

**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
November 9, 2023
7:00 p.m. - 9:00 p.m.**

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

Absent: Chair Lynson Beaulieu, Council Liaison Doria Robinson

Staff Present: Arts & Culture Manager Winifred Day; Economic Development Director Nannette Beacham, Deputy Chief of Staff Mayor's Office Tony Tamayo, and Administrative Analyst Shané Johnson.

I. WELCOME / CALL TO ORDER / ROLL CALL

The RACC/PAAC Regular Meeting was called to order by Vice-Chair Van Cura at 7:01 p.m.

II. ACTION ITEMS

a. APPROVE November 9, 2023 RACC/PAAC Meeting Agenda

Commissioner Kozma-Kennedy requested the following item be added to the November 9, 2023 RACC/PAAC meeting agenda: Revisit the protocol for meeting norms and expectations with City Council Liaisons and update the Handbook with a definition for the role of City Council Liaison. She provided the RACC an example from the City of Burbank, which offered more detail on the role of the City Council Liaison and she explained she would propose a revised standard for the Handbook moving forward.

Motion was made by Vice-Chair Van Cura [there was no second to the motion] to approve the November 9, 2023 Meeting Agenda, as modified, carried by a show of hands.

b. APPROVE October 12, 2023 RACC Meeting Minutes

Motion by Commissioner Porter, seconded by Commissioner Santos to approve the October 12, 2023 RACC Meeting Minutes, as shown, carried by a show of hands.

Deputy Chief of Staff Mayor's Office Tony Tamayo responded to Commissioner Mehas' inquiry after the motion had been taken about the status of Council Liaison Doria Robinson. He explained that since the RACC/PAAC had been combined into one Commission, it had been decided that only one Council Liaison was needed. He would verify whether or not Council Liaison Robinson's name should be removed from future agendas.

III. PUBLIC COMMENTS

Council Liaison Soheila Bana requested the RACC take up the idea of historic plaques that had been discussed during the October 12, 2023 RACC meeting. The RACC had discussed designing the plaques and giving the design to the Historic Preservation Commission and she asked the RAAC to follow-up. She also requested brainstorming sessions to allow an open discussion and to share ideas and requested that be a future agenda item. She otherwise reported she would not be present for the December RACC meeting.

Council Liaison Bana commented that during the October 12 RACC meeting, a presentation had been made by an architectural firm that had been selected by a private developer to provide a public art component to a specific project, with the artist selected by the architectural firm. She wanted to see the City's ordinance related to one percent per art be revised where artist(s) selection would be done by the City of Richmond and the RACC to ensure the artist(s) chosen reflected diversity, which she was of the opinion had not been part of the proposed project.

Arts & Culture Manager Winfred Day read into the record the following public comment: Cordell Hindler, Richmond: *Hello Winifred. I am submitting the following comments into the record. 1) Arts and Culture Commission has been invited to the Senior Winter Ball December 16, 2023 from 6:00 to 10:00 p.m. at Richmond Auditorium and is \$45 per person. 2) Mayor Martinez has mentioned Arts and Culture Commission at a previous meeting. Sincerely, Cordell.*

IV. INFORMATION ITEMS

a. Mayor's Office Report – Proposed Banner Project (T. Tamayo)

Deputy Chief of Staff Mayor's Office Tamayo understood the RACC had discussed the proposed banner project at the October 12 RACC meeting. He explained that the City of Richmond had been approached by CGI, a graphic design company that went from city to city looking for potential cities to take up their banner project, to consist of twenty-five banners on street lights and utility poles. The City would come up with the design or lettering on the banners and the City would pay nothing for any maintenance for up to a year with CGI to cover those expenses for up to a year. CGI also hired the workers to install the banners and would create the banners and hardware. He explained how CGI profited from the banners through the businesses that would sponsor each banner and pay anywhere from \$500 to \$900 depending on the banner size. CGI would also take care of the permitting. The upside to CGI was for the City to provide the contacts to allow CGI to move swiftly through the City's processes.

Mr. Tamayo reported that City staff was scheduled to meet with representatives from CGI in the next week, and while the sentiment was this proposal was too good to be true, staff planned to ask many questions. He also reported the City of Salinas had done a project with CGI and he understood that project had gone smoothly but he planned to check with other cities that had worked with CGI.

