

**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
September 14, 2023
7:00 p.m. - 9:00 p.m.**

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

Absent: Council Liaison Doria Robinson and Commissioner Melody Kozma-Kennedy

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 7:00 p.m.

II. ACTION ITEMS

a. APPROVE September 14, 2023 RACC/PAAC Meeting Agenda

Commissioner Mehas clarified with Chair Beaulieu that Agenda Item IV. Information and Action Items, (a) was both an informational and an action item and a request for the approval of a conceptual design and contribution of funds, but the Chair stated she would ask that the items be separated at the time of discussion. The Chair also clarified that Item V. Committee Reports, (b) consideration of a Memorial Project Policies and Procedures Committee involved a separate, privately funded and unsolicited proposal.

Motion by Commissioner Porter, seconded by Commissioner Santos to approve the September 14, 2023 Meeting Agenda, as shown, carried by a show of hands.

b. APPROVE June 8, 2023 RACC Meeting Minutes

Chair Beaulieu reported a redline version of the June 8, 2023 RACC Meeting Minutes that highlighted corrections to the minutes had been provided to the RACC.

Motion by Vice-Chair Van Cura, seconded by Commissioner Porter to approve the redline June 8, 2023 RACC Special Meeting Minutes, as shown, carried by a show of hands. Commissioner Mehas voted no.

c. APPROVE July 13, 2023 Meeting Minutes

Motion by Commissioner Porter, seconded by Commissioner Mehas to approve the July 13, 2023 Meeting Minutes, as shown, carried by a show of hands.

d. APPROVE August 12, 2023 Retreat Meeting Minutes

Motion by Commissioner Santos, seconded by Commissioner Bell to approve the August 12, 2023 Retreat Meeting Minutes, as shown, carried by a show of hands.

III. PUBLIC COMMENTS

Arts & Culture Manager Winifred Day read into the record the following public comments: *Cordell Hindler: 1) Arts and Culture Commission is invited to the performance of TINTYPES on October 2 through November 12. It starts at 7:30 and is \$40 at the Contra Costa Civic Center on Pomona Avenue. 2) Update on my project is coming along and I will provide more details at a later time. Sincerely, Cordell.*

Shawn Dunning: Dear Arts Commission, Since I cannot attend the meeting this evening, I want to send a quick notice of support for the proposed memorial activities by the Perez Family. I urge you to vote yes. For nearly a decade the parents, relatives and friends of Pedie Perez who was tragically lost in a police-involved shooting in 2014 have been desperately seeking meaningful acknowledgement so that we might all heal from the past and work towards a future that works for everyone. The proposed arts related suggestions on this evening's agenda will make a meaningful contribution to such reconciliation. Please support these efforts. Sincerely, Shawn Dunning, Richmond resident.

Julie Perez, the mother of Pedie Perez reported she had previously addressed the RACC and provided a brief history of the relationship of the Perez Family's almost 50-year Richmond family business and the connection to the store where her son had been killed. She supported the work and effort for the Pedie Perez Memorial Garbage Bin Project and suggested it would be an asset to the storefront itself. She asked the RACC to approve the project.

Rick Perez, the father of Pedie Perez was grateful the RACC would consider the Pedie Perez Memorial Garbage Bin Project. He had already provided photographs of the project to some of the people at the store who were supportive and appreciative. He too hoped the project would be approved by the RACC.

IV. INFORMATION AND ACTION ITEMS (Vote)

a. Pedie Perez Memorial Garbage Bin Project Proposal

Council Liaison Soheila Bana offered an overview of the Pedie Perez Memorial Garbage Bin Project along with a slide presentation of the proposed memorial. She clarified the request for the approval of the conceptual design of a private project on private property. She detailed the death of Pedie Perez, a young man who was unarmed and killed by a City of Richmond Police Officer in 2014. She commented on the fact the Perez Family had approached the Richmond City Council for years in an effort to memorialize their son, but had been ignored. The Perez Family had been active in changing laws in the State of California and had done a great deal of advocacy with other families who were victims of police shootings.

