



RACC/PAAC REGULAR MEETING

Thursday, September 14, 2023, 7:00p.m. – 9:00 p.m. In Person Meeting
Location: 450 Civic Center Plaza, Richmond Rm 1st Floor Conference Room
Masks are highly encouraged.

<u>RACC Chair</u>	<u>RACC Vice-Chair</u>	<u>Council Liaisons</u>	<u>Staff</u>
Lynson Beaulieu	Kaelen Van Cura	Soheila Bana Doria Robinson	Winifred Day Tony Tamayo Shane Johnson

RACC Members:

Phillip Mehas, Ted Bell, Melody Kozma-Kennedy, Carole Porter, Arleide Santos
(Currently all, Richmond Arts and Culture Commissioners (RACC) also serve as Public Art Advisory Committee (PAAC) members)

- I. WELCOME/CALL TO ORDER/ ROLL CALL (Chair Beaulieu) 7:00 p.m.**
- II. ACTION ITEMS: 7:03 p.m.**
 - a. APPROVE September 14, 2023 RACC/PAAC Meeting Agenda**
 - b. APPROVE June 8, 2023 Meeting Minutes**
 - c. APPROVE July 13, 2023 Meeting Minutes**
 - d. APPROVE August 12, 2023 Retreat Meeting Minutes**
- III. PUBLIC COMMENTS 7:06 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.
- IV. INFORMATION and ACTION ITEMS (Vote) 7:08 p.m.**
 - a. Pedie Perez Memorial Garbage Bin project proposal**
 - b. Latinx Anti Violence Against Women Art Contest
Love Your Block Grant**
- V. COMMITTEE REPORTS 7:30 p.m.**
 - a. RETREAT AGENDA Highlights
Budget - Prioritize
Public Art Master Plan – Next Steps**

- b. Memorial Project Policies and Procedures Committee
- c. Mayor's Office Report

VI. PUBLIC ART Report 8:15 p.m.
a. Technical Assistance Workshop
b. NPA Mini Grant Update

ADJOURNMENT until October 12, 2023 9:00 p.m.

ATTACHMENTS

1. RACC Meeting Minutes June, July, August 2023
2. PowerPoint Presentations:
 - a. Pedie Perez Memorial Art Project
 - b. LatinX Anti-Violence Against Women Post Contest

Please submit a boards/commissions application for consideration to:
cityclerkdept@ci.richmond.ca.us

Link to
application: <https://www.ci.richmond.ca.us/DocumentCenter/View/2641/BOARD-OR-COMMISSION-APPLICATION-FORM-fillable>

**RICHMOND ARTS AND CULTURE COMMISSION (RACC)
PUBLIC ART ADVISORY COMMITTEE (PAAC)
In-Person Meeting
450 Civic Center Plaza, 1st Floor Conference Room
Richmond, California
Regular Meeting Minutes
Thursday, June 8, 2023
7:00 p.m. - 9:00 p.m.**

Present: Chair Lynson Beaulieu, and Commissioners Ted Bell, Melody Kozma-Kennedy, Phillip Mehas, Arliede da Silva Santos, Carole Porter and Kaelen Van Cura, and Council Liaison Soheila Bana

Absent: None

Staff Present: Arts & Culture Manager Winifred Day, Administrative Analyst Shané Johnson, and Deputy Chief of Staff Mayor's Office Tony Tamayo

I. WELCOME / CALL TO ORDER / ROLL CALL

The RACC/PAAC Regular Meeting was called to order by Chair Beaulieu at 7:09 p.m.

Chair Beaulieu welcomed the members of the public present who were asked to identify themselves and their affiliation, and included:

Jenny Balisle, former member of the Richmond Arts and Culture Commission (RACC) and Public Art Advisory Committee (PAAC) and current Executive Founding Director of a new grass roots arts organization in Contra Costa County;

B.K Williams, Co-Chair Richmond Progressive Alliance (RPA) and former member of the RACC;

Florene Wiley, former member of the RACC;

Michelle Seville, former member of the RACC, PAAC, and former Administrative Assistant for the first Arts & Culture Manager who served as the second Arts & Culture Manager prior to Ms. Day;

George and Heidi Cherbok, Founders, Theatre in Search, a not-for-profit organization based in the City of Richmond;

James Shorter, Artist and Industrial Designer, Gallery Manager, Rich City Rides; and

Arliede Da Silva Santos, newly appointed RACC Commissioner and former employee of the City of Richmond who currently worked with Urban Tilth.

II. ACTION ITEMS

a. APPROVE June 8, 2023 RACC/PAAC Meeting Agenda

Responding to Commissioner Mehas with respect to Item V. Public Art Master Plan Update, Arts & Culture Manager Winifred Day acknowledged the number of speakers present to address the item and advised that public comment for each speaker would be limited to two minutes.

Motion by Commissioner Mehas, seconded by Commissioner Porter to approve the June 8, 2023 RACC/PAAC Meeting Agenda, as shown, carried unanimously by a show of hands.

b. APPROVE May 11, 2023 RACC Special Meeting Minutes

Chair Beaulieu clarified the agenda item should be corrected to read: *APPROVE May 11, 2023 RACC Regular Meeting Minutes.*

Motion by Commissioner Bell, seconded by Commissioner Porter to approve the May 11, 2023 RACC Regular Meeting minutes, as submitted, carried unanimously by a show of hands with the exception of Commissioner Santos who abstained.

III. PUBLIC COMMENTS

Ms. Day read into the record the following public comment: *Cordell Hindler: Hello Winifred, I am forwarding the following comments for the record. 1) On Tuesday the City Council appointed Ms. da Silva Santos to the Arts Commission; 2) The update is that I am working on a project that's related to arts and culture. Sincerely, Cordell.*

Jenny Balisle referenced the Fence Line Art Project, which Chevron admitted to removing, although the artists had received approval for the project's placement from the City of Richmond. She asked the RACC to work on a statement or response in support of the artists since the artists had received a competitive grant from the California Art Council and the artists had worked hard on the project and were of the opinion their voices had been erased when the project had been removed.

IV. POET LAUREATE POEM READING (David Flores)

Chair Beaulieu thanked David Flores for serving as the City's Poet Laureate for the past two years and looked forward to his feedback to improve the Poet Laureate experience.

David Flores, Poet Laureate, read into the record the poem '*We Are Richmond,*' and explained as a former teacher in the City of Richmond he advocated for the arts in education and was currently working for a non-profit advocate for the arts. He provided an overview of his highlights while serving as the City's Poet Laureate, which allowed him to connect with other like-minded people on poetry as an art form, meet new people, open doors to other Poet Laureate opportunities and the ability to have the freedom to craft programs and poetry nights. He had been honored to represent the City of Richmond and would provide additional feedback to staff to allow the program to thrive.

V. PUBLIC ART MASTER PLAN UPDATE (Barbara Goldstein)

Barbara Goldstein thanked the RACC for allowing her to provide the update on the Public Art Mater Plan which involved a number of people. She emphasized that Richmond had a great arts program and engaged artists. There was a need to be more transparent and user friendly and to dig deeper for funding that could be available through the City's capital construction projects and be able to responsibly begin to invest funds through the private percent through art program.

As part of the Public Art Master Plan Update, efforts had been made to review existing plans, hold one-on-one interviews with artists, community and political leaders and hold focus groups and pop-up events.

Amanda [REDACTED] provided an overview of the focus and pop-up events that had been held as part of the Public Art Master Plan Update, and reported three pop-up events had been held and there had been a number of focus groups both in-person and virtually with the artist community. Based on those efforts, there had been feedback for more engagement on the Main Street area and revitalization of public art projects. Neighborhoods wanted to engage and apply for grants if possible and consider something different than just murals and sculptures.

Ms. Goldstein explained that based on the feedback provided, a Vision Statement had been prepared in a draft format that she read into the record. Proposed recommendations included:

- Employ the arts to illuminate Richmond's many cultures and histories
- Commissioning art that activates and connects business districts in downtown and other neighborhoods
- Support art that connects people with nature
- Prioritize support of the arts in City buildings and in public spaces
- Increase grants to arts and cultural programs
- Support artists of all ages and backgrounds
- Strengthen the Arts and Culture Division and RACC
- Maintain the City's public art
- Promote Richmond's public art
- Build partnerships with local businesses and regional entities
- Update Richmond's Cultural Plan

Ms. Goldstein commented it would take more than the private percent for art in-lieu fee to realize those recommendations and make the City of Richmond into the arts place everyone wanted to see. Based on each of the recommendations identified above, she offered the following additional recommendations:

- Employ the arts to illuminate Richmond's many cultures and histories

Recommendation: Create an artist and community residency program and require private developers to engage with surrounding communities for public art input.

- Commissioning art that activates and connects business districts in downtown and other neighborhoods

Recommendation: Consider how non-profit organizations could be involved in commissioning art, particularly art that was place-making art in the downtown business districts in a way that would drive economic development and activity and leverage City construction, and work with the Office of Economic Development, Transportation and Parks Departments to support projects already being done

- Support art that connects people with nature

Recommendation: Place art where people enjoyed nature including the Greenway Neighborhood Parks and City trails.

- Prioritize support of the arts in City buildings and in public spaces
Recommendation: Make better use of the grounds of the Civic Center and integrate art into the City's capital construction projects.
- Increase grants to arts and cultural programs
Recommendation: The Public Art fund to enhance the \$65,000 from the General Fund and if an organization obtained an NPA Mini Grant in the past and wanted to do something bigger, a category of larger grants be created that were neighborhood based.
- Support artists of all ages and backgrounds
Recommendation: Try to create counterbalance by engaging developers into thinking about how to create space for art; simplify the grant application and contracting process; webinars be created for artists that could be played at any time and a day or two be set aside when artists and art organizations may make appointments with staff to discuss how the application could be made better and more competitive.
- Strengthen the Arts and Culture Division and RACC
Recommendation: Add staff as needed and rebuild the RACC.
- Maintain the City's public art
Recommendation: Hire someone to do a conservation assessment and recommend both routine and conservation maintenance as needed and develop a system for getting that done; photograph the collection and post on the City website and hire a registrar to ensure the database was up to date with all information.
- Promote Richmond's public art
Recommendation: Hire a contract employee who was empowered to work with the City's Information Technology staff to bring the RACC website up to date.
- Build partnerships with local businesses and regional entities
Recommendation: Given limited resources, building partnerships with local businesses and regional entities was important and more staff was needed.
- Update Richmond's Cultural Plan
Recommendation: Suggested spending \$500,000 more or less of City funds to update the City of Richmond's Cultural Plan.

Ms. Goldstein welcomed input on the recommendations with the intent to present the Final Public Art Master Plan to the City Council at its July meeting.

Ms. Day explained the RACC, City staff and staff from the City Manager's Office would review the Final Draft of the Public Art Master Plan prior to City Council approval in July 2023. In the event

the City Council did not review the Draft Plan at its meeting in July and since the City Council would recess during the month of August, it was possible it would not be considered until September. Ms. Day added she and other members of staff had spent time on the City website and recognized it had some challenges.

Administrative Analyst Shané Johnson reported that clean-up work was occurring on the City website at this time to make it more user friendly but there were some restrictions due to City policies. She reported some funds had been included in the budget for the next fiscal year to hire someone to do the work recommended for the City website.

Councilmember Bana suggested the City website needed more than a facelift and she planned to push for that effort and suggested a new website was needed.

Ms. Day stated for the benefit of the public that Capital Improvement Plan (CIP) projects were those projects the City funded as opposed to private developer funding. As part of the City's policies, procedures and as part of a City ordinance, 1.5 percent of CIP funds would be dedicated to public art, which had not been collected over a period of time. Staff had recently met with the Finance Director and new Director of the Public Works Department, the Department that calculated the CIP projects that were current and where the 1.5 percent would apply.

In terms of the library improvements, Ms. Day explained the project involved grant funding which included no line item for art; however, staff had provided those in charge of the project examples on how to provide public art minimally, such as how the City of Palo Alto and other cities had done. Staff planned to meet again in August to review the City's CIP projects and provide a calculation as they moved forward.

Commissioner Mehas understood a dedicated staff person was to keep track of the CIP funds and funds for the various Departments who would clarify when CIP projects came online. He asked for clarification how the CIP funds intended for public art would be recouped.

Ms. Day clarified that staff had been receiving the monthly reports on private developer contributions for public art, which had been provided to the RACC for some time. In terms of the CIP projects, she noted there were few such projects, reiterated staff had met recently and realized that the calculation for public art for CIP projects was supposed to have been done and stated that staff was working on the matter. She hoped to have a number at a later meeting that could be shared with the RACC.

