



Richmond Arts and Culture Commission

MEETING AGENDA Tuesday, January 26, 2021

7:00 p.m. – 9:00 p.m. ZOOM invitation

COMMISSION CHAIR

Florene Wiley

VICE CHAIR

Michael Cohen

COMMISSION MEMBERS

Lynson Beaulieu

Meighann Helene

Joshua Horne

Melissa Kirk

Tom Lyons

Nava Mizrahi

CITY COUNCIL LIAISON

Vacant

STAFF LIAISON

Winifred Day

Thomas Omolo

**ALL COMMISSION MEMBERS WILL PARTICIPATE VIA VIDEO OR TELECONFERENCE
CORONAVIRUS DISEASE (COVID-19) ADVISORY**

Due to the coronavirus (COVID-19) pandemic, Contra Costa County and Governor Gavin Newsom have issued multiple orders requiring sheltering in place, social distancing, and reduction of person-to-person contact. (See, for example, March 31, 2020 County Order extending the shelter-in-place order until May 3, 2020 & March 19, 2020 statewide shelter-in-place order.) Accordingly, Governor Gavin Newsom has issued executive orders that allow cities to hold public meetings via teleconferencing (Executive Order N-29-20). Both <https://www.coronavirus.cchealth.org> and <http://www.ci.richmond.ca.us/3914/Richmond-Coronavirus-Info> provide updated coronavirus information.

DUE TO THE SHELTER IN PLACE ORDERS, participation in the Community Police Review Commission will be by teleconference only. Public comment will be confined to items appearing on the agenda and will be limited to the method provided below. Consistent with Executive Order N-29-20, this meeting will utilize video/teleconferencing only. The following provides information on how the public can participate in this meeting.

You are invited to a Zoom webinar.

When: Jan 26, 2021 07:00 PM Pacific Time (US and Canada)

Please download and import the following iCalendar (.ics) files to your calendar system.

Monthly: https://zoom.us/webinar/tJ0vfu2vpjwiE9TNB-5-7HRC7axJWqBB-0fE/ics?icsToken=98tyKuChrDIuHdySuBCHRox5A1r4LO3xiGZHj_ppsj2oVm0ESjHVYeNaGIVuMvqd

Topic: RACC Monthly Meetings

1. Please click the link below to join the webinar:

<https://zoom.us/j/99294787890?pwd=WnBlRnQ2cDloUEJqeFoweFVPSnpyQT09>

2. Passcode: 309622
3. Passcode: 309622

Or iPhone one-tap :

1. US: +16699006833, 99294787890#, #09622# or +12532158782, 99294787890#, *309622#

Or Telephone:

Dial (for higher quality, dial a number based on your current location):

US: +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or +1 301 715 8592 or +1 312 626 6799 or +1 929 205 6099

2. Webinar ID: 992 9478 7890

3. Passcode: 309622

International numbers available: <https://zoom.us/j/abUAtoGbRH>

Public comments may be submitted:

1. Via email to winifred_day@ci.richmond.ca.us. Email must contain in the subject line **public comments – Item #**. All comments must be submitted on or before Tuesday, January 26, 2020, by 4:30 pm and must include the following:

- a) Your Name
- b) Your Phone Number
- c) The item for which you wish to make a Public Comment.

Requests for comments received via email during the meeting and up until the public comment period on the relevant agenda item is closed, will be accommodated as is reasonably possible and will be limited to a maximum of one to two minutes, depending on the number of commenters.

The City cannot guarantee that its network and/or the site will be uninterrupted.

Record of all public comments:

All public comments will be considered a public record, put into the official meeting record, and considered before Commission action. All public comments will be available after the meeting as supplemental materials and will be posted as an attachment to the meeting minutes when the minutes are posted.

