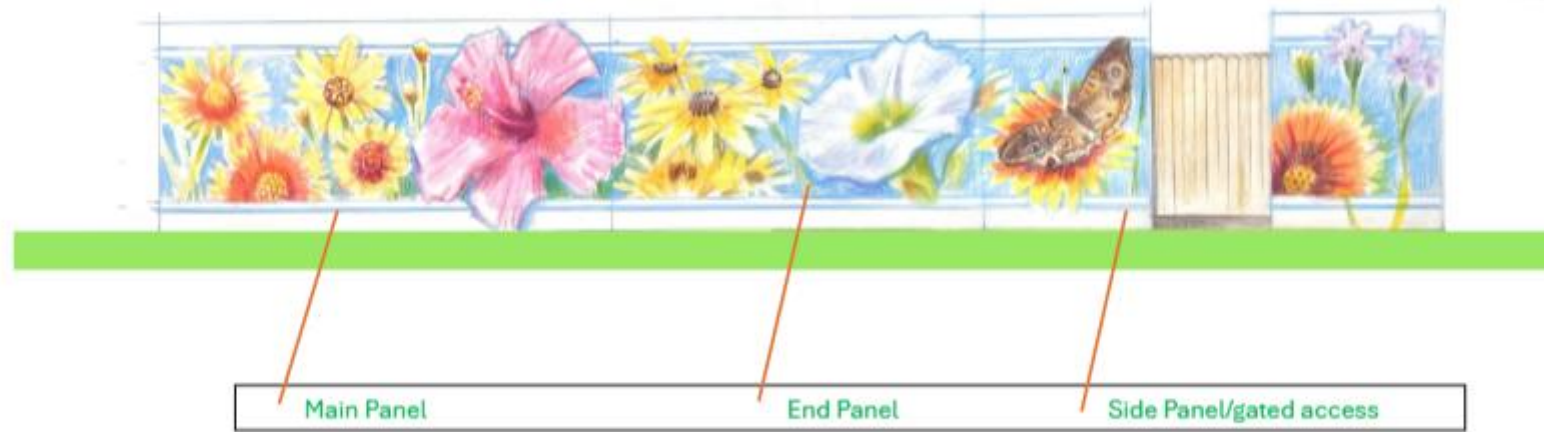


"Space Mageuy" is a 12 x 9' mural at El Potro Mexican Restaurant in Jacksonville Beach. "Space Mageuy" was painted pro bono with acrylic paint. Rana Davich, owner of El Potro, can be reached in regards to reference for this mural. Her number is 904-536-4093.



Fly Away is a 12 x 9' mural at UNF Eco Adventure that was painted pro bono. It was painted with exterior latex paint. Amy Costa, assistant director of Eco Adventure, can be reached in regards for a reference for this mural. Her number is 904-620-1810 and her email is a.costa@unf.edu.

