

**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 12, 2024
7:00 p.m. - 9:00 p.m.**

Present: Chairperson Lynson Beaulieu, and Commissioners Ted Bell, Virginia Jourdan, Phillip Mehas, Yeymi Perez, Carole Porter, Sandra Richmond, Tobin Richmond and Arleide Santos

Absent: Council Liaison Mayor Martinez

Staff Present: Arts & Culture Manager Winifred Day; Administrative Assistant, Arts & Culture Division Jordon Nesbitt 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 Chairperson Beaulieu at 7:00 p.m.

Chairperson Beaulieu confirmed RACC Commissioners enjoyed and would like to continue to have a meal provided by the City prior to the start of the RACC meeting.

Arts & Culture Manager Winifred Day clarified the intent would be to provide meals from different Richmond restaurants that each RACC member may enjoy but she asked Commissioners to contact staff prior to each meeting to verify their attendance to avoid ordering too much. When asked whether the cost of the meals came from the RACC budget, she was uncertain and would have to clarify since other City Commissions had enjoyed meals at the City's expense prior to meetings.

II. ACTION ITEMS

a. APPROVE September 12, 2024 RACC/PAAC Meeting Agenda

Chairperson Beaulieu asked that the meeting agenda be corrected to reflect Kiara Kempfski was a guest and not a current member of the RACC at this time since she had yet to be appointed to the RACC. For Item b under Section V. RACC PROJECTS and PUBLIC ART Staff Report/Updates, she clarified another name had been proposed for the NPA Mini Grant Mentor Incentive Program/Professional Services but recommended the agenda item be left as is at this time since the item would be discussed later on the agenda.

Motion by Commissioner Sandra Richmond, seconded by Commissioner Tobin Richmond to approve the September 12, 2024 RACC/PAAC Meeting Agenda, as amended, carried unanimously by a show of hands.

b. APPROVE August 3, 2024 RACC/PAAC Retreat Meeting Minutes

Motion by Commissioner Santos, seconded by Commissioner Jourdan to approve the August 3, 2024 RACC/PAAC Retreat Meeting Minutes, as shown, carried unanimously by a show of hands.

III. PUBLIC COMMENTS

Cordell Hindler, Richmond, invited everyone to the Contra Costa Mayors' Conference on October 3, 2024 at 6:30 p.m., hosted by the City of Richmond, with the location to be announced in the next week and at a cost of \$70 per person. He also reported that Kiara Kempster had originally been scheduled for appointment to the RACC by the City Council at its September 10, 2024 meeting but due to an oversight, she would be appointed to the RACC on September 24, 2024. He added he planned to speak with the Youth Council to solicit interest in serving on the RACC given the number of vacancies and one person he had spoken to had expressed an interest.

IV. ACTION ITEM

a. RACC Officer Nominations/Presentations/Voting for Vice Chair and Secretary

Chairperson Beaulieu reported there had been a call for nominations and Tobin Richmond had been nominated to serve as the Vice-Chair and Commissioner Jourdan had volunteered to serve as the Secretary. She asked for nominations for Vice-Chair at this time.

Motion by Commissioner Porter, seconded by Commissioner Mehas to elect **Tobin Richmond** as the **Vice-Chair of the RACC**, carried unanimously by a show of hands.

Chairperson Beaulieu recommended the appointment of **Virginia Jourdan** as the **Secretary to the RACC**, carried unanimously by a show of hands.

Chairperson Beaulieu clarified each appointment would take effect at the next meeting of the RACC scheduled for October 10, 2024. She also clarified there was no list of duties for the Vice-Chair and Secretary and those duties would be discussed moving forward. She would work with both Commissioners Tobin Richmond and Jourdan on their new duties.

Commissioner Mehas suggested the Office of Secretary be included at the top of the meeting agenda, along with the name of the Chair and Vice-Chair.

