

RACC Meeting  
MINUTES  
450 Civic Center Plaza  
Richmond  
Richmond Conference Room

June 22, 2017

Co-chair Balisle called meeting to order at 7:03 pm

In attendance: Brenda Williams, Jenny Balisle, Rosalie Banes, Maryann Maslan, Rashon Lane, Silvia Ledezma; Staff: Michele Seville

Absent: Cliff Cox, Ben Steinberg

Guest: Matt Lewis, Direct of the Richmond Convention and Visitor's Bureau

- I. Welcome/Call to Order
- II. Action: Agenda was moved and approved
- III. Action: The RACC Minutes fro 05/25/17 were moved and approved with the corrections that were made by Brenda Williams. Corrections were shared on June 22, 2018.
- IV. Action: Approve PAAC Appointment of Gretchen Borg-Hillstead (All)
  - Works in the community with arts education and and with youth in Education She has also been active in the development of the Richmond Greenway.
  - The PAAC is looking for individuals with someone who has an engineering or architecture background who can serve on the committee. Individuals who are able to address technical questions are helpful.
  - A flyer will be developed to advertise new members.
  - Motion passed to approve Gretchen Borg. Motion by Rosalie Barnes and second by Brenda Williams.
  - Staff stated the need to clarify the description of sub committee co chairs and vice chairs. This description will include the common responsibilities for offices. Commissioner Williams will research previous job descriptions and other commissioners will provide edits of the duties of the executive committee. During the May meeting it was proposed to add a 30-minute discussion to the agenda to discuss the definitions and responsibilities of positions.
- V. Approve PAAC Recommendation on Percent for Art in Private Development Ordinance

- The present version of the ordinance was moved from the past agenda by the Library Director. Mr. Lindsay confirmed that it would be placed on the City Council agenda on July 11<sup>th</sup>, and approved on July 18<sup>th</sup>.
- The final iteration was previously approved by the RACC and was re-voted on today. A revised version, proposed by the Library Director, was shared with the PAAC and rejected. Thus the re-approval of the initial version by both PAAC and RACC.
- Information was shared on the ordinance detailing the implications the use of “trigger language” would have (if included) on both developers and other cities’ public art ordinances, such as additional costs for business developers and policy precedence.
- Rosalie Barnes moved to approve the PAAC recommendation on the percent for the art in private development; Rashon Lane seconded.

VI. Presentation on Richmond Convention & Visitors’ Bureau (CVB) (Matt Lewis)

- Shared the need for convention bureau and bringing economic development, such as attending festivals, restaurants, hotels, meetings or other activities in Richmond.
- An emphasis on travel to places like Richmond should be welcoming, which the CVB hopes to provide. The physical office is in Point Richmond and can provide tours and share information and publications of main attractions in Richmond.
- A new website for the Richmond CVB will be going live forthcoming as a recent website builder was selected.
- A brochure was shared that provides information on restaurants and hotels (forthcoming) in Richmond.
- CVB has a presence at local events such as the Juneteenth and Cinco De Mayo festivals.
- Future endeavors include larger promotion in California and nationally.
- The Bay Area travel show (February 2018) might be an opportunity to work together to showcase Richmond art.

VII. Presentation on Americans for the Arts Convention (Jenny Balisle, Silvia Ledezma and Brenda Williams)

- Committee members attended the Americans for the Arts Convention meeting and shared highlights and takeaways from the annual meeting.

VIII. Discussion on RACC Committees (Rosalie Barnes)

- Re-thinking about how RACC committees are developed. Rosalie provided an example of how the Reno Richmond Arts and Cultural Commission operate through committees. Reno has several committees which consists of 1-2 committee members and civilians. These included committees such as:
  - i. Public art, grants, marketing, etc. (art districts, mixed housing space)

- The core structure of RACC committees is underdeveloped; committees were reviewed.