Russell Wilson – Jacksonville Beach



Russell Wilson Prior Work



Beth Haizlip – Jacksonville Beach



Beth Haizlip Prior Work



Danielle Cleary – Neptune Beach



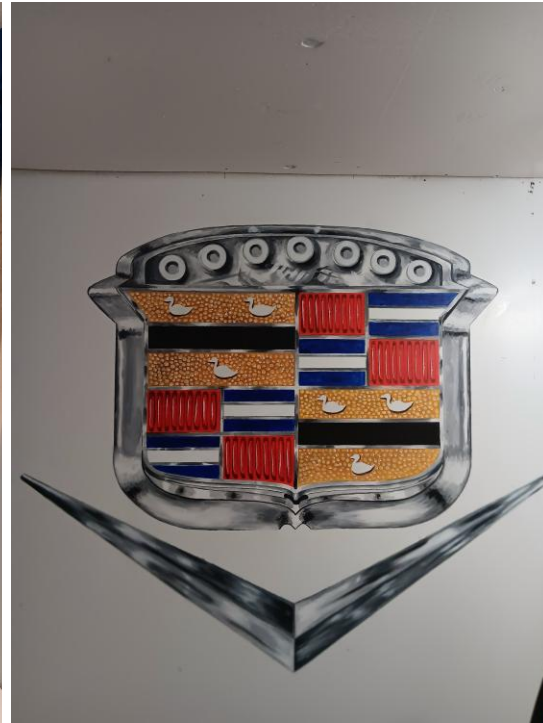
Danielle Cleary Prior Work



Fena Foley – Jacksonville Beach



Fena Foley Prior Work



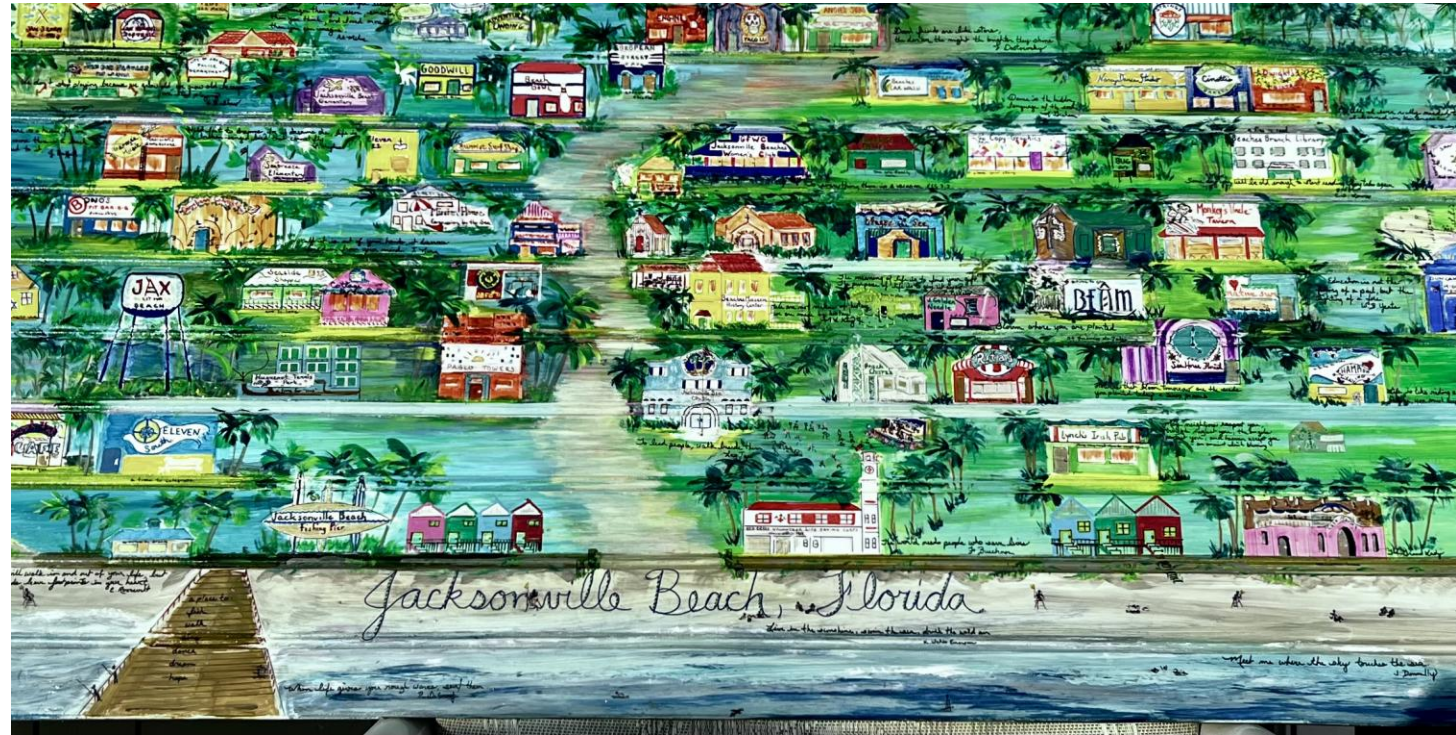
Nancy Ruppert – Atlantic Beach

For Jacksonville Beach I have created a rendition (24" x 30" on bead board, using acrylic and paint pens) that represents the gifts we receive from a community that houses our historical foundations, is committed to helping others, celebrates the beautiful sea, embraces recreation, and cares deeply about the arts.

- 1) Our historical foundations: Circle one holds Casa Marina (1925), The Jacksonville Beach Lifeguard Station (1912), and the original Duncan U Fletcher building (1937).
- 2) Commitment to service: Circle two holds Mission House, United Way, Beam, and Goodwill.
- 3) Celebrates the ocean as a place to relax, connect with friends and family, watch and play, surf, paddle, fish, and build sand castles: Circle three holds the pier and water tower.
- 4) Embraces recreation for our young people and their families: Circle four has Sunshine Park, Paws, Beach Bowl, and lists sports our young people participate in.
- 5) Cares deeply about The Arts. Circle five illustrates Players by the Sea, the Seawalk Pavilion, the Carver Center, and the Beaches Historical Society.



