

**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  
April 10, 2025  
7:00 p.m. - 9:00 p.m.**

Present: Chair Tobin Richmond, Secretary Virginia Jourdan and Commissioners Ted Bell, Kiara Kempski, Carole Porter and Sandra Richmond

Absent: Vice-Chair Arleide Santos, Commissioner Yeymi Perez and 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 7:03 p.m.

**II. ACTION ITEMS**

**a. APPROVE April 10, 2025 RACC/PAAC Meeting Agenda**

Motion by Commissioner Sandra Richmond, seconded by Commissioner Porter to approve the April 10, 2025 RACC/PAAC Meeting Agenda, as shown, carried unanimously by a show of hands.

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

Motion by Commissioner Bell, seconded by Commissioner Sandra Richmond to approve the March 13, 2025 RACC/PAAC Meeting Minutes, as shown, carried unanimously by a show of hands.

**III. PUBLIC COMMENTS**

Cordell Hindler, Richmond, invited the RACC to the Contra Costa Mayors' Conference on May 1, 2025 hosted by the City of Pleasant Hill, at 6:30 p.m., tickets \$70 per person with R.S.V.P. due by April 15, 2025. He also reported he would be speaking with the Youth Council later in the month to encourage filling the vacancies on the RACC, which he hoped would be considered by the City Council at a meeting in June. As a future agenda item, he requested that the RACC schedule a planning retreat at a local venue.

**IV. INFORMATION ITEM Arts and Culture Division Budget Review**

Arts & Culture Manager Winifred Day provided the RACC with copies of the Arts & Culture Division budget for the current calendar year, to end on June 30, 2025. The new budget would start at the next fiscal year of July 1, 2025, and as part of the RACC budget, there was a goal to retain a \$300,000 reserve. She clarified funds for the Arts & Culture Division partially came from the General Fund, but information on the General Fund budget had not been included in the information provided since the RACC could take no action on those funds.

Ms. Day walked through the funds available in the Public Art Fund, which included information on funds available for the new Main library, Allen Brothers, Kennedy and IMTT large art installations; \$20,000 in funds dedicated for a Cultural Plan; website upgrade including a contract for a photographer to update the art inventory; NPA Mini Grants; cultural events; professional services; a literary art project yet to be defined and artists' (technical) workshops. She also clarified the One Percent Private Developer Contribution and answered specific questions about the figures in the budget document, the purpose of carrying over investments into the next fiscal year, and the goal to spend down some of the funds by June 2025.

Chair Tobin Richmond wanted to see a number identified for those funds that rolled over into the next fiscal year as a line item, so that the RACC could see the funds that could be spent and to better understand the budget.

Ms. Day acknowledged the RACC previously identified where it wanted to spend the next year's monies but which could not be discussed further until City Council approval of the budget. Those discussions would be held during the RACC Retreat in the month of August. She reported the City Council would be holding three public meetings on the budget scheduled for April 10, April 14 and April 23, 2025. Anyone from the community was able to attend and provide feedback. A QR code was also available with a link to a survey soliciting information and she encouraged everyone to take advantage of this opportunity to indicate how they would like the City to spend its funds.

In terms of the artist and technical assistance workshops, Ms. Day stated a facilitator had not been planned to be hired and Commissioner Bell had proposed a mentorship program, which would fall under the artist workshop category of available funds. There were categories where funds could be pulled and which had not yet been defined for use.

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

There was no report.

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

The items were taken out of order from how they had been shown on the meeting agenda.

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

Ms. Day reported she did not have hard copies of the Technical Assistance Workshop presentation but it would include a QR code that staff was working on which would lead artists to the registration for the workshop. The workshop was intended to be around two hours in length and she hoped to have the actual Technical Assistance Workshop within 30 days. After that time, people would be able to ask questions and apply the information to the NPA Mini Grants with a link to be provided to the NPA Mini Grants and Main Library Public Art Request for Qualifications (RFQ) and Request for Proposal (RFP).

