

**RICHMOND ARTS AND CULTURE COMMISSION (RACC)  
PUBLIC ART ADVISORY COMMITTEE (PAAC)  
In-Person Meeting  
450 Civic Center Plaza, 1<sup>st</sup> Floor Richmond Room, Conference Room  
Richmond, California  
Regular Meeting Minutes  
March 13, 2025  
7:00 p.m. - 9:00 p.m.**

Present: Chair Tobin Richmond, Vice-Chair Arleide Santos, Secretary Virginia Jourdan and Commissioners Ted Bell, Kiara Kempfski, Yemi Perez, Carole Porter and Sandra Richmond

Absent: Council Liaison Claudia Jimenez

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 Tobin Richmond at 7:10 p.m.

**II. ACTION ITEMS**

**a. APPROVE March 13, 2025 RACC/PAAC Meeting Agenda**

Arts & Culture Manager Winifred Day asked that the meeting agenda be revised to reflect the approval of the *March 13, 2025 RACC/PAAC Meeting Agenda*, not March 10, 2025, as shown on the agenda.

Motion by Commissioner Sandra Richmond, seconded by Vice-Chair Santos to approve the March 13, 2025 RACC/PAAC Meeting Agenda, as amended, carried unanimously with a show of hands.

**b. APPROVE February 13, 2025 RACC/PAAC Meeting Minutes**

Motion by Commissioner Jourdan, seconded by Commissioner Porter to approve the February 13, 2025 RACC/PAAC Meeting Minutes, as shown, carried unanimously by a show of hands.

**III. PUBLIC COMMENTS**

Cordell Hindler, Richmond, reported he had encouraged members of the Youth Council to fill the vacancies on the RACC and hoped to address the matter with the City Council at its next meeting. He also invited everyone to the Contra Costa Mayors' Conference on April 3, 2025 hosted by the City of Clayton, at the Oakhurst Country Club, \$70 a person, with interested persons required to R.S.V.P. by March 17, 2025 at 12:00 Noon.

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

There was no report.

**V. INFORMATION ITEM**

a. Introduction to Fair Play Initiative Legislation (T. Amar)

Tiara Amar, Team Co-Director, Program Director of Advocacy & Fellows, Whippoorwill Arts, a Richmond-based organization and a Mixed Media Studio Facilitator, Richmond NIAD introduced her colleague and Musician DeWayne Oakley. She provided a PowerPoint presentation on the Fair Play Initiative, where Whippoorwill Arts was working with the Musicians Union Local 6 (AFM) Independent Musicians Alliance and Jazz in the Neighborhood on the Fair Play Initiative, seeking to ensure that when public dollars were used for live music, money actually got to the musicians. How much Bay Area musicians were typically paid and the fact cities did not pay a respectful living wage for musicians or required a contractor or subcontractor to do so was highlighted.

The coalition was working to set city-wide procurement standards for musicians' labor to go beyond setting a minimum pay standard that would help make sure musicians were hired fairly, met with safe working conditions and were treated with dignity. Written comments from local musicians were provided along with the status of efforts to address the initiative with Bay Area cities including the cities of San Francisco, Oakland, Richmond and Mountain View. An overview of transforming the ecosystem related to trainings, programs, and the community, and highlights of the City of Richmond's funded music scene including annual and special events was also provided.

Commissioner Sandra Richmond asked what legislative body the Fair Play Initiative was being proposed, and Ms. Amar advised it would be with the Richmond City Council.

Commissioner Porter understood musicians were currently being paid and asked where those funds came from.

Ms. Amar explained that Whippoorwill Arts' entire mission was to support the livelihood of musicians as a mandate for the organization. Seventy percent of its budget went directly to the pockets of musicians and funding was currently received from the California Arts Council and National Endowment for the Arts (NEA).

Commissioner Porter asked whether or not Ms. Amar was familiar with Mark Anthony Jones, a local Richmond artist who had a children's music program and could be a possible resource for this effort, although neither Ms. Amar nor Mr. Oakley were familiar with Mr. Jones or his work.

Ms. Day thanked the speakers for the presentation and opportunities for the City of Richmond, which was a perfect example of one of the goals the RACC had worked on during its August Retreat in 2024. She asked whether the RACC was being asked to provide advocacy for this effort at a City Council meeting or something else.

