

PUBLIC ART ADVISORY COMMITTEE MEETING
TUESDAY, JUNE 13, 2017
City Hall, Point Molate Conference Room
450 CIVIC CENTER PLAZA, CA 94804
MINUTES

Present: Jenny Balisle, Gretchen Borg, Linda Kalin and Jessica Parker

Staff: Michele Seville

Guests: Dayna Holz and Kate Sibley

I. Meeting Call to Order

- Meeting called to order at 7:04 pm by Balisle; Balisle to chair meeting.

II. Action: Agenda Review and Acceptance

- Upon motion of Borg, seconded by Kalin, the agenda is approved.

III. Action: Minutes Review and Acceptance (5/11/17)

- Upon motion of Borg seconded by Kalin, the April 2017 minutes are conditionally approved with the following corrections: change "Toki" to "Wehrle" (#6 page 3); change "this" Percent to "the" Percent (#4 page 1); remove additional "s" (#10 page 5).

IV. Review New Edits to Percent for Art in Private Development Ordinance (staff):

- PAAC members inquired about Katy Curl's additional edits to our completed and approved document and discussion ensued. Curl was to attend this meeting to address the concerns of PAAC members, but must still be out of state. Staff had not received confirmation by the time of the meeting.
- Former PAAC member (and guest) Dayna Holz described a brief history of the ordinance document and the various versions PAAC has been working with since 2014. Based on constructive feedback offered by key individuals in 2014, the ordinance documents were separated into two major documents: an ordinance and a policy/procedures document. The feedback following the separation of these two documents in 2014 has been positive and it was understood by the committee that this has made the ordinance simpler to read and understand. Since 2014, PAAC has been working on these documents as two separate but important pieces.
- Curl submitted new revisions and re-combined the two major documents (CIP Percent for Art Resolution, and the proposed Percent for Art in Private Development), including old material and some new material (not tracked), making it difficult for the PAAC to understand the new edits.

- PAAC has been working through revision after revision of this ordinance and was scheduled to present the document to the City Council in May 2017. Curl moved it to June 6th so that it would not be overshadowed by budget discussions. PAAC members reorganized their calendars, and re-engaged supporters for the new date of June 6th. The item was moved again from June 6th to June 20th, and once again to July 11th.
- Conclusions from PAAC: The delays with this document have been ongoing, and have had several repercussions: a) Balisle had to pay to rebook two plane tickets because the City Council dates were changed; b) she had to pay for re-entering Facebook advertisements due to the date changes; and c) supporters who intended to speak to Council were confused by multiple cancelations, which also results in a loss of credibility for the PAAC as an organization.
- Curl has been in regular, active attendance at PAAC meetings, and has had access to the final ordinance documents for the months during which it was being discussed. The ordinance has been ready since December 2016—over six months. PAAC has been working on this document for a decade and is discouraged by these recurring delays.
- Staff will work on two minor changes with the City Attorney. Kalin went over several issues regarding Curl's recent edits. The PAAC expressed deep gratitude to Kate Sibley and Dayna Holz for their continued work and efforts on this ordinance over a period of several years.
- After discussion, the PAAC is recommending that we proceed forward with the approved ordinance (already approved by PAAC and RACC) with the addition of section number edits, remaining typos, and any additional recommendations from the City Attorney. This recommendation will be moved forward to RACC. Seville will update Curl when she returns to town.
- Next steps:
 - Balisle will schedule meeting with Bill Lindsay to discuss the ordinance, delays, and how to move forward. PAAC members will write letters addressing the ordinance, detailing PAAC's work and Curl's role, which will be shared with the City Manager.
 - PAAC will forward the recommendation to RACC about moving the ordinance forward without further edits (except to correct typos, add section numbers, and add any specific legal language suggested by the City Attorney).
 - Seville will set up an information gathering meeting with Lina Velasco and Curl.