Ms. Day provided an extensive slide presentation on the Technical Assistance Workshop with information to be provided to artists, along with depictions of some of the approved or existing large-scale art projects. She reported that the City Manager's Office wanted the NPA Mini Grant Workshop to be a mandatory requirement for artists prior to application, given that there has been confusion with some of the City's requirements, particularly its insurance requirements.

Commissioner Jourdan was thanked for preparing the slide presentation.

Chair Tobin Richmond noted that the Technical Assistance Workshop and the mandatory NPA Mini Grant Workshop were two separate workshops.

Ms. Day confirmed there were two separate workshops, the Technical Assistance Workshop and the NPA Mini Grant Workshop with a mandatory attendance requirement for all applicants. Some minor revisions were recommended to the slide presentation before it was distributed.

Commissioner Porter understood there were challenges in securing diverse artists for the large-scale art projects. Ms. Day explained that was why they looked for prequalified artists who had done such work before. She cited the Shields-Reid Park Project, as an example of a large-scale project, which consisted of five large-scale projects, with a \$500,000 budget and with the largest project at \$200,000 having gone to an African-American team. Another sculpture project had been awarded to an African-American sculptor and a metal sculpture project had been awarded to a Latina artist. She acknowledged oftentimes and historically the large-scale projects had been awarded to Caucasian males but it just depended on the project.

Ms. Day reiterated the Technical Assistance Workshop would be around two hours with a 30-minute Question and Answer (Q&A) session, with the workshop to be virtual and be scheduled sometime in mid-May. The information to be presented could be applied to an NPA Mini Grant or a large-scale project, such as the Main Library Public Art project. She added the NPA Mini Grant applications must be complete to be considered by the City Council for approval prior to the City Council recess in June or July.

Commissioner Porter commented that the new mural on the Harbour Way Port building had beautiful art and she asked if the Port was a separate entity from the RACC and the City.

Ms. Day advised a private art consultant firm managed the project and the team previously provided several presentations to the RACC for approval of the conceptual design.

b. Main Library Public Art RFQ/RFP Solicitation (Day)

Ms. Day reported the legal department had reviewed and approved the RFQ/RFP for the Main Library Public Art Project, with the finalized RFQ/RFP presented to the RACC as part of another slide presentation to provide the details of the RFQ/RFP for the \$253,000 Main Library Public Art Project. Although the locations chosen for artwork would exceed the \$253,000 amount, the City decided to put the call out to see what choices it could have with the knowledge the City did not have enough money for the entire project. The two main artwork projects included wrapped murals and suspended sculptures and she was confident there were creative ways to address the limited funds available. The proposed locations of the public artwork on the Main Library campus were identified along with the project schedule. She confirmed, when asked, that the library would be closed during construction, would close in May or June 2025, and the entire library would be redone.

Chair Tobin Richmond thanked staff for the extensive overview of the RFQ/RFP. He also thanked Commissioners Jourdan and Bell for the preparation of the slide deck for the Technical Assistance Workshop, Frequently Asked Questions (FAQs) and responses and he hoped it would be distributed in the next week. He understood the RFQ/RFP had been revised on more than one occasion and he looked forward to serving on the Selection Panel for artists.

Commissioner Porter recognized the intent to select a professional artist for the project but she did not want to tell an artist what to do with their art.

Ms. Day advised the Selection Panel for the Main Library Public Art Project would include no more than seven people and include Library Commissioners, a Richmond resident, the Librarian and members of the RACC.

c. NPA Mini Grant Update FY 2024/2025, FY 2025/2026

Ms. Day reported most of the artists for NPA Mini Grants for Fiscal Year (FY) 2024/2025 had submitted their final invoices and were ready to be paid. The NPA Mini Grants for FY 2025/2026 were being prepared for solicitation, due in 30-days, after which mandatory attendance at the NPA Mini Grant Workshop would be required. She reported the City Manager's Office wanted some additional language added to the contracts to cover insurance requirements and she reiterated murals would not be selected as projects for reasons previously discussed, and no projects that required a direct interface with children would be permitted.