Accessibility for Individuals with Disabilities

Upon request, the City will provide for written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services and sign language interpreters, to enable individuals with disabilities to participate in and provide comments at/related to public meetings. Please submit a request, including your name, phone number and/or email address, and a description of the modification, accommodation, auxiliary aid, service or alternative format requested at least two days before the meeting. Requests should be emailed to Winifred_Day@ci.richmond.ca.us or submitted by phone at 510-620-6952. Requests will be granted whenever possible and resolved in favor of accessibility.

Effect of Advisory on In-person public participation

During the pendency of the Executive Order N-29-20, the language in this Advisory portion of the agenda supersedes any language below in the meeting procedures contemplating in-person public comment.



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Tom Lyons

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CITY COUNCIL LIAISON

Ben Choi

VICE CHAIR

Michael Cohen

Joshua Horne

Melissa Kirk

STAFF LIAISON

Winifred Day

Thomas Omolo

- I. WELCOME/CALL TO ORDER/ ROLL CALL** (Chair Wiley) **7:00 P.M.**
- II. ACTION ITEM: APPROVE AGENDA:** (ALL) **7:03 P.M.**
- III. ACTION ITEM: APPROVE MINUTES:** (ALL) **7:05 P.M.**
December 15, 2020
- IV. REVIEW RACC Meeting Protocols** (Chair Wiley) **7:06 P.M.**

 - 1. Chair
 - 2. Timekeeper
 - 3. Minutes
- V. PUBLIC COMMENT** **7:10 P.M.**
Individuals who would like to address the Richmond Arts and Culture Commission (RACC) on relevant matters not listed on the agenda may do so under Public Comment. Public comments cannot result in discussion/action at this meeting.
- VI. DISCUSSION ITEM:** (Chair Wiley) **7:11 P.M.**

 - 1. Sub- Committee Report for RACC, PAAC, Design Review Board (DRB), Planning Commission
 - 2. RACC and PAAC Signage Standards and Guidelines Proposal and Logo Reveal (Lyons)
 - 3. 2021-2022 Arts and Culture Planning – RACC and PAAC virtual “Retreat”
 - 4. Youth Poet Laurette Competition in partnership with the Library (CiCi proposal - August)
- VII. STAFF UPDATES:** (Day) **8:00 P.M.**

 - 1. Moody Underpass installation, Park Naming from Recreation and Parks Commission
 - 2. Database Management: work with intern to determine the best platform; artist roster, pre-qualified list of art consultants, art fabricators, Commissioner and PAAC candidates, etc.
 - 3. NPA 2020-2021 Mini Grant Liaison Updates

LIAISON

NPA MINI GRANT PROJECT

1. Chair Florene Wiley	Stephen Bruce – S.T.E.A.M Science Art with kids
2. Co-Chair Michael R. Cohen	Greater Richmond Interfaith Program G.R.I.P. – Mural RYSE – Poet’s Corner
3. Lynson Beaulieu	Tiffany Conway, Fashion COVID ask design and paint an Rasheed Shabazz – Photo Documentation of Richmond Muslim Community
4. Meighann Helene	Jorge Liceaga/Cascada de Flores - Produce kids music CD
5. Joshua Horne	Mark Anthony – Online Music instrumental classes
6. Melissa Kirk	Robin Lopez – Photo documentation Richmond Greenway Amy Spencer RAC – Artist’s Side Chat Series
7. Tom Lyons	Melinda McCrary - Richmond History Museum art prints
8. Nava Mizrahi	Seneca Family Center - Verde School

VIII. COMMITTEE REPORTS:

8:15 P.M.

- 1. Public Art Advisory Committee: PAAC meets the 2nd Tuesday of every month
 - a. PAAC January 12, 2021 Meeting Update - (Lyons)
- 2. Social Media Committee: (Kirk, Helene, Barnes)
 - a. RACC commissioners provide updates on the Website, post Arts and Culture event
 - b. Facebook
 - c. Instagram
 - d. Twitter
- 3. Arts Salon Committee: (Chair Wiley) Town Hall Webinar update

IX. PUBLIC COMMENT (on items VI through VIII)

8:35 P.M.

