

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

Present: Chair Lynson Beaulieu, Vice-Chair Kaelen Van Cura and Commissioners Ted Bell, Virginia Jourdan, Phillip Mehas, Carole Porter, and Arleide da Silva Santos

Absent: Commissioner Melody Kozma-Kennedy and Council Liaison Soheila Bana

Staff Present: Arts & Culture Manager Winifred Day

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 December 14, 2023 RACC/PAAC Meeting Agenda

Vice-Chair Van Cura reported she had been unable to open all of the attachments shown on the December 14, 2023 meeting agenda.

Arts & Culture Manager Winifred Day explained that the information was available on the RACC website and she could resend the information if needed.

Chair Beaulieu said that the attachments should be resent to all the Commissioners so that everyone had the same information.

Chair Beaulieu requested the following item be added under Item VI. Discussion Items: Discussion to consider changing the RACC meeting start time from 7:00 p.m. to 6:00 p.m.

Ms. Day also requested the meeting agenda be further revised with Item VI. Commissioner Updates to be modified to read Item VII. Commissioner Updates.

Motion by Commissioner Bell, seconded by Commissioner Porter to approve the December 14, 2023 Meeting Agenda, as amended, carried by a show of hands.

b. APPROVE November 09, 2023 RACC/PAAC Meeting Minutes

Vice-Chair Van Cura requested that the spelling of Cordell Hindler's name, as shown on Page 2 of the November 09, 2023 meeting minutes, be corrected to read *Cordell Hindler*.

Motion by Commissioner Santos, seconded by Commissioner Porter to approve the November 09, 2023 RACC Meeting Minutes, as amended, carried by a show of hands.

c. APPROVE November 28, 2023 RACC/PAAC Special Meeting Minutes

Motion by Vice-Chair Van Cura, seconded by Commissioner Porter to approve the November 28, 2023 RACC Special Meeting Minutes, as shown, carried by a show of hands.

III. PUBLIC COMMENTS

There were no comments from the public.

IV. INFORMATION ITEMS

a. Introduction of Virginia Jourdan

Virginia Jourdan, a member of the Steering Committee for the Art of the African Diaspora, an exhibiting artist and a teacher who taught art to seniors, introduced herself as a new member of the RACC. As a resident of the City of Richmond, she wanted to see the City be beautified and commented on her experience with event planning and making spaces more welcoming.

RACC members introduced themselves, highlighted their backgrounds and welcomed Commissioner Jourdan to the RACC.

b. Budget Wish List FY 24-25

Ms. Day reported this was the time for the RACC to identify potential projects for consideration in the next year's budget. During the August Retreat, the RACC had been provided information on the budget and the items that had been proposed in the past and for the current budget year. She highlighted some of the budget items that had been identified at this time for the benefit of Commissioner Jourdan.

Commissioner Santos provided an overview of some of her ideas for the Budget Wish List for FY 24-25 including a request for a Youth Assistant for social media and newsletters in the amount of \$9,000; funds for RACC attendance at two conferences, an annual conference for the California Association for the Arts (CAA) and the other an unidentified conference in the amount of \$30,000 for each conference; and funds for RACC Commissioners to attend local arts and culture fundraising events around the community in the amount of \$3,000, with the funds to be used for entrance fees or other associated costs for the events.

Commissioner Porter requested funds to allow RACC members to meet off-site to be able to socialize and get to know one another at least two to three times a year to benefit the team.

Chair Beaulieu pointed out there were limitations for all RACC members to meet off-site due to Brown Act regulations.

Vice-Chair Van Cura understood that RACC members could meet off-site as long as they did not discuss RACC business.

Ms. Day clarified that Artist Steven Bruce had offered his studio as a place for art-related activities, which could qualify for meeting off-site. Another artist from Napa had extended an invitation to tour his studio which offered an example to see how successful artists worked in the Bay Area.

Commissioner Mehas suggested if the RACC met at an artist studio for a tour, as an example, it was likely they would talk business and meeting socially would offer a better avenue.

Commissioner Mehas suggested it was a great idea to set aside funds for conference attendance. He spoke to his past experience attending art conferences both in and outside California. As to the request for funds for a Youth Assistant for social media, he suggested students from Richmond RYSE could be considered as potential interns.

Chair Beaulieu suggested staff review the travel policies and use of funds for meeting both in and outside of the state.

Commissioner Porter suggested if the RACC were to make a difference in the City of Richmond getting outside of the City and outside of the United States, if possible, was important to be able to bring back new ideas and ignite new opportunities throughout the City.