V. RACC PROJECTS and PUBLIC ART Staff Report/Updates

a. NPA Mini Grant Update FY 24-25

Ms. Day highlighted the following NPA Mini Grants for Fiscal Year (FY) 24-25:

- Jennifer Riggs – Community Based Mobile Mural Workshops
- Regina Gilligan – Mural in Neighborhood Park
- Wesley Andrews – Co-Biz Art Exhibit
- Jacques Overhoff – Art Sculpture Signage Hilltop Auto Mall Road
- Cindy Serrano – Marketing Branding Using Arts and Crafts for Youth (PALS)
- Stephen Sharpe – Youth Poetry Publication
- Mark Anthony – Musical Instrument Classes (PALS)
- Richmond Art Center – Printmaking Life Skills Series Classes
- Javier Rocabado – Mosaic Tile in Neighborhood Park, and
- Sally Hindman – Little House Murals Richmond Main Street (carryover from FY 23-24)

Ms. Day reported there were new state regulations for muralists and other skilled labor in terms of art, which applied to sculptures, murals and mosaic tile artists, and small businesses that made over \$600 were required to report that amount as income.

As a result, muralists who had been awarded projects as professionals were expected to have a license to operate and the City's Risk Management stated those artists must be licensed. The artists had the option to obtain a license themselves (one artist had registered for the required class) and for those artists who did not have a license may work under a California State License Board licensed vendor and pay a fiscal agent type fee, a standard fee that was being referred to as a sponsorship. In that case, the contract would not be directly through the City of Richmond and the artist, but the artist would have a contract with the licensed contractor (who would be the contact with the City). As a result, staff was required to make some adjustments to some of the NPA Mini Grant recipients to be in compliance with the new state law.

Ms. Day acknowledged some cities, such as the City of Oakland and other surrounding cities, were no longer issuing mural contracts because of this new state law. If the mural is located on private property, the CSLB requirement will not apply; however, it does apply to the use of Public Art Funds on City property. This new state law had caused a lot of challenges, and as a result the mural project for Regina Gilligan was not moving forward and was on hold, but staff was working to find vendors who may sponsor the artists.

Ms. Day added there was a new Risk Management Insurance Manager for the City who had a law degree and who followed the regulations closely. As another example, for the Stephen Sharpe project and given regulations working with youth and schools, there were requirements from the West Contra Costa Unified School District (WCCUSD) and other regulations the artist must meet. Otherwise, most of the other NPA Mini Grant projects had their documents in-line for the January to June 2025 cycle.

Commissioner Mehas asked for a copy of the new state regulations to allow the RACC Liaisons to be aware of the requirements.

Ms. Day advised that staff was preparing information, which would be provided.

Commissioner Mehas asked whether the RACC could provide assistance for the cost of the required licenses so the artist did not have to pay those costs themselves.

Ms. Day suggested this was the time to work on the NPA Mini Grant applications for next year and the RACC should take into account the additional expenses artists may incur and the RACC could also discuss the source of funds that may cover those additional expenses. Staff hoped to have more information at the next RACC meeting.

Commissioner Porter asked whether it would be appropriate to invite the new Risk Management Insurance Manager to provide a brief presentation to the RACC or provide information as part of a Frequently Asked Questions (FAQs) sheet on the new requirements.

Ms. Day expressed the willingness to reach out. She agreed the RACC needed to be made aware of the new requirements and noted there were possible sources of funds that could be considered to augment the cost of the required license, but again it would have to be discussed further. She provided another example of the licensing requirement and cited the CW Allen Brothers project where the mosaic tile artist for the project has a licensed tile setter contractor, while the muralist was not. In that case, the muralist was working to get the required license and while the process could take weeks, she was confident the project would move forward. She recognized the NPA Mini Grant Program had been ongoing for many years absent those challenges, but since they were in a litigious society the new rules had come into play for the entire state. She also acknowledged that while some jurisdictions may not be in compliance with state law, the City of Richmond did not want to be litigated for non-compliance.