Ms. Day also reported staff received an e-mail from the West Contra Costa Unified School District (WCCUSD) indicating the WCCUSD Superintendent approved the Poet Laureate to proceed but the City required the approval to be provided in writing. Staff had been waiting over a month for that verification, but in the meantime the Poet Laureate was working with another group that was contracted with the WCCUSD and he would tag into an existing approved opportunity. The Poet Laureate's two-year term would end on June 30, 2025, and there would be another solicitation the City was planning for the next two years for another Poet Laureate. She expected the solicitation would start in the next 30-days and be out for 45-days.

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

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

Commissioner Bell reported Commissioner Porter had posed questions to the RACC in response to the Memorials and Monuments Ordinance Draft that covered three areas: qualifications, appeals process and private requests. Great responses had been received from Vice-Chair Santos and Commissioners Kempski and Jourdan, which would be reviewed.

Ms. Day asked whether there were any plans to take the draft to the Parks and Recreation Commission for feedback since most memorials or monuments would be located in parks on City property.

Commissioner Porter understood the Parks and Recreation Commission had its own ordinance for memorials and monuments. In response to staff's inquiry whether the plan was to combine the Park and Recreation Commission ordinance into one planned for the RACC, she explained she was not working with the Parks and Recreation Commission in that way. She understood the focus was to create a Memorials and Monuments Ordinance for the RACC. She had worked with an Administrative Assistant member of staff to obtain information about the Parks and Recreation Commission but was uncertain how to go about a process to combine ordinances.

Ms. Day commented on her understanding the Memorials and Monuments Ordinance Ad Hoc Committee had planned to combine the ordinances.

Commissioner Porter acknowledged combining ordinances would make the process easier but she would have to get more information about the Parks and Recreation Commission's policy. She had a form used by the Park and Recreation Commission for memorials and monuments, but the form hung off a policy. If adding RACC criteria to the form, the policy would have to be revised to incorporate the RACC policy unless the Park and Recreation Commission policy was followed by the RACC. If that was the intent it would make it easier.

Ms. Day suggested tagging onto what the Park and Recreation Commission was already doing. She could provide assistance with the staff contacts after there was a document that was ready, and suggested adding onto the form using the Park and Recreation Commission policy already in place.

Commissioner Porter suggested there was a lot of overlap that generally applied, but if adding RACC criteria to the form, it needed to link back to the Park and Recreation Commission policy.

Ms. Day understood the only challenge was that the Park and Recreation Commission had experienced challenges in having a quorum for meetings and the Commission had not been meeting as a result. She did not want that to hold up progress, particularly if the document had already been vetted and approved. She suggested the first step was for the Memorials and Monuments Ad Hoc Committee to prepare the document.

Commissioner Porter expressed the willingness to get the Park and Recreation Commission policy, which could be added to the form.

Ms. Day asked about the motivation for the Memorials and Monuments Ordinance, to which Commissioner Porter emphasized the need for a policy that could be used in a way where people could apply for art projects for memorials and monuments given the situation with the Pedie Perez Memorial, and when someone made a request for a memorial or monument, the policy and form could be provided. She suggested the Park and Recreation Commission policy generally applied to the RACC.

Chair Tobin Richmond agreed that a policy and process was needed.

Commissioner Porter was confident something could be brought back in draft form.

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

Ms. Day reported that swag items were in the process of being ordered and she provided samples of the pens that had been ordered, which could be handed out at the next tabling event on April 26, 2025. The intent was to order more swag items than necessary to ensure there were enough items for each upcoming event, including Cinco de Mayo, Juneteenth and Adult Literacy and Senior Citizen events.

Chair Tobin Richmond advised Commissioners would be canvassed for their slots to help table at the upcoming events and he encouraged participation from all Commissioners.

Commissioner Sandra Richmond reported the Marketing/Communications Ad Hoc Committee would not be moving forward with the RACC Newsletter given the feedback from City leadership that it was a project that would not be supported.