X. NEXT STEPS (ALL)

8:36 P.M.

- 1. RACC and PAAC Retreat Planning- Brainstorming on Goals, Schedule, etc.
- 2. Each Commissioner identifies their next tasks to be completed by the February Meeting.

XI. ADJOURN (Chair Wiley)

9:00 P.M.

NEXT RACC MEETING: Tuesday, February 23, 2021

Attachments:

- a. January 26, 2021 Agenda
- b. December 15, 2020 Minutes
- c. Richmond Arts and Culture Commission Signage Standards and Guidelines proposal
- d. 2019 – 2020 RACC and PAAC Planning “Retreat” Work Plan summary



Richmond Arts and Culture Commission

MEETING MINUTES Tuesday, December 15, 2020

7:00 p.m. – 9:00 p.m. via ZOOM

Meeting called to order by Chair Wiley at 7:00

Present: Chair Wiley, Beaulieu, Cohen, Kirk, Lyons, Mizrahhi

Absent: Helene and Horne with three positions Vacant

Staff: Day

1. Chair Wiley welcomed all, called the meeting to order at 7:00 P.M. and conducted Roll Call.
2. Motion to approve December Agenda made by Beaulieu, seconded by Mizrahhi, all approved with change of January RACC meeting date from January 19 to January 26, 2021.
3. Motion to approve and accept the November 17, 2020 Minutes made by Beaulieu and seconded by Mizrahhi, no discussion, all approved.
4. Public Comment accepted from Cordell Hindler via email.
hello Winifred, i have a couple of comments for the record
 1. *as far as the vacancies go, i would be more than happy to sit down with staff to discuss the idea of having college students on board*
 2. *my projects is coming along exquisitely, so i will keep the group updated periodically*
sincerely, Cordell
5. ACTION ITEMS - Vote to fill Co-Chair vacancy. Michal R. Cohen is the only candidate.
 - a. Beaulieu nominated Michal R. Cohen as Co-Chair, Cohen had no comments. Motion made by Chair Wiley to accept Michael R. Cohen as the Co-Chair, seconded by Lyons. All approved. 6/6
 - b. Approve Neighborhood Public Art (NPA) Mini Grant award summary and select RACC liaisons. Motion made by Mizrahhi to accept the NPA Award summary list, seconded by Lyons.
6. Due to lack of quorum, the meeting was adjourned early. Michael Cohen had to leave resulting in three absent commissioners with only five vs six needed to continue the meeting.
7. Meeting was adjourned at 7:35 p.m.

NEXT RACC MEETING: Tuesday, January 26, 2021

Richmond Arts and Culture Commission/ Public Arts Advisory Committee Logo Exploration

ROUND ONE

Jan 2021



AGENDA

The Brief

Inspiration

Design Directions (3)

THE BRIEF

Richmond Arts and Culture Commission/Public Arts Advisory Committee RACC/PAAC Logo Brief

Goal

To create a logo/wordmark that represents the the Richmond Arts and Culture Commission/Public Art Advisory Committee and their mission.

The Richmond Arts & Culture Commission, in partnership with the Arts and Culture Division, is the lead organization for the development and advocacy of the arts and culture in Richmond. The Commission is respected and sought after for its broad and diverse knowledge of the arts. Members reflect the strength and diversity of the City and represent multiple fields of expertise.

Who we are reaching

The logo(s) will be used in the overall Richmond community and beyond. Representing the city and its commitment to the arts and culture of its citizens.

When will it be used

The RACC/PAAC logo will be used in various instances including social channels, events, promotional/marketing materials of city events as well as permanent display on projects sponsored by the commission/committee.