Council Liaison Bana emphasized the Perez Family's efforts through advocacy and reform and again reiterated the efforts to memorialize their only child and ensure what had happened to their son would not happen to another family. The project would involve two trash cans that were located on both sides of the place where the incident had occurred at 3322 Cutting Boulevard, to be decorated by local renowned artist John Toki, who had proposed a design the family liked. The design was presented to the RACC for approval.

A budget for the project was also provided, estimated at roughly \$3,400, with most of the work to be done by the artist and local volunteers. Some donations had already been provided.

Council Liaison Bana thanked Ms. Day for her assistance in the preparation of the presentation and advised that a presentation had also been offered to the Recreation and Parks Commission, which had given its approval. The Perez Family and the artist had assumed responsibility for the cost of the project. A contract had been prepared on how to handle the money. The project would be completed by the end of the year. Given the painful process for the Perez Family and the City of Richmond and in an effort to bring different factions of the City together, and to avoid the need for the Perez Family to attend City Council meetings each week, as a token of partnership, participation, support, and understanding she had asked the Richmond Police Officers' Association (RPOA) to provide a symbolic donation in the amount of \$450, which had been done. She asked the RACC to consider donating the same amount to bring all parties together as part of a symbolic partnership and cooperation.

Council Liaison Bana added that the City of Richmond Police Department now had Cultural Sensitivity Training. She announced the Annual Pedie Perez Memorial had been scheduled for Saturday, September 16, 2023 at 6:00 p.m. at 3322 Cutting Boulevard, with the RACC invited to attend. She asked the RACC to approve the concept design as presented and approve the request for a donation of \$450 for the project.

A Moment of Silence was taken at this time in memory of Pedie Perez.

Chair Beaulieu advised the requests would be separated into two parts, consideration of the design concept and then the funding request.

Motion by Commissioner Porter seconded by Commissioner Bell to approve the conceptual design for the Pedie Perez Memorial Garbage Bin Project, as shown, carried unanimously by a show of hands.

Chair Beaulieu recommended the RACC not make a contribution in the amount of \$450 to the Pedie Perez Memorial at this time. She clarified that while the Pedie Perez Memorial had been presented to the RACC at no cost to the RACC, there was no process for making such donations which may set a precedent to others making the same request. In addition, the RPOA is a non-profit organization, whereas the RACC is a government organization. This was also a last-minute request and there had been no discussion on what it may mean to provide such a contribution.

Commissioner Mehas offered a motion to postpone a vote on the request for a \$450 contribution for the Pedie Perez Memorial to the next meeting of the RACC to allow the RACC to consider a policy for such requests.

Vice-Chair Van Cura clarified the motion was to consider a policy first and then consider whether to make the contribution as requested.

Motion by Commissioner Mehas, seconded by Vice-Chair Van Cura to postpone a vote on the request for a \$450 contribution to the Pedie Perez Memorial Garbage Bin Project to the next meeting of the RACC to allow the RACC to consider a policy for such requests, carried unanimously by a show of hands.

Ms. Day reported the next presentation of the Pedie Perez Memorial Garbage Bin Project would be to the City Council.

Mr. Perez again welcomed the RACC to attend the Pedie Perez Memorial scheduled for Saturday, September 16, 2023 at 6:00 p.m. at 3322 Cutting Boulevard

b. Latinx Anti-Violence Against Women Art Contest
Love Your Block Grant

Miriam Wong, Executive Director, The Latina Center and Katherine Rife, Director of Communications & Development, Latina Center, provided a PowerPoint presentation on The Latina Center and its mission along with an overview of the Richmond Art Contest, intended to engage the community in the campaign and build awareness while soliciting ideas for an image that would be symbolic of peace against domestic violence. The artwork would be part of a bilingual movement to end domestic violence in the City of Richmond, the Bay Area and beyond, through submitted artwork that captured the message of ending domestic violence against women and girls. The Grand Prize Winner would be displayed around the City of Richmond during the month of October, Domestic Violence Awareness Month.