Chairperson Beaulieu was pleased most of the artists were getting their documents together.

Commissioner Sandra Richmond expressed the willingness to serve as the RACC Liaison to the Jennifer Riggs – Community Based Mobile Mural Workshops Project.

Ms. Day also reported there had been interest from other artists to apply for the next round of NPA Mini Grants who had been encouraged to apply, but clarified if that was done, they could not also solicit the RACC and make a presentation since it would be a conflict of interest.

b. NPA Mini Grant Mentor Incentive Program/Professional Services (Bell)

Chairperson Beaulieu reported Commissioner Bell had prepared a comprehensive package for what had originally been titled the NPA Mini Grant Mentor Incentive Initiative and was now a Draft Arts and Culture Technical Assistance/Professional Services Workshop Series. Commissioner Bell also provided information on a survey and survey questions that would be part of the project at some point and an outline of the content of the proposed NPA Mini Grant Workshops.

Chairperson Beaulieu suggested two series of workshops. The first NPA Mini Grant series that Commissioner Bell wanted to provide a mentoring environment for individuals who were either current grant recipients or had been recipients in the past who wanted to re-apply, and the second a series for more developed artists where professional guest artists could discuss the business of art, how to grow as an artist and how to grow a business as an artist. She recommended three to four workshops for the NPA Mini Grant Workshop Series, spread out over the months throughout the program year for that year's NPA Mini Grant, with the workshop series #2 to consist of two to three presentations by local Bay Area artists who would meet for approximately three-hour workshops. She asked the RACC to read the information and provide any feedback to be incorporated into a final product the RACC would approve, which would allow the development of a workshop series.

Commissioner Bell thanked the Chair for her organized ideas that had been formulated in a City of Richmond approved format with the information having been refined, and highlighted some questions such as where to go from here, the obstacles that could come up and for the workshop series the proposals and how to create virtual presentations, as examples, since some artists may not have presentation skills. The workshop could also discuss the business side of art, licensing and insurance requirements and the like, and include all of the things staff had been shepherding many artists through the NPA Mini Grant process. As to where and when the workshops should take place, whether they should be held in-person or on Zoom or be recorded, must be discussed.

Commissioner Bell reported he had a lunch meeting with artist Mark Anthony James, who supported and was excited about this idea. He would meet with Mr. James again to solicit feedback as to whether the RACC was heading in the right direction. He noted that Mr. James had already been doing mentoring work with other artists.

Cordell Hindler, Richmond, suggested a hybrid format with half of the grantees in the room and the other half on Zoom as a better option.

Ms. Day commented the workshops had solicited interest from many people.

Chairperson Beaulieu suggested that both Zoom and in-person workshops be considered.

Commissioner Sandra Richmond asked whether the RACC had a budget for honorarium materials, space and the like. She noted that during the August Retreat, the RACC had discussed

the RACC budget, how to create a narrative and how it had to match the work of the RACC. She wanted to know what the RACC could and could not do with its budget.

Chairperson Beaulieu suggested all expenses of a workshop could be put into the RACC budget. She had provided information on the budget and suggested it could be filled out to ensure the RACC was covering the expenses for a workshop consultant, as an example.

Commissioner Tobin Richmond suggested walking back the timeline for the workshop so that the RACC was facilitating the workshop at the time of the submittal of an NPA Mini Grant.

Chairperson Beaulieu agreed and commented they may not be able to schedule the workshops for this year's NPA Mini Grant cycle, but possibly next year's cycle, which could be a target goal. Since the applications came out in October, around that time the RACC should start to prep workshops for next summer. She also pointed out the Request for Proposal (RFP) must be done by staff and staff's work load had to be considered, all of which remained to be discussed further.

Kiara Kempiski asked whether the program would be an annual event or one-time program.

Chairperson Beaulieu suggested it could be an annual program and would be good with a new crop of grantees each year. A digital option could be considered but Commissioner Bell's idea was for a person-to-person relationship. The workshops could be recorded and could be posted on the RACC website video archives.

