

**RICHMOND ARTS AND CULTURE COMMISSION (RACC)/
PUBLIC ART ADVISORY COMMITTEE (PAAC)
Regular Meeting Minutes
Thursday, December 8, 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

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 7:09 p.m.

II. ACTION ITEMS:

a. APPROVE December 8, 2022 RACC/PAAC Meeting Agenda

Motion by Commissioner Mehas, seconded by Commissioner Leighton to approve the December 8, 2022 RACC/PAAC Meeting Agenda, as shown, passed unanimously by a Roll Call vote.

b. APPROVE November 10, 2022 RACC Meeting Minutes

Motion by Commissioner Herriman, seconded by Vice Chair Kirk to approve the November 10, 2022 RACC meeting minutes, as submitted, passed unanimously by a Roll Call vote.

III. PUBLIC COMMENTS

Arts & Culture Manager Winifred Day presented the following email for Public Comments:
Hello, Winifred, I have some comment for the record. 1) I will speak to the Youth Council to encourage them to apply to fill the remaining vacancies. 2) Also, I will unveil the project that I have created at a later date. Sincerely, Cordell Hindler.

IV. PROJECT ACCEPTANCE – Vote to Accept the Osprey Bird Sculpture

Chair Beaulieu thanked Commissioner Herriman for the fabulous video of the Osprey Bird Sculpture project installation.

Motion by Commissioner Mehas, seconded by Commissioner Leighton to approve the Osprey Bird Sculpture, which passed unanimously by a Roll Call vote.

V. PRESENTATIONS

a. Barbara Goldstein Public Art Master Plan Update

Barbara Goldstein provided a PowerPoint presentation on the Richmond Public Art Master Plan to highlight the outreach done thus far with twelve one-on-one interviews. Three one-on-one interviews were outstanding with the Richmond Main Street Initiative, the Mayor-Elect and the new City Councilmembers, anticipated to be completed in the next two weeks. Interviews had been held with the City Manager, Planning and Parks and Recreation Department staff and a number of past and present Commissioners. There had been one artist focus group with another to come and two participatory pop-up events. A survey had been launched to continue through February 2023.

The Holiday Arts Festival held on December 4, 2022 included a display of different types of public art. Participants had been asked to take a color of yarn that represented the public art type which had been woven into a little tapestry. At the same time, the participants had answered questions in the survey. There were around 70 participants at the Holiday Art Festival. Survey snapshots of 23 participants to date were also highlighted.

Next events included a January participatory pop-up at one of the Pogo Parks on Martin Luther King Jr. Day; additional interviews and focus groups with small business owners; the survey would continue through February 2023 and one more online public webinar for artists had been scheduled for January 23, 2023 at 6:00 p.m.

The location types for public art participants identified included business corridors, neighborhood projects, waterfront, parks and trails and gateways (freeway underpasses and gateways to business corridors). Project types were identified as streetscape types such as banners, art in empty storefronts, underpasses as gateways, murals, performance opportunities, a sculpture garden and environmentally oriented art. Project themes included socially relevant, cultural histories, healing and tied to City goals types of art. Program needs included fully staffed programs, recruitment of additional RACC/PAAC Commissioners, new RACC/PAAC Commission training, updated website and mapping. Artist needs were identified as training, better understanding of the process, youth training and opportunities and affordable spaces.

The project timeline was also outlined with initiation and research in July/August 2022; community engagement in September 2022/February 2023; synthesis, themes and recommendations in March 2023; the preparation of the Draft Plan in March/April 2023; and the refined plan in May 2023.

Ms. Goldstein welcomed feedback from the RACC/PAAC on the prioritization of locations and project types, identifying key themes, partnership opportunities and evolution of the grants programs. She added that consolidated notes had been provided to the RACC/PAAC for informational purposes.

Commissioner Herriman was pleased with the comprehensive notes and commended the work done thus far.

Commissioner Mehas also appreciated the comprehensive notes and the feedback received to date which had been helpful. He noted a trend towards art that reflected social justice issues whether painting a street, wall or sculpture and some members of the community had provided feedback to him that they wanted to see more of that type of artwork in the City of Richmond.

Vice Chair Kirk asked for the definition of functional art, which Ms. Goldstein described as artist-designed seating as an example, in a streetscape, pedestrian crossing with banners, and art that “does something.”

