

**RICHMOND ARTS AND CULTURE COMMISSION (RACC)
PUBLIC ART ADVISORY COMMITTEE (PAAC)
In-Person Meeting
1322 Canal Boulevard. Port of Richmond Administration Building
Richmond, California
Regular Meeting Minutes
November 14, 2024
7:00 p.m. - 9:00 p.m.**

Present: Chairperson Lynson Beaulieu, Vice-Chair Tobin Richmond, Secretary Virginia Jourdan and Commissioners Ted Bell, Kiara Kempfski, Yemi Perez, Carole Porter, Sandra Richmond, Arleide Santos and Council Liaison Mayor Martinez

Absent: All present.

Staff Present: Arts & Culture Manager Winifred Day; Economic Development Director Nannette Beacham; Administrative Assistant, Arts & Culture Division Jordon Nesbitt and Chief of Staff to the Mayor Tony Tamayo

***Recording of the meeting started after Roll Call.**

I. WELCOME / CALL TO ORDER / ROLL CALL

The RACC/PAAC Regular Meeting was called to order by Chairperson Beaulieu at 7:00 p.m.

II. ACTION ITEMS

a. APPROVE November 14, 2024 RACC/PAAC Meeting Agenda

Motion by Commissioner Sandra Richmond, seconded by Commissioner Jourdan to approve the November 14, 2024 RACC/PAAC Meeting Agenda, as shown, carried unanimously by a show of hands.

b. APPROVE October 10, 2024 RACC/PAAC Meeting Minutes

Motion by Vice-Chair Tobin Richmond, seconded by Commissioner Jourdan to approve the October 10, 2024 RACC/PAAC Meeting Minutes, as shown, carried unanimously by a show of hands.

III. PUBLIC COMMENTS

Cordell Hindler, Richmond, reported he shared the information on RACC vacancies with the Richmond Youth Council and hoped the vacancies would be filled on a future City Council agenda. He also invited everyone to the Contra Costa Mayors' Conference on December 4, 2024, hosted by the City of San Pablo at a cost of \$70 per person. The event would be catered and more information could be provided to the Chair and City staff.

IV. Mayor's Office – City Council Liaison Report (Tamayo)

Chief of Staff to the Mayor, Tony Tamayo reported the Mayor's Office was still looking to fill vacancies on the RACC, with interested persons asked to visit the RACC website; the City Council recently voted to allocate \$150,000 each as part of an annual grant to arts organizations including NIAD, Richmond Arts Center and the East Bay Center for the Performing Arts; and the NIAD Artwork had been removed from the Mayor's Office in the last week, with more details to come on what was next.

a. Gift to Office of the Mayor – Sculpture (Day)

Arts & Culture Manager Winifred Day reported a few years ago an osprey bird had been selected by the previous Mayor as the Bird of the City and during the previous Mayor's term, an osprey bird sculpture had been selected for a project in the City. The San Francisco Business Times recorded the progress of the sculpture and it had been highlighted in a RACC brochure, which offered the sense of the project and how it had been designed and installed by a local Richmond artist with the Scientific Art Studio Team.

At this time, Ms. Day presented a gift to the Office of the Mayor, which consisted of a cast bronze Maquette of the larger osprey bird piece and which was presented to Mayor Martinez.

Ms. Day desired to make a formal presentation to the City Council and she sought feedback from the Mayor on that possibility, with the Mayor to get back to her on the logistics. She also provided the Mayor with information on the Skidmore Science, Technology, Engineering, Art and Mathematics (STEAM) Project, noting that Washington School, Nystrom and other schools in the City of Richmond appreciated the skills of the local artists' vision.

Mayor Martinez asked for a photograph of the children who had created the pieces and Ms. Day commented the artist worked with local children and something could be arranged. The artist had also been involved in artwork that had been displayed in the children's area of the Richmond Main Library and this artwork could also serve as a potential exhibit for the Mayor's Office, and Ms. Day recommended that it be celebrated in the RACC Newsletter.

Commissioner Jourdan reported Stephen Bruce, the artist involved in the STEAM Project, was also the Chair of the Art of the African Diaspora, and every year there was a satellite venue and it may be possible the Mayor's Office could serve as a satellite exhibit space from January to March.