Mr. Oakley explained that there were recreation centers in the City of Richmond that were unused for the most part. He wanted to see them be opened up to allow musicians to have the opportunity to have the centers occupied on a regular basis and bring music to the people given the limited nightlife in the City of Richmond other than locations in Point Richmond.

Ms. Amar confirmed the ask of the RACC was to provide assistance to bringing live music to the City. As they moved forward to the City Council, they would like to have arts advocates support this effort. There was support for this legislation from City of Richmond Council members Jimenez and Wilson, and she hoped to see everyone attend a future City Council meeting to support Richmond artists and musicians. Given her work with NIAD, she had a really good vision for a robust arts scene in the City of Richmond and would like to see the arts be funded and protected.

Mr. Oakley also expressed a desire to offer his services to the RACC. He was aware the RACC had musicians they relied upon and there were other musicians they may like to hear and afford and there were opportunities that could be considered.

Ms. Day explained this was the type of project that could be considered for an NPA Mini Grant. She encouraged the presenters to consider an application for an NPA Mini Grant, with call outs for this year available in the next 30-days.

Chair Tobin Richmond thanked the speakers for the presentation.

## **VI. RACC PROJECTS and PUBLIC ART Staff Report/Updates**

Agenda Items VI a. and b. were reversed from how they had been shown on the meeting agenda.

### **a. NPA Mini Grants, Contracts and Technical Assistance Workshop (Day/RACC)**

Ms. Day provided a PowerPoint presentation of the Richmond Arts & Culture Division, Art Ordinances, Policies & Procedures, a presentation that had been given to the Technical Review Committee (TAC) for the City of Richmond, which included information and an overview of the background and work over the past year for the Arts & Culture Division. In addition, photographs of the National Park Rosie the Riveter Project, and the status of current Arts & Culture Division and private developer projects and public art were highlighted. The information was planned to be posted online to allow people to know what the Arts & Culture Division did and provide information on City requirements.

### **b. NPA Mini Grant Update FY 2024-2025, FY 2025-2026**

Ms. Day reported that RACC Liaisons had been provided updates on the status of the artists' contracts. She asked the RACC to review the RACC Liaison document and provide any feedback for modification.

In response to Commissioner Kempfski as to the purpose of the Technical Assistance Workshop, Ms. Day explained the Technical Assistance Workshop would offer an opportunity for artists to find out how contracts, insurance and technical aspects of the City worked. The workshop would be held either on a Saturday or a weekday. The curriculum for the workshop had not been entirely established other than to help artists understand what they needed for a particular project. She understood Commissioner Bell had been working on what a series of workshops could look like, which needed to be refined and shaped.

Vice-Chair Santos was excited to get the dates when the workshop would be scheduled to allow her to promote the workshop on social media.

Ms. Day hoped to have a project artists could practice on during the workshop.

Commissioner Porter looked forward to developing the workshop and emphasized that the insurance portion was important to talk through, with more information available to help with artists' frustrations with that element of the process.

Ms. Day agreed that was why the workshop was so important in order to provide that additional information. The workshop should also be available on video.

Commissioner Porter suggested a video was good along with a step-by-step process and information on what artists needed to do for each step.

Commissioner Kempfski suggested a page be posted on the City website. She asked who was putting the information together, and Ms. Day stated she would be preparing a draft but needed the RACC to provide feedback, and if any Commissioner wanted to assist with any existing projects, to sign-up to help since staff resources were limited.

Vice-Chair Santos reported she had received an email from the Arts & Culture Division Administrative Assistant Jordon Nesbitt, about the contract she was working on with artist Javier Rocabado. She wanted assurance it would be appropriate for her to schedule meetings with the artist.

Ms. Day explained that all the Vice-Chair had to do was keep the RACC informed of the status of any conversations with the artist.

Vice-Chair Santos asked if staff was waiting for any documentation from the artist. She asked how she would know so she was clear on what was needed from the artist.

Ms. Day commented that once the artist had docu-signed, it meant that all documents had been submitted and accepted, and the RACC Liaison did not have to worry about any paperwork. RACC Liaisons had been provided information from staff on what had been requested in the past, which information could be edited as needed and submitted to staff for consideration. The purpose of the RACC Liaison was to communicate on a regular basis with the artist. As to the artist Javier Rocabado, she understood he already had his artwork ready.

Ms. Day hoped to have more information on the Technical Assistance Workshop at the next RACC meeting.

