

**RICHMOND ARTS AND CULTURE COMMISSION (RACC)/  
PUBLIC ART ADVISORY COMMITTEE (PAAC)  
Regular Meeting Minutes  
Thursday, October 13, 2022  
7:00 p.m. - 9:00 p.m. via Zoom**

Present: Chair Lynson Beaulieu, Vice Chair Melissa Kirk; and Commissioners Tom Herriman\*, Emily Leighton and Phillip Mehas  
\*Arrived at 7:07 p.m.

Absent: Council Liaison Melvin Willis

Staff Present: Arts & Culture Manager Winifred Day

**I. WELCOME / CALL TO ORDER / ROLL CALL**

The RACC/PAAC meeting was called to order by Chair Beaulieu at 7:02 p.m.

**II. ACTION ITEMS:**

**a. APPROVE October 13, 2022 RACC/PAAC Meeting Agenda**

Arts & Culture Manager Winifred Day asked for a correction to Item IV Committee Reports, to revise the reference to the PAAC August Report (Chair Beaulieu) to read September Report (Chair Beaulieu), with the same change made to Item VI corrected to read: September STAFF Report (Day).

Motion by Commissioner Mehas, seconded by Commissioner Leighton to approve the October 13, 2022 RACC/PAAC Meeting Agenda, as modified, passed unanimously by a Roll Call vote.

**b. APPROVE September 8, 2022 RACC Meeting Minutes**

Commissioner Mehas reported he had been unable to open the link on the meeting agenda to access the meeting minutes and therefore had been unable to read the minutes.

Motion by Commissioner Leighton, seconded by Vice Chair Kirk to approve the September 8, 2022 RACC meeting minutes, as submitted, which passed by a Roll Call vote with Commissioner Mehas' abstention.

**III. PUBLIC COMMENTS**

Ms. Day read into the record comments received from Cordell Hindler, as follows: *Hello Winifred, I do apologize for not being able to attend meetings due to scheduling conflicts, but I have some comments for the record.*

*I will be speaking at the Youth Council later this month to encourage them to apply for remaining vacancies, and also I am working on a project related to arts and will keep the group informed. Sincerely, Cordell.*

#### **IV. COMMITTEE REPORTS**

a. NPA Mini Grant Committee Report – RFP Results (Kirk, Mehas)

Ms. Day reported that nine NPA Mini Grant contracts were being processed and all but two of the artists had submitted the required contract documents by the Friday, October 7, 2022 deadline.

Commissioner Mehas reported on the status of the Richmond Museum children’s art project from World War II and stated there had been tentative approval for potentially 40 out of 1,000 pieces of art that would be digitized, printed, framed and hung in up to eight locations in the City of Richmond. He was unsure how many pieces would be hung on each wall but anticipated it could be around five pieces. He had contacted a framer and installer and both had indicated possible discounts for framing and installing. The pieces would be 18 x 20 inches in size, with a 2.5 inch matte. All of the paper pieces were not the same size and some may initially be left out but it was hoped the display would happen again next year. He clarified the pieces would be shown to the sites digitally ahead of time and several would be taken to each location.

Ms. Day suggested that should be factored into the scope of services to ensure exposure and to see the choices and how they told the story for each location, with the text to be pulled together before viewing. She added that once everyone was under contract there would be more information on the artists. She had sent each liaison a copy of the congratulations letter and identified the documents each artist was to provide with November 1, 2022 the deadline for all artists to be under contract.

PAAC September Report (Chair Beaulieu)

Chair Beaulieu reported there were a number of contracts for art works in various stages of completion, and Ms. Day had been working on various things such as signage and maintenance and repair for some of the major projects such as Ookwe Park, Osprey, Eel Grass, the Senior Center, and Shields Reid Park, and had been working on the brochure. Work continued on the Public Art Master Plan with Barbara Goldstein who would provide a presentation later in the meeting; the mini grant process and \$100,000 Neighborhood Art Grant project continued to move forward; and reports and progress would be provided on some of those projects during the meeting.

b. Richmond Commission Art Site RFQ – (Herriman, Leighton)

Commissioner Leighton reported there had been a meeting she had been unable to attend and understood that several artists had shown up.

Ms. Day reported over 45 artists had responded to the call and invitation to come to the meeting with over 35 people in attendance.

Ms. Day stated the focus was on artists able to tell a story with their artwork, particularly for the Shields Reid Park Project since there was mosaic tile work, a mural and other types of artwork special to the location, and community input was being sought. She had been communicating with the Neighborhood Councils to determine the best way for them to meet with the artists and to learn first-hand about the artists' work. In general, the project was mostly for sculptors and those who did three-dimensional types of artwork.

