

**Richmond Arts & Culture Commission**  
Meeting Minutes  
450 Civic Center Plaza  
Richmond Conference Room  
Richmond

**Thursday, January 24, 2019**

Attendance: Ben Steinberg, Nava Mizrahi, Silvia Ledezma, Jenny Balisle (Chair), Rosalie Barnes (meeting minutes), Melissa Kirk, Florene Wiley, and Tony Tomayo

Absent: Steven Robinson

Staff: Michele Seville, Arts & Culture Manager ; Library Director: Katy Curl

Guest: Toody Maher, Pogo Park

I. Welcome/Call to Order/Roll Call

Chair Balisle called the meeting to order at 7:02 P.M.

II. Approve Agenda

Add appreciations to the Announcement section of the Agenda. Motion by Commissioner Mizrahi, second by Commissioner Kirk and carried unanimously to approve the agenda, as amended.

III. Approve Minutes from December 2019

Commissioner Ledezma moved, second by Commissioner Mizrahi. All in favor.

IV. No Public Comment

V. Presentation by Pogo Park Director, Toody Maher at 7:03

Toody is on the Urban Forestry advisory committee, and wants to:

1. Inform RACC about the Harbour 8 Park on Richmond Greenway
  - a. Pogo Park is Non-profit in Richmond
  - b. Partnership w city of Richmond
  - c. Take over parks in Iron Triangle
  - d. Transform them into safe places
  - e. Two parks: 8<sup>th</sup> street and two block section of the Richmond Greenway
  - f. Greenway. Three mile. Bike walk path. Source of development and creativity. 17 groups have adopted various sections.
  - g. Pogo has adopted two blocks. April 13.

- i. NPA grants have resulted in a 525 foot mural, and a 14 foot totem pole hand carved by people in the community.
    - ii. Everything made by hand in partnership with Scientific Arts Studio in the Iron Triangle
    - iii. Pogo has a studio at Scientific Arts Studio
  - h. Secured two grants for improvements to the Richmond Greenway
    - i. \$220k from HUD
    - ii. \$600k from the State of CA
  - i. Art is part of the renaissance of Richmond
    - i. Sense of place
    - ii. Make our parks special
- 2. Get input
  - a. MLK Day – Community and volunteer day on Richmond
  - b. Build a full scale mock-up of what's coming
    - i. Placement
    - ii. Size
    - iii. Functionality
  - c. Richmond Standard did a write up
    - i. All of the design is done kinesthetically, such as seat width by a community team using 3-D mock-ups
  - d. How does lighting connect outside of the portals?
    - i. Greenway lights are now working
  - e. What is the funding for maintenance?
    - i. Funding for a Yellow Brick Road connecting the two parks. Lighting is most important to community. Solar not economical
  - f. Want more funding to invest in the lighting
  - g. Pogo Park has been buying land. 20,000 feet for creating revenue. The City can't do it all, and Pogo wants to generate its own revenue.
  - h. Conservancy group. Taking care of the park. Friends of the Richmond Greenway. You still need money to organize and for tools. There is energy for volunteers. Some are paid.

## VI 2018 Review and 2019 Vision Document at 7:29

Commissioner Barnes and Balisle discuss 2018 Review and 2019 Vision Document

Commissioner Wiley: Consider 2019: Marketing Budget and doing something for Branding. We should be generating revenue for the work that we want to do. This fits into the Strategic Plan. Suggests bringing it to RACC and PAAC (both).

Commissioner Ledezma: Enthusiasm for Strategic Plan, orientation and education. Suggests bringing Strategic Plan to next RACC meeting.

## VII – Date Change for RACC at 7:52

Balisle: Proposal to change the RACC meeting from the fourth Thursday to the Fourth Tuesday. PACC meets on the second Tuesday; RACC meets on fourth Thursday. Proposal to move it so that both would be on a Tuesday.

Discussion: Challenge for working and teaching. Might increase the attendance.

Director Curl: First, Third, and Fourth Tuesday is when City Council meets. Staff would sometimes need to be present on a 4<sup>th</sup> Tuesday Council meeting. Staff's absence at a RACC meeting would mean scheduling a special meeting date.

Commissioner Wiley – would like to move it from Thursday to a Tuesday. It doesn't matter when. We are in the arts culture and entertainment business, and more often cultural events take place on Thursdays rather than Tuesdays.

Extend Discussion to include another day. Commissioners will look at Wednesday – Monday - Tuesday.

#### VIII. Voting Procedure at 8:03

Commissioner Kirk will manage voting procedure for a February election. Each committee member will say if they want to be chair or vice chair. Then voting will occur.

#### IX. NPA Liaison responsibilities at 8:12

Staff Member Seville reviews the one page NPA overview document in the agenda. Ledezma recommends bringing up issues to the commission or to staff.

#### X. Social Media Committee Update at 8:26

Commissioner Tamayo presents YOUTUBE Channel; Kirk presents CALENDAR template.

Commissioner Wiley comments: Focus everything we do on the Neighborhood Public Art grantee activities (past, present, and future.) Also public art projects and arts and culture. Figure out a protocol.

#### XI Richmond Art Salon Subcommittee Report at 8:35

Committee Chair Wiley said that a meeting needs to be scheduled. Need sponsor for the Opening next year 2020. Part of the reception for their opening or subsequent openings.

#### XII PACC Report at 8:37

Commissioner Balisle: Need someone to manage the artist registry or roster.

Commissioner Wiley: Asking for clarification for percent for Art in Private Development.

Seville: Since the Private Percent for Art Ordinance has passed, new private development projects are in the works. If they came about after the ordinance passed, they have to spend 1% of the total project cost on public art. Staff is working with Planning to send letter requiring Percent for Art in Private Development. NO confirmed projects yet, but there will be soon.

Commissioner Balisle: wants to create a brochure and artist roster for the Planning meeting.

Ledezma requests a refresher presentation on the Artist Roster.

XIII Staff Report at 8:44

Commissioner Wiley: Who are the Community Conversations Grant Mural artists?

Seville: Richard Muro, Malik Seneferu, and DeMarco Wooten.

Commissioner Wiley: Deadline for Moody Underpass installation?

Seville: It's going to take until Fall 2020.

Curl: Staff is asking for a part time assistant position, and is providing details and a list of responsibilities. About 10 -20 hours/week. Will be part of the 2020-2021 budget.

XIV Announcements at 8:57

Commissioner Tamayo: All included Fashion Show this Saturday at Bridge Storage and ArtSpace. Proceeds go to multicultural bookstore in Richmond.

Tamayo. On Saturday, March 2 at Bridge. Actor from the NPA grants – Comedy.

Tamayo. Launched a free website of Richmond photos to help community members.

[www.freerichmondphotos.com](http://www.freerichmondphotos.com)

Commissioner Mizrahi: 12<sup>th</sup> Annual Sisters in Solidarity Celebration at the Richmond Auditorium on Saturday, March 9<sup>th</sup> from 10-2. Requested that the RACC have a table there.

Commissioner Barnes: Art Map. Working for East Bay Center for the Performing Arts (EBCPA).

Call for Artists will be coming out soon to do artwork for the map. Seville: Suggested that EBCPA bring the Art Map in to the RACC for feedback and fact checking.

Appreciation: BEN STEINBERG has termed out, and his last day on the RACC was this evening. Commissioners and Staff thanked Ben for his years of outstanding service.

XV. Adjournment at 9:09

Next meeting February 28, 2019