Commissioner Bell explained his thought was for the program to be an annual program each year and for as long as there were NPA Mini Grants each year. He again outlined his idea for the program for the benefit of the public present.

On the discussion, Chairperson Beaulieu clarified the goal was to have those artists who had experience being NPA Mini Grantees who could serve as the workshop consultants and mentors for new grantees.

Commissioner Mehas clarified the workshops were greater than the mentor program and the Chair again described the workshop ideas. She again noted she had prepared a budget, included some suggested amounts and encouraged the RACC to provide any feedback to her or to Commissioner Bell.

Commissioner Jourdan reported she had shared this idea with artist Stephen Bruce, a current NPA Mini Grant recipient, who commented on the amount of paperwork required as part of the process and who had suggested in addition to monetary compensation there be some written recognition for the mentor, such as on the City website.

Chairperson Beaulieu agreed the artists participating in the program should be recognized in any online or public notifications, which also needed to be worked out.

Commissioner Perez suggested there were ways to outreach to the community such as through Google Forums or surveys and she asked about the status of those outreach efforts.

Commissioner Bell suggested that be put on the back burner for now but acknowledged it also needed to be done.

Chairperson Beaulieu reiterated the RACC had been provided a draft copy of survey questions, which was a great opportunity for feedback from those who wanted to apply.

Ms. Day explained this project would be a FY 25/26 budget item, and October/November would be the timeframe for the RACC to work on the Wish List for the next fiscal year (July 1 of each year). She suggested any project the RACC wanted to consider would require a comprehensive proposal with a project defined that could be considered as soon as possible. She emphasized since RACC meetings were held once a month, an Ad Hoc Committee would need to be established to work in-between the regular RACC meetings on its own and come back with some recommendations.

Ms. Day commented that in terms of the workshops, there had been discussions with successful artists and she cited Gordon Huether, an artist from Napa who had made contributions to the City of Richmond and the Bay Area, who was a potential candidate for workshop consultation and the type of artist she would like to see included in an invitation along with artists who worked on a regular basis or those in compliance with the new state laws. In terms of spaces to be used, she was talking about City of Richmond spaces for a workshop and there would be no fee involved. The types of fees that would be involved would be fees paid to a consultant and would depend on the proposal. She reported the facilitator for the August Retreat had been paid \$1,000, which had been a reasonable rate for professional services. She added that staff was moving forward with the next round of NPA Mini Grants, to be ready in mid-October/November with a Technical Assistance Workshop to be planned thereafter. She also reported she was working on an RFP for the new Main Richmond Library and would provide more information later in the meeting.

c. Monuments and Memorials Policies and Procedures (Porter/Day)

Commissioner Porter reported comments had been received from legal staff on the proposed Monuments and Memorials Policies and Procedures, which would be reviewed and scanned. She had worked to keep the format for the policies and procedures close to those used by the City of Portland, Oregon, whose policies and procedures were not overly complicated.

Commissioner Mehas stated one of the complications with the policies and procedures were the different responsibilities and authorities of different city departments.

Chairperson Beaulieu suggested once there was a policy and procedure document in place they could figure out the relationship between the RACC and the different City departments and how they needed to work together to get projects done.

Ms. Day agreed the RACC had to work with other departments and divisions of the City to get work done. As an example, any work on City property required permission from the Public Works Department. She confirmed with Commissioner Porter that some of the existing regulations from the City of Richmond had also been included, and although the policy from the City of San Francisco had been reviewed, it was more complicated and that jurisdiction allocated a lot more money.