Commissioner Leighton appreciated the thoroughness of the update and asked whether or not Ms. Goldstein would be providing next steps on how to achieve some of the recommendations.

Ms. Goldstein stated she would be sending out RACC/PAAC recruitment information from their mailing list along with providing information using emails from the participatory workshops and through the use of social media. She understood the Mayor would appoint new RACC/PAAC Commissioners and suggested a good pool of diverse Commissioners should be considered by the Mayor. She also hoped to support staff and the RACC/PAAC by developing Commission training so as new Commissioners came on board they would have a thorough understanding of what was upcoming in the Public Art Master Plan and their role on the RACC/PAAC.

Commissioner Leighton was uncertain how to prioritize the categories identified in the PowerPoint presentation since they were all important. She asked if that prioritization was necessary now or whether feedback could be provided via email.

Ms. Goldstein suggested the RACC/PAAC could cogitate on the information provided and she recognized the RACC/PAAC may wish to rank some items higher and they would need to review the financial and development trends to assist with the ranking. It was recognized that once the emerging themes and recommendations had been massaged further to reflect the feedback from the RACC/PAAC the larger projects would take more time than the smaller projects.

Arts & Culture Manager Day suggested that prioritization could be considered at the January RACC/PAAC meeting.

Ms. Goldstein commented on some of the recent permanently sited artwork that was consistent with what people wanted. She suggested the RACC/PAAC could start thinking about whether there were cultural histories that had not been touched on in a significant way that should have more focus and permanency. She emphasized the entire area of artist training must be part of the program as they moved forward, funded from the Public Art Fund possibly with consultant assistance.

Commissioner Mehas suggested that could be something that could be considered in partnership with the Richmond Art Center.

Ms. Goldstein added there was also training opportunities that had been developed with the Northern California Public Art Administrator's Network and working with the Richmond Arts Center would also be a good resource.

Commissioner Leighton asked whether the budget would allow the opportunity to put funds towards some of the training opportunities discussed, to which Ms. Day explained that once something had been better defined a dollar amount could be attached. She suggested California Lawyers for the Arts was a good local resource and it was possible there could be workshops that may be free of charge. She would look into that possibility. She added that prior to Ms. Goldstein being hired for this project, the City had a list of other people who may be able to provide assistance.

Ms. Goldstein suggested a list of resources could be included in the Public Art Master Plan.

Commissioner Leighton suggested setting aside funds for one to two workshops per year to explain to artists how to apply for the projects, navigate the public art system, instruct artists on how to respond to a Request for Proposal (RFP) and having someone to create materials for a webinar or a printed flyer of PDF easily posted material on the City website, which could be shared with potential artists. The City currently did not have clear visual aids for artists that had been clearly written and strategic so that artists were not so overwhelmed. There may also be more interest from local artists if the City's process were not so daunting. She emphasized that supporting local artists and those not part of the regular pool was very important.

Ms. Goldstein acknowledged that working with local government as a minority and small business was a challenge since local government expected them to go through the same process as larger-sized businesses, which could be onerous but did not have to be if the process was explained better. She agreed it would be useful to explain in simple language what was expected of the artist. When asked by staff, she confirmed that in her experience, most cities provided annual technical training and she had background information that could be useful.

Ms. Day advised the conversation would continue at the January RACC/PAAC meeting and beyond, as needed. She hoped by February there would be at least three new RACC/PAAC Commissioners appointed and also hoped the composition of the RACC/PAAC would better reflect the City of Richmond.

Ms. Goldstein reiterated that recruitment opportunities for the RACC/PAAC had been posted on social media; however, she had been unable to post any information on the NextDoor platform. Commissioners may post on NextDoor, which would offer another level of recruitment opportunity.

Commissioner Mehas understood there had been little recruitment effort for Boards/Commissions in the City of Richmond. He asked whether the RACC/PAAC would be part of the new Commissioner selection process and suggested Ms. Day be tasked to communicate with the Mayor's Office to keep on top of applications.

Ms. Day explained that the new Mayor would appoint his own staff and that person would be the conduit for the RACC/PAAC applications. Those who had been participating in Ms. Goldstein's work were the potential applicants being targeted. RACC/PAAC members may also know interested applicants and the application information had been posted on the City website. She clarified that the RACC/PAAC did not select new Commissioners but may encourage the right people to make application for consideration.