Commissioner Porter commented that many jurisdictions had closed off city streets such as in San Francisco, Berkeley and Oakland and made them more amenable to communities and families. She asked if that could be an option for the City of Richmond.

Ms. Goldstein suggested whether the City of Richmond wanted to pedestrianize its streets could be an option. As an example, the City of Palo Alto closed a major street during the pandemic and in that case she had worked with the city on recommendations on how the street could be made more pedestrian friendly. The City of Palo Alto had recently decided to close the street permanently after the pandemic. If the City of Richmond decided to pedestrianize streets, it would open up a lot more opportunities for art but while that was outside the scope of the Public Art Master Plan, she suggested such improvements worked well with the concepts proposed in the Public Art Master Plan.

B.K. Williams liked the idea of re-granting prior grantees, although it would not offer a lot of equity since if an applicant had been unable to come to the table the first time the applicant may not be

eligible for larger grants. She also commented the Richmond Library was being renovated to the tune of \$15 million and she questioned why art could not be part of that project even at this point since the City Council was responsible for the budget. She liked the recommendations but questioned how many of the recommendations could be realized while also ensuring equity.

Ms. Goldstein explained in terms of the larger grants the thought was there were organizations that “would come back to the well” for smaller grants and it would be useful for them to step up and consider the larger rather than smaller grants.

Commissioner Kozma-Kennedy recommended consideration of an artist-in-residence program in the library which had similarly been done at the DeYoung Museum in the City of San Francisco during opening hours and which offered a teaching opportunity, show and tell, and process of creating art as a teaching tool not just art as a product, which was important and could be done in an activated public space. She recommended more thought on how to activate public centers and inclusion of an artist residency program could be how libraries may reinvent themselves, bring community in with activated artists and have a teaching moment.

Michelle Seville commented that one of the artists in the community from the East Bay Center had asked whether it would be possible to mention the 12th and MacDonald Avenue lots and vacant parking garage by name, the largest unoccupied area along the arts corridor along MacDonald Avenue. She reported the East Bay Center had been in touch with the City about this possible location.

Ms. Day reported a developer had been working on the project for several years and had made a commitment to keep the property from any other developer developing a project. The project was currently under consideration by the Design Review Board (DRB) and had no opportunity for public artwork. She could provide an update at the next RACC meeting.

Florene Wiley questioned whether there was no opportunity for public art as part of the library renovations.

Ms. Goldstein reiterated the recommendation for funds from the Public Art Fund in-lieu of the CIP budget. If the RACC was of the opinion it was important public art should be included for the library some of the Public Art Funds could be dedicated while negotiating with the City whether there should be money from the CIP; however, when the grant had been written for the library improvements it had not included a line item for public art.

Ms. Seville emphasized that Richmond needed cultural activities and performance spaces desperately and she urged the Arts and Culture Division to advocate for more and better cultural spaces with City-owned property made available for renovation and dedication to cultural activities. She noted the City’s contracting requirements and permitting processes had become extremely difficult to navigate and had a chilling effect on the will of artists in the community to engage in a contract with the City. NPA Mini Grant applicants were of the same opinion. She asked for a reduction in the barriers to access and suggested the contracting process be made less challenging. She also suggested that having artists in position-making and problem-solving positions could be empowering for both the City and the community and she recommended quarterly meetings between artists and City representatives, the Arts and Culture Division and the Planning Department to discuss the issues that would create better understanding and let artists’ concerns be expressed.

Ms. Seville stressed the need for a more inclusive decision-making process regarding the allocation of public art resources, and suggested the RACC and PAAC be revitalized and the City hire more full-time staff.

Chair Beaulieu thanked everyone for their comments and encouraged any additional comments to be provided in writing to Ms. Goldstein or Ms. Day.

Ms. Goldstein further suggested that City Council meetings begin with a poem with the Youth Poet Laureate to read the poem or for others to be brought in to read the poems.

VI. FISCAL YEAR 2023/24 NPA MINI GRANT UPDATE

Commissioner Van Cura and Chair Beaulieu provided an update on the FY 2023/24 NPA Mini Grants and reported there had been around sixteen applicants who had all been very strong with the majority of the applicants found to be compelling. Not all applicants had been interviewed by the selection panel since some applications had been very clear and the selection panel had no questions. Seven applicants had been interviewed and thirteen of the applicants would receive funding. A spreadsheet had been prepared of the applications which included an average score but had not included any of the applications the selection panel decided not to fund.

Chair Beaulieu reported a wide variety of proposals had been received, the applications were strong with a lot of diversity and the grant amounts had been increased to a maximum of \$9,000 with most applicants to receive that amount. The amount requested by the applicants would be the amount funded and no grant amounts had been reduced. She clarified the Point Molate Earth Day Celebration project would be funded through the Cultural Event Fund. She also clarified the maximum funding amount of \$65,000 from the City budget in addition to an extra amount of \$25,000 from the Public Art Fund. She reiterated that every artist shown on the spreadsheet had been funded with the exception of one artist, Regina Gilligan, where funds would be taken from a different pot.

In response to Commissioner Mehas, Commissioner Van Cura and the Chair clarified the application from John Wayne Barrow involved an artist who was a mentee of Mark Anthony James, Empowering Youth through Music, who would teach children design principles and using embroidery machines to embroider their own clothes with a fashion show with Empowering Youth through Music. Also, the grant for the John Wehrle Retrospective was clarified and would help fund the retrospective at the Richmond Arts Center where the work would be exhibited. The John Wehrle Mural at the Point Richmond Tunnel remained a work in progress and staff would provide an update as part of the May Staff Report.

Councilmember Bana clarified with the Chair that the NPA Mini Grant process for Fiscal Year 2023/24 had been completed. The next round of NPA Mini Grants for Fiscal Year 2024/25 would start in September, although the mini grants would not be awarded until later in the year.

James Shorter clarified with the Chair and Ms. Day that brief descriptions for each NPA Mini Grant applicant would be made available in the future and Ms. Day described the interview and scoring process for each applicant. Once the recommendations from the selection panel had been approved by the RACC, the NPA Mini Grant applications would be forwarded to the City Council for approval, to be followed by the requirements for the applicants to go through the City's contract process.

Commissioner Kozma-Kennedy suggested a hyperlink be included with the spreadsheet that could connect to the applicant's website to allow views of the projects, but Ms. Day commented that nothing could be published until the NPA Mini Grants had been accepted as part of the City's processes. Once the processes were complete a press release could be prepared.

Chair Beaulieu recommended any additional questions on the NPA Mini Grant applicants be discussed with Commissioners after the meeting.

Commissioner Bell concurred there were many applications that were good but had not been selected. He wanted to focus on those applicants to discuss why they had not been selected possibly as part of a workshop so as to educate applicants on making a presentation for the following year and to encourage those applicants to reapply.

Ms. Day reported a Technical Assistance Workshop would be held prior to the consideration of the next round of NPA Mini Grant applications.

Ms. Balisle asked whether the City of Richmond provided American Sign Language (ASL) and translation services for the grant process since the California Art Council and other grants included requirements for accessibility. As the City received more funding that would provide leverage for the artists to get more grants, which should be considered as the City received more funding for this program.

Ms. Day stated that could be taken under advisement as more staff became available.

Ms. Seville detailed the initial concept of the NPA Mini Grant program to lift up those artists that were just starting out and may be unfamiliar with the required criteria for grants, which was why the grants were so small so that the next time applicants applied they would be ready and more informed for the larger grants.

Ms. Johnson suggested it would be nice to see different artists and smaller organizations receive the grants since a lot of the same people were receiving the grants year after year.

Commissioner Porter recommended a workshop be considered prior to the next selection process for NPA Mini Grant applicants which would allow mentors to be present, and Chair Beaulieu confirmed a Technical Assistance Workshop had been provided prior to the current NPA Mini Grant application process. Staff was working to build capacity into the grant application process.

Mr. Shorter suggested those awardees that were consistently returning for grant consideration could be mentors for potential grant awardees, which could be an incubation system to lighten the burden on the RACC or representatives and could build that relationship outside of the RACC specifically to when the artists go out into the world that would be the start of the artists' network.

Chair Beaulieu reiterated in response to a member of the public that basically all artists who had applied had been funded with the exception of three applicants who had issues with their applications that could not be overcome.

Motion by Commissioner Bell, seconded by Commissioner Porter to approve the recommendations of the selection panel to provide NPA Mini Grants to the group for 2023/24 as shown, carried by a show of hands with the exception of Commissioner Mehas who voted no.

VII. COMMITTEE REPORTS

a. FY 2022/23 NPA Mini Grant Commissioner Liaison Reports

Commissioner Mehas reported he would be sending an announcement to Commissioners regarding a presentation from NIAD [National Institute of Art and Disabilities] which was planned in July and reported that Kaiser had asked NIAD to provide a presentation on its artwork but he did not have the dates before him at this time. He would provide that information to the RACC.

Commissioner Bell reported that Mark Anthony James with Empowering Youth through Music Project, had held a Spring Music Showcase on May 20, 2023. He had attended the event which had been well received and moving.

Chair Beaulieu reminded Commissioners to have their grantees provide their final report forms and invoices.

Chair Beaulieu reported the Washington School Banner Project had been completed and the Point Richmond Tunnel Project artists were meeting in the next week to work out the City's requirement for flagmen to direct traffic during the work.

b. PAAC May Report (Chair Beaulieu)

Ms. Day provided an overview of the Shields-Reid Community Center Project for the benefit of new Commissioners. All artists were under contract and had been having conversations with the architects for the projects to ensure the conceptual designs were buildable. Once accepted the next step would be the preparation of design drawings to be approved by structural engineers.

Ms. Day also provided an overview of the Richmond Country Club/Parchester Village project and Ms. Johnson reported the artists for the project had questions about the contracts, the issue had been tied up in the legal department, with a go ahead recently provided by the attorney on the City's side.

Chair Beaulieu reported photographs of the West Contra Costa Family Justice Center (WCCFJC) Rain Drain Project had been provided to the RACC. The project had been installed but a few changes and updates were needed and would be done sometime in the summer. The contract for the Ookwe Park Signage had been amended in May and the project was awaiting fabrication and installation of the ground markers. The Osprey Bird sculpture models (miniature versions) timeline for completion of the contract and manufacture was anticipated around September. The large art sculpture would go to the City Council for approval on June 20, 2023, and the replacement of the Bay Area Rapid Transit (BART) Station mural signage should happen this month.

In addition, the Chef's Restaurant/Warehouse developer had made a deposit; the Harbor Way Developer Initiative for the development of a warehouse building would involve two murals and a sculpture and was in the process of review by the DRB with an independent art consultant managing the project, and a Request for Proposal (RFP) for the 2023/24 Poet Laureate had been posted with applications due by June 12, 2023. Commissioners interested in being panelists to review the applicants were asked to contact staff with the request to increase the stipend for the Poet Laureate from \$1,000 to \$1,500 being taken into consideration.

Councilmember Bana recommended the consideration of Poetry Nights at Council meetings and suggested the budget for the Poet Laureate be increased to allow that to happen, and Ms. Day advised that staff would look into the process.

VIII. MAYOR MARTINEZ OFFICE STAFF REPORT (Tony Tamayo)

Deputy Chief of Staff Mayor's Office Tony Tamayo reported the Richmond Arts Center would review the new art pieces for the West Contra Costa Unified School District (WCCUSD) Art Show with parents and teachers to be invited for a meet and greet with the Mayor; recruitment for new RACC Commissioners continued; NIAD was going over the pricing and value of its artwork with the next step how to file a complicated insurance request; and he planned to meet with coordinators for the Fence Line Project and potentially draft a response from the Mayor's Office. Other City entities had been encouraged to provide a response as part of a united effort. In terms of the Poet Laureate, a graphic would be prepared.

In response to the Chair, Mr. Tamayo was uncertain of the condition of the Fence Line Project and hoped to learn more information when he met with the coordinators of the project.

IX. MAY STAFF REPORT (Winifred Day)

Councilmember Bana reported La Familia Center had placed fifteen female survivors of abuse with fifteen artists who asked who for a place to perform with a preference for space in the Civic Plaza during the month of October. She asked the RACC to inform artists which would make the event grander and suggested a movie screen be provided to allow people to sit down and enjoy the performances. She hoped to obtain a grant for the event as well but that may not be feasible and the Chair noted there may be funds available as part of the Cultural Art Grant.