The criteria for the contest and submittal of the artwork were highlighted with the winner of the contest's piece to be printed on small posters to accompany plants as part of the Love Your Block Campaign. During its September 19, 2023 City Council meeting, the City Council would be asked to adopt the Art Contest Winner's design as a lasting symbol of peace against domestic violence, with the winner's art to be displayed on City lighting banners throughout the City during the month of October through November 25, 2023.

The RACC was asked to review the artwork of the Richmond Art Contest winners and vote whether to approve them to also be considered by the Richmond City Council. No funding was being requested from the RACC. The City Council would pay for the banners. The presentation of checks to the Art Contest Winners would be presented at a Benefit Concert scheduled for September 30, 2023 at the Richmond Civic Center Plaza.

Commissioner Mehas clarified the direction being asked of the RACC and suggested the entire project should be approved.

As to the number of anticipated banners for the project, Ms. Rife stated she was uncertain of the total number at this time.

Motion by Commissioner Porter, seconded by Commissioner Santos to accept the selection of winners and their designs for the Richmond Art Contest, to be turned into banners, carried unanimously by a show of hands.

V. COMMITTEE REPORTS

a. RETREAT AGENDA Highlights
Budget - Prioritize
Public Art Master Plan – Next Steps

b. Memorial Project Policies and Procedures Committee

Ms. Day thanked Commissioners for their attendance at the August 12, 2023 Retreat, which had been very productive. At this time, she highlighted a chart of the recommendations for the Public Art Master Plan that had been discussed by the RACC during its June 8, 2023 meeting and during the August 12 Retreat, with Commissioners asked to identify which recommendations they would like to commit to.

Ms. Day explained that the RACC would continue to receive unsolicited requests now that people were noticing the RACC budget had funds, and as they received solicitations, they would use the recommendations to see how they were doing as opposed to adding to the existing load of the RACC since it would be difficult to add more tasks until such time as more RACC Commissioners had been appointed and City staff hired.

Ms. Day also reported she had been invited to serve as a panelist for the City of Oakland's selection process for the same administrative staff position the City of Richmond was seeking for the Arts & Culture Division, which would allow her to see pre-qualified candidates since the position involved the same scope of services and skill sets. She hoped to have results in December.

In response to Commissioner Santos when asked about the recommendations for the Public Art Master Plan, particularly Recommendation 10, which read: *Given limited resources, building partnerships with local businesses and regional entities was important and more staff was needed*, Ms. Day explained that Chevron had been added to the list of companies to build partnerships and while that had not been received well, Chevron had contributed a lot of money to the City of Richmond and she was trying to build partnerships. If the RACC did not want any relationship with Chevron, she understood but she was attempting to bridge-build and do something positive rather than negative.

Vice-Chair Van Cura stated she would personally never approve building partnerships with Chevron given its history of art washing and because the company was a global polluter. In light of the recent destruction of artwork in Richmond and given there were many other corporations in the area and small businesses the City could partner with she objected to partnering with Chevron.

Commissioner Porter was also not-pro Chevron but she understood what staff was trying to do.

Ms. Day suggested the RACC identify other companies in which the City could develop relationships that could be discussed at the next RACC meeting.

Commissioner Mehas agreed with the comments related to Chevron and the Chair agreed that other business partners should be pursued.

Ms. Day referenced the Fences Project and reported those responsible for the installation of the project had not abided by the rules for the border of the project and rather had gone further than allowed and beyond the City's borders. City staff had not been present when that had occurred.

Commissioner Porter suggested that Chevron could have dealt with that situation better in a more humane and respectful manner rather than tear down the fence project in the way it had and from that perspective she found the response from Chevron to be problematic.

Commissioner Santos thanked staff for attempting to build bridges with local companies but she too found that Chevron did not meet the mission of the RACC.

Ms. Day again recommended the RACC over the course of the next meeting or over the course of the next year identify companies in which the City could build partnerships.

Commissioner Porter suggested that given the infant mortality rate, particularly for people of color in the United States, the City should consider partnering with hospitals such as Kaiser Permanente, and consider artwork around infant mortality.

Chair Beaulieu identified existing business partnerships in which the City currently partnered such as Caltrans, Shields-Reid, AC Transit and BART, and when wrapping up some projects suggested the City could move on to additional business partners and possibly Commissioner Porter could consider art projects that focused on infant mortality or maternal and child health.