Commissioner Porter expressed the willingness to work with the Chair on a time and date to meet to further discuss the policies and procedures.

d. California State License Board (CSLB) Mural Requirements

This item had been discussed as part of item V(a) and a letter from the state had been included in the agenda packet.

e. Goal Tracking Chart System (Jourdan)

Commissioner Jourdan prepared a Draft Goal Tracking System, which she highlighted for the RACC and which included columns for discussion, responsibility for the action items under discussion, recommendations, target dates when the project would be complete and notes with tentative names added in response to discussions from the August Retreat. She encouraged feedback from the RACC. She added the document was available on Google Drive, which meant that anyone the document was shared with could add information.

Chairperson Beaulieu suggested the next step was to have a form but she preferred that only a few people have the ability to add certain information that could be submitted and then be added to the various categories on the chart. She suggested information would mostly consist of updates. As an example, a Committee Chair could provide updates in the notes section, which would allow a rolling track of the progress of projects.

Commissioner Santos liked the information provided that was easy to understand. She suggested there should be a way to lock the document, allow anyone the ability to comment but suggested that Commissioner Jourdan be the only one to make alterations to the Google document.

Ms. Day suggested the Google document could be set up by Administrative Assistant Jordon Nesbitt and it could be tested.

Ms. Kempski expressed the willingness to provide assistance if needed.

Commissioner Sandra Richmond asked whether the NPA Mini Grant Liaison duties would be included in the same document, and Ms. Day suggested that information could be gathered but not all would be added to the chart.

On the discussion, Ms. Kempski and Commissioner Santos both suggested the information should be included and the Chair and Ms. Day reiterated they would figure out how to use the document, everyone would contribute and efforts had to be taken to address how to make it manageable.

Commissioner Perez added that subtexts could be created at the bottom of the document where more specifics could be added on subgroups or on the NPA Mini Grants. She recognized the concern the document could keep growing.

Commissioner Jourdan clarified her idea was to have a target date for the projects with the document to show target dates and when a project was complete, and if there were any problems reaching the target it could be identified in the notes.

Chairperson Beaulieu explained the idea was that the RACC would be working on different projects and committees. The way she saw this working was that the lead of an ad hoc committee or RACC liaison for a particular project would provide information on the project to be tracked. She recognized the RACC had not yet discussed the structure of working committees before and one of the things to discuss was the election of a Chair and the maximum number of Commissioners on an ad hoc committee to ensure compliance with the Brown Act. She advised this item would be agendaized for the next meeting for further discussion.

Commissioner Jourdan stated in terms of communications, transparency, and meeting norms as shown on the chart, once the RACC discussed each of those items, some of which were on this meeting agenda, those items could be shown on the chart as complete, although Ms. Day described those items as ongoing and not "one and done" items.

Chairperson Beaulieu agreed that some of the items, such as agenda Item VII. (a) may not have a completion date but in the notes on the chart updates could be shown.

Commissioner Santos suggested after the review of the chart, other tasks could be created over the year, and Ms. Day clarified that was what she meant as part of “ongoing” discussions.

f. Technical Assistance Workshop Series

Ms. Day reported solicitation for the Technical Assistance Workshop Series would commence in the next couple of weeks to get the word out. The workshop may be scheduled for the end of October 2024 prior to the holiday period, with the workshop to provide information on the applications due in January/February 2025 for the NPA Mini Grants and contracts. The workshop would be held in a ZOOM format with RACC members able to participate but could not exceed four Commissioners to avoid a quorum. Any RACC Commissioner interested in attending was asked to contact the Chair or staff, and anyone could listen in during the ZOOM session.

Ms. Day explained that consistent with past workshops, there would likely be two sessions; one session would be held during the week at night and another on a Saturday in the morning.

Commissioner Santos suggested translation support should be provided and when the workshops were scheduled and posted on social media, she would clarify the translation support to be provided.

Commissioners agreed that translation support was needed and should be provided.

VI. Retreat Recap

a. Meeting Norms/Rules Examples

Ms. Day reported on the effort to build the Arts & Culture Division, which now had two staff members. She highlighted some of the contributions made by Richmond businesses to the arts, the intent for everyone to be on the same page and some of the challenges the past year.