Ms. Day reported the Fence Line Project was a Love Your Block Grant project approved by the RACC and was not controversial. She was surprised Chevron had removed some of the fencing but it was possible an encroachment issue may have occurred. She also commented on discussions in the past to differentiate between public art and beautification projects, with public art Love Your Block projects potentially requiring an additional layer of permission to avoid such occurrences.

Ms. Day reiterated a Technical Assistance Workshop would be held prior to the next round of NPA Mini Grant applications and confirmed, when asked, there could be a weekend option. She also emphasized there had been efforts to limit multiple year NPA Mini Grant awards in the past and if the RACC wanted to limit them for the next round that could be considered.

In terms of the NPA Mini Grants, Chair Beaulieu commented on the importance at times for continuity citing the Washington School Banner Project as an example, which was in its third grant cycle and which process had resulted in a change in culture for the school. She commented that sometimes one grant was not enough to make the change desired in the community. Rather than place limitations on grant applicants, she recommended different ways to help applicants get funding so they could continue the work they were doing.

Commissioner Porter suggested with the continuity of funding mentorship should also be considered to help raise someone up.

Chair Beaulieu suggested it was also important to acknowledge the RACC was also mentoring emerging artists.

Ms. Day further clarified the use of CIP dollars and commented there were some safety projects related to crosswalks that could be an example of a CIP project that would have a public art component. She also commented that Caltrans had monies as part of a beautification grant and that any artwork under bridges, as an example, was under the purview of Caltrans.

Ms. Day reported that Caltrans in partnership with the Community Services Division had committed \$300,000, a portion of which would be used to clean-up the John Wehrle tagged murals on MacDonald and San Pablo Avenues, with new murals to be created on the opposite walls which were currently blank. Given this project involved grant money, a formal City process was not required.

X. ANNOUNCEMENT: UPCOMING EVENTS

- a. Members Share Art Related Events

Councilmember Bana reported the El Sobrante Stroll would be held in September with artists encouraged to participate.

XI. ADJOURN until July 13, 2023

On motion by Commissioner Mehas, seconded by Commissioner Van Cura, and carried unanimously to adjourn the meeting at 9:06 p.m. to a Regular Meeting of the RACC/PAAC on July 13, 2023.

**RICHMOND ARTS AND CULTURE COMMISSION (RACC)
PUBLIC ART ADVISORY COMMITTEE (PAAC)
In-Person Meeting
450 Civic Center Plaza, 1st Floor Conference Room
Richmond, California
Regular Meeting Minutes
Thursday, July 13, 2023
7:00 p.m. - 9:00 p.m.**

Present: Chair Lynson Beaulieu, Vice-Chair Kaelen Van Cura and Commissioners Ted Bell, Melody Kozma-Kennedy, Phillip Mehas, Arleide da Silva Santos, Carole Porter and Council Liaison Soheila Bana

Absent: None

Staff Present: Arts & Culture Manager Winifred Day and Administrative Analyst Shané Johnson

I. WELCOME / CALL TO ORDER / ROLL CALL

The RACC/PAAC Regular Meeting was called to order by Chair Beaulieu at 7:00 p.m.

II. ACTION ITEMS

a. APPROVE July 13, 2023 RACC/PAAC Meeting Agenda

Vice-Chair Van Cura reported the unveiling of the NIAD Banner, as shown under Item IX. Announcement: Upcoming Events, had occurred the past weekend on July 8, 2023 and she asked why it had been included as an upcoming event.

Arts & Culture Manager Winifred Day clarified the item had been included on the meeting agenda since the agenda had been distributed prior to the event.

Chair Beaulieu requested an additional item be added to the July 13, 2023 meeting agenda after the completion of Item II. Action Items, to allow a debriefing of the Commission Training over the past weekend.

Motion by Commissioner Porter, seconded by Commissioner Bell to approve the July 13, 2023 RACC/PAAC Meeting Agenda, with an additional item for a Debrief of Commission Training, carried unanimously by a show of hands.

b. APPROVE June 8, 2023 RACC Regular Meeting Minutes

Chair Beaulieu advised the heading for item II (b) should be revised to read: *APPROVE June 8, 2023 RACC Regular Meeting Minutes*.

Vice-Chair Van Cura reported she had written revisions she would like made to the June 8, 2023 RACC Regular Meeting Minutes that she would provide to staff to allow the corrections to be made.

Motion by Commissioner Mehas, seconded by Vice-Chair Van Cura to postpone the June 8, 2023 RACC Regular Meeting minutes to the September 14, 2023 RACC Regular Meeting to allow corrections to be made, carried unanimously by a show of hands.

At this time, the RACC discussed the Commissioner Training, which discussion had been recorded, and with the topics of discussion including how Commissioners had been appointed and Conflict of Interest issues. Commissioners were encouraged to contact the City Attorney with any Conflict of Interest concerns.

Ms. Day reported the RACC had previously been provided a link of the discussion that could be resent since some Commissioners had not received the link.

III. PUBLIC COMMENTS

Ms. Day read into the record the following public comment: *Cordell Hindler: Hello Winifred, I am forwarding the following comments into the record. 1) The Arts and Culture Commission is invited to a performance of The Hunchback of Notre Dame on July 14 through the 23rd at 7:30 p.m. at El Cerrito High School. 2) Also, I am in the process of speaking with the Youth Council to assist in recruiting to fill the remaining vacancies on the Arts and Culture Commission. Sincerely, Cordell.*

Julie Perez, Richmond, reported she had been invited to appear before the RACC by Council Liaison Soheila Bana. She explained that her son Richard “Pedie” Perez III had been shot and killed by a Richmond Police Officer in 2014. Her family owned a small trucking company in the City of Richmond and in 2024 the business would be in operation for 50 years. The store where her son had been killed was located across the street from the family business and as a young adult, her son had a lot of local friends. The storeowners had allowed the Perez Family to keep pictures of her son on their building and in the store but it was located on private property. She sought consideration to allow artwork on two public trash receptacles located in front of the store. She reported the Perez Family was working with a local artist who was also the owner of a Richmond business and who was interested in such an art project.

Ms. Perez explained that Council Liaison Bana had provided information to the artist on what to submit to the RACC for consideration and she was present to introduce herself to the RACC. She provided flyers to the RACC to identify the design concept.

Rick Perez, Richmond, also provided information from KQED programming that had shown how the Richmond Police Department had done an interrogation and had tried to pull together bad statements to make them look better, and he too detailed the background of the incident leading to the death of his son, which had badly impacted the neighborhood.

Ms. Day clarified that a formal presentation on the request was expected at the September RACC meeting, at which time the Perez Family would have more time to provide comments and more information on the proposed design concept.

IV. INFORMATION ITEM PRESENTATION Love Your Block Project Mural on El Sobrante/Richmond Border – Triangle Works

Tameka Bailey provided a PowerPoint presentation on the Community Mural Painting and Triangle Works, a volunteer organized community group working to beautify and vitalize the Triangle District on the border of Richmond and El Sobrante through muralization of the area and collaboration with local artists, businesses and community organizations to attract more businesses and make it a better place to live and work.

Ms. Bailey provided the background and experience of local artist/muralist Hayley Ferreira, with more information available at bayareamuralist.com, and identified the proposed location for a mural at a two-sided wall located at 5070 Appian Way on private property. Triangle Works had obtained permission from the private property owner for this project. Photographs of the already established mural on the El Sobrante side of the wall on Appian Way were provided. It was noted that effort involved numerous volunteers. A photo rendition of what the Richmond side of the mural would look like was provided to show a nature theme to represent the neighborhood. The project schedule would include two community paint schedule days on August 19 and 20, 2023, with touchups anticipated by the artist and anti-graffiti coating planned in September 2023. An overview of the painting method, materials and durability for the mural was also provided.

Chair Beaulieu clarified this was an informational item and not an action item.

The RACC liked the proposed mural concept and thanked Triangle Works for the presentation.

V. VOTING ITEMS

a. Shields Reid 5 Site Concept Designs

Chair Beaulieu reported the RACC had been provided the materials for the Shields-Reid 5 Site Concept Designs and the RACC was asked to approve and accept the designs.

Ms. Day reported that staff had been meeting with architects. Some modifications had been made and a more professional presentation and press release would be provided at a later date. Approval of the 5 site concept designs/images would allow the artist to proceed to the next phase of the project with the next iteration of the design to involve the fabrication stage.

Chair Beaulieu identified one of the main changes to the panels which had initially included images of menacing dogs but had since been changed to butterflies.

Ms. Day clarified in response to community input that butterflies had been desired to represent the spirits of people who had passed. Butterflies would be on three of the four panels with the fourth panel to reflect a night scene.

Motion by Commissioner Porter, seconded by Commissioner Santos to approve the Shields-Reid 5 Site Concept Designs, as presented, carried unanimously by a show of hands.

b. Public Art Master Plan Update (B. Goldstein)

Barbara Goldstein reported there had been few changes to the Public Art Master Plan. Some changes had been in response to comments from the public from the June 8, 2023 RACC meeting and some changes had been technical in nature. She welcomed comments.

Michelle Seville clarified with Ms. Goldstein and Ms. Day the budget figures in the Public Art Master Plan including the budget for the Project Manager in supposition of adding a new position, which funds would not come from the City. For Community Arts and Residents, the dollar amount had been suggested for the first phase with the residency and the second phase implementation for Fiscal Year 2024/25. Existing policies were clarified and the Public Art Advisory Committee (PAAC) had been recommended to be separated from the RACC, with more members to be added if possible.

Ms. Seville also clarified the list of artists, with artist John Wehrle having been mentioned in the beginning of the Master Plan, and that two additional staff positions had been recommended beyond the Project Manager.

Commissioner Kozma-Kennedy noted the position of Project Manager, as shown on Page 27 of the Master Plan at \$50,000 was under selling for the Bay Area, although Ms. Goldstein clarified the position of Project Manager would be paid \$50,000 from the General Fund and another \$50,000 from the Public Art Fund.

Ms. Seville also commented on the discussion of making changes to the City of Richmond's webpage as it related to the RACC, which had been problematic for the City's Information Technology (IT) Department which handled the entire website for all City Departments. She reported at one time the RACC had its own website but it had later been taken away when the City Manager's Department had managed everything. While she understood the IT Department was currently understaffed, she recommended the City find funds to put to that effort, which may remove some of the burden on the IT Department and may be more successful to making changes to the RACC website.

Ms. Goldstein stated that \$30,000 had been included in Year One and \$15,000 in Year Two of the budget, as shown in the Master Plan, to upgrade the RACC website.

Ms. Day acknowledged the website needed a lot of work but there were barriers for outside consultants doing work to an inside system. At a minimum, the City would hire a photographer to finish the work that staff photographers had started on the art inventory and put that information on a drive that could be downloaded by the IT Department. She suggested that goal could be achieved in the next six months to a year. Outside of that effort, it was unlikely the system could be changed at this time given a number of confidentiality constraints but she hoped to have more updates throughout the year.

Commissioner Mehas found the Master Plan to be amazing and a breath of fresh air, but asked for more detail on facilitating public art as opposed to acting as gatekeepers, to which Ms. Goldstein explained the issue was around how artists perceived the City's processes and pushing money out through grants rather than the City managing the projects allowing people to do the work themselves and not going through as many hoops for a City project managed by the City, with arts organizations on their own with City assistance as opposed to the City managing the projects. The goal was to develop programs that had been open with enough framework for an artist to do an artist-initiated project within that framework.

Commissioner Mehas asked for more clarification on encouraging live-work spaces in the City of Richmond or a developer to develop a project with a designated room as live-work space.

Ms. Goldstein advised that was part of the proposed policies and procedures as shown in the Master Plan as a potential option. She clarified there were some calculation errors in the budget of the Master Plan that would be corrected. She also clarified with Ms. Day that the City Manager had reviewed the document as had other City staff. The Master Plan was expected to be presented to the City Council for approval in September.

Vice-Chair Van Cura stated she had thoroughly reviewed the document and had recommended edits to the Master Plan she would provide to Ms. Goldstein and staff.

Motion by Commissioner Mehas, seconded by Commissioner Bell, to approve the Final Draft Public Art Master Plan, carried unanimously by a show of hands.

c. Poet Laureate Selection

Vice-Chair Van Cura reported she, the Chair, Commissioner Porter and Ms. Day had reviewed the two Poet Laureate submissions and through that process had unanimously decided on one candidate. Stephen Sharpe a City of Richmond resident, was identified as that candidate and his background and experience was highlighted.

Commissioner Porter and Chair Beaulieu also highlighted the reasons the Commission had selected Mr. Sharpe as the Poet Laureate and were excited to see what he could provide to the City of Richmond.