Commissioner Herriman understood that consistent with past practice, the RACC/PAAC had a voice in accepting or rejecting new Commissioners, although Ms. Day emphasized that appointments to City Commissions was the Mayor's discretion but she would research more on how that process worked.

Chair Beaulieu asked that any Commissioners encouraging new applicants to apply to the RACC/PAAC make it clear the RACC/PAAC was a working Commission and Commissioners were expected to participate and take on roles, duties and tasks.

b. Mark Metz WCCFJC Art Rain Drain Update

Ms. Day provided an update on the West Contra Costa Family Justice Center (WCCFJC) Art Rain Drain Project, and reported that the artist Mark Metz was doing more work on using the term "peace" on the artwork in different languages. Staff had also attempted to clarify how peace was written in the Ohlone language but had not yet been provided clarification. She reported that Mr. Metz was to be ready to install by the end of the year but his contract had been extended to June 30, 2023 so he did not feel rushed and that time period should allow him the opportunity to complete the project within the confines of the contract. Another update would be provided at the January RACC/PAAC meeting.

Commissioner Mehas asked whether or not the current project was different from the original iteration, and Ms. Day explained that the drawing matched and an engineer from the City had approved the drawings prior to Mr. Metz building anything.

c. Cherlyn Oto – Public Art Brochure Update Final Review

Ms. Day reported the RACC/PAAC had been provided a copy of the edited brochure and if there were any other edits desired this was the time to provide final comments. She explained that the original goal was to have a document that could be transferred to the City website as a page for future developers and artists, and she acknowledged there was a lot of information included and the text could be reduced if needed.

Commissioner Mehas found the Richmond Art Site RFQ Process with Commissioners Herriman and Leighton was working perfectly, with two people on the committee and with everything channeled through them rather than always going back to the entire group to get comments. He added that the process worked better as a subcommittee format.

Ms. Day explained she was trying to extend a courtesy to allow Commissioners to provide additional comments on the Public Art Brochure, if desired, given that it would be difficult to go back and make changes. She would work with the Chair and Vice Chair and anyone else who wanted to provide feedback on the document.

Chair Beaulieu recognized Ms. Day would like to reduce the text and she would review the document with that in mind.

VI. COMMITTEE REPORTS

- a. NPA Mini Grant Committee Report – RFP Results (Kirk, Mehas)
PAAC November Report (Chair Beaulieu)

Ms. Day reported there had been some delays with the required paperwork associated with the NPA Mini Grants due to staff impacts from COVID-19. Only two contracts had been fully executed; one with Mark Anthony James and the other with Arts Support Richmond, with another group of six projects in a pattern waiting for signatures and approvals from people within the City. Prior to January, it was anticipated that every document should be fully executed and once done RACC/PAAC members would receive a letter confirming that fact and allowing RACC/PAAC liaisons to engage with the artists.

Commissioner Mehas found the system of approval to be incredibly incompetent given some of the artists had been ready to proceed for months and with the same item on the RACC/PAAC meeting agenda for the past three months. He struggled with the fact that contracts were still awaiting signatures.

Ms. Day reiterated some delays had occurred due to staffing limitations, not only due to COVID-19 but a loss of staff with current staff doing the best possible with limited resources.

Chair Beaulieu acknowledged that while things were not moving as fast as desired they needed to trust that things were moving as best as possible given the limited staff resources, and the RACC/PAAC needed to be patient with the City government.

Ms. Day added this time around she had made sure of the receipt of all permission and documents required ahead of time to avoid unnecessary delays, which had helped.

Chair Beaulieu provided the PAAC November Report and reported that work was progressing with the Richmond Country Club/Rochester Village Project. She had been one of the panelists for the Shields Reid Park Community Center Project and Panel Selection, with the 17 panels she had reviewed having moved onto the second phase. The Ookwe Park Signage was progressing and staff was working on a job description for administrative support. Restoration and maintenance activities continued with the Archie Held Sculpture and with Ms. Day having done quite a bit of work over the past month on the Richmond Arts Center fish sculpture repair, with a structural engineer required to review how the fish sculpture had been hung from the building to ensure that any repairs required would be done at the same time. Also, she and Ms. Day had been involved in actively updating the City website with a session this date on the mapping, with updates and new photos to be included.