Mr. Tamayo responded to questions from the RACC and noted that if the banners were to include a major art design component it would have to be approved by the RACC since it would be considered public art, but an advertisement campaign for a street, as an example, would have to be clarified. He further commented that the potential locations were to be determined by the City, with the banners again to be maintained by CGI for a year and with the model to change if the City wanted to renew, which would be clarified when staff met with CGI. He added that CGI was a company out of New York state and he understood its business model was different than a banner company the City used. CGI had a list of trusted partners including the United States Association of Cities and he again walked through their business model.

Mr. Tamayo explained that CGI had been referred to the City of Richmond and he reiterated staff planned to ask many questions when meeting with CGI. He also understood that if only twenty businesses agreed to sponsor a banner, as an example, the other five banners would be installed out of pocket.

The RACC asked that Mr. Tamayo clarify with CGI the following: whether or not CGI would have exclusive rights to placing banners in the City of Richmond, the printing company to be used, would artist(s) or business owners have any input on the banner designs, would there be one image for the twenty-five banners, clarification of the design and banner size, could there be a trial design of the banners or survey of shop owners and what was the cost of rotating the banners if there were seasonal options as well as the cost to non-profits. The RACC looked forward to more information that would help inform a decision.

b. Economic Development Director Update (N. Beacham)

Economic Development Director Nannette Beacham provided an update on City Council direction to issue a Request for Proposal (RFP) for a consultant to develop an Arts District by the end of the year. She reported that Ms. Day and the team had started to look at sample RFPs and the RACC was asked to provide input on what it wanted to see in terms of experience and qualifications for the selection of a consultant. A panel of at least four people, with a volunteer from the RACC along with Ms. Day, would serve on the RFP Selection Committee for the consultant. She highlighted a sample RFP in terms of experience and qualifications and again asked for input from the RACC.

Commissioner Mehas sought a consultant experienced with multicultural communities.

Commissioner Porter sought information on the consultant's management skill sets, budgets and time management.

Commissioner Kozma-Kennedy requested the consultant have experience with zoning issues and working with municipalities. If the City had an existing pool of candidates, she asked whether such candidates would have a conflict of interest applying again and was informed that was not the case.

Commissioner Kozma-Kennedy suggested Barbara Goldstein had a good background engaging with the community, pulling together resources and had experience with project management and executing and having deliverables in the community of Richmond. Ms. Goldstein had also recently been involved in the preparation of the Public Art Master Plan.

Ms. Beacham clarified the consultant would be selected to develop an Arts District. Discussions did not include implementation at this time.

Council Liaison Bana asked that a consultant have knowledge of the history of the City of Richmond and that there be diversity as a team.

Ms. Beacham advised that priority points could be given to minority or women owned-businesses or a local business as examples, and she acknowledged they needed someone who really knew all of the neighborhoods in the City. When asked, she again walked through the City's RFP process. In this case when the consultant was selected, that individual would be asked to design a plan for an Arts District, not someone who would select artists but someone ideally who had experience in the art world. She suggested one or two people from the RACC/PAAC serve on the RFP Selection Committee.

Council Liaison Bana recommended representation from the Richmond Chamber of Commerce, two members from the Neighborhood Coordinating Council, representation from the Historic Preservation Society, Richmond Museum, RACC and someone from the artist community to serve on the RFP Selection Committee. She added that El Sobrante was part of the City of Richmond as was Contra Costa County, and she recommended that the City and the County cooperate and there also be representation from the Iron Triangle and County Arts Commission.

Ms. Beacham suggested the additional representation from the El Sobrante community would be important as part of the implementation process.

Commissioner Mehas recommended an RFP Selection Committee should be comprised of between five to seven people, not three or four.

Mr. Tamayo understood the County Arts Commission had disbanded.

Ms. Day explained the goal was only to write the RFP at this point and they were adding information that may or may not be added as part of this first phase. She noted all stakeholder groups would not serve on a selection panel which had been tasked to prepare the parameters.

Ms. Beacham stated if the RACC had any additional comments she or Ms. Day should be contacted via email. She anticipated to have RFPs by the end of February for review by the RFP Selection Committee. She emphasized the RFP would be made as attractive as possible so the City could get all it wanted out of the selected consultant.