Ms. Day clarified the first step was to receive the report after which the Poet Laureate candidate would have to provide contract documents pursuant to the City's process, with hoped for approval at the next RACC meeting. The contract would be for a two-year period for a \$1,000 per year position with possible additional funds from the Mayor's Office.

In response to Commissioner Kozma-Kennedy, Vice-Chair Van Cura explained that the second Poet Laureate candidate who had not been selected would be provided feedback as to why she had not been the strongest candidate, and who would be encouraged to apply again. It was clarified that candidate was a visual artist and poetry was not her main focus.

As to whether there had been any discussions for the Poet Laureate to work with the Youth Poet Laureate in response to Commissioner Mehas, Chair Beaulieu explained that the Youth Poet Laureate had come from Richmond RYSE Youth Center through a grant process made to RYSE, which cultivated the Youth Poet Laureate process. While a Youth Poet Laureate had been desired it was not in the budget, and Ms. Day suggested that could be discussed as part of the upcoming retreat.

Motion by Commissioner Mehas, seconded by Commissioner Kozma-Kennedy to accept Stephen Sharpe as the Poet Laureate for 2023/24 to 2024/25, carried unanimously by a show of hands.

VI. COMMITTEE REPORTS

a. FY 2022/23 NPA Mini Grant Commissioner Liaison Reports

Commissioner Mehas reported the NIAD project artists had held a recent talent showcase and the feedback he had received from the artists was that they felt overwhelmed with City required paperwork.

Vice-Chair Van Cura had also attended the NIAD event which had been well attended and she provided a photograph from her phone of a cake and the banners that had been installed. She noted the Mayor had spoken during the event and she particularly thanked Commissioner Mehas and Ms. Day for their work.

Commissioner Kozma-Kennedy suggested NIAD had done a good job getting the word out for their event on social media.

Chair Beaulieu reported the Tunnel Project was complete, looked beautiful and was an exciting event for the community. The artists had also submitted an estimate for the cost of creating plaques that could be installed on the wall with the names of those involved in the project.

Ms. Day commented on the number of City Departments involved in the project and thanked all those involved. She was excited to see the collaborative efforts taking place between City Departments. She added that final reports and invoices from the NPA Mini Grant artists had been submitted by the June 30, 2023 deadline and hoped by the end of September to have a reconciliation for all of the NPA Mini Grant projects.

In terms of the new NPA Mini Grant projects, Ms. Day advised that RACC members had received copies of the descriptions of the new projects and RACC members had been asked to identify which projects they would like to serve as liaison. Letters would be distributed to the thirteen artists advising of the process to proceed. By September or October, it was expected that all artists would be under contract.

b. PAAC June Report (Chair Beaulieu)

Chair Beaulieu reported for the months of March through June 2023 that a total of \$550,350 had been received for the Private Developer Fees Fund. Chef's Restaurant/Warehouse had contributed \$237,000 in the month of May and a Request for Qualifications/Request for Proposals (RFQs/RFPs) scope of services would be shared in September for the project. The Large Art Commission Project had been approved by the City Council and staff was working with the artist on contract terms. The Richmond Country Club/Parchester Village project was still working on the final contract with the City's Legal Department. The Public Art for Developers Brochure was complete and an English version had been posted online and staff was still working on a Spanish translation version.

The Technical Assistance Workshop planning for new artists in September/October needed a committee for planning. RACC members interested in that planning were asked to contact staff or the Chair.

Commissioner Porter expressed interest in serving on such a committee.

The RACC discussed at length the purpose and the topics anticipated to be discussed as part of the Technical Assistance Workshop including the City's contract structure and process.

c. Retreat Planning Update August 12 in the Bermuda Room

Ms. Day reported she had submitted a notice to everyone that the retreat was required to be held in the City of Richmond due to public meeting requirements and would be held as a Special RACC meeting scheduled for Saturday, August 12, 2023 in the Bermuda Room. An agenda had been prepared for the retreat, which would involve a full day session with three hours in the morning and three hours in the afternoon after a lunch break. She stated that if Commissioners wanted to add any items of interest to the meeting agenda they should contact staff. She was also working on obtaining a facilitator for the meeting and commented that a Retreat Committee may be necessary. Ideally, she would like the retreat to start at 9:00 a.m. but since it was on a Saturday it may have to start later around 9:30 a.m. and end around 4:30 or 5:00 p.m.

Commissioners Porter and Santos expressed the willingness to work with staff to set up for the retreat.

VII. MAYOR MARTINEZ OFFICE STAFF REPORT (Tony Tamayo) - None

VIII. JULY STAFF REPORT (Day)

Ms. Day reported she had been working on the completion of small projects that needed more attention such as the botanical markers in Ookwe Park and work with Caltrans on a large mural project that artist John Wehrle would be working on at underpasses at San Pablo and Macdonald Avenues. That project was associated with State of California and Caltrans grant funds for beautification projects, with much of the direction for the project from the Community Services Division since that division had written the grant for the project, with the RACC to pay a small fee for services. She would keep the RACC posted on the project as it progressed.

At this time, Council Liaison Bana referenced the Richard "Pedie" Perez Project, which had been referenced during public comment. She reiterated the background of the Perez Family, reporting they had been attending City Council meetings for years, and the situation was a wound that had not healed, and while the RACC could not lessen the pain it could dignify and acknowledge the pain of the Perez Family. She reported she had tried to address the Perez Family's request with Chief of Police Bisa French and she had learned the City had a cultural sensitivity program and a program for de-escalation. Had those programs been in place, the Perez Family may not have lost their son to a Police Officer shooting. While the Officer had been acquitted and the case had legally been closed, it was now up to the City to do something and she was trying to work with the Perez Family on a piece of public art.

The Perez Family had been very active in regards to changing laws in the State of California and Council Liaison Bana highlighted some of the progress made. She went on to report the Perez Family held a barbeque at their work place each year in memory of their son, to be held on September 14, 2023 and everyone was invited. She had recommended a bench as a memorial but the Perez Family had suggested a specific design for the trash receptacles located in front of the business with the help of volunteer artists. She had a photograph of the design that could be shared with the RACC offline.

Ms. Day explained that a formal presentation must be prepared and presented to the RACC for consideration, and if that could be done by the September RACC meeting it could be considered at that time. She understood the proposal involved a public/private partnership for a conceptual design with no funds requested from the RACC, although she emphasized that several components needed to be worked out prior to a formal presentation to the RACC.

Council Liaison Bana added that another project of interest involved the Latina Center's violence against women campaign, ¡Ya Basta! and an event planned for September 30, 2023, with multiple artists and with a song anticipated to be performed in the plaza. She reported she would be announcing Violence Against Women as a public safety issue. The Latina Center was open to participation from other artists to provide more of a community event, and she welcomed any interest. She also appreciated the consideration of funds from the RACC and hoped to bring a request to the RACC at its September meeting.

Ms. Day suggested the consideration of solicitation flyers for the event and added the event could be posted in the City Manager's Monthly Report

Commissioner Kozma-Kennedy suggested the Latina Center advertise the event on social media and consider any materials for the public to be bilingual.

Council Liaison Bana commented with respect to a memorial for the Perez Family and in response to the RACC that she and the artist interested in the concept design were open to all ideas.

Chair Beaulieu acknowledged the Perez Family and other families impacted by loss, and suggested they could think more broadly across the City in considering an appropriate memorial project to acknowledge all losses of young people and children to gun and other violent acts in the City of Richmond.

Council Liaison Bana noted the City of Oakland had a memorial with the names of all children lost to gun violence behind Children's Fairyland.

Ms. Day emphasized the need to be sensitive to all circumstances while also not setting a precedent for other situations where people may or may not agree, and have things turn into a political situation. She commented on the need to recognize all families, if possible, and consider a concept design at such time as a formal presentation was made to the RACC.

Commissioner Mehas referenced the Miller/Knox Regional Shoreline area in the East Bay Regional Parks District (EBRPD) area of the City of Richmond, which had public art consisting of tiles with the names of children killed in the City of Richmond.

Chair Beaulieu suggested the RACC consider the notion of a public memorial for all children lost and if there were people who wanted to brainstorm and submit ideas that could be an option as well.

IX. ANNOUNCEMENT: UPCOMING EVENTS

- a. Members Share Art Related Events
- b. NIAD Banner Unveiling – July 8
- c. Love Your Block – North Richmond Music Festival July 15

Chair Beaulieu reported a reception had been held at the Mayor's Office with the NIAD artists for a rotating exhibit and exhibition of youth artists, which could be viewed at the Mayor's Office at any time. The exhibit would rotate every six months.

Vice-Chair Van Cura found the reception had been very nice and she was pleased with the Mayor's support for art in the City.

Commissioner Santos agreed the reception had been a success and she was pleased to meet the artists in person.

Commissioner Kozma-Kennedy highlighted Headlands Center for the Arts in Sausalito, which was an artist-in-residence program and which supported international artists and graduate fellows. The Center consisted of nine buildings in the Marin Headlands at Fort Barry in the Golden Gate National Recreation Area (GGNRA) and had recently celebrated its 40th anniversary. While it was hoped the retreat could have been held at that facility, due to open meeting rules that was not possible although the facility was open for day trips. A summer open house with the current groups of artists would be held this summer. When asked, she detailed the application process and payment criteria for the artists.

X. ADJOURN until September 14, 2023

On motion by Commissioner Mehas, seconded by Commissioner Bell, and carried unanimously to adjourn the meeting at 9:00 p.m. to a Regular Meeting of the RACC/PAAC on September 14, 2023.

**RICHMOND ARTS AND CULTURE COMMISSION (RACC)
PUBLIC ART ADVISORY COMMITTEE (PAAC)
In-Person Meeting
450 Civic Center Plaza, 1st Floor Conference Room
Richmond, California
Special Meeting Minutes
Saturday, August 12, 2023
9:00 a.m. - 4:00 p.m.**

Present: Chair Lynson Beaulieu, Vice-Chair Kaelen Van Cura and Commissioners Ted Bell, Melody Kozma-Kennedy, Phillip Mehas, Arleide Santos, Carole Porter

Absent: None

Staff Present: Arts & Culture Manager Winifred Day, Administrative Analyst Shané Johnson, and Deputy Chief of Staff Mayor's Office Tony Tamayo

I. WELCOME / CALL TO ORDER / ROLL CALL

The RACC/PAAC Regular Meeting was called to order by Chair Beaulieu at 9:05 a.m.

II. ACTION ITEMS

a. APPROVE August 12, 2023 RACC/PAAC Meeting Agenda

Motion by Vice-Chair Van Cura, seconded by Commissioner Porter to approve the August 12, 2023 RACC/PAAC Meeting Agenda carried unanimously by a show of hands.

III. PUBLIC COMMENTS

Ms. Day reported that there were no public comments.

IV. INTRODUCTION TO THE DAY

a. Welcome, Housekeeping, Expected Outcomes/ Goals for the Day

Chair Beaulieu explained that the purpose of the special meeting was to create a roadmap for 2024 and asked the Commissioners to think of goals both for the Commission and for themselves and of ways they would like to be involved in reaching those goals. Commissioner Kozma-Kennedy opined that it would be okay to have big goals that could be broken down into smaller pieces. Chair Beaulieu concurred and said that it was fine for goals to change and evolve, but our overall aim today was to come up with a general direction to work towards.

b. Short Painting Exercise

Ms. Day explained that she had a teaching background and so would be facilitating the special meeting. She handed out drawing supplies and asked the Commissioners to each draw a picture that included a house, a path and a sun. The Commissioners drew pictures for the next several minutes.

V. RETREAT AGENDA, PART I

a. Review FY 23-24 Budget - Prioritize

Ms. Day asked everyone to go to the handout which showed the budget for the next fiscal year, starting with the Public Art Division. Commissioner Mehas asked where the additional mini-grant funds came from; Ms. Day responded that they came from Private Developer Funds. Commissioner Porter asked whether we had a category of funds in the budget for unplanned projects; Ms. Day responded that there was no such category. Chair Beaulieu said that the three nonprofits that we fund are pillars of the arts and culture community in the city. Commissioner Santos asked whether those three nonprofits were eligible to apply for other city grants; Ms. Day responded in the affirmative.