Commissioner Mehas reported he had attended a recent meeting at the Richmond Library and had proposed an artist-in-residency given that the new Library might be able to create a live/work space (a room in the new Library) for an artist. He suggested the City of Richmond could partner with the Richmond Art Center and other organizations to create an artist-in-residency program.

Ms. Day clarified the majority of the funds for the renovation of the Library were going towards improvements to the building and not so much for programming.

c. Cultural Event Fund and Memorial Policies Procedures

Chair Beaulieu stated the Cultural Event Fund and Memorial Policies Procedures Committees needed leadership. She recommended a RACC committee comprised of two or three members and explained that the purpose of the Cultural Event Fund Committee was to create the rules for someone to access funds from the Cultural Event Fund and identify, as an example, who was eligible to receive money from the fund.

Commissioner Porter volunteered to take the lead on the Committee for a Cultural Event Fund.

Ms. Day explained that staff would also research how other cities had handled a Cultural Event Fund since it was likely other cities had the same challenges as the City of Richmond.

Vice-Chair Van Cura recalled that Commissioner Kozma-Kennedy had expressed interest in serving on the Cultural Event Fund Committee.

Chair Beaulieu noted the RACC website included a portal for the NPA Mini Grants, which had information on the NPA Mini Grant applications and ideas that could be helpful with a Cultural Event Fund program.

Ms. Day suggested the committees could provide a recommendation at the January 2024 RACC meeting so that in the month of February the RACC could vote on something and begin implementation.

As to the formation of a Memorial Policies Procedures Committee, Chair Beaulieu suggested the item be postponed to allow the RACC to read the documents that had been included as attachments to the meeting agenda, which all Commissioners had not been able to access. She recommended the documents be resent as PDF files.

Ms. Day explained that the examples provided in the attachments to the meeting agenda had come from Barbara Goldstein, the City's consultant for the Public Art Master Plan, and there were plenty of other examples available from across the country.

Commissioner Mehas commented that the people involved with the existing Miller Knox Memorial had been part of a number of private donors, former staff and others and there had been plenty of research for that memorial that could be considered.

Ms. Day reiterated the intent to have a Memorial Policies Procedures Committee comprised of about three people who would do the research and make a recommendation to the RACC.

Commissioner Porter clarified with the Chair that the Memorial Policies Procedures Committee was intended to review potential policies and procedures for how the City of Richmond would address requests for memorials outside of any funding.

Ms. Day provided further clarification and explained the purpose was to define a policy for any memorial that had some kind of art connection or art context. She also provided an update on the Pedie Perez Project. The concept design had previously been presented to the RACC, the Perez Family and the artist had been working on a design they could agree on, to consist of a photo transfer process of different stages of Pedie Perez's life, although the Perez Family had not yet approved the design transfer, which was why the project had yet to be completed. Once the project was complete, the RACC could be informed.

Commissioners Bell, Porter and Chair Beaulieu expressed the willingness to serve on a Memorial Policies and Procedures Committee.

Ms. Day also provided an overview of the Brown Act requirements when Commissioners sent out emails to other RACC members and explained that those requirements had been outlined in the RACC handbook.

V. RACC PROJECTS and PUBLIC ART Staff Report/Updates

a. NPA Mini Grant RFP Update

Ms. Day reported the RACC had been provided a test on the NPA Mini Grant Request for Proposal (RFP) and if any changes were recommended to the NPA Mini Grant document, she asked that those changes be provided to staff immediately so that the information could be available during the holidays. She recognized there had been challenges with the length of the document in the past, but there were certain legal checks and balances required to be in place. The call for NPA Mini Grants would be out a bit longer and the current cycle had started earlier than it had in the past.

Ms. Day added that for the next RACC meeting, a summary of the current contracts and whether there were existing RACC liaisons assigned would be provided along with solicitation of RACC liaisons for any unassigned projects. She urged Commissioners to consider which projects they would like to serve as a liaison. She also said that two projects – those proposed by Peggy Mocine and Sally Hindman were no longer moving forward.

Vice-Chair Van Cura reported she was already working with the Richmond NIAD Art Center on its contract and had previously expressed the desire to serve as the liaison for the John Wehrle project. She also asked that Ms. Day review the previous months' minutes because the Commissioners had already discussed which projects they would be liaisons for.

Commissioner Jourdan expressed the willingness to serve as the liaison for the Steven Bruce and Art of African Diaspora NPA Mini Grant projects.

Commissioner Santos would get back to staff with the artists she would like to serve as liaison.