Commissioner Porter suggested it would be useful for the RACC as a team to develop the meeting norms and rules. She recognized Commissioners may not always agree but all perspectives would be taken in and this was a safe space to allow people to say what they felt truthfully but also respectful to the group.

Cordell Hindler, Richmond, commented that he had attended the August Retreat. He reported the San Pablo Youth Commission used a one-mic process allowing one person to speak and then passed the mic to the next person, which kept the momentum going.

In response to Commissioner Mehas as to why this item was an issue, Chairperson Beaulieu advised that some RACC Commissioners were of the opinion there had been a lack of transparency, some were of the opinion they were not being heard and things were being done and people were uninvolved. There had been an effort to resolve those concerns in a respectful way with the RACC to work together, with positive energy, since they loved the City, loved art and wanted to see people take advantage of the resources available through the RACC and the City of Richmond.

Commissioner Mehas suggested that responsibility was with the Chair who controlled the meeting.

Chairperson Beaulieu stated the RACC needed to develop skills working together as a Commission and learn how to deal with one another.

Commissioner Tobin Richmond commented he did not understand the entire process of placing items on a meeting agenda or the process of Robert's Rules of Order. Understanding all of that, particularly as a newer Commissioner, was important when establishing the rules.

Commissioner Jourdan suggested the RACC needed a workshop with an outline of Rosenberg's and Robert's Rules of Order, and the Chair explained that information had been included in the RACC binders. She had hoped the RACC would have read that information prior to the August Retreat so that if there were any questions they could have been discussed at that time.

Commissioner Santos stated since the last RACC Retreat, the RACC had brought new ideas to the table to implement. The RACC was growing as a Commission and preparing the new chart tracking system, which was an example of transparency and working together.

Ms. Day reported the City Clerk could be invited to attend a future meeting or attend via Zoom to provide a brief presentation on the City's processes and rules for meetings.

Commissioners were again encouraged to read the information in the RACC binders.

Commissioner Porter suggested "norming, storming and performing" and she agreed it would be helpful to have a presentation from the City Clerk.

On the discussion of whether to write down a list of meeting norms and rules to be considered at the next meeting, it was noted that emails could be submitted to Commissioner Porter who expressed the willingness to compile the information to be discussed at the next RACC meeting.

Ms. Day also asked that Commissioner Porter provide one to two examples of norms as well. She highlighted the rules for ad hoc committees and email communications with the need to carbon copy (cc) staff (Chairperson Beaulieu and Ms. Day) and blind carbon copy (bcc) everyone else when sending out any email communications.

Commissioner Jourdan thanked Ms. Day for providing an update on ongoing projects.

Chairperson Beaulieu thanked everyone for their patience, contributions and providing input on how to operate, particularly as the RACC expanded in size.

b. Procedure for Agenda Items Sample Form (Review)

Chairperson Beaulieu highlighted a draft copy agenda item request form that was to be submitted to the Chair and staff. In response to Commissioner Mehas, she confirmed a discussion of the budget would be included on the October RACC agenda.

Ms. Day confirmed the preparation of the meeting agenda was a collaborative effort with the Chair and that she followed the same procedures used by the City Council, which was the reason for the new draft form. She detailed the rules for public comment that allowed any speaker from the public to address the RACC with a two-minute limit per speaker on any item that was not on the agenda, and highlighted the process for solicitation of funds via grant requests or other funding opportunities.

Cordell Hindler, Richmond, commented that when he was a member of the Library Commission, he learned how to fill out an agenda request form that he found to be very helpful.

As to the process for sponsorship and in response to Commissioner Jourdan who reported the Art of the African Diaspora was looking for sponsorship for a guest speaker event, Ms. Day explained that was not something the RACC normally did and such a request would likely involve an NPA Mini Grant application.

Chairperson Beaulieu commented the RACC had discussed cultural events and how to make the smaller grants available to community activity/events, and was still working on that issue.