Mayor Martinez wanted that to be coordinated with the program, and Ms. Day expressed the willingness to work with Mr. Tamayo to make that happen if acceptable to the Mayor.

b. Mayor's Office Art Exhibit with RACC Project Display Boards (Day)

Ms. Day presented the RACC project display boards that could be exhibited on rotation in the Mayor's Office. She explained how, as part of the process, artists were paid a stipend to create the display boards that offered something tangible in exchange for the fund paid the artist.

Ms. Day commented if the RACC was meant to be part of the Arts Corridor effort there needed to be more conversation since currently it was a City Council initiative and the RACC had not been invited to participate. Mayor Martinez looked forward to seeing what the art corridors would look like.

V. INFORMATION ITEMS – Voting to Accept

a. Approval of Public Art Sculpture for Kennedy Park

Ms. Day highlighted the background for the public art sculpture for Kennedy Park and noted the inventory of artwork in the City had been evaluated since she had come on board with the Arts & Culture Division. There was limited artwork throughout the City. As part of an announcement to all Neighborhood Councils about who wanted to nominate their neighborhood to receive a \$100,000 piece of artwork, seven candidates had initially been considered for the Kennedy Park art commission project in the first round. A final candidate did not work out and the call for artists had been reissued for the project when two candidates had been identified. As part of the reissue for the project, the City identified the need for pre-qualified artists for the project, which had resulted in fewer candidates, although those candidates were qualified. Since the Phoenix bird had been identified by the neighborhood as the symbol for the park, it had been celebrated as the symbol for the sculpture for the project.

Recently, a Selection Panel including members of the Park Plaza and Laurel Park Neighborhood Councils and Commissioner Jourdan had received presentations from the candidates, with a local Richmond artist selected who had been able to take the image the community provided of a whimsical feathered Phoenix bird and create a three-dimensional model that could be sized, scaled up and tweaked as desired by the community. As part of the process of approval, the artist would make tweaks to the design to be brought back to the Selection Panel for a recommendation and thereafter presented to the RACC and City Council for approval.

Ms. Day clarified that while the model presented was white that would not be the final color of the artwork. In order to address graffiti and other issues, different materials would be considered by the artist with the intent the piece would not be required to be painted over time and that the material considered be low to no maintenance. The first step was the artist was paid \$1,500 for this stage of the project, the three-dimensional model was provided, with feedback now being sought from the community on the conceptual design and type of materials. A studio visit with the artist was also possible.

Motion by Vice-Chair Tobin Richmond, seconded by Commissioner Porter to Accept the Recommendation from the Selection Panel for the Concept Design by Sean Orlando for the Public Art Sculpture for Kennedy Park, carried unanimously by a show of hands.

b. Approval of Public Art Sculpture for IMTT

Ms. Day presented the concept design for the public art sculpture for the IMTT Project, with \$250,000 the full amount for the contribution to the Public Art Program, with \$200,000 for the sculpture itself with four semi-finalist artists, for the project. The artwork will include a specific statement about the community along with a statement on what IMTT represented and what they did. Napa-based artist Gordon Huether had created multi-million projects around the world and proposed artwork to consist of Corten Steel material to be illuminated at night, with each of the vignettes (panels) telling a story about the company or the City of Richmond. Chairperson Beaulieu described IMTT as a storage facility for other companies with liquid products that include oil and gas.

Chairperson Beaulieu clarified the panels would consist of laser cut steel, creating any image desired for the panels, and Ms. Day noted the motivation for the design was the waterfront along with the artwork to be displayed across the street from Allen Brothers on Cutting Boulevard. The sculpture design was conceptual with the final dimensions yet to be finalized.

Mr. Tamayo asked whether or not a ribbon cutting ceremony would be considered for the artwork once complete, and Ms. Day suggested that was likely but they were not yet at that stage of detail since this was the first step and once the artist had been selected and the City Council approved the \$250,000 contract the next stage would be to further develop the concept design and respond to any feedback. Thereafter, they would move to the structural engineer and construction phase. A studio visit of the artist's studio in Napa was also possible. Ms. Day added that the art glass wall located in the Civic Center had also been done by Mr. Huether who was known for his art-glass work.

Mayor Martinez commended staff for finding regional artists who were also nationally known who would bring major art to the City of Richmond.

Commissioners liked the idea of a ribbon cutting ceremony once the project was complete.