Ms. Day added that some of the funds for this effort would come from the American Rescue Plan Act (ARPA) since the funds were required to be spent by 2025. This was a long-term concept for an Arts District and part of the planning process would identify sources of funds to sustain an Arts District.

Ms. Beacham emphasized the opportunities in the City of Richmond and it would be ideal to come up with something to allow the City to become a destination.

c. Budget Wish List FY 24-25

Commissioner Santos requested the consideration of the following Budget Wish List items: \$2,000 for the RACC to attend local art events; \$30,000 for the RACC to attend at least two arts and culture conferences per year; \$2,000 for social media to promote RACC efforts and \$6,500 for youth assistance for social media and engagement with the community.

Commissioner Kozma-Kennedy reported an Arts and Craft Center would be held at the Richmond Arts Center on December 2, 2023, and it would be important for the RACC to have a booth at the event where information on the RACC could be distributed to the community.

Vice-Chair Van Cura agreed that tabling at community events was important so that the community could learn about the RACC. She suggested there be handouts to distribute.

Council Liaison Bana requested the consideration of art contests, with prizes and a regular arts newsletter as Budget Wish List items.

Ms. Beacham advised the City Manager had a routine newsletter for online subscription that could identify upcoming events. City Departments did not have their own individual newsletters.

Commissioner Mehas acknowledged that while the City Manager's newsletter was informative, he preferred a newsletter about what was happening in the community art-wise.

Vice-Chair Van Cura commented she had a newsletter with her business but it was difficult to update a newsletter each month with limited staff and a proper service to send emails with an unsubscribe button would have to be considered as a budget item to be able to easily add and subtract people, which cost money, and more research would be needed on the expected subscribers.

Council Liaison Bana understood that was something the City was currently working on. She suggested as another Budget Wish List Item that there be discussions with the Public Works Department about the costs of a graffiti wall.

Commissioner Mehas verified with Ms. Beacham that depending on the process used, the RACC could collectively decide to add, subtract or move a line item to another line item.

Mr. Tamayo suggested the NPA mini-grants be increased to \$100,000 with funds from the General Fund, \$2,000 from the General Fund for the Poet Laureate, and whatever it took to build the capacity of the Arts Department whether through full-time staff or interns as Budget Wish List items.

Council Liaison Bana stated since the County Arts Commission had disbanded, she wanted to allow people in El Sobrante and unincorporated El Sobrante to be able to apply for NPA mini-grants.

Ms. Day understood the County was in the process of reestablishing its Arts Commission which had not been dissolved completely. She added that General Fund monies remained in the City of Richmond and the NPA mini-grants were only for the City of Richmond.

Vice-Chair Van Cura clarified with Ms. Day the discussion of the Budget Wish List were all items where funds would come from the General Fund.

d. Ordinance, Policies and Procedures – Memorial Public Art Projects

Ms. Day advised the RACC had been provided samples of Gifts and Memorial Policies and Procedures from other cities across the country. During the August Retreat, a couple of RACC Commissioners had volunteered to serve on a Memorial Committee. This was the beginning of a process to develop language that would update the City's ordinances, policies and procedures in the future, and anyone else interested in participating on a Memorial Committee was asked to contact staff. She clarified that once a Memorial Committee had been established a scope would be discussed.

Vice-Chair Van Cura asked that anyone interested in serving on the Memorial Committee contact her, the Chair or Ms. Day. She understood no work had yet been done on the Memorial Committee.

Commissioner Kozma-Kennedy referenced Page 9 of the Handbook which identified the norms for the RACC. In an effort to define the roles, she had proposed criteria from the City of Burbank, which had created a better definition of how Council Liaisons interacted with committees and commissions, and which created more defined guidelines as to how everyone interacted with one another.

Commissioner Kozma-Kennedy read into the record the definitions for the role and purpose of the Council Liaison and in an effort to have more defined language for that role, she asked that the language in the existing Handbook be updated to clarify the role of Council Liaison more precisely, with the language to be consistent with language from the City of Burbank, which read:

Definition of the Role. The Council Liaison shall facilitate communications between the Commission and the Council. The Liaison should not be an advocate for the Commission, given direction or influence a decision of the Commission. The Liaison may, however, assist and provide information.