Chair Beaulieu reported on a visit, which included members of City staff, to an iron monger who did iron work and who provided a tour of his workshop and materials. A discussion of ideas had developed on how to hang and frame the mosaic panels. The group had later visited the building at Shields Reid Park and had conducted some measuring. She noted the wall was already a mosaic of sorts made out of pebbles covering the wall. A decision had been made that rather than mosaics, murals would be painted on the back wall of the building.

Ms. Day explained the project was a Community Services Division project as part of an \$8 million grant the City had received from the state under Proposition 68. She emphasized the cooperative effort by the community who really wanted to participate in making some of the artwork and many of the artists were used to working with the community, which would be arranged over the next couple of weeks.

c. FY 23-24 Budget Wish List

Chair Beaulieu reported that Commissioner Leighton had circulated a Draft Wish List RACC/PAAC Budget with the use of the one percent public art funds.

Commissioner Leighton provided an overview of each item of consideration which included administrative help, art maintenance, website, art on the street, public events, Poet Laureate, major art installation, performing arts, SF Mime Troupe Performance, and You Are on Indian Land Mural and Sculpture Garden. Each item included cost estimates for 2023, a five-year cost and comments provided by the Chair. She understood once things had been prioritized, staff would see what the City could provide through the General Fund and what funds could be pulled from the RACC or the PAAC.

Commissioner Mehas suggested the City of Richmond should have a sculpture garden in front of City Hall on the grass between the fountain, which could be considered for one \$100,000 piece per year, although Commissioner Leighton preferred a location on the greenway.

Commissioner Mehas also commented the SF Mime Troupe had performed in the City of Richmond a few times over the years at minimal expense and had performed in front of City Hall on the grass and at other City parks, and that the SF Mime Troupe was willing to put the City of Richmond on its schedule. He also spoke to the national movement to recognize Native Americans and noted that in some communities there had been murals on the streets or walls to honor a specific Native American tribe and he looked forward to such artwork. In addition, he suggested another wish list item could be a reception for City staff at the Richmond Arts Center.

Chair Beaulieu suggested stipends for the Youth Poet Laureate or other participants should be added to the Budget Wish List.

At this time, the RACC/PAAC moved onto Item V (a) and would return to the discussion of Item IV (c) upon the completion of the presentation.

## **V. DISCUSSION ITEM**

### **a. Barbara Goldstein Public Art Master Plan – Small Group Discussion**

Barbara Goldstein introduced the project team including Amanda Rawson, Project Manager and Research Director and Quynh-Mai Nguyen, Creative Director and Community Engagement.

A PowerPoint presentation was provided on the Richmond Public Art Master Plan, which included an overview of the scope of work including the project initiation and research, outreach and public participation, synthesis and emerging themes, Draft Public Art Master Plan and plan review and refinement. Work to date included a tour of Richmond public art with the Arts & Culture Manager; review of background documents; start of interviews of current and former Commissioners and City Councilmembers; scheduling of interviews with Commissioners, Mayor and City staff; scheduling focus groups and public outreach and attendance at a recent artist workshop.

Public engagement would include an artist focus group scheduled for November 9; Spirit and Soul scheduled for October 22; Holiday Arts Festival on December 4; and Popups at Richmond Farmer's Market and Pogo Park. Future focus groups and interviews would include community leaders, arts and cultural organizations, educators, business owners and developers.

The project timeline was identified as project initiation and research from July to August 2022; community engagement from September to January 2023; synthesis and emerging themes during February 2023; Draft Master Plan from February to March 2023; and review, refine and present the plan from April to May 2023.

Ms. Goldstein highlighted input from the community including more investment in the community-based projects; a fully staffed public art program; recruitment of additional Commissioners; tying public art to City priorities including traffic calming, the environment and thinking beyond murals and visual art and keeping up the great work the City was already doing.

The RACC/PACC was asked to provide input on the RACC's key goals for the public art plan, obstacles that had arisen to achieve those goals, where Richmond should focus its public art investments, the types of public art that had been admired elsewhere, and the groups or organizations that could be key partners for Richmond's public art.

Chair Beaulieu stated the RACC/PAAC was learning how to manage large budgets and large projects, how to run Requests for Proposal (RFPs), support artists in the community, and internally discuss how to make it easier for artists to participate and how to organize an artist database so when artists were needed they could be found. The key goals she envisioned would be the ability to organize and manage the work being done. Also, the RACC/PAAC wanted to be effective and efficient and serve the entire community with diverse representation. She suggested they were doing many things well but added this was a growth period and while the RACC/PAAC had been managing growth on the fly the dynamic of growth needed to be considered.