Vice-Chair Tobin Richmond found the design to be durable based on the concept with the steel to be patina, durable and not required to be painted. The artwork would also be visible at night, and while there had been issues with the height, the artwork spoke to the community and IMTT as required by the scope of the Request for Proposal (RFP).

Ms. Day commented in terms of art corridors, the two public art sculptures under discussion would create a West Cutting Blvd. Arts Corridor and staff is excited about the projects.

There was a discussion about the height of the artwork, although it was cut through with views through either side. As to the lighting for the sculpture and whether or not solar could be considered, Chairperson Beaulieu understood there was existing wiring in the area but she was unsure it would be solar.

Vice-Chair Tobin Richmond explained that solar had been discussed as had photo-voltaic cells so that the sculpture would not be illuminated during the day but during part of the evening.

Commissioner Porter suggested solar should be considered as part of renewable energy and she asked whether any City codes required the use of solar.

Ms. Day clarified the use of solar was not part of the art budget but she was confident the artist would figure out that part of the design.

Vice-Chair Tobin Richmond, also on the selection panel, commented as part of the process that the artist had mentioned the light would be a light emitting diode (LED) and low voltage.

Motion by Commissioner Bell, seconded by Commissioner Kempinski to accept the recommendation of the RACC to accept artist Gordon Huether for the Public Art Sculpture for IMTT, carried unanimously by a show of hands.

VI. INFORMATION ITEM

a. Outreach Swag Proposal (S. Richmond)

Commissioner Sandra Richmond reported RACC Commissioners had been provided a double-sided sheet with information on swag materials the Ad Hoc Communications Committee wanted to purchase and have on hand by January 20, 2025, since there would be a Martin Luther King, Jr. celebration tabling opportunity at City Hall on that date.

Commissioner Sandra Richmond advised that staff had contacted the City Manager's Office to identify the vendor the City worked with and had trust in the materials to be used. In addition to giveaways, a number of swag materials had been identified including different skin-tone crayons, pens, something to identify RACC members with a sample of a tee-shirt that could be worn to events, and a RACC canopy and table cover. Two quotes had been solicited given the costs.

The Ad Hoc Communications Committee had also taken into account the space requirements for anything higher than the quantities of items and the manageability of moving a larger quantity of items to any event, and the numbers shown in the information provided were not for a year but in preparation of the RACC's first foray into tabling with the recognition that some items would have to be replenished for the balance of the year.

Commissioner Sandra Richmond also highlighted the recommendation for a coloring book and commented on the importance of selecting a theme that reflected the City's unique identity, diverse community, history, vibrant culture and artistic scenes that made Richmond distinctive. The RACC had an extraordinary archive of photos and public art from which to derive drawings, subject to the artist's permission, to avoid any infringement on intellectual property or governance and the City had many photogenic images of the community including iconic architecture and rich cultural investment celebrating the community, all with the possibility of being captured on film and recreated for coloring. Galvanizing the City's arts and graphic community, the RACC could also seek out the assistance of local experts in the field to create a meaningful and memorable outreach tool in terms of graphic design.

The goal was to have the first coloring book designed, approved, printed and available for tabling during Black History Month. For the MLK, Jr. celebration, the plans to table could have pages of MLK, Jr. inspired images, and if the RACC had the approval of the artist in time it was hoped one of the coloring pages could be of the mural on the exterior of King Elementary School.

Commissioner Sandra Richmond provided additional details on a coloring book and potential themes including: The Spirit of Richmond People in Neighborhoods, Richmond's Multicultural Communities and Historic Richmond. She asked that acceptance of the swag materials be agendaized for the next meeting and provided examples of potential RACC tee-shirts, hand sanitizer, sun block and fidget widgets, among other things, as potential swag materials.

Chairperson Beaulieu suggested the next meeting of the RACC include an agenda item for the approval of the recommendation from the Communications Committee to purchase the swag materials.

Ms. Day emphasized the intent to take advantage of economies of scale when purchasing items but noted there was limited space to store items.

Cordell Hindler, Richmond, suggested stress balls be included in the list of swag materials to purchase.

Ms. Day suggested items that were the most useful and practical be considered with approval of the swag materials at the next meeting of the RACC. She added the events when the items would be used and the target market should also be considered, and she thanked the Ad Hoc Communications Committee for pulling everything together.