For the Poet Laureate, Ms. Day explained that \$1000 comes out of the General Fund and \$1000 is from the Mayor's Office. Ms. Day explained that the Photography/Graphic Design line item was for the Art Inventory project. She said she was still waiting for the list of sites, which she needed before she could create a scope of services needed for hiring a photographer to take about fifty photographs. Commissioner Mehas asked about the locations of the art for the photographs; Ms. Day responded that IT is mapping the art. Commissioner Kozma-Kennedy asked whether an art conservator was needed; Ms. Day responded that she would look at the condition of the art from the photographs as a first step. For the Graffiti line item, that was the budget for maintaining the public art. Of the \$16,000 listed under the Consulting Fees line item, \$5,000 was left on Barbara Goldstein's contract which is for the work she's currently doing in preparing the plan for City Council approval; the \$11,000 left could go towards the Cultural Plan. Commissioner Santos asked if the money unused will roll over to the next year; Ms. Day answered in the affirmative, but that it was preferable to use the money.

The Commission reviewed the budget accounts under the 1% for Public Art. Ms. Day reported that the Mayor had asked whether it was sustainable to hire another person to help Ms. Day. The person hired will be funded from the 1% for Public Art fund, so their work would be primarily centered around Public Art.

Under the 400201 line item, the Arts and Culture events, such as Juneteenth, Pride and Cinco de Mayo, were listed. Commissioner Kozma-Kennedy said that the experience of Pride in Richmond was lacking, particularly in comparison to other cultural events in the city. Chair Beaulieu said that a Cultural Events Committee was needed and asked for volunteers; Commissioner Porter and Commissioner Kozma-Kennedy agreed to be on the committee.

Also under 400201 were funds marked for Artists Workshops and Resources. Chair Beaulieu mentioned that well-known Napa-based artist Gordon Huether had offered to teach a business workshop for artists and suggested that the Commission members could possibly visit his studio, as well as the studios of Archie Held and Stephen Bruce. Commissioner Kozma-Kennedy suggested that perhaps the Commissioners could divide the studio visits and then come together to compare notes. When discussing what resources artists in the community needed, Commissioner Porter opined that there were equity issues with less experienced issues that we should try to meet. In discussing improving the technical workshop, Commissioner Van Cura suggested specifying to artists the criteria that the Commission uses to assess applications. Commissioner Porter added that updating the information to be in a more readable format with bullet points and lots of white space. Commissioner Mehas suggested that the application itself be simplified and that we should hire a professional instructor to teach the workshops. Commissioner Kozma-Kennedy suggested that the workshop be broken into at least two sessions to be held over Zoom. The first workshop would feature a guest artist telling their story and talking about public art in Richmond at a high level; the second session would be a more technical

workshop led by the City and would go over the nuts and bolts of the application and contracting process. Both of these workshops would be recorded and put on YouTube and the website as artist references. Ms. Day said that there is going to be a technical workshop in October and there would be one month's notice. Commissioner Kozma-Kennedy suggested that in addition to the usual places we advertise the workshops, posting flyers at the Richmond Tool Lending Library.

b. Review Public Art Master Plan – Prioritize

The Commissioners discussed the Public Art Master Plan recommendations in relation to recent projects and possible projects that the Commission could undertake in the next fiscal year.

Recommendation 1: Employ the arts to illuminate Richmond's many cultures and histories. Commissioners suggested that the recent 'Ookwe Park project fit that recommendation. For the future, Commissioners suggested connecting with formerly incarcerated artists by partnering with Safe Return and possibly starting an Artist Residency Program.

Recommendation 2: Commission art that activates and connects business districts in Downtown and other neighborhoods. Commissioners suggested that the upcoming Kennedy Park Large Sculpture project and the NIAD banners fit this recommendation. Commissioner Mehas suggested perhaps a Large Sculpture Commission for the downtown area.

Recommendation 3: Support art that connects people with nature. The Commissioners agreed that some of the NPA Mini-Grants fit this recommendation, as did the 'Ookwe Park Project and the upcoming Earth Day celebration, along with grants that placed art in the Greenway.

Recommendation 4: Prioritize support of the arts in City buildings and public spaces. Ms. Day would show the Commissioners the artwork in the Civic Center buildings during their lunch break.

Recommendation 5: Increase grants to arts and cultural programs. Chair Beaulieu stated that if the Commission wanted to set up a new fund, there should be a new committee to figure out the specifics.

Recommendation 6: Support artists of all ages and backgrounds. Commissioners suggested that new developments were opportunities to try to get studio space for artists; to simplify the grant process; and adding links to artists' resources to the website. Commissioner Mehas said that in the past, artists would put art in building windows on Main Street. Commissioner Kozma-Kennedy said that in Alameda, artists collaborate with retail stores for the holidays and then people vote for the best display. Deputy Chief of Staff from the Mayor's Office, Tony Tamayo, said that he was in the process of researching city surplus properties and would get back to the Commission with his findings.

Recommendation 7: Strengthen the Arts and Culture Division and Richmond Arts and Culture Commission. Vice-Chair Van Cura suggested that the Commissioners could rotate staffing a table at arts and culture events in the City to market the Commission as well as to recruit new Commissioners. Commissioners also discussed hiring a new staffer to assist Ms. Day. When asked about increasing funding for Arts and Culture, Mr. Tamayo said that the first step was to make a wish list of what the Commission wanted, projects with public support would be the easiest case to make, and that it was important to catch the budget process early on. Chair Beaulieu suggested making a spreadsheet to show what the Commission is doing currently versus what the Master Plan recommends.

c. Cultural Plan Update – Scope of Services for New RFP

Chair Beaulieu stated that there had not been a Cultural Plan for Richmond since 2002, so it was time for an update. She explained that the Cultural Plan was a high level document that would give the Commission an overall direction.

VI. LUNCH

The Commissioners adjourned for lunch and after eating Ms. Day led the Commissioners on a walking tour to view the art and art installations on display in the Civic Center buildings.

VII. RETREAT AGENDA PART II

a. Review NPA Mini Grant Liaison Responsibilities

Chair Beaulieu instructed the Commissioners to review the updated list of Liaison Responsibilities and said that essentially, the job of the Liaison is to support the artists and their project, and if conditions change during the project, the Liaison is someone with whom the artist can talk. The first step for new Liaisons is to connect with the artist of the project or projects to which they're assigned. Once the contract is executed for the projects, Ms. Day or other city staff person will inform the Liaisons, after which they can contact the artists for their projects. Commissioner Mehas suggested that each Mini Grantee get a packet that includes the Liaison responsibilities, so they know what to expect, plus forms, such as photo release form and the final report form. Chair Beaulieu added that they should also be informed of the importance of attribution and get the appropriate City and Commission logos.

Commissioner Santos said that she will be the Liaison for the Art of the African Diaspora project; Commissioner Bell said that he would be the Liaison for the Empowering Youth Through Music and the Children's Clothing Workshops; Commissioner Kozma-Kennedy signed up to be the Liaison for the Tiny House Mural Project; Commissioner Porter signed up to be the Liaison for the Spirit and Soul Festival; Chair Beaulieu will be the Liaison for the Washington School Banners; Vice-Chair Van Cura will be Liaison for the NIAD Zine Project and the Richmond Art Center's John Wehrle Retrospective. Projects that were listed as not having Liaisons yet were Maria Tuttle's Art-Based Education Project, Stephen Bruce's Skidmore Project, Peggy Mocine's Art and Literacy Project and Deonta Allen's Beautify Richmond Murals. Ms. Day said that there also will be a need for a Liaison for Richard Salazar's 88-Panel Mural Project in Parchester Village. Ms. Day said that she would be the Liaison for the Chef's Warehouse Project, which was unique because it involves a large amount of money, two murals, as well as art in the patio area. Ms. Day is waiting for additional information before she can write up the Request for Proposals. Commissioner Mehas questioned whether the patio could truly be considered public; Ms. Day responded that the specifics of the project may change. Commissioner Kozma-Kennedy suggested that for any parts of the project that needed artist support, the Commission could provide a list of artists Chef's Warehouse could contract with privately.

b. Memorial Project Concept Discussion

Chair Beaulieu brought up the idea of a Memorial Project, which was inspired by the Commissioners hearing the Perez Family talk about their self-funded memorial project for their late son. Ms. Day said that she is still awaiting details about the Perez project that she needs in order to prepare for the September meeting. Mr. Tamayo said that he was working with the Perez family on a proclamation. Commissioner Mehas suggested that there should be a form that explains the process for unsolicited projects; Ms. Day agreed a form that explained parameters and process was a good idea.

Commissioner Santos was moved by hearing the Perez Family presentations and wrote up a proposal for a Community Healing Event, which would be planned for approximately 300 people. The aim of the event would be to promote gun violence awareness and healing for the community. The Commissioners expressed gratitude for the Commissioner's thoughtful and detailed proposal. Chair Beaulieu suggested that instead of the Commission leading the project, that it would be better for it to be a community-led event, but that perhaps she could work with Commissioner Santos and Ms. Day to develop the idea further. Chair Beaulieu also said that she would look at other cities to research their memorials. Commissioner Mehas said that the Memorial to Youth Who Have Died by Violence in Miller-Knox Regional Park was a very moving example of an effective memorial. Chair Beaulieu added that artist Gordon Huether also had completed a memorial project.

c. Commission and Commissioner Goals FY 2023-2024

The Commissioners shared their goals for the coming year along drawings with the group.

Commissioner Santos stated that her goals for the Commission were to increase the amount of grants to artists and culture grantees; to highlight all of the ideas and recommendations for the Commission; to strengthen the Arts and Culture Division; and to support artists of all ages and backgrounds. For herself, Commissioner Santos stated her goals were to be active as a Mini-Grant Liaison; to be active at Commission meetings and to manage the Commission's social media for 5 hours per month.

Commissioner Bell stated his priorities for the Commission were to teach Mini-Grant applicants how to successfully apply for grants; create educational information on the business side of art; build partnerships with local businesses; work on getting more Commissioners and support staff; and to develop a grading system to show how the Commission is progressing on its goals. For himself, Commissioner Bell stated he wanted to support artistic activities for youth, particularly those from underrepresented groups and those with scholastic challenges; he wanted to work as a liaison for the Mini-Grantees; to help update the Cultural Plan; to help coach grant applicants before and after the application process and to work as a committee member on the idea of repeated grantees mentoring new Mini-Grant applicants.

Commissioner Mehas stated that his priorities for the Commission were to streamline the art proposal process; to work on getting art in cultural corridors; to work on outreach in the community and to work on neighborhood art projects. For his own goals, Commissioner Mehas said he intended to focus on outreach activities, such as encouraging local artists to apply for grants; to reach out to established cultural groups; to work on cultural activities; and to encourage art in business districts.

Commissioner Kozma-Kennedy said that the goals she felt that were important for the Commission were: to recruit more Commissioners; to create an Artist Residency Program; to improve the Commission's digital presence; and to work with formerly incarcerated artists. For her own goals, Commissioner Kozma-Kennedy said that she would work on the Cultural Events Committee, work as a Liaison to the Mini Grant artists, and help develop policy and procedures for applicants. In the future, she expressed an interest in more community gardens with integrated art.

Commissioner Porter said that her goals for the Commission were to have more Cultural Events; to liaise with Mini Grant artists; recruit Commissioners; and to update the Cultural Plan. For herself, Commissioner Porter said that she wanted to learn more about Richmond. She would

support the Commission's priorities and work on outreach and making the Commission more accessible.

Vice Chair Van Cura stated that her priorities for the Commission were the development of an Artist Residency program; to strengthen the Commission by recruiting more Commissioners; to develop Artist Resources for the website; and marketing the Commission to the community. For her personal goals, she said she wanted to help get the word out about the Commission; to serve as a liaison to NIAD and the Richmond Art Center; to help gather artist resources; and to help with the Commission's wish list for City Council.

Chair Beaulieu said that her goals for the Commission were to set up the policies and procedures in order to hire for an updated Cultural Plan; to mentor emerging artists by more experienced artists; to follow-up on the City's property holdings; and to come up with processes for medium and large art contracts. For herself, Chair Beaulieu said she would work on the memorial project; work as a liaison; assist Ms. Day with the needs of the Commission; and make some art.

Ms. Day brought up the idea of partnering with local businesses and expressed unhappiness with the political content of the Fence Line project that had been dismantled by Chevron. The Commissioners discussed the project and concluded that it was important to reach consensus on future partnership opportunities.

X. ADJOURN until September 14, 2023

The meeting was adjourned at 4:05 p.m. to a Regular Meeting of the RACC/PAAC on September 14, 2023.

In Memory of "PEDIE" Richard P. Perez III & The Sanctity of Life

Arts & Culture Commission
September 14, 2023

Soheila Bana
Richmond City Councilmember



Requests to Arts & Culture Commission:

Two Requests:

- I. Recommend the Concept Design for this private project on public property using public property to the City Council.