Commissioner Leighton asked if the intention was to update the City's main website and also consider an outside vendor to create a new website for the RACC/PAAC as previously discussed.

Ms. Day stated she had responded to an email from Commissioner Leighton regarding this topic and clarified the City would like staff to clean up what was existing on the main City website prior to consideration of any outside vendors, which was why staff had been working to clean up outdated information from the existing RACC/PAAC link on the City website. She was also working to arrange a demo with ReVize and the Department head of the Information Technology (IT) Department. As discussed during the November RACC/PAAC meeting, estimates were required from two other website vendors prior to a conversation of a vendor for a RACC/PAAC website, and local vendors were preferred.

Commissioner Leighton commented that staff was to have provided a written budget of what funds could be pulled from the Public Art Fund versus City funds and she had not received any updates. She asked for that information at the next RACC/PAAC meeting.

Ms. Day commented she did not have the information in writing yet since City staff was in the process of reconciling miscellaneous items. She could provide a verbal summary.

Commissioner Leighton wanted the RACC/PAAC to have the opportunity to review that information as a group given the importance of the decisions to be made and the need to have a conversation about the budget. The RACC/PAAC only met once a month, and while she sympathized with the staff limitations, this should be a priority. She pointed out that items over \$10,000 required City Council approval and many of the budget items previously discussed were over \$10,000.

Ms. Day explained that was why she had provided a procurement chart as part of the Fiscal Year 2023-24 Budget Wish List so that the RACC/PAAC would see what needed to go into the decisions on how the money would be spent. She would provide the information Commissioner Leighton requested at the next RACC/PAAC meeting. She clarified that another staff person managed the budget for the division in which the RACC/PAAC had been placed and that staff person had been out with COVID-19, and that along with the holiday period had made it difficult to schedule a meeting with that staff person. She was doing the best she could given the staff limitations.

Chair Beaulieu suggested Ms. Day provide the verbal information she had on the budget at this time and the RACC/PAAC could then move on with the agenda.

Ms. Day explained that she planned to provide the information as part of the discussion on the Fiscal Year 2023-24 Budget Wish List. In terms of Public Art Projects, she reported when she had started in the position as Arts & Culture Manager a little over two and half years ago, there had been a little over \$100,000 in the account and the account was now approaching a million dollars. From August to August of the past year, about \$600,000 in fees from developers had been added to the account. She provided a breakdown of the budget figures for the Richmond Country Club and Shields Reid Projects and reported that private developers who had committed to provide funds within the next month or so included Raven SR in the amount of \$400,000 and Brickyard Cove in the amount of \$600,000. The Terminal Three Project was trying to determine whether to work with an independent art consultant or work with the City.

In terms of the \$100,000 sculpture project for this year, Ms. Day assumed the RACC/PAAC would want to consider the same amount for another project next year, but in an ideal world the budget should be \$200,000 and in the third year \$300,000 since the preferred artists had indicated that \$300,000 was their threshold.

Chair Beaulieu asked whether a percentage of the funds from the private developers would go towards administrative costs to be used for RACC/PAAC projects, and Ms. Day suggested that percentage would be 20 percent, and she confirmed that projects over \$10,000 still required City Council approval.

Commissioner Leighton asked how projects could be approved in advance versus as they came up, which was the goal when producing the budget. She asked what additional information was needed to gain City Council approval of the budget and to ensure they did not have to wait for City Council approval each year, and she wanted to know exactly what the City Council needed for its approval.

Ms. Day explained she had to prepare a request for legal opinion on anything presented to the City Council as part of an RFP or Request for Qualification (RFQ) for any kind of project. At the beginning of the fiscal year, July of each year, she would know what projects would be involved since many had been started ahead of the fiscal year. As an example, she had been able to start earlier with the NPA Mini Grants this year.

Commissioner Leighton wanted staff to go back and identify which items came out of the General Fund and which were needed to create an RFP or require additional scheduling information to clarify what was desired for the next year, particularly given the time to get things done and to allow the RACC/PAAC to have the ability to expend the funds in the budget. She emphasized it should be fairly simple to prepare a schedule of all of the projects the RACC/PAAC would like to see on a Gantt Chart and more clarity was needed on how the projects would be laid out over the year and how they would be implemented. She emphasized the time to get things done had been a complaint of the RACC/PAAC over the past two years and nothing had changed. She hoped at the next RACC/PAAC meeting a clear outline of how that would be fixed would be provided by staff.