The logo must

- Simply and clearly represent the city and the commission
- Spell out the entire Richmond Arts and Culture Commission and Public Arts Advisory Committee
- Be bilingual



Current Logo



City Logo

INSPIRATION OTHER ART COMMISSION LOGOS



INSPIRATION ART MUSEUM LOGOS



The Metropolitan Museum of Art



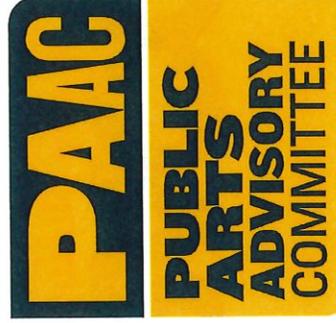
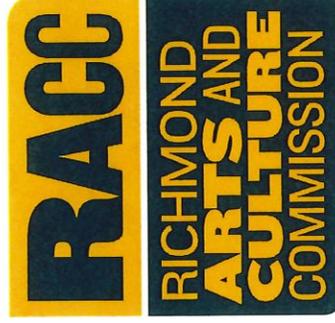
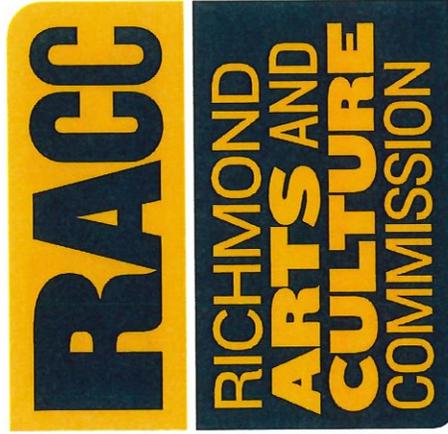
DESIGN DIRECTIONS





Social Bug





Social Bug(s)

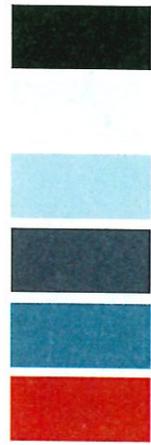


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Social Bug(s)

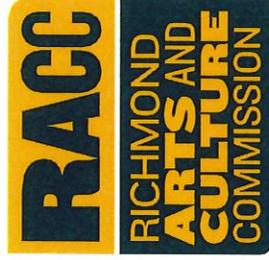


PUBLIC
ARTS
ADVISORY
COMMITTEE

RECAP



Direction **One**



Direction **Two**



Direction **Three**



NEXT STEPS

NEXT STEPS

- 1. Chose One Direction (with feedback)**
- 2. Develop Final Logos and Style Guide**

Attachment D.

V1.3 RACC+PAAC Planning 2021 Work Plan

RACC & PAAC 2019 Work Plan

Examples of how the Richmond Arts and Culture Commission (RACC) and Public Art Advisory Committee (PAAC) promote and encourage the arts and culture of our City!



(Neighborhood Public Art Mini-Grant Rancho Market Mural, 2017-2018
<https://ci.richmond.ca.us/3708/Rancho-Market-Mural-Project>)



(Neighborhood Public Art Mini-Grant *Debunking Stereotypes Through Muralism*, 2018
https://vimeo.com/286407556?fbclid=IwAR37GeoxR7sbGGPIIVChIdLAdJ6uCwevJzna-ItMfw25KB7y8R_8XXMvC_4)

09

Executive Summary:

The Richmond Arts and Culture Commission (RACC) and Public Art Advisory Committee (PAAC) promote and encourage the arts and culture of our City. On March 24th 2019, the City Manager requested that RACC and PAAC develop a Work Plan to prioritize imperative tasks, policies, and technical upgrades necessary to achieve a unified set of goals. The following table identifies key areas of work and individual projects we intend to accomplish before the close of 2020. After the table, please find an expanded description of our goals, strategy, rationale, context for priorities and other relevant details.