## **VII. RACC Ad Hoc Committee Reports**

### **a. Memorials and Monuments Ordinance DRAFT (Porter/Bell)**

Commissioner Porter reported she and Commissioner Bell were working on a policy form to be submitted to staff and the RACC. In the meantime, she sought feedback around some issues that had been raised including the qualifiers for a memorial or monument; whether the discussion related to permanent installations only or whether temporary or mobile memorials and monuments could also be considered; and an appeals process or appeals committee to clarify policy for public or private memorials/monuments, which could include the Parks and Recreation Division. In general, the policy would be for public memorials/monuments with the difference being the funding for one or the other. She hoped to get feedback on those questions which could be provided offline or if there was time to discuss them now.

Commissioner Porter commented the form would hang off the policy and the form would be easy to get to once the policy was firm.

Commissioner Sandra Richmond understood this issue had come about prior to her appointment to the RACC. She asked whether the issue with respect to appeals was that the Richmond citizenry needed a mechanism to appeal to the RACC for a particular memorial or monument erected for whatever reason.

Commissioner Porter described how the RACC had received a request for a private memorial in a certain area of the City and which involved a memorial recognizing the death of a couple's son by the police. In that case, the family planned to fund a private memorial and the RACC did not know how to process such a request.

Commissioner Porter explained there had been a misunderstanding between the family and the Council Liaison at that time. The RACC needed something from a policy perspective for public or private memorials/monuments in writing. If a private memorial/monument, it was to be funded by the person making the request. If for some reason the RACC or a public body wanted to contribute to the project, that would be their decision but not something that should be expected.

The RACC discussed which types of memorials/monuments would require the approval of the Public Works Department, the Park and Recreation Division or the RACC and Commissioner Porter's questions were to be submitted to all Commissioners to allow responses to be discussed at the next RACC meeting.

b. Marketing/Communications/Newsletter (Santos, Perez, Richmond)

Vice-Chair Santos reported the Marketing/Communications Committee needed clear direction from staff on the RACC newsletter. The RACC newsletter had been complete for the past four to six months but something had come up each time to prevent it from moving forward and it was unclear what staff needed.

Ms. Day provided an overview of the RACC newsletter and the process when she received draft documents. After the submittal of the latest draft, questions had come from the City Manager's Office which she had forwarded to the Marketing/Communications Committee. She agreed more clarity was needed but each time more information was provided it created the need for policy guidelines. She explained that each article in the newsletter needed to be unique and written by folks on the RACC, as opposed to copies of an article written by others, which was an issue that had slowed things down after comments from the City Manager's Office. However, she reported permission had been received this week and that roadblock had been cleared and clarified by a recent email.

Chair Tobin Richmond was unaware the RACC had approval to proceed and he thanked staff for the clarification.

Commissioner Kempski clarified for the record the RACC would be able to publish second-hand articles in the newsletter as long as they were approved by the original author.

Ms. Day clarified that along with approval from the original author, the articles had to be run through the City Manager's Office, so every newsletter would require RACC approval along with the approval from the City Manager's Office. She described the process as creating policy when moving forward since this had not been done before. As staff, she was happy to provide support, and in response to Commissioner Porter as to whether a written policy on this matter was required, she reiterated the RACC was creating the policy as it moved forward.

Vice-Chair Santos understood there was now approval to publish, and for clarity she suggested the next step was how to get the newsletter printed, published on the City website and mailed through Mailchimp.

Ms. Day advised the City Manager had a newsletter that was distributed to the City on a weekly basis, a model that was already accepted. Once there was a draft of the newsletter it should be sent to staff for printing.

Vice-Chair Santos would email staff the information and could copy RACC members as needed.

As to the process to mail the newsletter, Ms. Day understood an email had been sent to Mr. Nesbitt on this topic but she was uncertain whether he had responded.

Ms. Day clarified the management and execution of the mailing of the newsletter was a collaborative effort and if the Marketing/Communications Committee had a mailing list prepared to be entered into the City's mailing list that needed to be provided. Otherwise, the City had a list for the Technical Assistance Workshop of prequalified artists in the nine Bay Area Counties, but the committee needed to provide the parameters to ensure their list was compatible with the City's list.

Commissioner Kempfski expressed the willingness to work with Mr. Nesbitt on the mailing list to possibly extract other lists and build on to the RACC list for its use for Mailchimp.