Commissioner Mehas agreed with the Chair's comments but recognized the RACC/PAAC needed Ms. Goldstein and her team to cover the details.

Commissioner Leighton wanted to see Ms. Goldstein's team identify specific areas and locations that should be considered for future projects; provide information or best practices to support current artists; create a stronger art community with increased visibility of the artists in Richmond, and highlight that within the community. As to what had prevented the RACC/PAAC from achieving its goals, she emphasized the fact the Mayor had not appointed new Commissioners had been an issue given that Commissioners were volunteers and staff and the RACC/PAAC was spread thin. In addition, until very recently in the last two years, the one percent in public art funds had come in allowing the larger projects to be completed and the RACC/PAAC needed to consider the use of those funds wisely.

Vice Chair Kirk understood the RACC/PAAC had previously prepared a mission statement and had answered similar questions in the past. She suggested the RACC/PAAC had good energy and passion but it had been frustrating not to have sufficient people to do the work. She hoped that situation would improve in the future.

Commissioner Leighton wanted to expand the reach and diversity within the RACC/PAAC and in the representation of the City's artwork, recognized the diversity in the City but commented that had not been reflected on the City Council. As to the key places where the RACC/PAAC should invest its dollars, she suggested that had been reflected in the Draft Budget Wish List she had provided.

Commissioner Mehas agreed that the policies and procedures of the City's ordinances applicable to the RACC/PAAC were to be reflective of the community although that had never been done. He wanted to see an investment in community events tied to various cultural groups such as Juneteenth and Cinco de Mayo, and suggested investing time and money into those events would connect the City more closely to those cultural groups and possibly new Commissioners could be recruited in that process.

Chair Beaulieu suggested raising up new artists and creating entry points for individuals who may be a good fit or including a missing perspective was important, such as a preparation program, orientations or ways to draw people in from the community and support them in the roles of Commissioners or as artists, which had been discussed in the past.

Ms. Goldstein commented the intent of the popups was to provide an activity that people could engage in and they could ask questions as they were engaged. Any other ideas for a popup event were welcome.

Ms. Day reported a calendar of activities was available on the City website via newsletters and the like and staff would provide assistance to obtain that information.

In terms of the types of artwork that had been seen elsewhere that would be good to see in Richmond, Commissioner Mehas referred to Mexican dance groups of young people to bring people out culturally.

Chair Beaulieu commented the African diaspora had been done at the Richmond Arts Center and she expressed the willingness to provide some answers to the questions in the PowerPoint presentation in writing, which could be forwarded to Ms. Goldstein.

Vice Chair Kirk reported the City of Vallejo had done some interesting things in its community such as filling empty windows with public artwork, and a large dragon in front of its City Hall.

As to what groups or organizations the City should be connecting with, Chair Beaulieu commented that the relationship of art to mental health had not been discussed. Art could be soothing and healing and have a positive effect on people and should be considered as part of the discussion. As a member of the African-American community, she was aware of what art did for the community when seeing it, making it and doing it, and which was very important to provide.

Commissioner Leighton suggested the East Bay Center for Performing Arts, NIAD Art Center, Richmond Arts Center and RYSE Center along with some of the high schools should be contacted. She added that one of the initiatives on the November ballot was about arts programs in schools and getting input from students would be very important.

Ms. Goldstein explained that they would be looking to a broad cross section of people who lived and worked in Richmond to reflect what the community wanted to see in the Public Art Master Plan.

Ms. Day referenced the 44 Neighborhood Councils in the City of Richmond which represented the cross section of the people they were attempting to target. The Neighborhood Councils met once a month and Ms. Goldstein could potentially speak to those councils.

Ms. Goldstein commented that when they typically work on a plan they have a Steering Committee involved to provide feedback and she asked what role the RACC/PAAC would like to play in providing some ongoing feedback. She asked whether she should report back to the RACC/PAAC every other month, or whether members of the RACC/PAAC wanted to participate in the focus groups or public meetings.

Commissioner Leighton recommended updates every other month if possible to discuss the current path. She personally did not have the time for extra meetings and if those updates could fit into the current RACC/PAAC meeting schedule that would be great.

Commissioner Mehas volunteered to participate on one of the focus groups, and Ms. Goldstein advised the first artist focus group would be held on November 9, at the Richmond Arts Center at 6:30 p.m.

Chair Beaulieu requested that the RACC/PAAC be notified of any meetings to be scheduled so those dates could be placed on their calendar to determine whether or not participation would be possible, and Ms. Nguyen stated she planned to create a flyer specifically for the artist focus group and would forward that flyer to staff.