Commissioner Santos commented that an ad hoc committee had been formed in March 2024, which had discussed how to address cultural events with recommendations forwarded to the Chair for review, although there had been no movement on that topic.

Chairperson Beaulieu acknowledged she had received the information and provided feedback but she recalled there had been some issues involved.

Ms. Day explained there was a 14-day advance notice for an item to be placed on the meeting agenda and the new agenda item request form would help expedite that process. In terms of cultural events, there were rules and regulations that must be followed and the Finance Department had provided some information last year she had distributed to the RACC. She hoped over the course of the next year the RACC could come up with a solution to address cultural events.

Chairperson Beaulieu added the draft agenda request form also included a section identifying what priority the request fit in and she offered an example of how that may look, using the Mentorship Program as an example.

Mr. Nesbitt commented the content of the form was how it would be seen on the City website form center, although the layout may change. He verified the form could be completed on-line.

Ms. Day advised if there were no comments from the RACC prior to the next RACC meeting, the form would be accepted as is and staff would proceed with next steps to make the form available electronically.

c. Project Development – New Project Proposals

Chairperson Beaulieu reported she was working on a form that would identify information needed for proposals the RACC wanted the full RACC to work on, similar in process to the agenda request form. As an example, Kennedy Park, involved an idea from a RACC Commissioner for artwork in the park but a process was needed to survey the different neighborhood councils. This new form would also be simple and available on-line. She suggested this item be added to the agenda for the next RACC meeting in October.

Ms. Day commented in terms of project development and new proposals, the IMTT Project would be converted to an electronic document, to be distributed in the next week, with the project to consist of a \$200,000 sculpture project. Eligible artists from the Bay Area were required to have completed projects (with evidence) over \$75,000 in order to qualify for the project. The Kennedy Park Project is a \$100,000 project. The RFP for this project had gone out over a year ago, seven candidates had responded with one candidate selected; however, the selected candidate had been unable to bid under contract and the call had gone back out for pre-qualified/invitation-only candidates. No candidate had been selected as yet for the project and Commissioner Jourdan had been involved with the Park Plaza Neighborhood Council and a resident who would be members of the selection panel. The IMTT Project also involved a selection panel and Commissioner Tobin Richmond had expressed an interest in serving on the selection panel.

Ms. Day also reported she was working on a draft RFP for the Main Library Project, with more information to be provided at the next RACC meeting. Additional new projects included Design Review Board (DRB) approval of the Bay Hill Church project, a project Councilmember Bana had mentioned last year, with more information to be provided on that project as well at the next meeting. Other projects include the Home2 Suites Hilton hotel project and she had a call from the Planning Department about a new Amazon facility.

Ms. Day stated the original Library concept had included murals and that component of the project may have to be redirected given the new state licensing requirements. She noted even ornamental fencing may require licensing and these projects may end up being separated between the creation, fabrication and installation. Sculptors who may not have the required license could be connected with a General Contractor who was licensed for the installation.

Ms. Day explained that if a City project, citing the Javier Rocabado – Mosaic Tile in Neighborhood Park NPA Mini Grant project, Ms. Day commented that if someone else could do the installation on City property, such as the Public Works Department, the licensing may be a non-issue.

d. Transparency Discussion – What It is and What It Is Not

The item had been discussed as part of prior discussions on the meeting agenda.

e. Ad Hoc Committees Marketing/Communications

Commissioner Sandra Richmond reported the plan for the Ad Hoc Committee for Marketing/Communications was to include Kiara Kempfski given her background in marketing and communications, but since she had not yet been appointed to the RACC, sometime after September 24, 2024 she hoped to have the committee meet with Mr. Nesbitt to discuss the RACC newsletter.