A thriving arts community is a critical economic engine driving the creativity and entrepreneurial vitality of our City. Growth in the arts and culture sector is widespread across California, and nationally the arts contributed more to GDP than both agriculture and transportation. Richmond has become one of the last pockets of affordability and accessibility for artists in the Bay Area. RACC and PAAC volunteers offer critical support to sustain and celebrate art practice in this city.

The Arts and Culture Division (manager, RACC, and PAAC) drives and inspires Richmond arts programming that impact thousands of residents each year. Since 1997, the Neighborhood Public Art Mini-Grant program encourages local artists to make public art in the community with small seed funding grants. The Richmond Writes Program, started in 2008, engages hundreds of youth and dozens of classrooms across West Contra Costa County to write poetry and compete for awards, recognition and publication. The PAAC oversees the City's Public Art Program which, since 1987, has added art to all City development (1%). In 2017, *One-Percent for Public Art on Private Development Program* ordinance requires all private development over \$500,000 to devote 1% of the budget to art. This new ordinance connects Richmond to numerous Bay Area cities building on a tradition of connecting business with communities through art. In 2019, the Arts and Culture Division strives to implement policy and practice within city departments. The goals of the 2019 Work Plan reflect the priorities and needs of the Arts and Culture Division.

#	SUMMARY OF WORK PLAN GOALS/OUTCOMES	DUE DATE	KEY CITY PERSONNEL
1	PAAC Ordinance: Extend the Terms for PAAC Members. Define the PAAC to include 1% for Art in Private Development ordinance oversight.	September 2019	Legal, Arts & Culture Manager
2	PAAC: Approve "Policies and Procedures" Official Document. Give Legal Department Palo Altos' example and have them adapt for Richmond or hire someone to review existing (1997) policies and procedures.	January 2020	Legal, City Manager, City Council
3	RACC & PAAC: Create an Arts & Culture Assistant. Increase Administrative and Tech Support for Arts & Culture Manager.	July 2019	City Manager, City Council, Library Director
4	RACC & PAAC: Approve a 2020 - 2024 Strategic Plan for Arts & Culture Division Committees. Have RACC/PAAC redo and update the document to include 1% for Art in Private Development.	June 2020	Library Director, Arts & Culture Manager
5	RACC: Revise Business License requirements for NPA Mini Grantees. Research best practices and establish guidelines with entry level Richmond grantees in mind.	July 2019	Legal, Finance, Arts & Culture Manager
6	RACC: Elect new or extend term of Poet laureates.	July 2019	Arts & Culture Manager
7	Identify PAAC & RACC programs that can/cannot be managed by volunteers but need additional support hours such as the development of the Public Art Roster, Richmond Writes, and 1% for Art in Private Development. Develop new systems as necessary.	January 2020	Arts & Culture Manager
8	Move the Richmond Arts and Culture Commission (including RACC and PAAC) to either Planning Department or directly report to the City Manager.	September 2019	City Manager

Recommendations:

These recommendations explain the table on page 3.

21

1. PAAC Ordinance: City of Richmond Legal Department creates an ordinance or resolution making the PAAC an official City body (Public Art Board). This ordinance/resolution would extend term limits, follow current City structure (Planning Commission and Design Review Board), and allow the body to officially advise on policy and interact with private developers. When these changes are made, other documents will have to be updated to be consistent, such as the "Policies and Procedures" document.

The PAAC is not recognized in any City code or ordinance, yet is responsible for reviewing all the One Percent for Art in Private Development proposals. PAAC is not able to function as a review body, like the Design board, until it is recognized by the City. The Percent for Art has created time-sensitive work such as reviewing procedures, completing planning developer documents, project review lists, and coordinating tasks between the Planning Department and Arts and Culture Division.

2. PAAC: Approve "Policies and Procedures" Official Document: Evaluate and revise the public art "Policies and Procedures" document by adapting the Palo Alto policies and/or by hiring an arts professional. Volunteers will advise, not write, the final policy to avoid future legal issues. The One Percent for Art in Private Development ordinance passed in 2017 references a "Policies and Procedures" doc written in 1997 for the Percent for Art for Public Development (CIP) program. Edits are needed to update the 1997 version or Richmond can choose to adopt Palo Alto's comprehensive "Policies and Procedures" document. When this change is made, the finalized document would be reviewed by the Planning Department and ratified by the City Council.