Ms. Day clarified that City leadership was of the opinion the current newsletter format was cut and paste and they wanted original articles only. Unfortunately, while the RACC had ideas, it had to be approved by those not present. A brochure could be possible and as an example the Shields-Reid Park Project that consisted of five projects had a lot of materials available on the project details and it would not take a lot to prepare a brochure. She sent information out on what she had with no response and she needed people to step up and prepare a brief brochure that could be distributed at community events. She added the coloring sheet would not be available for the next community event but she had sent the RACC information from the Alameda County Art Commission on how it managed their projects.

Ms. Day commented that once the RACC decided on its message, it had the canopies and other items for tabling, and just had to come up with a talking points sheet about the RACC that could be provided to the public, which was not a newsletter. She hoped the Marketing/Communications Ad Hoc Committee could propose something in the next week that could be distributed for the next event and future events. She added that Administrative Assistant Jordon Nesbitt had been working on something but was currently focusing on the NPA Mini Grant contracts.

Commissioner Porter understood the information the Vice-Chair posted on social media about local events, such as photographs on Instagram, was not reviewed by City staff. She asked for clarification, and Ms. Day understood most of the information was received from a reliable source and given to the Vice-Chair to post, although Commissioner Porter wondered if there was a way to produce fact-based RACC news that was fresh. If they had to wait for approval the information would not be fresh.

Ms. Day explained that they had to work within the parameters of the City's requirements, although Commissioner Sandra Richmond also questioned how the RACC could have a one-on-one relationship with Instagram, which was in the moment and instant, because if they had to run it through the City for approval the information would no longer be fresh.

Commissioner Kempinski stated there was no debate around the criteria for the newsletter, but the issue was it had taken eight months to find out what the criteria was and the Marketing/Communications Ad Hoc Committee had worked eight months towards something and hit a road block consistently, which was frustrating. The RACC had to figure out another way to provide information and while the RACC could post information on the City website that could be updated more frequently it also had to figure out the process to have information posted regularly on the website. There may be social media opportunities but if it takes weeks to go up the path for approval other options would have to be considered.

Ms. Day explained the RACC would have to accept the fact it may take a couple of weeks to get approval for almost everything it did. She wished that was not the case, but they were under a microscope and the RACC could not risk putting out something that had not been vetted by legal and the City Manager's Office. She reiterated the feedback about the newsletter was that it was in a cut and paste format and original articles were preferred.

Chair Tobin Richmond recognized the concern with the fact the Marketing/Communications Ad Hoc Committee had been working for eight months on a project while other things had come into play during that time, and if they had to wait two weeks for approval for something that was one thing but eight months was tough.

Commissioner Porter emphasized the need for any news to be new and fresh and she sought a commitment from the City Manager's Office that if something was presented the RACC would get feedback within two weeks at most, although she recognized feedback may involve revisions that could further cause delays.

Ms. Day understood the concerns and commented on her understanding no other City Commission had a newsletter. The RACC needed to come up with something that had a shelf life and possibly focus on completed projects in Richmond, where Commissioners could prepare a brief description with bullet points about a local project and include photographs, which was why she had recommended the Shields-Reid Park Project that was still being built and she had provided information previously on the project details.

Commissioner Sandra Richmond asked about the status of murals by Target on San Pablo Avenue and the freeway overpass.

Ms. Day explained that was a Caltrans project, which involved another extra set of rules and regulations that had caused the City not to move forward with the project. In that case, the contractor responsible for the large grant within their team would manage the project rather than the RACC. She again suggested a focus on those projects that were going well and were successful such as the Shields-Reid Park Project.

Chair Tobin Richmond asked whether a list could be provided from the City Manager's Office of things that were deemed acceptable so that the RACC had some guidance before striving out and doing things that were unacceptable.

Ms. Day reiterated the City Manager's Office only wanted original articles and she would like to see a celebration of successful projects.

Commissioner Jourdan asked whether the Marketing/Communications Ad Hoc Committee still wanted to pursue the newsletter, but Commissioner Kempfski stated the Committee declined to do so.

Ms. Day reiterated that should not stop the Marketing/Communications Ad Hoc Committee from preparing a brochure of bullet points and photographs for the next tabling event.

