

RACC Meeting
MINUTES
450 Civic Center Plaza
Richmond
Richmond Conference Room

Thursday, July 27, 2017

In attendance: Brenda Williams, Jenny Balisle, Rosalie Banes, Maryann Maslan, Silvia Ledezma;

Absent: Rashon Lane and Clifton Cox

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

Guests: none

Co-chair Ledezma called meeting to order at 7:05 pm

Meeting called to order at 7:03.

Approved Agenda: Moved by Maslan; 2nd by Balisle; all in favor.

Approved RACC Minutes for 6/22/17: Moved by Williams; 2nd by Maslan; all in favor.

Update on Percent for Art in Private Development (Balisle/Seville)

On 7/11/17 City Council voted on and passed the Percent for Art in Private Development ordinance. The vote was unanimous, including the mayor who at the outset had some misgivings about the ordinance. The next steps will be to work on writing the support documents to provide developers with guidelines for integrating public art into their projects. This will help them understand that this is not an additional amount, but a percentage of their total project cost has to be set aside to be incorporated as a public art element into the whole project.

Chevron will also be affected by the new ordinance; however industrial renovations and improvements won't be eligible. They do have public art by John Wehrle inside their walls; this is accessible mostly to employees. Chevron isn't open to the public, except on the one day a year when they open their doors for a Chevron tour.

Virginia Rigney, one of the co-founders of the Richmond Public Art Program, was honored by City Council with a Proclamation.

UC Berkeley/Richmond Community Foundation Grant (All)

The Richmond Arts & Culture Commission received a \$7,000 grant from UC Berkeley/Richmond Community Foundation. We did not get the ECIA Grant for which we applied. What this means to the project is that work in only one of the two original neighborhoods can be funded. A final vote to choose between the Iron Triangle and Santa Fe will be taken August 24th.

In response to gentrification, the community will be asked to identify icons in their community that they're proud of: people, places, history, etc., then work with artist to create the artwork. It

could be any type of visual art reflecting the personality of the neighborhood. Although it'll be a lower budget version of what we wanted to do (the initial budget was \$20,000), it's still an opportunity for the community to work with artists, and for RACC to get to know the community.

There was discussion about whether to break this project off into a sub-committee, or to have RACC work on it as a whole. Volunteers for the sub-committee are: Jenny Balisle, Rashon Lane, and Rosalie Barnes. Ben Steinberg will look into possible additional grants to bolster the project budget.

Barnes: This is something that could use other stakeholders to assist. Sub-committee would do the work and bring back to the RACC. Good idea to take the project into a sub-committee. There will be lots of work on this project, which will include: community workshops, a Call for Artists, a Selection Panel, documentation, and more. The Richmond Museum of History will show photos of the workshop and artwork process.

Collaboration is the key. Being open to what the community wants to do is essential. There will be lots of unknowns. Invite Doris Ward, Chair of Iron Triangle Neighborhood Association to RACC, or go to the Neighborhood Council. Whether or not to proceed with the \$7,000 amount was discussed, or seek more funds.

Also, because the Neighborhood Public Art Mini-Grants are now open, someone could apply for a grant to work with this UCB/RCF grant. Or, we could put aside money for support of this project to make it a \$10,000 project.

NPA Mini-Grants Reinstated – Discussion (All)

Call for Applications went out on 7/24/2017; the deadline is 7/22/2017. Presentations will be made by applicants to the RACC on 9/28 and 10/5. Balisle will work on shortened revision of the original application, which will be passed out at the mandatory workshop on Saturday, August 26th. It was suggested that we invite prior grantees to come and provide information about their projects. Staff will provide sample documents. There is a new threshold for the grants: minimum: \$5,000 – and maximum: \$10,000. The goal is to have fewer, more extensive projects, and it may force people to expand their concepts.

Discussion on RACC Committees (Barnes)

It was discussed whether or not the public could be invited to join in RACC sub-committee work. The policies and procedures say this is allowable. The sub-committees would then report to the commission at regular meetings.