Mr. Nesbitt suggested the work of the Ad Hoc Committee for Marketing/Communications should start now and not wait until after September 24. The RACC had been provided information on marketing and communications. In terms of marketing, he described it as “distribution, brand management and engagement” and suggested the consideration of flyers, in-person networking and email campaigns. Brand management could include collateral items, such as jackets when attending community events to show Commissioners were part of the RACC, and promotional materials. Engagement was the biggest part of the marketing aspect, and an events and public activities calendar were important. Marketing, was described as people to “participate, be present and being loud and raising the volume on the work of the RACC and engage the community, with the RACC being seen as a resource in the community.” Communications could be simple and he suggested social media pages could be a good tool to communicate the RACC brand and the events and opportunities in which the RACC was involved.

Mr. Nesbitt also suggested a Chair be selected for the Ad Hoc Committee for Marketing/Communications, and be someone who could see both sides, with someone on the marketing side whose job would be to know everything that was going on and someone to support them and those two persons should be reaching out to other Commissioners to get involved in events and activities for marketing to be successful. The same would apply for the communications side. He added the newsletter was important and was described as the “speaker” for the RACC allowing for communication with the public where a lot of information could be provided and where the two leads could monitor the calendar and ensure the items on the calendar were communicated, with the newsletter to be provided on a quarterly basis. The lead for communication should also solicit other Commissioners for articles and content for the newsletter.

Motion was made and seconded to extend the RACC meeting for five minutes carried unanimously by a voice vote.

Mr. Nesbitt confirmed, when asked, that the City had a comprehensive calendar that could be shared with the members of the Ad Hoc Committee for Marketing/Communications and was also available on-line. He again asked that a Chair be selected for the Ad Hoc Committee and from there they could meet soon prior to the next RACC meeting.

Ms. Day confirmed Ms. Kempski could participate in the next meeting of the Ad Hoc Committee for Marketing/Communications, which was scheduled at this time for September 18, 2024 at 4:00 p.m. via Zoom. On the discussion, four Commissioners expressed an interest in participating in those discussions.

Chairperson Beaulieu clarified Mr. Nesbitt was recommending a single Chair for the Ad Hoc Committee for Marketing/Communications and two working groups; one for marketing and the other for communications, with each group to have a lead person.

Mr. Nesbitt commented that just because a RACC Commissioner was not on the Ad Hoc Committee for Marketing/Communications would not mean a Commissioner could not participate in the activities. Commissioners were encouraged to participate and get other Commissioners involved.

Commissioner Jourdan understood the RACC needed to generate funds outside of its budget.

Ms. Day understood Commissioners wanted to create fundraising opportunities.

Commissioner Jourdan suggested for marketing purposes, cups as an example, could be sold at different community events.

Ms. Day noted that such a recommendation would come from a comprehensive marketing plan the Ad Hoc Committee on Marketing/Communications would need to create and which could include collateral and all of the things that cost money, with the committee to come up with a proposal for consideration.

Commissioner Santos commented in terms of communication it was important to have the newsletter get printed and she requested support from staff and the RACC to consider ways to identify funds in the budget to allow the newsletter to be published as soon as possible.

Chairperson Beaulieu stated that would be part of the budget plan.

Commissioner Santos understood the funds were in the RACC budget and were available for use and she sought support for that effort.

Chairperson Beaulieu suggested as the Ad Hoc Committee for Marketing/Communications created its marketing and engagement plan, the plan should identify those items where RACC funds could be used.

VII. Mayor's Office, City Council Liaison Reports

Deputy Chief of Staff Mayor's Office Tony Tamayo, suggested a timekeeper be considered since the RACC meetings continued to go over the scheduled adjournment time of 9:00 p.m.

Mr. Tamayo also asked that this agenda item be moved up earlier on the agenda in the future to allow him to provide a brief report at the beginning as opposed to the end of the meeting.

VIII. RACC Member Community Sharing

There were no additional comments.

IX. ADJOURNMENT Until October 10, 2024

On motion by Commissioner Mehas, seconded by Commissioner Bell, and carried unanimously to adjourn the meeting at 9:10 p.m. to the October 10, 2024 Regular Meeting at 7:00 p.m.