Ms. Day otherwise highlighted her experience with the Alameda County Art Commission in terms of coloring sheets that had been created specific to Alameda County that were used as an example of something that could be designed for the City of Richmond for all tabling events.

Ms. Day commented on the need to celebrate projects the RACC was working on and offered other examples of images for a coloring book including the Shields-Reid Park and Parchester Village Projects. She suggested artists celebrated in the RACC Newsletter should be City of Richmond artists and the RACC needed to agree on the content in the newsletter, to be discussed later on the agenda.

VII. RACC PROJECTS and PUBLIC ART Staff Report/Updates

a. NPA Mini Grant Update Fiscal Year (FY) 2025-26

Ms. Day provided an overview of the NPA Mini Grants for FY 2025-26 and again highlighted the insurance regulations required by Risk Management and the liability insurance requirements of the California State License Board (CSLB). She reported the NPA Mini Grant contracts were close to completion.

Administrative Assistant, Arts & Culture Division Jordon Nesbitt confirmed the challenges with the NPA Mini Grant contracts due to required insurance regulations and reported a handful of the NPA Mini Grant recipients had to be educated on the process. Currently, there were four strong NPA Mini grant recipients.

Ms. Day also confirmed, when asked by Commissioner Porter, the cost of the insurance requirements was not part of the original budget for the NPA Mini Grants and staff was trying to figure out ways to address that challenge and had been working with Risk Management to determine how other dollars could be used to address that challenge legally.

Mr. Nesbitt again commented on the challenges with the new insurance requirements and the need for staff to work with the recipients to understand the new rules.

b. Art Grants and Contracts Technical Assistance Workshop (Day)

Ms. Day reported the intent of the Arts Grants and Contracts Technical Assistance Workshop would be to provide more information on what NPA Mini Grant recipients should expect with the idea to have the NPA Mini grant applicants ready after which there would be a Technical Assistance Workshop.

Commissioner Bell suggested attendance at the Technical Assistance Workshop should be mandatory for any NPA Mini Grant recipient.

Ms. Day commented on the differences between the NPA Mini Grant recipient orientation, which would be mandatory, while attendance at the Technical Assistance Workshop would be voluntary.

Chairperson Beaulieu again detailed the purpose of the Technical Assistance Workshop to provide enough information ahead of time for artists to know what to expect from the NPA Mini Grants, when recipients would be paid once they had executed contracts and completed a project, and a general presentation about the work done by the RACC, with the NPA Mini Grant orientation specific to the NPA Mini Grants.

Commissioner Porter suggested attendance at both workshops should be mandatory.

c. Fiscal Year (FY) 2025-26 Budget Wish List

Ms. Day sought feedback on line items that could be considered for the FY 2025-26 Budget Wish List.

Commissioner Santos noted budget items were missing from the documentation provided to the RACC. As an example, for the line item Supporting Commissioners to be Present at Art and Cultural Events in Community, she had recommended \$300 for each Commissioner.

Commissioner Sandra Richmond explained that during the August Retreat, Administrative Analyst Shané Johnson had identified new line items with funds that were shiftable, including NPA Mini Grant Supplement (\$25,000) and Artists Workshop Resources. She asked whether Commissioners were being asked to suggest which of the items to consider.

Ms. Day suggested the RACC provide general information and staff would figure out where it would go. She referenced the information provided and walked through the budget line items and clarified the amount available in the General Fund, with any funds not spent to be carried over into the next year. She recalled during the August Retreat that the RACC had asked how much money it had in its budget and staff had described how some of the funds had been encumbered. In terms of the recommendation for a line item of \$300 for each Commissioner to attend conferences, as an example, she stated those funds must be earmarked for something specific in terms of what conference or event was being attended.

Commissioner Santos stated her recommendation of \$300 per year for each Commissioner for conference or cultural event attendance had been a suggestion and she was uncertain whether the amount should be more or less than \$300.

Chairperson Beaulieu explained the RACC had not spend that amount of money in the past and it would be helpful to identify what kind of events Commissioner Santos was considering for funds, which would help to understand whether \$300 per Commissioner would be enough. Placing an amount in that budget line would be helpful and if it went over and was approved that could be considered. She suggested inserting an amount for FY 2025-26 and then later determining how to spend that money during the year.