- II. Make a \$450 contribution to this art project as a symbol of unity between the City and Community, joining The Perez Family (Sponsor of the Project), Richmond Police Department (Starting Pedie Perez Training Module) and Richmond Police Officer Association (Contributing \$450 to this art project) and numerous community volunteers.

Pain of Loss >>> Reform & Remembrance

We stand united in remembrance, reconciliation, and a collective commitment to ensuring that no unarmed person ever meets a similar fate again.

We honor the memory of Richard "Pedie" Perez, a vibrant soul taken from us too soon, and pledge to work tirelessly toward a future where justice, equality, and respect are the cornerstones of our community.



Richard 'Pedie' Perez, Unarmed Man Killed By Richmond Cop, Being Ignored, Dad Says

Unarmed Man Killed By Cop Was 'Just As Good As Anybody Else's Son'

By Michael McLaughlin

Sep 25, 2014, 12:46 PM EDT | Updated Dec 6, 2017





Even With New Disclosure Law, Fight Continues To Unseal California's Secret Police Files

Tuesday, March 19, 2019 | Sacramento, CA



Richard Perez is photographed at his mother's home on March 14 in El Cerrito. Perez's son Richie 'Pedie' Perez was shot and killed by Richmond police in 2014.

Advocacy with Unwavering Dedication

- **SB 1421** legislation, "Peace Officers: Release of Records", to allow public access to police misconduct records, ensuring transparency and accountability in law enforcement practices throughout California
- **AB 392** legislation, "California Act to Save Lives" that effectively updates California's legal standard governing when force can be used
- **SB 2** legislation, "Police Decertification Act" that creates the Peace Officer Standards Accountability Division and allows for suspension or revocation of a police officer's certification based on serious misconduct
- **Ordinance No. 29-20 N.S.** of the City of Richmond Amended Chapter 3.54 of the Richmond Municipal Code entitled "Community Police Review Commission" to foster increased accountability, improve police-community relations, and promote transparency within the City of Richmond

Tireless Efforts





Project Description

(Appendix A)

- 2 decorated trash cans
- To be located on the street sidewalk at 3322 Cutting Blvd

“PEDIE”

Richard P. Perez III

September 30, 1989 – September 14, 2014



12" Tile



PEDE 10
Richard F. Peck
September 21, 1989 - September 14, 2014



8" Tile



PEDE 11
Richard F. Peck
September 21, 1989 - September 14, 2014



PEDE 12
Richard F. Peck
September 21, 1989 - September 14, 2014



PEDE 13
Richard F. Peck
September 21, 1989 - September 14, 2014



PEDE 14
Richard F. Peck
September 21, 1989 - September 14, 2014



PEDE 15
Richard F. Peck
September 21, 1989 - September 14, 2014



Location: Where it happened!

(Appendix C)

3322 Cutting Blvd, Richmond, CA 94804

Project Manager:



642 Spring St. Richmond, California, 94804

John Toki, 2023

johnrtoki@gmail.com, 510-990-2769

John Toki, established the Toki Studio in 1974, in Richmond, California. He went on to exhibit his sculpture throughout the country and in Europe, and has produced public commissions for Oakland City Hall, City of Berkeley – University of California Berkeley Art Museum and Pacific Film Archive, and for the City of Sacramento, California. His sculpture has been exhibited at the Oakland Museum of California, Richmond Art Center, and at the Contemporary Art Center, Cincinnati, Ohio. In 2019, Toki's work was exhibited at the American Museum of Ceramic Art in a solo exhibition titled, "Fault Line."

In 2008, Toki retired as a faculty member at the California College of the Arts to dedicate more time to sculpting, writing, and contributing to the arts. Over the course of 45 years, he has conducted sculpting workshops, and lectured at institutions such as Notre Dame University, Kent State University, Boise State University, University of California, Berkeley, Otis Art Institute, San Francisco Art Institute, and at colleges and institutions in Canada, Holland, Taiwan and Turkey. Toki has also been a guest speaker at the DeYoung Museum, Oakland Museum, and at the California Conference for the Advancement of the Ceramic Arts, Davis, California. He has been a juror for over 35 exhibitions and programs including the San Francisco Women Artists, California Art Council, Ruby's Studio – San Francisco, and the National Council on Education for the Ceramic Arts. He most recently curated three exhibitions: "From Sand to Silicon Chip: New Technology in Clay; Ruby's Legacy: A Community in Clay; and Terracotta Corridor, in conjunction with RAD, Rail Arts District, Napa, CA." In 2025 Toki will be curating a ceramic exhibition at the Palo Alto Art Center, CA.

Toki has served as a workshop leader and staff member at major institutions including the John Michael Kohler Arts Center Arts Industry Program, Wisconsin, and at the European Ceramic Work Center, Holland. Residencies and workshops include Watershed Center for the Ceramic Arts, Maine, Anderson Ranch Arts Center, Colorado, Idyllwild Arts and the Mendocino Art Center, California.

Toki has been a textbook writer for over thirty-five years and is presently an author with Oxford University Press, New York, presently completing the 6th edition of *Hands In Clay*. He has co-authored three books on ceramics: *Hands In Clay*, 5th edition, *Make It In Clay* 2nd edition, McGraw Hill, and *Fired by Ideals, Arequipa Pottery*, Pomegranate Press.

In 2022, Toki was named, "Distinguished Alumnus, College of Letters, Arts, and Sciences," at the California State University East Bay. In 2013, Toki was the recipient of the National Council on the Education of Ceramic Arts - Outstanding Achievement Award, Houston, Texas, and was honored that same year for John Toki Day by the City of Berkeley, for his contributions to the arts. In 2010, Toki was honored by Contra Costa College, as Distinguished Alumnus, and in 2018, Toki was the recipient of the Guillermo Award, by the Richmond Art Center, CA, for his contributions to the art center and the ceramic arts throughout the Bay Area.

Toki presently contributes to the arts as Associate Director, Mission Clay Art and Industry Program, Phoenix, Arizona, Teravana Foundation Ceramic Chair Advisor, Cazadero, California, and he supports institutions such as the American Museum of Ceramic Arts, Pomona, California, Everson Museum, New York, Oakland Museum of California, Berkeley Art Center, and the Richmond Art Center, CA.

John Toki, Sculptor

Education

1978 California College of Arts & Crafts, MFA

1974 California State University, Hayward, BFA

1972 Contra Costa College, AA

Positions

2023 Toki Studio, Richmond, CA, Owner, established 1974

Calif. State University East Bay, Visiting Lecturer, Ceramics Dept.

Oxford University Press, NY, author "Hands In Clay, 6th edition"

Mission Clay Art & Industry Program, Associate Director, Corona, CA

Laguna Clay Company

Teravana: Ceramics Advisory Chair, Cazadero, CA
2015-2021 American Museum of Ceramic Art, Pomona, CA,
board member



1977-89 Stephen DeStaebler, Artist's Assistant

BUDGET (Appendix C)

1.5 bags, Servolite KICSEL brand, mortar (The Tile Shop)	\$250
3 x kiln firings (to 1350 F) at Toki Studio, @\$120/firing Includes 3-4 decal test firings in small kiln	\$360
1 case (12 pcs): 12 x 12" gloss white tiles (Art Tile Co.)	\$444
28 square feet: Islamorada Pacific Blue, 2 x 2" tiles	\$250
50 each, 8 x 8" gloss white ceramic tiles (Latch Tile Co.)	\$217
Wes Horn, tile setting fee	\$450
Insurance	\$500
(Trinity Decal Company)	\$420
Decals: 12 sheets Pedie images, 27 sheets – art tiles	
Decal shipping	\$30
Contingency	\$500
<hr/>	
Grand Total	\$3,421

Volunteer Time Donation (Appendix C)

Toki Studio, John Toki project management fee	\$1,500
Toki Studio, handling, production fee, design consultation with Jos Sances, (The cans will be finished at the Toki studio)	\$1,200
Toki Studio, photo scanning fee by Esther Rojas-Soto	\$150
Jos Sances, graphic design & layout fee, photoshop Pedie images	\$500
Jos Sances, text label silk screen, & print 4 x 12" Pedie ceramic text tiles	\$500
Pedie label clay and glazes, donated by Bryan Vansell, President of Laguna Clay Glaze Co., City of Industry, CA	value \$300
Doris Saberi, assistant tile setter	\$350
Esther-Rojas Soto, @Toki Studio, graphics fee -sizing photographs for decal production, and assistant tile setter	\$350
Total \$ value of volunteers & donations:	\$4,850

To Whom It May Concern:

This is to inform you that the undersigned agree that two used concrete trash cans, properties of the City of Richmond, to be decorated as described in **Appendix A** to memorialize Richard "Pedie" Perez III. The two trash cans are currently located on the sidewalk by Sam's Deli at 3322 Cutting Boulevard as depicted in **Appendix B**.

The artistic Project Manager for this project is the renowned artist, **John Toki**, whose curriculum vitae is attached. John Toki will be working as a volunteer along with other volunteer artists, including Jos Sances, who donate their time and artwork to this art project.

The sponsor of the project is **Rick Perez** who takes full financial responsibility for the entire project as well as transportation of the cans to the artist's workshop and returning them to the original location. The two decorated trash cans will be put back at their original location on the street sidewalk at 3322 Cutting Blvd.

Please feel free to direct all question to councilmember Soheila Bana at (510) 779-7280 or Soheila_Bana@ci.richmond.ca.us. Thank you for your consideration.

Rick Perez, Father of Richard "Pedie" Perez III, Sponsor

Signature  Date 8/25/23

Lynson M. Beaulieu, Chair of Arts and Culture Commission

Signature _____ Date _____

Joey Smith, Chair of Recreation and Parks Commission

Signature _____ Date _____

To Whom It May Concern:

This is to inform you that I, the undersigned, agree to pay for the art project described in **Appendix A** and take full financial responsibility to pay the entire cost of the project as described in **Appendix C**.

Thank you for your consideration.

Rick Perez, Father of Richard "Pedie" Perez III

Signature  Date 8/25/23

To Whom It May Concern:

This is to inform you that I, the undersigned, take responsibility for managing this art project and finishing it by the end of December 2023. Moreover, I confirm that the cost of this art project that is described in **Appendix A** is entirely itemized in **Appendix C**.

Thank you for your consideration.

John Toki, Artist and the Project Art Manager

Signature  Date 8/29/2023

Artistic Project Agreement

This is a contract between artist **John Toki** and sponsor **Rick Perez** for performing an art project on two concrete trash cans as described on **Appendix A** with the itemized cost described in **Appendix C**.

Artist agrees to decorate two concrete trash cans by December 30, 2023,

Responsibilities of the Artist, John Toki:

To organize volunteers, order the necessary material, provide receipts to the sponsor, and complete the project by the agreed-upon date.

Responsibilities of the Sponsor, Rick Perez:

To provide funding in the amount of \$3421.

To take the trash cans to John Toki's art studio and then upon completion of the project bring the trash cans back to their original place at 3322 Cutting Blvd as described in Appendix B.

Payment:

Payment shall be made as follows: \$2000 upon signing this Agreement and the remaining upon 50% completion of the project.

Ownership and Rights:

Ownership of the completed project will reside with the City of Richmond.

Termination:

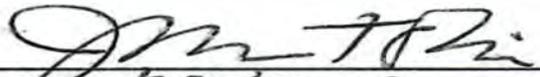
Neither party may terminate this Agreement.

Miscellaneous:

This Agreement constitutes the entire understanding between the parties and supersedes all prior oral agreements.

This Agreement may only be amended in writing and signed by both parties.

Artist
Signature


Date 2/29/2023

John Toki

Address: 642 Spring Street
Richmond, CA 94804

Sponsor
Signature


Date 2/29/23

Rick Perez

Address: 642 Spring Street
Richmond, CA 94804

Contribution from Richmond Police Officer Association

This is a statement from the **Richmond Police Officer Association** for contributing ~~\$400~~^{450 BFX} to the art project on two concrete trash cans as described on **Appendix A** with the itemized cost described in **Appendix C**. The contribution of ~~\$400~~^{450 BFX} will be directly paid to the managing artist, **John Toki**, by a check payable directly to **John Toki and delivered to 642 Spring Street Richmond, CA 94804** immediately after signing this agreement.

Ben Therriault, President of the Richmond Police Officers Association

Signature  Date 8/29/23

John Toki, Artist and the Project Art Manager

Signature  Date 8/29/2023

Richmond Police Department

- Adding the **Pedie Perez** training module into the new Cultural Sensitivity training as of Fall 2023

<https://www.youtube.com/watch?v=GUNaqFi-Tpg>



YOU ARE
INVITED!