Commissioner Bell expressed the willingness to serve as liaison for the same artists he had worked with in the past year, which was John Barrow and Mark Anthony. Speaking again to the Budget Wish List for FY 24-25, he requested consideration of some form of mentorship/incentive program for repeat recipients and possibly additional funding to whatever the artists were receiving or reward for mentorship, and Ms. Day suggested a proposal could be put together.

Chair Beaulieu liked the idea of an Incentive Fund for mentors.

Commissioner Santos commented she had started to prepare some social media language for the NPA Mini Grants and was working with Administrative Analyst Shané Johnson on the use of Ms. Johnson's Facebook account to posts ads.

In terms of advertisement of the NPA Mini Grants and in response to Commissioner Jourdan, Ms. Day confirmed the Art of the African Diaspora mailing list had been used, as had other sources.

Commissioner Mehas reported that the Point Richmond Gallery had informed him of the willingness to have all of their artists on the RACC mailing list.

Ms. Day urged Commissioners to use the database information posted on the back of the meeting agendas.

Vice-Chair Van Cura suggested it would be a good idea for the RACC website to have a button for subscribers.

Chair Beaulieu understood the artistry registry was where people signed up and provided information about themselves as artists.

Ms. Day explained that when she did mailings she used the Art for the African Diaspora, Richmond Arts Center and other lists and if there were specific projects looking for specific types of artists, she had groups she could contact who may have pre-qualified artists to match to specific projects.

Vice-Chair Van Cura highlighted some options using an email service provider such as Mailchimp or Klaviyo that could be considered to better organize a list of names for a mailing list and comply with federal SPAM laws.

Ms. Day suggested if the Vice-Chair was willing, she encouraged her to work with staff to design something that could be considered. The first step would be to detail and write out exactly what she wanted it to look like.

Commissioner Porter suggested the Vice-Chair could prepare a scope of requirements the Information Technology (IT) Department could design.

b. CW Allen Brothers Public Art Project RFQ/RFP

Ms. Day reported the RACC had held a Special Meeting on November 28, 2023 to consider increasing the funds for the CW Allen Brothers Public Art Project. The RACC had approved an additional \$100,000 to approve the 211 West Cutting Boulevard CW Allen Brothers Prologis Building, an additional budget allocation towards the trompe l'oeil or photo realism style mural to complement the 731 West Cutting Boulevard mural.

Staff continued to work on the Request for Proposal/Request for Qualification (RFP/RFQ) with more legal clarity in the contract to ensure that the expectations and legal requirements were clearly defined. The style of the mural had been determined by the developer, with the trompe l'oeil or photo realism style preferred, which had been outlined in the RFP/RFQ. The purpose of the increase in funds for the project had been to ensure a quality product.

c. Large Public Art Commission Project Update

Ms. Day reported the City had recently rescinded the contract for the Large Public Art Commission Project but would reissue the contract for the \$100,000 Kennedy Park Project. Staff was to meet with the Kennedy Park Neighborhood Council in the next month to allow input on the project from the start in the hopes there would not be the confusion that had occurred with the prior contract.

Vice-Chair Van Cura suggested the final artists selected should also meet with the community to ensure there was no miscommunication like what had occurred with the prior contract.

VI. Discussion Items

a. Contract on Pre-payment Arts on Large Commission (Kaelen)

Vice-Chair Van Cura commented that the City's contracts for large commission art projects were similar to construction contracts, which was not normal. She had done a lot of research on Public Art Commission Agreements and one of the agreements she had reviewed highlighted the different parts of the contract and why it was important to be specific to the artwork and refer to the artist. She wanted to look at the City's current contract and compare it to other cities and ensure the payment schedule had been structured in a way to ensure smaller artists would be able to do the work, both to ensure equity and because they did not receive funds for an extended period of time.

Vice-Chair Van Cura explained that her idea was to form a RACC committee to review a model Public Art Commission Agreement and review other cities contracts, particularly the payment schedule and compare those contracts with what the City of Richmond required.

Ms. Day advised the Alameda County Art Commission had prepared a new contract that was similar to what the Vice-Chair sought and could be reviewed.

Vice-Chair Van Cura wanted to ensure the City's contract was normal and artists were able to apply, particularly since they did not get funds for a long period of time. Based on her review of contracts from other cities as compared to the City of Richmond, there were differences in the payment schedule. She could do further research prior to the next RACC meeting and could get more information from Alameda County and San Francisco, and the current payment schedule for the City of Richmond to allow a comparison to the model Public Art Commission Agreement. Thereafter, the RACC could review the documents and provide feedback on any potential changes.