Commissioner Kozma-Kennedy explained that she had been prompted to recommend this change due to the discord, confusion and discussion about a vote during the October 12 RACC meeting.

Commissioner Mehas suggested the RACC had no business making this change. RACC members were appointed by the Mayor/City Council. The Council Liaison was appointed by the Mayor and served as the Council Liaison to the RACC. The RACC had no say about what was written in the City's ordinances, which was a City Council responsibility.

Commissioner Santos commented that Commissioner Mehas had been absent from the October 12 RACC meeting. She explained that during that meeting, there had been a disagreement about a decision made by the RACC. The RACC had discussed its decision, RACC members were on the same page but Council Liaison Bana disagreed and had been rude to RACC Commissioners.

Council Liaison Bana apologized if there had been a perception, she had been rude but commented she had been placed in a position where she had not been told the truth and staff and the Chair had been aware of something that would not be approved. She had not been informed in advance of the meeting and as a result had been extremely upset.

Commissioner Bell expressed concern with the way Council Liaison Bana's comments had come across during the October 12 RACC meeting given that those comments were negative and belligerent. The Council Liaison's comments had placed Commissioners in a position of being uncomfortable, she had been a little loud, aggressive, disrespectful, and had gotten up and left the meeting, and even though she had the privilege to do so, most could not have done the same.

Council Liaison Bana again apologized and explained that the reason she had left the meeting was because her emotions had gotten out of control and she had to leave.

Commissioner Bell acknowledged the apology but stated that apology should have been made to staff and the Chair, and Council Liaison Bana acknowledged that she should have apologized to Ms. Day and Chair Beaulieu.

Commissioner Santos suggested ways in which the Council Liaison could better communicate with staff and the Chair.

Administrative Analyst Shané Johnson explained that any change to the Handbook would be a recommendation to the City Clerk's Office and that change would go to the City Council.

Mr. Tamayo commented that in 2018, a few RACC Commissioners had joined together to create a Communications Committee which had co-created new policies to be implemented around the RACC for social media. Those new policies were to have been legally reviewed by the City Attorney and should have ultimately been included in the Handbook.

Commissioner Kozma-Kennedy explained that she would not have recommended this agenda item had the situation during the October 12 RACC meeting not happened. As a member of several other art commissions and committees, she had never experienced a Council Liaison speak to volunteer citizens the way Council Liaison Bana had, which were out of line. She noted that Council Liaison Bana, in her role as Council Liaison, was to facilitate communication between the RACC and the City Council, and she should not give direction or influence decisions or votes on the RACC. She wanted that to be kept in mind for the next RACC meeting.

Ms. Day described the process for placing items on the meeting agenda. When questions were brought to her attention that required the response of the entire RACC, she brought it to the entire RACC and that was what had happened in this case, which was why the matter had to be agendaized for consideration for the entire group. Her role was not to answer questions yes or no on the use of funds since it was not her vote. She received information, items were placed on the agenda and the entire RACC was asked to vote on a particular item. The situation that had occurred at the October 12 RACC meeting was not personal, it was protocol.

On the matter of the proposed language change to the Handbook, Ms. Day stated in response to the Vice-Chair that it was not a voting item and if the RACC wanted to create a voting item it could be agendaized for the next agenda.

V. RACC PROJECTS and PUBLIC ART Staff Report/Updates

- a. Technical Assistance Workshop October 18 Update
- b. NPA Mini Grant RFP Update
- c. CW Allen Brothers Public Art Project RFP
- d. Large Public Art Commission Project Update

Ms. Day reported the RACC had been provided a copy of the PowerPoint presentation for the October 18, 2023 Technical Assistance Workshop. There had been fifteen attendees who were engaged and excited about the upcoming opportunities. The purpose of the workshop was to share information about the City's processes for grants or large-scale art projects and the attendees felt more informed than they had in the past.

Ms. Day explained that one of the challenges was limited staff resources and an RFP was being prepared for staff support for the Department. She had been selected as a panelist for the City of Oakland which was recruiting for the same position, and as a result of that process she had been able to identify top candidates who could support the City of Richmond as well.

Ms. Day added the Technical Assistance Workshop attendees had also been provided information on eligibility for the larger public art projects; NPA Mini-Grants for the next year; large scale mural projects on West Cutting Boulevard, S. Garrard Boulevard and the CW Allen Brothers mural project which would be over 200 feet wide with a mosaic tile table top for a staff area. The PowerPoint presentation from the Technical Assistance Workshop was available to any interested parties and could be viewed online via the RACC website.