Chair Tobin Richmond noted the idea for tabling had come out of discussions for the RACC to participate in local events but he was uncertain how it had transitioned to only two people attending an event. Learning he was to attend the April 26 event, he did not recall signing up to attend that event.

Commissioner Kempfski recalled the Vice-Chair sent out a sheet that had identified all community events and Commissioners signed up for the events they wanted to attend. She could follow up with the Vice-Chair. She also recalled the original vision for tabling at events had been to promote on social channels and follow-up on what was happening in the community, which had led to signing up for the RACC Newsletter to stay connected and use Instagram, and now they were considering using a flyer to discuss all the things the RACC did, which she suggested could be provided but they had to figure out the timing of approval.

Ms. Day was confident it would work and suggested it was possible the City Manager's Office was not used to an active Commission doing what the RACC was doing given that the RACC was one of the few City Commissions that had funds to spend.

Commissioner Sandra Richmond presented a flyer that could be used as a model for a brochure.

Ms. Day commented that she had provided information that had been used for reports to the City on what the RACC and the Arts & Culture Division did, and that information could be resent. She was confident a brochure could be drafted in the next week and submitted for approval before copies would be made.

Ms. Day otherwise reported she and the Vice-Chair planned to attend the California for the Arts Conference in Sacramento on April 21 and 22, 2025, with a report to be provided at the next RACC meeting. She also planned to attend the National Americans for the Arts Conference in Cincinnati, Ohio in June. She would not be attendance at the June RACC meeting but Mr. Nesbitt would be present in her place.

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

Ms. Day provided information on the Richmond Arts Center recent retrospective for artist John Wehrle and reported the gallery was full of his work, with one of his pieces on display at City Hall. The Richmond Arts Center was open to the public Wednesdays, Thursdays, Fridays and Saturdays only and she encouraged everyone to view the display. She also provided the RACC with information from the Alameda County Art Commission and a coloring sheet used by Alameda County that could be used as a model for the City.

Commissioner Sandra Richmond noted the company used was [paintsheetsafety.net](http://paintsheetsafety.net).

Commissioner Porter asked whether the City recruited sponsors, and Ms. Day stated she did not think the City needed sponsors for things but it could recruit. The information provided was for Alameda County to distribute at local events. The information was provided as an informational item and samples of coloring sheets could be provided at the next RACC meeting. She noted the artist selected must have some graphic design background and know how to insert the text and there needed to be an Ad Hoc Committee with two RACC Commissioners to work with the artist on what should be in the coloring sheet. Alameda County had enough coloring sheets where it had been able to create a coloring book, which was the same concept the RACC had discussed. She hoped between now and the next meeting the RACC would determine whether or not this was something the RACC wanted to pursue.

Commissioner Porter asked if a call for artists would be required, and Ms. Day advised with a call for artists the City had to state the purpose, such as celebrate the City of Richmond and determine what statements the RACC wanted to see made, which would be included in the solicitation for people to respond. Between now and the next RACC meeting, possibly the Marketing/Communications Ad Hoc Committee could determine whether this was something to pursue. She emphasized it was not intended to take away from existing pursuits, it would take time to develop, costs needed to be identified and it would be part of the FY 2025/2026 budget.

Chair Tobin Richmond asked whether the concept would have to be approved by the City Manager or whether an RFQ/RFP would be required to be vetted by the City Manager's Office.

Ms. Day confirmed the concept would be required to obtain approval from the City Manager's Office; however, she did not see there would be a conflict with the stated goals the RACC had previously approved but emphasized details needed to be flushed out more.

Chair Tobin Richmond suggested having something that had already gone through the RFQ/RFP vetting process was important as guidance, and Ms. Day commented the information provided by the Alameda County Arts Commission for the coloring sheets was a new format and concept not seen before in Richmond, but it could be a great marketing tool and could be passed out easily at all tabling events.

## **IX. ADJOURNMENT Until May 8, 2025 at 7:00 p.m.**

Motion made by Commissioner Sandra Richmond, seconded by Commissioner Jourdan and carried unanimously to adjourn the meeting at 9:04 p.m. to the May 8, 2025 Regular Meeting at 7:00 p.m.