Ms. Day added the cities of Berkeley and Emeryville also had active art groups and contracts that could be reviewed.

b. Arts District

Ms. Day reported the City Council had directed Economic Development staff to create a draft Arts District RFP to solicit an art consultant/team to do the work for an Arts District, with the call to go out at the end of December.

The intent was to hire someone to do the research and then return to the City Council and the RACC with information to identify some of the deliverables sought, and to identify which target neighborhoods would be appropriate to define an Arts District. The scope and deliverables of service would be reviewed by the City Manager's Office. The RACC would not be the lead for this effort since this was a City Council project.

Commissioner Porter asked why Barbara Goldstein's work on the Public Art Master Plan could not be used as leverage for this effort to save the City money.

Ms. Day confirmed that Ms. Goldstein had been invited to respond to the RFP as a candidate for the project, although she (Ms. Goldstein) had informed her she was ready to retire. People with specific Arts District experience and experience with cities the size of Richmond had been invited to apply to the RFP. She reiterated the RACC was not the lead for this effort, this was a City Council project but she had asked that a member of the RACC be represented on the selection panel.

Ms. Day commented that when the RACC had held its August Retreat, it had identified eleven recommendations, one of which was the formation of an Arts District. While the RACC was not the lead for the project, she described this as a positive for the City and she had worked to ensure the RFP had as much detail as possible to allow a clear scope of services in terms of deliverables. The RFP also sought someone with grant writing experience who could raise money. She hoped to have more information at the next RACC meeting.

Commissioner Porter suggested there had been a gap in the process for the City to go out for an RFP for an Arts District and not have representation from the RACC.

Commissioner Jourdan suggested the concept for live/work studios should also be considered as part of an Arts District, and Ms. Day explained that the Arts District would have a lot of parts. She suggested the RACC review the Arts District model for Tulsa, Oklahoma, which was informative.

c. Artist Registry

Ms. Day explained that the intent for an Artist Registry was to have a list of pre-qualified artists so that a call was not required each time. She hoped to have at least ten artists, as an example, who could be available for each medium. A sample directory from Art Murmur was shared with the RACC at this time.

Commissioner Mehas commented on the feedback he had received that some artists had no problem including their names on a mailing list for upcoming events but did not want to have to fill out a lengthy application.

Ms. Day suggested there were ways to attract people and the RACC could build on existing efforts. She offered as an example the Artist Registry for the City of San Jose, which included over 1,000 artists and which included pre-qualified calls. She suggested the City of Richmond could do the same.

Commissioner Santos commented that people liked to earn things and feel important and there were benefits for an artist whose name was on an Artist Registry.

Commissioner Mehas suggested diversity suffered at times with pre-qualified lists.

Ms. Day understood the concerns but stated one of the City's requirements was to have applications from diverse artists.

Chair Beaulieu suggested the registry was important for people to sign up so the City had that information.

d. Ad-Hoc Committee - Leaders

This item had been discussed as part of an earlier conversation.

e. Change of Meeting Time

The RACC discussed a change in the RACC meeting start time from 7:00 p.m. to 6:00 p.m. There was no consensus to change the meeting start time since not all RACC members could meet earlier than 7:00 p.m. As a result, there was no change to the start time for RACC meetings.

VII. Commissioner Updates

Vice-Chair Van Cura reported she had attended the Richmond Art Center Holiday Arts Festival and had visited an artist/painter studio in her neighborhood.

Commissioner Santos stated she had also attended the Richmond Art Center Holiday Arts Festival and appreciated the local artists. She asked that when Commissioners attended any arts events in the community, they tag the event so she could post it on the RACC social media page. She also reported that Vice-Chair Van Cura had recently taped a video to highlight her background as a RACC member and the work of the RACC, which could also be posted on social media. She added that more footage from Commissioners was welcome.

Commissioner Jourdan reported she had been a vendor at the Richmond Art Center Holiday Arts Festival as part of the Art of the African Diaspora.

The RACC discussed at length the regulations when posting on social media for events in and outside of the City of Richmond, and how to send items to Commissioner Santos for posting.

Ms. Day also reported that the Museum of African Diaspora in San Francisco was soliciting for African-American artists for an entire year for its Artist-in-Residency Program. In addition, she had provided the RACC with a list of its accomplishments for the year. She wished everyone Seasons Greetings and thanked everyone for their support, for the productive meetings and she looked forward to continued efforts in the next year.

VIII. ADJOURNMENT until January 2024

On motion by Vice-Chair Van Cura, seconded by Commissioner Santos, and carried unanimously to adjourn the meeting at 9:06 p.m. to a Regular Meeting of the RACC/PAAC on January 11, 2024.