9 Years Passed

Honoring Pedie's Memory and Legacy in Richmond

Please Join Us

Saturday, September 16, 2023

6:00 PM

Uncle Sam's: 3332 Cutting Boulevard, Richmond

Refreshments Will Be Served



Appearances may be made by the Mayor and/or
Councilmembers announcing the **Proclamation of September
14, 2023**, as a day of remembrance in Pedie's honor:

*"Honoring the memory of Richard "Pedie" Perez III
and the sanctity of life."*



Presentation to the Richmond Arts & Culture Commission

September 14, 2023

Presentation by

Miriam Wong, Executive Director & Founder, The Latina Center

Katherine Rife, Director of Communications & Development, The Latina Center

Presentation Outline

Brief Overview of The Latina Center

- Mission & Vision
- What We Do
- Impact

Our Movement: ¡Ya Basta! y Sin Miedo / Enough is Enough!

- About the Movement
- ¡Ya Basta! y Sin Miedo / Enough is Enough! Benefit Concert on 9/30 from 2-5pm
- Richmond Art Contest

Request to Richmond Arts & Culture Commission (RACC)

- Recommendation on Artwork to Richmond City Council for Banner

Our Contact Information, Close & Thank You!

About The Latina Center

The mission of The Latina Center is to improve the health and well-being of our Latino community by providing leadership and personal development opportunities for all Latinos.

Our vision for the future is that Latinos continue to learn, heal, and build the skills and self-reliance to overcome their challenges, achieve their dreams, and emerge as strong business and community leaders.



What We Do at The Latina Center

Leadership Development

- Women, Health & Leadership / Mujer, Salud y Liderazgo
- Young Latin Future Leaders
- Policy & Advocacy Leadership

Health & Well-Being

- Mental Health Services
- Our Children First / Primero Nuestro Niños
- Ya Basta! / Enough is Enough! Program
- Contra Costa Cares, Art Healing Workshops & More

Economic Empowerment

- Microenterprise / Microempresas
- Financial Independence Workshops

Legal Support



Impact of The Latina Center

- 23 Years of Serving the Latino Community in the Bay Area!
- 16 Programs since 2000
- 8+ Additional Services (Legal Advice, Mental Health Services & More)
- 65,000+ Served
- 220,000+ Reached
- 14 Staff Members currently and many trained Parent Educators and Volunteers



¡Ya Basta! y Sin Miedo / Enough is Enough!

- The **¡Ya Basta y Sin Miedo / Enough is Enough!** movement is a bilingual arts & advocacy campaign and movement – led by Latina survivors and their families and friends - that calls for the end of domestic violence, femicide, sexual violence, and all forms of gender violence in Richmond, the Bay Area, and beyond.
- The movement's organizers include: The Latina Center, Latina Community Leaders / Survivors and their Friends & Families, and Community Partners.
- The movement is hosting a free concert on 9/30 at Richmond Civic Center Plaza from 2-5PM in partnership with City Councilmember Soheila Bana, Love Your Block, the City of Richmond, PoderArte, the Latino Community Foundation, the California Arts Council, the East Bay Center for the Performing Arts and more partners. It is called the **¡Ya Basta y Sin Miedo / Enough is Enough! Benefit Concert** and its purpose is to create awareness about domestic violence. We invite you to attend and thank you for spreading the word! *(Next slide is flier)*



*¡Ya Basta!
y Sin Miedo*
Enough is Enough!
BENEFIT CONCERT

SEP 30, 2023 • 2-5PM
RICHMOND CIVIC CENTER PLAZA (OUTDOORS)
450 CIVIC CENTER PLAZA, RICHMOND, CA

FREE

BULULÚ • AGUACERO • SAL CHICHA • SON DE LA TIERRA
• SPECIAL PERFORMANCE OF THE BAY AREA VERSION OF
"CANCIÓN SIN MIEDO" ("SONG WITHOUT FEAR") & MORE

Join us at our free Benefit Concert in Richmond, organized to create awareness about domestic violence. This event is part of a movement called **¡Ya Basta! y Sin Miedo / Enough is Enough!** - led by Latina survivors and their families and friends - that calls for the end of domestic violence, femicide, sexual violence and all forms of gender violence.

WWW.THELATINACENTER.ORG

CONCIERTO BENÉFICO
*¡Ya Basta!
y Sin Miedo*
Enough is Enough!

30 DE SEP, 2023 • 2-5PM
RICHMOND CIVIC CENTER PLAZA (AL AIRE LIBRE)
450 CIVIC CENTER PLAZA, RICHMOND, CA

GRATIS

BULULÚ • AGUACERO • SAL CHICHA • SON DE LA TIERRA
• ACTUACIÓN ESPECIAL DE LA VERSIÓN DEL ÁREA DE LA BAHÍA
DE "CANCIÓN SIN MIEDO" ("SONG WITHOUT FEAR") Y MÁS

Unase a nosotros en nuestro concierto benéfico gratuito para crear conciencia sobre la violencia doméstica. Es parte de un movimiento llamado **¡Ya Basta! y Sin Miedo / Enough is Enough!** - liderado por sobrevivientes latinas y sus familias y amigas - que pide el fin de la violencia doméstica, el feminicidio, la violación sexual y todas las formas de violencia de género.

WWW.THELATINACENTER.ORG



¡Ya Basta! y Sin Miedo Movement

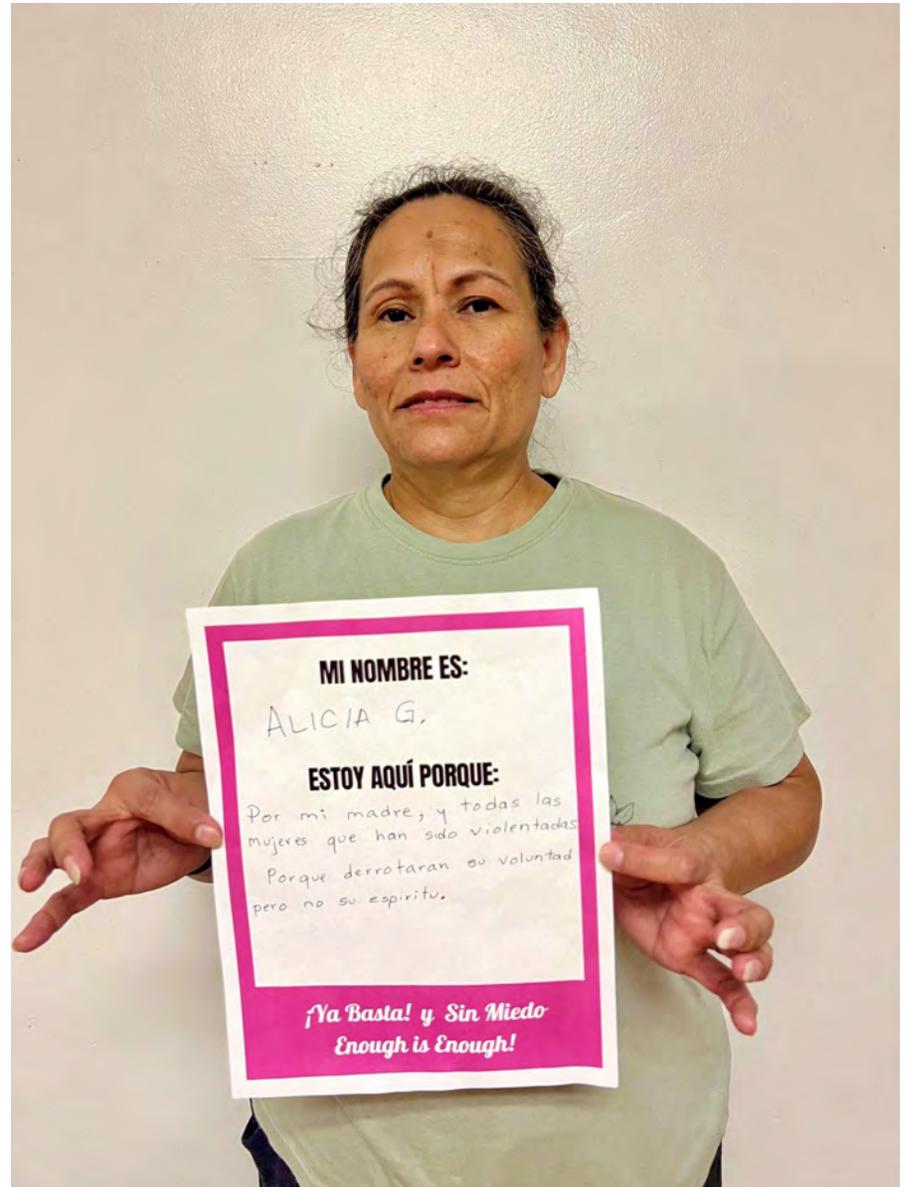












Richmond Art Contest

- With the generous support of Love Your Block and other partners, we held a Richmond Art Contest to engage community in the campaign and build awareness while soliciting ideas for an image that would be a symbol of peace and against domestic violence.
- **Theme:**
 - The Latina Center is seeking artwork as part of a bilingual movement - called ¡Ya Basta y Sin Miedo / Enough is Enough! - to end domestic violence in Richmond, the Bay Area, and beyond.
 - Submitted artwork must capture the message of ending domestic violence against women and girls. It should also speak to how ending this violence improves the health, safety, and beauty of Richmond.
 - The Grand Prize Winner's art will be a lasting symbol of peace and will be displayed around the City of Richmond during the month of October, Domestic Violence Awareness Month.
- **Eligibility:** Must live in Richmond, California. Must care about ending violence against women and girls. Any person of any age may submit one (1) piece of original art (hand drawn or digitally created). Everyone is welcome to apply, including artists, but you do not need to be a professional artist to apply! Your artwork will be finalized by a professional graphic designer (with you listed and receiving credit as the original and main artist).

Richmond Art Contest

Call for Entries! The deadline is August 30th!

RICHMOND ART CONTEST

End Domestic Violence Against Women & Girls



THEME

The Latina Center is seeking artwork as part of a bilingual movement - called **¡Ya Basta y Sin Miedo / Enough is Enough!** - to end domestic violence in Richmond, the Bay Area, and beyond. Submitted artwork must capture the message of ending domestic violence against women and girls. It should also speak to how ending this violence improves the health, safety, and beauty of Richmond. The Grand Prize Winner's art will be a lasting symbol of peace and will be displayed around the City of Richmond during the month of October, Domestic Violence Awareness Month.

ELIGIBILITY

- Must live in Richmond, California.
- Must care about ending violence against women and girls.
- Any person of any age may submit one (1) piece of original art (hand drawn or digitally created).
- Everyone is welcome to apply, including artists, but you do not need to be a professional artist to apply! Your artwork will be finalized by a professional graphic designer (with you listed and receiving credit as the original and main artist).

AWARDS

- One (1) Grand Prize Winner will receive \$700.
- Three (3) Finalists will receive \$100 each.
- Awards will be determined by a panel including a representative from The Latina Center, a City of Richmond Councilmember, Community Leaders/Survivors that are part of the Ya Basta y Sin Miedo Campaign, Youth, and Local Leaders of the Arts in Richmond.
- Criteria for evaluation will include: overall impact, incorporation of message, composition, originality, artistic merit, and creativity.
- All winners will be announced the week of September 25th and awarded at the **¡Ya Basta y Sin Miedo Benefit Concert** at Richmond Civic Center on September 30th.

HOW TO SUBMIT

- Submit by 5:00PM on August 30, 2023 via email to krife@thelatinacenter.org, via mail/in person to The Latina Center, 3701 Barrett Ave, Richmond, CA 94805.
- Please submit your artwork on an 8.5 X 11" white sheet of paper or as a digital file smaller than 8.5 x 11" (PDF or JPG, TIFF, EPS, etc.). You may also share a google drive or dropbox link.
- Questions? (510) 233-8595 or krife@thelatinacenter.org



¡Convocatoria de participación! ¡La fecha límite es el 30 de agosto!