Ms. Day suggested they could also look at the arts and literacy category, which was on a list of projects previously discussed. She had conversations with Richmond Library staff about the Library Renovation Project and the fact that some people were of the opinion the project should have included some artwork, although that did not mean an opportunity could not be created.

Chair Beaulieu explained she had provided the RACC her notations on the recommendations under discussion and she had identified activities the RACC had been discussing, thinking about or were actually underway, and had added them to the recommendations to provide a complete sense of the work being done now. She offered examples of some of the recommendations some Commissioners had already offered.

Ms. Day stated the intent was to have Commissioner's names after each of the eleven recommendations. Given the limited number of Commissioners, the recommendations would be revisited each time as new recommendations were provided from unsolicited sources.

Vice-Chair Van Cura suggested a small pot of money for cultural events or things like that would be helpful for things where a nominal amount could be given such as the request for funds for the Pedie Perez Memorial Garbage Bin Project. She suggested a standard procedure and policy to deal with such requests should be considered.

Chair Beaulieu explained that was a topic of discussion under agenda Item 9. She reported that Commissioners Porter, Santos, and Kozma-Kennedy had expressed the willingness to work on the establishment of a committee to work on policies and procedures for small cultural events. She asked staff whether examples of a model used in other cities could be provided that could be used to craft a model policy for the City of Richmond.

Ms. Day confirmed she could look into what other cities were doing.

Commissioner Mehas suggested as new things came up that were interesting and which the RACC wanted to fund, funds in the RACC budget could be moved around and action could be taken via a vote of the RACC.

Commissioner Porter understood but suggested considering something that fell within the context of the RACC's goals.

Chair Beaulieu agreed and suggested once policies and procedures had been set up, the RACC could consider small cultural event requests, which was what the Memorial Projects Policies and Procedures Committee would work on.

Administrative Analyst Shané Johnson commented that she did not have experience with funding for small cultural event requests.

Deputy Chief of Staff Mayor's Office Tony Tamayo understood that Council Liaison Bana had advocated for a budget for Cultural Events as a member of the City Council and that was something that could be pursued.

Ms. Day provided the RACC with information on the RACC budget that had been provided during the August Retreat and stated the next fiscal cycle discussion for the budget would occur in October. Anything not addressed in 2023 could be addressed at the next cycle in June 2024.

Chair Beaulieu asked the RACC to keep track of how they were progressing on various projects and consider a reporting process. She recommended an update each month on each of the eleven recommendations for the Public Art Master Plan, as discussed, so as they reached the end of the fiscal year in June 2024, they could see how they were doing. Commissioners may also make their own notations on the eleven recommendations, scan the notations and provide a copy to staff to allow a status on what everyone was thinking.

Council Liaison Bana reported she was also the Council Liaison to the Historic Preservation Commission. She asked whether it would be possible to connect the RACC with that Commission to provide synergy. She reported the Historic Preservation Commission was considering plaques to highlight historic buildings in the City of Richmond.

Chair Beaulieu suggested that could be part of Recommendation 10: *Given limited resources, building partnerships with local businesses and regional entities was important and more staff was needed.* She noted the RACC had provided grants to the Richmond Museum and the Historic Preservation Commission could be added to that recommendation.

Commissioner Mehas commented the RACC did little outreach as a Commission and suggested the RACC work with the Richmond Museum, as an example, on potential projects.

Chair Beaulieu clarified the Richmond Museum had applied for NPA Mini Grants in the past, there were many organizations throughout the City, grantees would be notified of the Technical Assistance Workshop for larger projects and it would be good for them to participate. She suggested the RACC had done a better job with outreach.

Council Liaison Bana explained that the Historic Preservation Commission did not have a design for its plaques and if the RACC could come up with a standard design and help the Commission with the budget for the plaques that would be helpful.

Chair Beaulieu asked what buildings they were speaking of to know how much, how many and what they were thinking about and possibly a Request for Proposal (RFP) could be considered for someone to design a standard plaque for historic buildings in the City of Richmond.