V. Discussion on Call for Moody Underpass Public Art and Plans for Site Visit (All):

- Seville reported that she met with Michael Williams, Engineering Department, and that she will receive documentation from him regarding the history and background information about the Moody Underpass, as well as maps of the area. (The underpass was named for Officer Moody, who lost his life while driving near the site.)
- Some ideas regarding possible public art ideas were discussed. One idea that was nixed involved any installation next to the train tracks. Another unworkable idea was integrating an art lighting feature due to difficulties in adding the necessary electrical components post-construction. Now up for consideration: a) a little grassy patch above the underpass; and b) the underpass walls. A field trip is still being planned by the PAAC to the site to review options. All of the walls have vertical texturing, and it might be possible to integrate color there. Maybe consider murals on the textured walls using “trompe l’oeil”.
- Stacie Plummer in the Finance Department is the contact with the State regarding funding being directed towards artwork for the Moody Underpass. She has indicated that the State wants the funding to be used exclusively at the underpass site, and not for other art projects. However, Balisle and Kalin suggested that Seville consider going back to Plummer and/or Bill Lindsay to explore the possibility of using a portion of the \$410k budget on artwork in another location. PAAC is exploring alternatives here because the design elements of the Moody Underpass are beautiful and “complete”. It would not be of much benefit to the community to install “plop” art here just for the sake of spending money at the site. In an ideal world, we would like to see the funds used to install art in other parts of Richmond rather than reinforce the economic divide in our city by having concentrated public art works.
- To move forward: Seville will talk to Plummer and Lindsay; Balisle has volunteered her assistance.

VI. Discussion/Review of Greenway Call for Artists (All):

- Budget cuts happened: the original figure of \$260,000 dropped down to \$36,000. Seville was put in touch with Ben Kellman, Project Manager for Unity Park (the development resulting from the Prop 84 grant awarded by the State to develop the Richmond Greenway). Deliverables for the \$36K include two murals (6 x 80 feet), and two gateway sculptures. A tile element will also be included.
- The murals are located at 16th Street, where the shade structure, edible forest, and small cafe are going to be. Ben went back to the drawing board and came up with an additional \$50k, bringing the art elements total to \$79.9k. So the project is back up to about \$79.9k split four ways. Information on mural themes will be provided to Staff by Doria Robinson of Friends of the Greenway and Urban Tilth. Deadline is September 30th for completed work, although it is likely that some if it may still be in progress.

VII. Update on John Toki Contract (Staff)

- John Toki will be on the Council's agenda for June 20th at City Council meeting.

VIII. Presentation of Art Sanctuary (Linda Kalin/Jenny Balisle)

- Presentation of Art Sanctuary concept by Balisle and Kalin (see attachments for more details.) In short, artworks without a home could have sanctuary here in Richmond. Neighborhoods have expressed interest in having art and opening this concept up. They have spoken to Ben Choi and Cesar Zepeda about the idea, and both have expressed preliminary interest in making this concept happen. Lobby of the Marriot Hotel is enthusiastic about having revolving art displays. Another possibility is a small park in Hilltop mall area—very dramatic setting.
- Emeryville and San Jose are doing this concept already, but do not have a catchy name. According to Kalin, this project is exciting because there are a lot of “wins”: the City wins, the community wins, the artist wins.
- Borg notes that the art in windows concept is very similar. Alex mentioned that the art in windows is one of his favorite things. Key thought: Why put your work in storage when you can put it on display?
- Next step: present more examples of other cities successfully implementing this concept. Santa Ana is a city that has implemented this for example. Rosalie Barnes, a commissioner from RACC, might be a good Burning Man connection.

IX. Review of Adopted Public Art Maintenance Sites (All):

- Kalin has a question about Hilltop sites; will hold this item until next meeting.

X. Recruitment Update (All):

- Parker made a flier is open to corrections and edits. Possible edit is adding images of public art which Seville will send to her via email later. (Parker needs high resolution in case we decide print some of the fliers!) Parker will also edit down some of the verbiage because it is too much text for anyone to read as is.

XI. Staff Report (Seville):

- Jael Myrick wrote personalized letters to all of the Richmond Writes Poetry winners, which Staff distributed to the teachers of those students. This is a treasured and meaningful gesture in their eyes. PAAC members are delighted to hear this news.

XII. Announcements:

- Fletcher Oakes' postcard for 4th of July event in El Cerrito Park is circulated.

- Kalin has an announcement about the Richmond Main Post Office—there is a community meeting this Thursday, 6-8pm at the Nevin center. Congressman John Gioia and Mayor Tom Butt have all written letters of support for the post office; additional letters have to be in by the end of the month. Facebook posts as well.

XIII. Adjourn: 8:56pm

Next Meeting: Tuesday, July 11, 2017.