Ms. Day advised that she would work with the staff person who managed the budget and would invite that person to attend the next meeting to explain the process.

Chair Beaulieu again recognized that there were expectations on how things were to occur but they did not always happen the way RACC/PAAC members preferred. Again, Ms. Day would invite the staff person who managed the budget to join the RACC/PAAC at its next meeting. She added the RACC/PAAC had prepared a Budget Wish List but had not discussed it. As an example, there had been a recommendation for a sculpture garden but that was not practical and there needed to be conversations about that which may require a workshop or additional meetings. She asked whether the RACC/PAAC would like to consider an additional meeting in two weeks to have those discussions.

Commissioner Leighton wanted to have that discussion but it was unknown whether the funds could be used in the way the RACC/PAAC wanted.

Chair Beaulieu stated that was not what she had heard in that the funds were in the budget but there was a process required to actually get approvals from the City Council. She recommended a review of the Budget Wish List, provide feedback, refine it and consider one to three projects for the next year based on the available funds in the budget. She was willing to have another meeting to discuss the Budget Wish List and make progress and would work with Ms. Day to schedule another meeting date in December.

b. Richmond Commission Art Site RFQ – (Tom Herriman/Emily Leighton)

Commissioner Leighton reported eight applications had been received to be reviewed, scored and narrowed down to the top three, which would move forward with a more detailed design and sketch process. She hoped the top three applicants would be identified for the January RACC/PACC meeting, and clarified when asked that the locations were to be decided by the applicants.

Ms. Day clarified the locations had been selected by the coordinating Neighborhood Councils from the beginning. Once the applicants had been narrowed down to three there was the opportunity for the Neighborhood Councils to provide more information.

c. FY 2023-24 Budget Wish List – Procurement Chart

This item had previously been discussed.

VII. DISCUSSION ITEMS

a. Shields Reid Community Center Project and Panel Selection

Ms. Day reported she had submitted a copy of the list of artists for the Shields Reid Community Center Project and panel selection. She had been working closely in partnership with Stephanie Ny with the Love Your Block Project and Community Services Division. There were 17 candidates for five locations with twelve semi-finalists. Some locations had three candidates while some had two, and all candidates had the opportunity to apply for more than one location. The only semi-finalist for two locations was Scientific Art Studio, with one location the stage left and right and the other a sculptural location. Instruction documents had been provided to the artists for the RFPs and January 5, 2023 was the deadline for submittal.

Ms. Day added that story boards to consist of foam core folded tabletop three or four folds, would sit on the tables, with an opportunity for the residents of the Shields Reid neighborhood to see the choices under consideration for five projects at one time, which would enable everyone to see how all of the projects would work together.

VIII. November STAFF REPORT (Day)

A written copy of the November Staff Report was provided to the RACC/PAAC.

IX. ANNOUNCEMENT: UPCOMING EVENTS

- a. Shields Reid Park Public Art Commissions
- b. Members Share Art Related Events

Ms. Day announced she had received an invitation from the staff liaison who managed City Councilmembers and who had asked that the Poet Laureate and Youth Poet Laureate be invited to provide a reading for an event in April 2023.

Chair Beaulieu invited RACC/PAAC members to reach out to her with any questions since she was an active RACC/PAAC Chair, had been involved in many projects and was learning how projects were done in the City. She emphasized there were limited staff resources, Ms. Day was doing the best possible, and if anyone had any questions they were encouraged to contact her. She looked forward to future progress on the RACC/PAAC.

Commissioner Mehas commented there was a lot of good information in the ordinance that had created the RACC and the PACC and how the relationship with other City Departments was supposed to work, and Chair Beaulieu agreed that RACC/PAAC Commissioners should become familiar with the ordinance.

X. ADJOURN until January 12, 2023

On motion by Commissioner Leighton, seconded by Commissioner Herriman, and carried unanimously by voice vote to adjourn the meeting at 8:40 p.m. to a Regular Meeting of the RACC/PAAC on January 12, 2023.