Council Liaison Bana expressed the willingness to provide a list of sites.

Chair Beaulieu clarified the idea Council Liaison Bana detailed had come from another Commission and that Commission should work on the idea, flush it out and come back to the RACC with a presentation and recommendation.

Ms. Day clarified that a sign with no art would not qualify in that the project had to be specifically related to art. She emphasized the need for more staff and Commissioners to support that idea.

c. Mayor's Office Report

Mr. Tamayo reported the City of Richmond had established a committee to work on the City website, which would come to the Department Heads at some point to discuss redundancies and consider any adjustments.

The visitor's page to the City website was being revamped with an opportunity to highlight anything for those visiting the City of Richmond and he offered some examples where art was a huge piece of attracting people to the City of Richmond. Some revisions had already gone live and he welcomed feedback.

Ms. Day suggested that between now and the next RACC meeting Commissioners review the website and offer any suggestions and provide feedback to Mr. Tamayo.

Commissioner Santos wanted to see something where people could access an interactive map with information on local restaurants and things near them and the arts.

VI. PUBLIC ART Report

a. Technical Assistance Workshop

Ms. Day stated the Technical Assistance Workshop had been intended to focus on preparing artists for large scale projects. She provided an update on the \$100,000 Kennedy Park Large Scale Public Art Project, with staff having met with the artists in an attempt to finalize the contract. Staff found the artists had little experience with large projects resulting in challenges in an acceptable scope of services and budget to allow the project to proceed. In the event staff could not agree on next steps with the artist, staff would provide an update at the October RACC meeting and it may be necessary to possibly have to recommend rescinding the offer for the contract and reissue it where the same artists may reapply; however, if there was a rewrite, the contract would include a stipulation for a pre-qualified project for established artists who had evidence of completed projects over \$75,000.

Commissioner Porter asked whether that new requirement would impact diversity on who may apply for projects, but Ms. Day suggested the goal was to broaden opportunities to qualified artists in the nine Bay Area Counties. Of the artists she had spoken with about the project who would qualify, she had been informed that \$100,000 was not enough to attract qualified artists to apply and for the artists she was interested in she had learned that \$300,000 was the threshold. If the City had a higher threshold, it would get a different caliber of artists. Possibly they could also create different art opportunities for artists in the \$50,000 to \$100,000 range.

Chair Beaulieu explained the Technical Assistance Workshop was designed to bring people along and allow those artists interested in the larger scale projects to learn what it took to be successful in achieving an award and executing a project. The intent of the workshop was to build capacity. As a result, the NPA Mini Grants had been removed from this workshop. Once the NPA Mini Grant RFPs had been issued, a workshop specifically for the NPA Mini Grants would be provided. Advertisement to the nine Bay Area Counties was a Catch-22 situation, and was an issue with the current artists who were not from the City of Richmond, and who were not familiar with the Richmond Neighborhood Councils and community engagement requirements.

Commissioner Porter suggested inviting a mentor or person who donated to the arts to the Technical Assistance Workshop and perhaps there could be some pairing between the donor and the artists, and who could upfront the costs and be paid back through the contract.

Chair Beaulieu reported the artists for the Kennedy Park Large Scale Public Art Project had been encouraged to reach out to those in the arts community and look for funding to provide the cushion needed to work through the contract.

Vice-Chair Van Cura suggested a list of people who may be open to that possibility could be considered.

Ms. Day explained that she and the Chair had discussed Brown Act requirements where there could not be a group meeting of more than three Commissioners. There had been discussions about small groups of Commissioners having short field trips to local art studios for artists who were very successful, such as Archie Held as an example of a Richmond-based artist of high caliber. There were two other local artists who had offered their studios for field trips.

Ms. Johnson commented she had had been present during the meeting with the artists for the Kennedy Park Large Scale Public Art Project. While there had been challenges, all hope was not lost and opportunities and programs were being provided by the City to build that capacity. She suggested funds be included in the RACC budget in the future for capacity building.

Vice-Chair Van Cura pointed out the average income for Richmond residents was lower than others in Contra Costa County and suggested there should be opportunities for all artists and a place to grow and reach that higher level.