For the large Public Art Commission Project, candidates would be required to have at least \$75,000 in evidence of projects that had been done in the past in order to qualify for the project. To ensure the artists understood the payment schedule and over the course of the next year, a smaller project in the \$50,000 range would allow artists with medium experience to apply. The PowerPoint presentation also identified Capital Improvement Plan (CIP) project funds compared to private developer funds and the typical payment schedule.

In response to Commissioner Porter, Ms. Day explained the RFP would reach out to all artists in the nine Bay Area Counties with diversity in the artist pool. The NPA Mini Grant RFP would be posted online, there would be a mandatory orientation to help people understand how to complete the applications. The CW Allen Brothers Public Art project was a one percent project and the developer had provided a presentation to the RACC in June, with staff working with the developer. The NPA Mini Grants had an application deadline of January or February 2024 and funds would be unavailable until the next fiscal year.

Ms. Beacham added that for the Large Public Art Commission project, a call for the project had gone out several months ago and a team had been selected and offered the project in Kennedy Park; however, over several months the team had been unable to qualify for the requirements of the contract and the offer had been rescinded.

Ms. Day added that a Request for Qualifications (RFQ) and RFP had been re-issued for the Kennedy Park project and staff had been working closely with the Kennedy Park community which had been, and would continue to be involved, in the process. The next call would be for at least \$100,000 with a prequalification requirement to be imposed.

Commissioner Mehas found a burden had been placed on the artists for the contractor not putting up funds up front and the Vice-Chair agreed and commented that was something she would like to discuss on a future agenda.

Ms. Day suggested that could be discussed as they moved forward.

Ms. Johnson suggested there was an opportunity to put more information up front during the orientation to better educate the artists of the process.

Commissioner Kozma-Kennedy suggested in the future a Frequently Asked Questions (FAQs) sheet would be helpful for artists and for the City to be as transparent as possible to the artists.

Ms. Day pointed out the City had a lot projects that were on the books now and under contract without the challenges associated with the Kennedy Park project. The intent was to provide information and possibly lower the threshold in the future. For the next Kennedy Park project, a committee would work with the artists and with the community, which had been an issue in the past.

e. Public Works Civic Center Plaza Lighting Project

Ms. Day reported on a request from the Public Works Department for the RACC to help fund lights they wanted to project on a sculpture in the Civic Center Plaza in the amount of \$35,000, which would pay for some of the Information Technology (IT) that would have been required as part of the lighting. This was not considered an art project and staff had declined the request since the RACC had not been involved in the project in the beginning. She had brought the item forward for informational purposes.

If the Public Works Department were to consider including a water feature, which had been part of the original sculpture design, that would be something that could be discussed but that water element had been removed due to the drought.

Mr. Tamayo understood the water issue had been repaired.

Commissioner Porter liked the option of different colored lighting and asked whether that was something the City Council or someone else could consider funding. [Ms. Day's comments in response were not clearly audible.]

VI. Commissioner Updates

Vice-Chair Van Cura provided an update on current events and reported some Richmond NIAD Art Center artists would be collected in the San Francisco Museum of Modern Art (MOMA), and her neighbor who had a small publishing company had one of their writers recently win the Nobel Prize for Literature.

Commissioner Mehas reported on a new art group, Visual Artists of Richmond (VARs), which had six members participate in an open studio which had been well received but not broadly noticed. It was disappointing the art event had passed by without many people being aware and he had referred VARs to the RACC website to sign-up for the artists' roster.

Commissioner Santos asked when Commissioners attended any arts and culture events, they tag the event or send it to her via email so it could be posted on social media.

Ms. Day provided an update on a presentation by SLATE during the October 12 RACC meeting. The RACC had provided input to the developer on the public art component for the project. SLATE had made some edits to its proposal with revised copies of the proposal distributed to the RACC.

VII. ADJOURNMENT until December 14, 2023

On motion by Commissioner Kozma-Kennedy, seconded by Commissioner Porter, and carried unanimously to adjourn the meeting at 9:08 p.m. to a Regular Meeting of the RACC/PAAC on December 14, 2023.