## IX. Staff Report (Seville)

### Percent for Art in Private Development

*The first reading of the proposed draft Percent for Art in Private Development ordinance has been moved to July 11<sup>th</sup>. The Mayor asked for language incorporating a “trigger” or delay in the implementation of the ordinance to add to the ordinance. PAAC members have researched the subject for other cities’ examples, but found no existing percent for art ordinances with that feature. The Library Director had additional edits, which will be discussed at the 6/13 PAAC meeting.*

### West County Family Justice Center Public Art

*John Toki’s contract for the sculpture at the West County Family Justice Center has been placed on City Council’s Consent Calendar for June 20<sup>th</sup>.*

### Greenway Artwork

*Staff has been meeting with Ben Kellman, the Project Manager of the Prop 84 grant on the Richmond Greenway called Unity Park. The public art budget has decreased from \$260,000 to \$35,000, however there may be additional funds available, as well as another grant. The deliverables for the Prop 84 grant are: 2 murals 80’ x 8’; and two sculptures. Staff explained the public art selection process, starting with a Call for Artists, presentations, and a selection panel. Deliverables must be under way by 9/30/17. Staff attended a Friends of the Greenway (FORG) meeting on 6/5, and will be drafting a Call for Artists for the proposed artwork.*

### Moody Underpass

*Staff met with Michael Williams, Engineering Department regarding the Moody Underpass public art project. She asked for site plans and additional information about Officer Moody, in whose name the site was dedicated. Staff also learned of additional information about areas of the site which might be available for public art. She will be working with Williams and Lina Velasco, Planning Department prior to putting out an RFQ.*

### Grant Funding

*The City’s Arts & Culture Division is still waiting to hear about three grants: a) CA Arts Council grant (in partnership with RYSE Youth Center); b) ECIA grant; and c) UC Berkeley/Richmond Community Foundation grant. Sometime in the month of June we will know the outcome for all three.*

### Love Your Block Grants

*Staff has been working with two Love your Block Grants containing public art elements at Parchester Village, and the garden mural on Fred Jackson Way. Both have been completed. There was a Love Your Block celebration and awards celebration in Council Chambers on*

*Wednesday 6/14 at 6:00 pm. The Richmond Arts & Culture Commission received an award for assisting with the program in the area of public art.*

#### *Richmond Writes! Poetry Contest*

*Councilmember Jael Myrick, who was unable to attend the Richmond Writes! Awards Ceremony, has written letters of congratulations to the 100 students who won 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> place, or Honorable Mentions in the Richmond Writes! Poetry Contest. The signed letters were given to Staff on 6/6, and delivered to the teachers whose classes the students attend.*

*Port Sculpture at Pt. Sheridan:* *Staff contacted PES Environmental, Inc., the engineering company who did the soil testing at Pt. Sheridan, and is working with them to discuss whether future testing is needed.*

#### *Peace Sculpture*

*Staff has received no further communications from public art promoter, Isaac Romano of Our Way Home Research Institute for War Resistance and Policy Alternative – Quebec (QWHR) regarding their proposed public art sculpture. Richmond public art guidelines were sent to Mr. Romano outlining the requirements they must follow in order for this project to be considered.*

#### *Americans for the Arts Conference*

*Art commissioners Balisle and Williams received scholarships for this year's AFTA Conference, which will be held in San Francisco June 16-18. Silvia Ledezma also attended, and Staff attended the Keynote Speech on Friday, June 16<sup>th</sup>.*

#### *Climate Study Mapping Project*

*Staff has been participating in the Climate Study Mapping Project spearheaded by the Trust for Public Land (TPL). Data has been collected over the past few months, which has been fed into a database that will ultimately be available to multiple users to isolate various kinds of reports and information about how climate change will affect the city. A GIS mapping feature will help us see what's going on. StoryMapping is a feature that will help the community understand the data, and TPL will be visiting various Neighborhood Councils to share them. The final results will be completed in September.*

#### X. Announcements

- Global arts project for peace
- Rosie Rally—Volunteers are needed
- Point Richmond summer schedule was shared
- July 3<sup>rd</sup> is the fireworks in Richmond
- The Contra Costa Arts Council will have a community visioning arts talk on Wed, June 28<sup>th</sup> 2017.

- Richmond Rainbow Pride has Arts in Windows from the last 3 art events.
- June 24<sup>th</sup> There is a community event at Harbor Way on June 24<sup>th</sup> that will include the Richmond Rainbow Pride Coalition.

XI. Adjourn

- The meeting adjourned at 8:19 p.m.

Next meeting July 27, 2017