Should all commissioners sit on a sub-committee? This question was discussed. Part of task on sub-committee is to recruit members.

Sub-committees at present are:

- Public Art Advisory Committee
- Richmond Writes! Poetry Contest
- Art in Windows-- Installations are done by individual artists in downtown empty storefronts. Richmond Main Street and RACC are the partners in Art in Windows.
- Finance Committee
- Leadership Committee

Not sub committees:

- Poet Laureate
- Strategic Plan
- Community Conversations Grant
- Marketing Communications
- Grants/funding
- New Business Development

Rules for general public vs. commissioners only:

The only Committee we can set up are those that we are members of. The tasks can be delegated. Work has to be done publicly and be transparent. We can do more, not being bogged down with the minutia. If it's a true ad hoc Committee, you do not have to post. In regular RACC-only sub-committees, guidelines have to follow Brown Act requirements.

Commissioner Participation (Seville)

Encouraged people to show up to events: performances, RACC- and PAAC-sponsored events, Council meetings, etc. Participation is needed. Rethink what it means to be a commissioner. People used to say commissioners used to go everywhere! We have things going on where we need to represent and be present. We do a lot, but let's do more!

Staff Report (Seville):

Percent for Art in Private Development

The first reading of the proposed draft Percent for Art in Private Development ordinance was approved unanimously by City Council on July 11th. It has been scheduled for a 2nd reading on Tuesday, July 18th.

Greenway Artwork

Staff has been making preparations for a Call for Artists for Unity Park on the Richmond Greenway. An RFP went out on June 26th; the deadline is July 28th. Artwork deliverables for this Prop 84 grant are: 2 murals 80' x 6'; and two sculptures. The Selection Panel will meet on August 2nd & 3rd to hear presentations; the finalists will be announced August 7th. Artwork must be under way by 9/30/17, and completed by October 31st per Prop 84 requirements.

Moody Underpass

The Public Art Advisory Committee will visit the Moody Underpass site on July 12th to consider the location and type of public art that would be best suited to the location. Staff has also learned of additional historic information about areas of the site. Staff will be working with the Planning Department prior to putting out an RFQ.

This location is a shell mount.

All the money has to go into the site.

It's a lot of money to put into one sight.

Richmond Arts & Libation

Staff has been attending plenary meetings for Richmond Arts & Libation, a self-guided tour of wine, beer, and arts venues in Richmond. The goal is to tap into the hundreds of visitors who come to the Rosie the Riveter Visitor Center every month, and give them an expanded

“Richmond experience” before they go back home. Staff designed a Call for Graphic Artists to design a brochure.

Grant Funding

Update on the City’s Arts & Culture Division’s applications for three grants: a) the CA Arts Council awarded a grant to RYSE Youth Center, with which the RACC will be assisting; b) we did not receive an ECIA grant; and c) Richmond did receive partial funding for its grant application to UC Berkeley/Richmond Community Foundation. This grant was initially for community-based artwork in the Iron Triangle and Santa Fe neighborhoods, but it will have to be scaled back since the grant wasn’t fully funded.

Port sculpture at Pt. Sheridan: The City of Richmond and WETA are working together on the public art site area, combining electrical, concrete and other features.

Americans for the Arts Conference

Art commissioners Balisle, Williams, and Ledezma gave accounts at the June 22nd Richmond Arts & Culture Commission meeting about this year’s AFTA Conference, which was held in San Francisco June 16-18.

Poets Laureate

Staff will be meeting with the three Poets Laureate: Robert Lipton, Ciera-Jevae Gordon, and Daniel Ari on July 7th to outline their plans for term of service, which will include events, school visits, and poetry writing.

Announcements:

East Heights Music festival: MaryAnn

Photo contest; see Silvia

Adjourn: Maryann, Silvia

Next RACC Meeting: Thursday, August 24, 2017