3. RACC & PAAC: Create an Arts & Culture Assistant: Increase professional and technical support for the Arts & Culture (A&C) Division. This work and role is outlined in the proposed Library budget to be approved and reviewed in June 2019. Highlights of this position include: contract review; project tracking and management including scheduling and coordination of activities; document and form creation; updating website; creation and maintenance of the public art roster; supporting community outreach and social media; and providing technical assistance for RACC/PAAC meetings. Without professional and technical support, the A&C will be not be able to implement the One Percent for Art in Private Development ordinance. See Recommendation #7.

4. RACC & PAAC: Approve a 2020 - 2024 Strategic Plan for Arts & Culture Division Committees. Update the 2010-2013 RACC Strategic Plan to reflect the One Percent for Art in Private Development Ordinance. Create a vision for the Arts & Culture Division for 2020-2024.

5. RACC: Revise Business License requirements for NPA Mini Grantees. To ensure consistency, protect Neighborhood Public Art Mini-Grants by rewriting the Municipal Code to waive business license fees for grantees, or other public art grantees, and have City Council ratify as needed.

22

6. RACC: Elect new or extend term of Poet laureates. Update Richmond Poet Laureates by extending terms and/or inviting new laureates. (The three year term limit has expired.)

7. Identify PAAC & RACC programs that can/cannot be managed by volunteers and need additional support hours. For example, the Public Art Roster, Richmond Writes Program, and the One Percent for Art in Private Development Ordinance all need support staff hours. If additional staffing is not provided by the City of Richmond, the PAAC & RACC will need to assess the sustainability of these programs or create new systems for volunteer management.

8. Move the Richmond Arts and Culture Commission (including RACC and PAAC) to either Planning Department or directly report to the City Manager. This is important for increased productivity, comprehensive and timely feedback on legal, financial and policy development tasks related to the Percent for Public Art in Private Development Ordinance.

REPORTING STRUCTURE RECOMMENDATIONS

The RACC Chair, RACC commission members, PAAC members, and individuals from the general public have repeatedly recommended moving the Arts & Culture Department from Library & Cultural Services to Planning, the City Manager, or as an independent body reporting directly to City Council. The RACC and PAAC commission members have made recommendations through email and in-person meetings with past and present City Managers. The request to move departments has been both promised and denied. Former City Manager Bill Lindsay pledged to move A&C but Lindsay left his position before making the change. Current City Manager Carlos Martinez has denied the request.

Other cities that maintain a vibrant, thriving arts and culture programs include San Francisco, Oakland, Berkeley, El Cerrito, San Jose, San Mateo, Walnut Creek, Alameda, Emeryville, Palo Alto, Brisbane, Santa Rosa, Napa, Petaluma, and Dublin. These cities all have Arts & Culture departments that report to their city's Planning Department or to the City Manager. Streamlining our Public Art process **follows best practices** in cities with similar ordinances. A change in reporting would allow for direct access to administrative communications, legal opinions, and resources for the proper transition and implementation of business related to the new One Percent for Art in Private Development Ordinance. The Arts and Culture department's work has expanded, outgrowing the current structure under Library & Cultural Services. It's the RACC and PAAC's duty to implement and follow the best practices of local cities with successful programs.

Ordinance NO 14-17 N.S.:

<https://www.ci.richmond.ca.us/ArchiveCenter/ViewFile/Item/8139>

Link:

(Why it's Good Business to Support the Arts, Forbes Magazine, June 4, 2019:

<https://www.forbes.com/sites/forbesagencycouncil/2019/06/04/why-its-good-business-to-support-the-arts/#35a6361720f7>)

23