The RACC/PAAC recommended that Ms. Goldstein also contact the 23<sup>rd</sup> Street Merchants Association, the Point Richmond group, the Chamber of Commerce and the Richmond Main Street Initiative, and Ms. Day commented that some of the organizations mentioned were part of the 44 Neighborhood Councils including the Iron Triangle, which was part of the 23<sup>rd</sup> Street Merchants Association.

The RACC/PAAC thanked Ms. Goldstein and her team for the update.

## **VI. September STAFF REPORT (Day)**

Ms. Day reported she had submitted a copy of the September Staff Report to the RACC/PAAC to provide more details on projects that had already been described and which included the effort to build relationships with other City Departments. She again described the status of the Shields Reid Park and the Richmond Country Club Project, stated that Parchester Village was in the process of getting the artist Richard Salazar under contract to move the project forward and understood Mr. Salazar had an accountant but also needed a Financial Planner to ensure no confusion when it came time to audit the project.

There was confusion on the part of Commissioner Mehas as to whether the Richmond Country Club Project and Parchester Village was a Community Services Project or a RACC/PAAC project since he understood it was a one percent project from the beginning, and Ms. Day advised that the RACC had contributed with mini grants but the project was separate from that. The project had been in process since 2016 and the artist had worked closely with the Love Your Block Program and the Parchester Village group to reach this point.

Ms. Day further clarified her comments and stated the Shields Reid Park Project was a Community Services Project. As to the Parchester Village project, it had already contributed its one percent and more in terms of the contribution for the project. She added that there were some maintenance items that needed to be addressed and she had provided photographs of two banners that had been cut and one that had been removed altogether as part of the COVID-19 Relief Project. Rather than take the banners down, they would remain in place until December and then the City would remove them.

Commissioner Mehas suggested the damaged banners be removed with two more banners to be commissioned, although Ms. Day was under the impression some political statement was being made to cut the banners and replacement may not be the answer.

Commissioner Leighton suggested the ragged banners offered a worse statement and she would rather see the damaged banners be removed now rather than leave them in place for the next two months but was uncertain of the cost ramifications. She pointed out there was a lot of artwork in the City that needed maintenance.

Ms. Day would look into what it would entail to remove the two damaged banners and would report back at the next meeting.

Commissioner Mehas suggested the item should be agendaized as an action item for the next meeting to allow a decision to be made.

## **VII. ANNOUNCEMENT: UPCOMING EVENTS**

- a. Shields Reid Park Public Art Commissions

This item had already been discussed.

- b. Members Share Art Related Events

Ms. Day reported the Main Street Initiative event Art in Soul had been scheduled for October 22, 2022. David Flores had not made the performance list and as such would not be performing at the event.

The RACC/PAAC returned to the discussion of the FY 23-24 Budget Wish List.

## **IV. COMMITTEE REPORTS**

- c. FY 23-24 Budget Wish List

Ms. Day concurred with Commissioner Leighton that a demo should be prepared that could be presented to the RACC/PACC at the next meeting to help inspire what should be on the Budget Wish List. She would also take the feedback from those Commissioners who had provided their comments and would work with Administrative Analyst Shané Johnson who was aware of the different funds available between now and the next meeting, with a draft provided to the RACC/PAAC prior to that meeting.

Commissioner Leighton suggested the budget that had been proposed was conservative in terms of what could be spent but it was a matter of whether the projects could be accomplished in the next year, which was why she was seeking administrative assistance.

Commissioner Mehas suggested the Budget Wish List also include an increase of funds available for the NPA mini grants and recommended consideration of \$100,000, and Chair Beaulieu agreed.

Ms. Day sought a future conversation as to how to make the funds received equal for artists in that some received 25 percent of the administrative expense for their projects while others received more if it involved fewer people. She supported a different and more equitable process in the future.

Chair Beaulieu spoke to the fact that projects were focused on the community aspect and when that was done the resources had to go to the community activity, and it was difficult since the projects were not cookie cutter even though there was a cookie cutter budget, which should also be discussed in the future.

Commissioner Mehas commented that was the least of their worries on these projects and suggested that was something staff should figure out.

Ms. Day also commented she had copies of the San Francisco Business Times and could forward hard copies via hard mail to Commissioners, if desired. She also referenced the availability of a catalog for the Richmond Arts Center Program.

**IX. ADJOURN until November 10, 2022**

On motion by Commissioner Mehas, seconded by Commissioner Leighton, and carried unanimously by voice vote to adjourn at 8:33 p.m. to a Regular Meeting of the RACC/PAAC on October 13, 2022.