Vice-Chair Santos understood the RACC was creating this new system and it would be okay for Commissioners to step up and provide support.

Chair Tobin Richmond commented that meant Commissioner Kempfski was the driver of the collaborative effort in coordination with staff.

Ms. Day reported that during a recent leadership team meeting, there had been a discussion about a lot of things the RACC had requested that staff did not have the capacity to provide. Collectively, RACC members should prepare a full-time job description for someone to do the work and over the year a position may be developed. When asked, she confirmed the intent to get the newsletter out in the next 30-days.

As to the marketing and communications piece, Vice-Chair Santos stated now with the greenlight to publish the newsletter, the Marketing/Communications Committee could move on to the next step. She cited the tabling process at community events and the need to make sure that all approvals were in place and volunteers were available to ensure everyone was on the same page.

Ms. Day explained this was also something new and they were trying to figure out the proper policy to register for events in the City. The RACC needed to register for legitimate events to attend and would need to identify whether or not there were insurance requirements to ensure no liability issues for the City. If the event was a City-certified project, there would be no issue. As an example, Juneteenth was a City event, but was not on the list of Park and Recreation Division events, which had raised a red-flag. As such, policy and procedures for attendance at such events was needed and could be worked out as a committee. If the RACC were to table at events, there were things that were needed such as a registration form to state that the RACC would be at a particular event at a particular time.

Vice-Chair Santos suggested on the discussion that the RACC table at City of Richmond events only since they would be assured the event had the required insurance.

Ms. Day identified two upcoming City events; a senior and a literacy event that required registration.

Ms. Day responded to the Chair's understanding that tabling at other community events that were non-City of Richmond events, required a signed liability waiver. She suggested checking with the City Clerk to determine whether the City had liability waivers. She requested that the Vice-Chair send her a quick email that could be forwarded to the City Clerk.

Vice-Chair Santos wanted it in the record that after that, she could identify events for the RACC; to be submitted to staff for approval and she would share that information with the RACC and determine who would be available to attend events and coordinate with Mr. Nesbitt on picking up the table and canopy and then attend the event.

Ms. Day clarified that registration would be required at the beginning of that process.

Ms. Day suggested the goal of the tabling should also be discussed. She suggested as RACC members were at the table, a common conversation and reason for attendance and a script should be considered for the messaging at the event. She recommended that the Marketing/Communications Committee consider meeting prior to scheduled RACC meetings to ensure staff could respond quickly to any requests before the regular RACC meeting.

RACC members commented on prior discussions on what could be discussed while tabling.

Vice-Chair Santos noted she needed to understand the steps to move on and receive clarity.

Commissioner Sandra Richmond expressed the willingness to contact the City Clerk about whether or not the City had a liability waiver for attendance at community events and would copy the RACC with any information.

### **VIII. RACC Community Event Updates**

Ms. Day provided additional information about the Technical Assistance Workshop and how to develop artists and their skills and the ability to be professional artists. Every artist was provided a scope of services with milestones. She also provided the RACC a copy of the new Library Request for Qualifications (RFQ) that was currently under review by the City's legal department, to be distributed in the next week. The projects for the new library were described as pre-qualified arts over \$50,000, with the defined differences between emerging, mid-career and established artists in the RFQ along with the contract scope that spelled out deliverables. The information was provided to the RACC for informational purposes. She also highlighted the California State License Board (CSLB) requirements for a C33 License for muralists and the City's insurance requirements for such artwork.

Commissioner Porter sought an upfront way to let artists know about all of the requirements.

Ms. Day advised this information had been included in all contracts and was also the reason for a Technical Assistance Workshop for the Library project, specifically to address those issues ahead of time.

Commissioner Sandra Richmond recommended a link or bullet point document to highlight all of the requirements, and Ms. Day reiterated that was the reason for the Technical Assistance Workshop to address those issues.

On the discussion, Commissioners noted there were several different means of communication that needed to be consistent so people could be informed, and such things as a video, document or other means of communication were considered, potentially through a full RACC membership effort to leverage communication to the art community who could share the information. Once a team had reviewed the material, it could move on to the next step and the Marketing/Communication Committee could provide options to break the information down. That information could then be brought back to the RACC for a more comprehensive discussion as a community of Commissioners to discuss what it looked like from start to finish. If more work needed to be done, it could go back to the Marketing/Communications Committee.

