

PUBLIC ART ADVISORY COMMITTEE MEETING

TUESDAY, NOVEMBER 14TH, 2017
City Hall, Point Molate Conference Room
450 CIVIC CENTER PLAZA
RICHMOND, CA 94804

MINUTES

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

Staff: Michele Seville, Arts & Culture Manager

Guests: Alicia Gallo, Richmond Main Street Initiative

I. Meeting Call to Order

- Meeting called to order at 7:01 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 (October 2017)

- Upon motion of Kalin seconded by Borg, the October 2017 minutes are approved.

**IV. Presentation on Virtual Cataloging of Richmond Public Arts and Discussion
(Alicia Gallo, Richmond Main Street Initiative):**

- Brief introduction to Alicia Gallo. Richmond resident and also works at Richmond MainStreet as the Outreach Coordinator. Very committed to the Richmond community and helping to make our city better.
- Gallo created a presentation for a digitalized version of Richmond art tours that will catalog all publicly accessible art in Richmond. This was based on feedback from the community she engages with; they would like to know where to find public art in Richmond and how to identify what they are looking at when they see a piece of pub-

lic art on display. Public art community members expressed interest in viewing art installations on a map, and would like to view both city public art and community art.

- Gallo built a Google site, using a free Google web building tool, Google maps and Google sheets and additionally engaged the data repository product called air table, where the information about the art is stored. Air table integrates with Google sheets and contains text information about the art and the artist. Another Google folder is used to collect the images of the art, and this is stored in Google drive. The site is not live currently, but Gallo is looking to build and populate the data fields and possibly have us help her work out a system for content management as well. While some content will come from PAAC, other content will be CrowdSourced by the community so content management will involve editing and posting community submitted content.
- Gallo has built a very thorough cataloguing tool that can be used by the community to map out where to find and learn about public art in Richmond—this is one of the goals of Parker’s proposed Public Art App. Gallo used the Our Map project from a Healthy Richmond as a basis for how this Google site could work.
- Parker gives a brief overview about the App proposal which has goals in alignment with the Main Street Google site presented by Gallo. The App becomes more dynamic with a website, so both projects are related and could possibly fit together, if one doesn’t negate the other. Parker thinks that we should always seek ways to avoid duplicating work particularly when engaging with a volunteer community, and that it is usually better to team up to solve a problem rather than pursuing solo overlapping solutions.
- Seville mentions that there should be a distinction between publicly created art and City owned public art. Seville encourages information sharing, and mentions that we might return to this topic in January 2018.

V. Action: Vote on Staff Recommendation for Moody Underpass Invitational Call for Artists (All):

- Discussion around how to best fulfill state mandated guidelines and timelines with our artists selection process for the Moody Underpass.

- Decision reached to invite a short list of artists to submit a time sensitive proposal. Artists include: Masayuki Nagase, Sheila Ghidini, and Delaney & Chin.
- PAAC members viewed the websites of all short list artists and all have public art installation experience and create beautiful, moving work. PAAC members reviewed the art installations included on the websites.
- PAAC made the following recommendation regarding the method of public art selection to be used for the Moody Memorial Underpass project. This method of selection is allowable under Section 7.3e of the Public Art Program Policies & Procedures
- The Public Art Advisory Committee (PAAC) recommends to the Richmond Arts & Culture Commission (RACC) that an artist for the Moody Memorial Underpass public art project be selected from a short list of three artists including: Sheila Ghidini, Masayuki Nagase, and Delaney & Chin. The artists will be invited to submit a Letter of Interest, and the final selection will be made by the PAAC and recommended to the RACC. The recommendation was moved by Gretchen Borg, and seconded by Linda Kalin. The vote was unanimous.

VI. Update on Moody Underpass Developments (Seville):

- Very tight timeline for meeting the fund requirements: first deadline on Dec. 1st.
- The oversight board is going to change over in June/July of 2018 so this project needs to be fast tracked. The memo outlines the issues that need to be addressed.
- Ann Maria Sears is an Ohlone tribe representative and has requested that a traditional ceremony be performed at the art dedication.

VII. Review Status of Public Art Policies and Procedures (Balisle/Kalin)

- Balisle provided a brief update: Balisle, Nina Velasquez, Kalin, Seville and Katy Curl had a productive meeting with Bill Lindsay, City Manager, and Lina Velasco, Planning Department. Moving forward, Seville will be the point person to interface with the Planning, Legal and Finance Departments regarding public art for new private development projects. Seville additionally secured permission to go the developer directly with a PAAC member. Velasco suggested that we meet with the planning department in Palo Alto.

VIII. Recruitment Update (All):

- Pre-meeting party: reach out to design review board. Some additional people to invite to our holiday mixer: Marcia Vallez, Donna Graves is a Richmond Historian. Lou Watts (photographer) and Phillip Mendez (who is applying.). We will plan to organize mixer later in the month.

IX. Staff Report (Seville):

- Staff report is long this month; please review after our meeting.

X. Announcements (All):

- No date yet for the greenway unveiling but dedication date should be announced shortly.

XI. Adjourn

- Meeting is adjourned at 8:52 pm.

Next Meeting: Tuesday, December 12th, 2017.