

**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.