Vice-Chair Tobin Richmond suggested \$300 was appropriate for local events. The funds are to be used for Professional Development events, i.e. conferences.

Chairperson Beaulieu and Ms. Day explained again how the budget worked and that the Fiscal Year started on July 1 each year.

Chairperson Beaulieu also commented the budget was considered during the first part of each year and by December something should be prepared and presented to the City Council.

Economic Development Director Nannette Beacham reported the budget kickoff would start in January 2025, and it would help to identify line items for consideration. As an example, having meals prior to the start of the RACC meetings was something that should be identified as a line item in the budget. The exercise of identifying conferences, visiting other cities or participating in the Arts Corridor Strategic Meetings, as an example, needed to identify an estimate for each event that may come out of the line item. She added that recommendations for the FY 2025-26 Budget Wish List should be provided by the end of January 2025.

Ms. Day preferred that the FY 2025-26 Budget Wish List be flushed out by December 31, 2024.

Cordell Hindler, Richmond, recommended that an intern to assist with the creation of the RACC Newsletter platform be considered for the FY 2025-26 budget, who could be on-site or provide assistance remotely. He suggested that person should have social media experience.

Chairperson Beaulieu understood the RACC did not have the funds in the budget for another intern but a youth volunteer could be considered.

As to whether the Arts & Culture Division could be expanded with more staff and in response to Ms. Day's inquiry, Mayor Martinez suggested it could be couched as "in transition," which art had to be part of, such as creating a Richmond that meets the needs of disenfranchised youth. Whether the City had the funds to support that need and whether there was the possibility of growing the Arts & Culture Division, he would like to see a Grants Department be considered that could focus on grant opportunities for all City Departments.

Mr. Tamayo suggested consideration of a Special RACC meeting with a single item: discussion of the budget. He agreed an intern would be helpful and noted Youth Works might be able to help in that area.

Commissioner Kempfski asked for more information on utilization of the budget since there were many line items that could be applied to different items and she was unsure how much was left. She asked whether that information could be provided in order to prepare for the next year. She wanted to know how many of the line items had been used for this year to help guide how much was available for new initiatives.

Ms. Beacham suggested once the budget kickoff meeting and baseline budget entry had been done and the City had met with its dedicated analyst, they could then consider how to develop the budget beyond the baseline. She advised a year-to-date budget should be able to be provided by staff for a future budget discussion.

The RACC discussed the possibility of holding a special two-hour RACC meeting just to discuss the budget, discussed the fact another Technical Assistance Workshop was to be scheduled between now and the end of the year, and the next regular RACC meeting had been scheduled for December 12, 2024. After the discussion, the RACC unanimously recommended scheduling a Special RACC meeting solely to discuss the FY 2025-26 Budget Wish List on Tuesday, December 10, 2024 from 6:00 to 9:00 p.m., location to be clarified.

VIII. RACC Ad Hoc Committee Reports

a. Meeting Norms/Rules/Vision/Mission/Planning (Porter/Beaulieu)

Chairperson Beaulieu reported the Norms/Rules/Vision/Mission/Planning would continue to be worked on sometime in the new year.

b. Review "Request for Agenda Items" DRAFT Updated Form (Beaulieu)

Chairperson Beaulieu reported a "Request for Agenda Items" form had been received from Commissioner Sandra Richmond and the process had worked well. The form was intended for internal use only and was not meant for the general public.

Cordell Hindler, Richmond, commented that when he was a member of the Library Commission he had to learn how to make agenda item requests. He liked the new format.

c. Ad Hoc Committee Marketing/Communications (Perez/Nesbitt)

Commissioner Kempfski provided an extensive overview of the marketing and communications strategy for the next year.

Commissioner Kempfski reported she had read and reviewed the 2002 Cultural Plan and latest Steering Committee guidance for the mission, division and overall objectives for marketing outreach, communication and community visibility and provided information on the mission of the RACC. She provided an overview of portions of the 2002 Cultural Plan, specifically for Audience Development Direction and noted she had factored in the intention of the documents and overall objectives. The work of the Steering Committee was also highlighted and had been reflected in the strategy for the coming year.