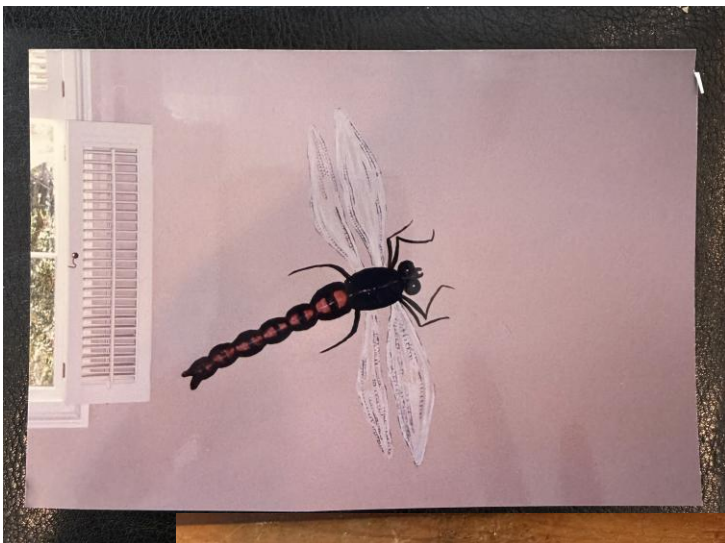
Nancy Ruppert Prior Work



Elise Leasure – Jacksonville Beach



Elise Leasure Prior Work



Emily Arenberg – Atlantic Beach



This mural concept is inspired by the natural beauty of Jacksonville Beach and the surrounding coastal areas, highlighting the vegetation and wildlife that shape the character of the beaches and nearby preserves.

When approaching the beaches, you are immediately met with the surrounding marshlands, which transition naturally into the coastal scenery and native plant life that define the beach landscape.

The composition incorporates plant life commonly found throughout the beaches, streetscapes, and local parks. Sabal palms serve as a foundational element, referencing the palms seen throughout neighborhoods and public spaces. Red fire bushes are included as vibrant accents that reflect the community's natural landscaping, while blooming Southern magnolias add structure and a recognizable sense of place rooted in the South.

Water elements and wetlands reference the marshes and waterways that connect inland areas to the shoreline, reinforcing the relationship between land, water, and movement. Wildlife such as water birds, including the great heron, are integrated to represent the natural inhabitants of these environments and the quiet moments of observation that are part of coastal life.

The mural is designed to feel familiar, balanced, and reflective of Jacksonville Beach's natural identity while celebrating the vegetation, wildlife, and coastal beauty experienced by residents and visitors daily.

Emily Arenburg Prior Work



Linda Olsen – Neptune Beach



Linda Olsen Prior Work



Caitlin Flynn – Neptune Beach



Caitlin Flynn Prior Work



Mark Durham – Atlantic Beach



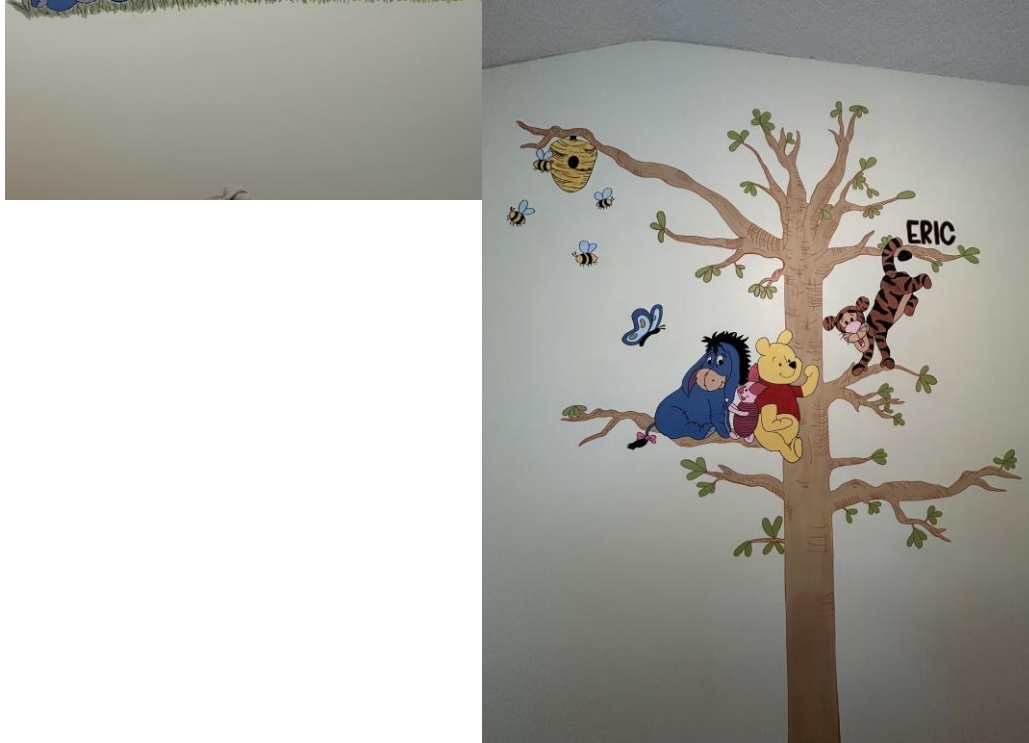
Mark Durham Prior Work



Natalie Pearson – Neptune Beach



Natalie Pearson Prior Work



Jessica Williams (DBA Ellie Church) – Jacksonville Beach



Ellie Church Prior Work