As to how this work would be done and how it would be parceled out to each Commissioner, the Chair commented the information for the Technical Assistance Workshop needed to be communicated to the Marketing/Communications Committee and then back to the RACC.

Ms. Day advised she could forward a draft as a boiler plate to the Marketing/Communications Committee.

Chair Tobin Richmond found the Marketing/Communications Committee was doing great things, and they needed to figure out how to convey all of this information back to the artists.

Commissioner Perez suggested a Frequently Asked Questions (FAQs) sheet, and asked that a specific person attend the Technical Assistance Workshop and take note of the key points of concern that could be highlighted and thereafter prepared as part of an FAQ sheet.

Vice-Chair Santos asked whether staff could send an email by March 17, 2025 with past notes that the Marketing/Communications Committee could review.

Ms. Day clarified the information she would provide would be examples that had been used in the past. Information on target audiences (who may apply for NPA Mini Grants) could be provided as an example.

Commissioner Sandra Richmond also asked for the most current CSLB requirements and insurance requirements.

Ms. Day suggested in the next 30-days there could be a separate Marketing/Communications Committee meeting. She again asked the RACC to review the RACC Artist Liaison List, the list of projects and the panelist list and sign-up as needed. She highlighted the Richmond Library project and other art-related opportunities including the Poet Laureate. She added the West Contra Costa Unified School District (WCCUSD) Superintendent recently approved allowing the current Poet Laureate to do a completely different project in the schools that had nothing to do with being a Poet Laureate.

Ms. Day also reported she was recently at Mills College, which had a wonderful exhibit celebrating 100 years of female photographers. She highlighted a flyer of the exhibit and provided an example of one of the exhibit/installation pieces, *Black Terminus Augmented Reality*, which piece could be interesting for the Richmond Library. She encouraged RACC members to visit the exhibit.

Ms. Day further reported the Art of the African Diaspora exhibit would be available through March 22, 2025.

Vice-Chair Santos commented that the budget was to be discussed during the RACC meeting of January 2025, but the meeting had been canceled. She asked when the topic would be discussed again.

Ms. Day reported this fiscal year would end on June 30, 2025. The City Council was currently reviewing all summaries from each City Department for budget consideration. October, November and December were the months when the collective budget items were discussed. During the summer retreat, the RACC would be provided copies of the new budget and input would again be received later in the year when budget wish list items could be discussed.

Chair Tobin Richmond wanted to understand the budget more and how the RACC had input in the budget.

Vice-Chair Santos agreed but would like to see a plan created and let the RACC know so it could be ready.

Ms. Day reiterated she had forwarded information to the RACC from the TAC.

Vice-Chair Santos again asked when the budget discussion would be rescheduled.

Commissioner Sandra Richmond asked whether the budget discussion could be done during a regular RACC meeting if there was time.

Commissioner Kempfski recommended a focus on the FY 2024/25 budget. She asked that the funds spent be identified by line item and if there were remaining funds available for the fiscal year, identify how those funds could be spent.

Ms. Day explained that the RACC had previously been provided information.

Vice-Chair Santos suggested a 30-minute discussion at the next RACC meeting on the budget.

Chair Tobin Richmond suggested it would be great for the RACC to have that discussion but he wanted to know who would make the presentation and ensure that person was available for the next meeting.

Ms. Day reported the staff member who provided the prior presentation on the budget was no longer with the City.

Commissioner Porter suggested a preview of the budget could be considered and possibly a 30-minute discussion with the RACC at the next meeting but she recognized a greater discussion would require more time.

Vice-Chair Santos emphasized the importance of starting a discussion on the budget now.

Commissioner Kempfski expressed the willingness to provide some assistance in compiling information such as if staff was able to identify the funds that had been spent.

Ms. Day commented the first approach would be to reach out to the Finance Analyst for the Arts & Culture Division and see whether she could make a presentation at the next RACC meeting.

Vice-Chair Santos expressed interest in starting the RACC meeting an hour earlier if possible to discuss the budget first and then proceed with the regular meeting thereafter.

Ms. Day asked that she reach out to staff first.

**IX. ADJOURNMENT Until April 10, 2025 at 7:00 p.m.**

A motion and second was made and carried unanimously to adjourn the meeting at 9:02 p.m. to the April 10, 2025 Regular Meeting at 7:00 p.m.