Chair Beaulieu suggested the Technical Assistance Workshop was a step in that direction. She added an artist located in the City of Napa had volunteered to provide an in-person workshop for Richmond artists and staff was thinking of ways to build capacities for artists in the community.

Commissioner Bell suggested the Technical Assistance Workshop was a good step but another workshop should be considered after an artist had been signed for whatever the cost of the project and that individual or group should have a lifeline so that if there were any issues the artist would have a senior mentor to rely upon.

Chair Beaulieu suggested Ms. Day was a good point person, had the expertise with grants and contracts and could provide assistance in those ways, but she was one person. Ms. Day had set up the Technical Assistance Workshop to be followed by a couple of different grant/contract applications and once the artist participated in the training they could apply for the contracts. The same process would apply to the NPA Mini Grants.

Commissioner Mehas found the management of large projects problematic with little follow-up from staff and he offered a number of examples suggesting it was because of the lack of discussion up-front. The same process should be followed for the NPA Mini Grants. He described the current process as a fiasco and tragedy and the expertise should be provided.

Chair Beaulieu suggested it was important to learn from the mistakes. There was only one staff person for the RACC, the nature of art was not linear, sometimes projects were not projected correctly, but she found they were learning and testing things out with each project. It was important to problem-solve, grow and get better with what they were doing.

Vice-Chair Van Cura hoped that staff and the number of Commissioners could be increased in the future and she recognized the challenges with one staff person.

Ms. Johnson agreed they were learning the processes and procedures and that would only continue and there would be improvements as they moved along.

Commissioner Santos stated she had tried to explain to members of the community what the RACC was about, how artists could apply for projects and she too hoped in the next year there would be more RACC members.

At this time, she highlighted a flyer for the Technical Assistance Workshop, which had been scheduled for Thursday, October 5, 2023 via Zoom. Spanish translation had been promoted on the flyer as available during the workshop and staff would need to reach out to a Spanish translator for the event. If no translator was available, she knew people she could reach out to.

b. NPA Mini Grant Update

Ms. Johnson reported three contracts had gone to the City's legal department. Five to six people had not followed the directions and had not submitted the required application forms, with staff to reach out to those individuals. All contracts had a start date of August 1, 2023. Staff was also working on getting someone in a position to work under Ms. Day, and while the funding for the position had yet to be worked out, Department Heads and supervisors were on board.

Commissioner Porter understood the City of Oakland was considering a new grant for business owners and entrepreneurs to design some kind of art installation or cultural event to bring people downtown and into areas that had issues to bring a community together and to reduce crime.

Chair Beaulieu pointed out with twelve NPA Mini Grants being funded that would involve a lot of activity and people out in the community working on projects.

Ms. Day reported this was the first time the NPA Mini Grants were ahead of schedule with artists to have at least six months to complete their contracts. The Shields-Reid Project, which involved partnership and a collaborative effort with another City Division and funds from a completely different Division involved five artists being managed by the Arts & Culture Division. The project was in the design drawing phase with the artists working with structural engineers. The Parchester Village Project artist was under contract and the first step was to repair the large wall sections that needed repair, with staff working with the Public Works Department on that work.

Ms. Day also provided updates on the two large mural projects for Chef's Warehouse and the Caltrans Project for John Wehrle to restore tagged murals and create complementary murals on the other side of the street at the underpasses at San Pablo and Macdonald Avenues.

Chair Beaulieu added for the Shields-Reid Project, not only was the Arts & Culture Division handling the artists' contract, it was also a panelist to select the art and the artists.

Ms. Day further added that once the artists for the NPA Mini Grants had their contracts executed, RACC Commissioners would be asked to identify which projects they wanted to work on.

In response to Commissioner Mehas, Ms. Day clarified her position was under the Economic Development Division and she acknowledged a request for the Economic Development Director to be invited to attend a future RACC meeting.

X. ADJOURNMENT until October 12, 2023

On motion by Commissioner Santos, seconded by Commissioner Bell, and carried unanimously to adjourn the meeting at 9:04 p.m. to a Regular Meeting of the RACC/PAAC on October 12, 2023.