CONCURSO DE ARTE EN RICHMOND

Fin de la violencia doméstica contra mujeres y niñas



TEMA

The Latina Center le invita a participar en un concurso de dibujo como parte de un movimiento bilingüe - llamado **¡Ya Basta y Sin Miedo / Enough is Enough!** - para poner fin a la violencia doméstica en Richmond, en el Área de la Bahía y en todo el mundo. Los dibujos enviados deben captar el mensaje de poner fin a la violencia doméstica contra las mujeres y las niñas. También deben hablar de cómo al terminar con esta violencia mejora la salud, la seguridad y la belleza de Richmond. El dibujo del Ganador del Gran Premio será un símbolo duradero de paz y se exhibirá en la Ciudad de Richmond durante el mes de octubre, Mes de Concientización sobre la Violencia Doméstica.

ELEGIBILIDAD

- Debe vivir en Richmond, California.
- Debe preocuparse por poner fin a la violencia contra las mujeres y las niñas.
- Cualquier persona de cualquier edad puede presentar un (1) dibujo original (a mano o digital).
- Todos son bienvenidos a postularse, incluidos los artistas, pero no es necesario que sea un artista profesional para postularse! Su dibujo será finalizada por un diseñador gráfico profesional (con usted en la lista y recibiendo crédito como la artista original y principal).

PREMIOS

- Un (1) Ganador del Gran Premio recibirá \$700.
- Tres (3) finalistas recibirán \$100 cada uno.
- Los premios serán determinados por un panel que incluye una representante de The Latina Center, una Concejala de la Ciudad de Richmond, Líderes Comunitarios/Sobrevivientes que forman parte de la campaña Ya Basta y Sin Miedo, Jóvenes y Líderes Locales de las artes en Richmond.
- Los criterios de evaluación incluirán: impacto general, incorporación del mensaje, composición, originalidad, mérito artístico y creatividad.
- Todos los ganadores serán anunciados la semana del 25 de septiembre y premiados en el **Concierto Benéfico ¡Ya Basta y Sin Miedo** en Richmond Civic Center el 30 de septiembre.

CÓMO PARTICIPAR

- Envíe su dibujo de las 5:00PM del 30 de agosto de 2023 por correo electrónico a krife@thelatinacenter.org o por correo postal/en persona a The Latina Center, 3701 Barrett Ave, Richmond, CA 94805.
- Envíe su dibujo en una hoja de papel blanca de 8,5 x 11" o como un archivo digital de menos de 8,5 x 11" (PDF o JPG, TIFF, EPS, etc.). También puede compartir un enlace de Google Drive o Dropbox.
- ¿Preguntas? (510) 233-8595 o krife@thelatinacenter.org



Richmond Art Contest

- **Awards:** One (1) Grand Prize Winner will receive \$700. Three (3) Finalists will receive \$100 each. Awards will be determined by a panel including a representative from The Latina Center, a City of Richmond Councilmember, Community Leaders/Survivors that are part of the Ya Basta y Sin Miedo Campaign, Youth, and Local Leaders of the Arts in Richmond. Criteria for evaluation will include: overall impact, incorporation of message, composition, originality, artistic merit, and creativity. All winners will be announced the week of September 25th and awarded at the ¡Ya Basta! y Sin Miedo Benefit Concert at Richmond Civic Center on September 30th.
- **How to Submit:** Submit by 5:00PM on August 30, 2023 via email to krife@thelatinacenter.org, via mail/in person to The Latina Center, 3701 Barrett Ave, Richmond, CA 94805. Please submit your artwork on an 8.5 X 11" white sheet of paper or as a digital file smaller than 8.5 x 11" (PDF or JPG, TIFF, EPS, etc.). You may also share a google drive or dropbox link. Questions? (510) 233-8595 or krife@thelatinacenter.org

Richmond Art Contest

- **Total Number of Submissions: 25**
- **Age Range of Applicants:** All ages applied, youngest applicant was 10 years old.

Richmond Art Contest

- **Outreach / Promotion:**

- The turnaround was quick due to our event date change but we adapted and worked hard to ensure word was out about the contest. Outreach included:
 - Shared media advisory with 70 local and Bay Area news outlets, Richmond PULSE posted on social
 - Shared with 700+ community members through our Textly program
 - Shared on Social Media to 1240+ followers including through Instagram & Facebook
 - Distributed fliers and made announcements at Churches (including St. Cornelius) and community events through tabling including at “Thrive Thursday” at MLK Park
 - Stephanie Ny of Love Your Block shared our flier in the City Manager’s Weekly Report
 - Other partners shared our flier to their networks, including: Love Your Block Office of Supervisor John Gioia, Richmond Arts Center, RYSE, East Bay Center for Performing Arts, Lara Delaney at Contra Costa County (working on CCC Arts Council), Gabino Arredondo, and many more.

Richmond Art Contest

- Review Panel Participants**

Name	Organization
Miriam Wong	The Latina Center (TLC)
Amy Spencer	Richmond Art Center
Lynson Beaulieu	Richmond Arts & Culture Commission
Arleide Santos	Richmond Arts & Culture Commission
Stephanie Ny	City of Richmond, Love Your Block Program
Yoselin Morales	Youth Leader, TLC's Young Latin Future Leaders Program 2022-2023 Graduate Ella es Líder de la Juventud, Graduada del Programa Young Latin Future Leaders de TLC 2022-2023.
Alejandra Escobedo (unable to make it)	Community Leader, TLC Alumni, Representative of Ya Basta y Sin Miedo Campaign of Leaders & Survivors, Líder Comunitaria, Alumna de TLC, Representante de la Campaña de Líderes y Sobrevivientes de Ya Basta y Sin Miedo
Leticia Ariza (unable to make it)	Community Leader, Artist, TLC Alumni / Líder Comunitaria, Artista, Alumna de TLC

Richmond Art Contest

- **Review Panel:**



Richmond Art Contest

- **Review Panel:**



Richmond Art Contest

- **Criteria:**
 - **Initially 5 categories but the panel narrowed it down to the two most important categories which also spoke to the other categories.**
 - **Each judge had their own scoring sheet. The scores for each contestant were tallied at the end of the meeting. The applicant with the highest score was determined to be the grand prize winner. The applicants with the next three top scores were determined to be the 3 finalists.**

RICHMOND ART CONTEST / CONCURSO DE ARTE EN RICHMOND						
	9/1/2023					
Criteria for Evaluation						
	1	2	3	4	5	6
Overall Impact / Impacto General						
Incorporation of Message / Incorporación del Mensaje						
Composition / Composición						
Originality / Originalidad						
Artistic Merit / Mérito Artístico						
Creativity / Creatividad						

Richmond Art Contest

- **Grand Prize Winner: Rene Barba Lopez**



Richmond Art Contest

- **Grand Prize Winner: Rene Barba Lopez**
 - **Age 19**
 - **Shared with submission (not with judges)** “I went to school my whole life in Richmond. I attended St. Cornelius from K-8 and then graduated High School from Salesian College Preparatory. You can also add that I was born in the hospital in front of Salesian that was torn down if you’d like. (I forgot the name of the hospital sorry) What inspired me to apply to this contest was wanting to create a meaningful, powerful, and beautiful painting that people would look at and love. I hope those who see the piece i’ve created feel seen, especially victims because enough is enough.”

Richmond Art Contest

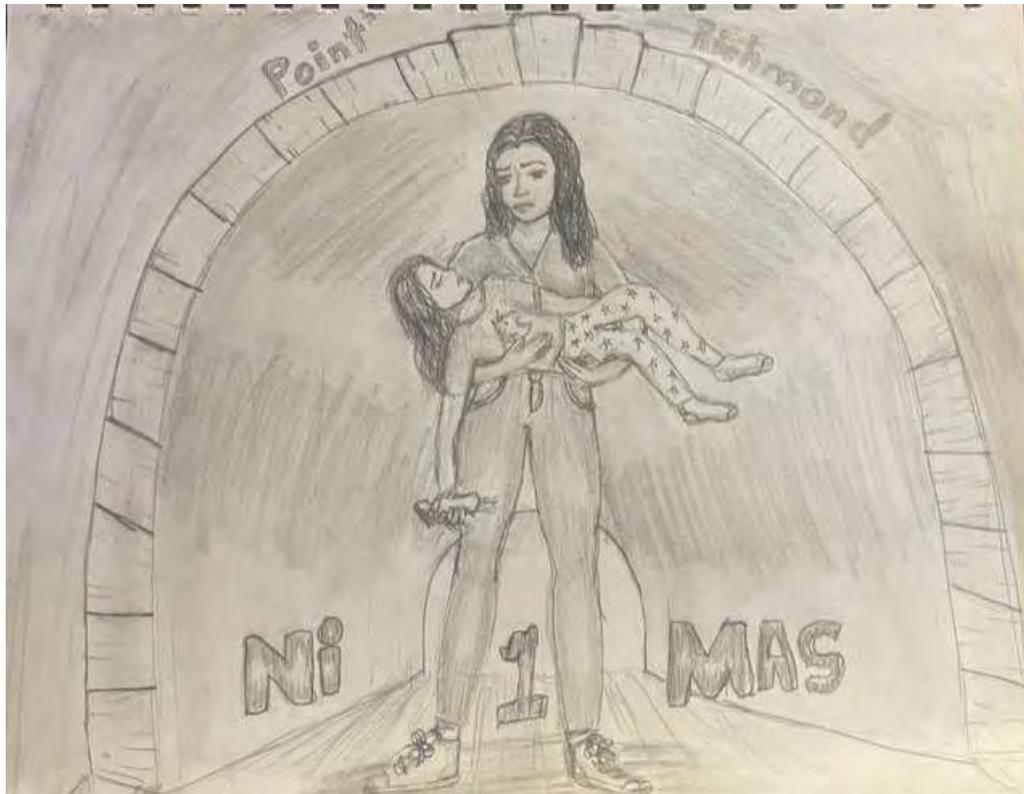
- Finalists (3)
- Gloria Avalos



Esta es la historia de mi mama y mis 2 hermanos mayores
Sus vecinas los ayudaron a escapar con una soga los liberaron
de un esposo abusador y violento que la mantenía encerrada
y la golpeaba

Richmond Art Contest

- Finalists (3)
- Giselle Reyes



Richmond Art Contest

- **Finalists (3)**
- **Matilde Barajas**



Richmond Art Contest

- Original artist will be credited with the piece and their name will show up with the piece when printed.
- The Latina Center would like input from the Richmond Arts & Culture Commission on these draft copyright terms for image of the grand prize winner:
 - Artists retain ownership of copyright. However, The Latina Center has the permission to store, display and use the image and the name of the artist for non-commercial purposes.
- A graphic designer will update the text and make the piece ready for print within the next week. The design will include:
 - The name of the artist
 - The logos of Love Your Block, The Latina Center, and The City of Richmond.
 - We will include a small link to The Latina Center's website where we have information on the campaign, the banner, and resources to learn more.
- The piece is to be printed on small posters to accompany plants as part of the Love Your Block campaign.
- We will also be proposing that the City of Richmond use the image on City lighting banners. During the September 19th City Council meeting, as part of a proclamation we will present – with City Councilmember Soheila Bana and Trina Jackson-Lincoln - we will ask the City Council to adopt the Art Contest winner's design as a lasting symbol of peace and against domestic violence. We are asking for the winner's art to be displayed, on City Lighting banners throughout the City during the month of October (Month of Domestic Violence Awareness) and until November 25th (International Day for the Elimination of Violence Against Women).

Richmond Art Contest

- Banners
 - Funding: Request to be made by Councilmember Soheila Bana at City Council meeting in partnership with The Latina Center to fund Banner printing, installation, and encroachment permit
 - Double sided banners to fit on lighting posts. Public Works is confirming exact size.
 - Street lighting banners to be placed. Number TBD.
 - Around Civic Center Plaza 25th and 26th between Nevin and MacDonald
 - Installation
 - Beginning of October
 - Stay up until November 25th, International Day for the Elimination of Violence Against Women Installation
 - Public Works
 - Our team member, Trina Jackson-Lincoln is in touch and working with Public Works and additional details to be confirmed by 9/14.

Request to the Richmond Art Commission

- Thank you for inviting us to present at this meeting today (9/14).
- We ask the Richmond Arts & Culture Commission (RACC) to review the artwork of the winner of the Richmond Art Contest at the 9/14 Meeting and vote on whether to approve it to be considered by Richmond City Council. Please note we are not asking for any funding from RACC. We are asking the City Council to pay for the banners.
- Please note that the presentation of checks to the Art Contest winner/s will be at the Benefit Concert on 9/30 at Richmond Civic Center Plaza.



Thank You!

We appreciate meeting you and working together in partnership as we move forward!

3701 Barrett Avenue, Richmond CA 94805

(510) 233 – 8595 (9AM-5PM Pacific Time)

mwong@thelatinacenter.org;

krife@thelatinacenter.org

www.thelatinacenter.org