Commissioner Kempfski read into the record the strategic objective *To grow awareness and involvement with Richmond's arts and cultural community programs, businesses by targeting Richmond residents, citizens of the greater East Bay Marin County and art aficionados from throughout the Bay*, which language had come directly from the Cultural Committee and defined the audience in which they were trying to grow awareness. She also detailed the key pillars, initiatives in support, a matrix for a good communications plan and proposal for leading indicators and metrics and what was needed to be successful in achieving those goals. She asked for feedback from the RACC which could also be provided via email.

Commissioner Porter stated the information looked good.

Ms. Day noted the information had not included the extra graphic design elements that would be required by a professional and which should be added to the budget.

Commissioner Kempfski advised she could add some specificity to the skill set for the person they would be looking for in a part-time social media person since graphic design capabilities would be part of that skill set.

Ms. Day reported the City had a graphic designer who was under contract for City projects and existing relationships with vendors, which could be related to the swag materials.

Chairperson Beaulieu understood some of the information had come from a document that was over 20 years old. She understood there were plans to update the City's Cultural Plan and asked how the proposal would align with any updated plan. She also found the materials included no information on who would do the work. She wanted to see that information and wanted to know who would do the tasks to be able to move forward.

Commissioner Kempfski noted each of the bullet points represented a work stream and something that had already been mapped for responsibility. As to including a 20-hour person, if that could not be done the goals would have to be recalibrated.

Ms. Day suggested that meant each month they should get something accomplished. In the past, the RACC had discussed celebrating its accomplishments, either through the RACC Newsletter or the RACC website. She hoped in the next month to have the draft for the RACC Newsletter to allow it to move independent of the RACC. She suggested the sample of the draft RACC Newsletter had not entirely focused on the City of Richmond, and while the artist spotlight had been well written, it was about a project in the City of Oakland. She wanted to see a focus on projects in the City of Richmond.

It was noted the photograph in the draft RACC Newsletter was of a project located in the City of Oakland, but the article was all about the City of Richmond, not the City of Oakland, and the picture could be removed.

Commissioner Santos reiterated that everything Commissioner Kempski had presented represented the work the marketing and communications team was doing now.

Commissioner Perez stated everyone had been provided a copy of the draft RACC Newsletter and everyone was working collaboratively.

Ms. Beacham suggested participation outside of the RACC Newsletter in terms of getting information out on the work of the RACC and RACC opportunities could include the Mayor's State of the City, City Manager's Weekly, invitation to City Council meetings, space for presentations, Economic Development meetings, Neighborhood Council meetings, solicitation of proposals from developers to develop or redevelop housing throughout the City, with developers to commit to public art including building a social media presence.

Chairperson Beaulieu also suggested that information on printing and mailing costs for the RACC Newsletter be provided for the purposes of the budget.

On the discussion, Commissioner Santos suggested that could be discussed at a future meeting, Commissioner Porter understood the RACC Newsletter would be emailed, Ms. Beacham recommended the RACC Newsletter be translated, Commissioner Santos explained that they would move on to translation after the approval of the RACC Newsletter given the difficulties of moving pieces all of the time, and Commissioner Kempski confirmed the plan was that the RACC Newsletter be emailed with a future suggestion that direct mail be considered depending on the size of the mailing list.

Mayor Martinez and Mr. Tamayo provided information on the mailing lists for the Mayor's Office, which involved a combination of all services and around 10,000 names.

Mr. Nesbitt commented that in addition to providing assistance on the newsletter, he had a calendar item request form that had been included in the RACC agenda packet, and he asked that the RACC contribute to both the RACC Newsletter and the calendar.

Commissioner Porter requested a status report on the Monuments and Memorials Policy for the next RACC meeting.

Ms. Day advised that staff would need anywhere from 10 to 14 days prior to a scheduled meeting to place an item on a meeting agenda, particularly if a review or handout was involved, with Commissioners encouraged to use the "Request for Agenda Items" form.

Commissioner Perez asked for feedback on the marketing and communications strategy, as presented by November 22, 2024 to allow for updates to be made in time for the December RACC meeting.

IX. RACC Leadership Team Business Report: None

X. ADJOURNMENT Until December 12, 2024

On motion by Commissioner Bell, seconded by Vice-Chair Tobin Richmond, and carried unanimously to adjourn the meeting at 8:57 p.m. to the December 12, 2024 Regular Meeting at 7:00 p.m.