

MINUTES OF THE PUBLIC ART COMMISSION SPECIAL MEETING
Monday, December 21, 2020

1. CALL TO ORDER

Chairperson Adam Gillitt called the meeting to order at 6:02pm.

2. ROLL CALL

Present: Chairperson Adam Gillitt, Vice Chairperson Liz Rush, Commissioners Mark Farrell, Kirstin Van Cleef, and Tierney Sneeringer.

Absent: None.

Lois Butler (PAC Secretary) and Amanda Gehrke present as staff to the Commission.

3. MINUTES

3-A 2020-8568 Review and Approve Draft Minutes December 2, 2020

A motion to approve the minutes was made by Vice Chairperson Rush and seconded by Chairperson Gillitt. Ayes: Chairperson Gillitt, Vice Chairperson Rush, Commissioners Van Cleef, Sneeringer, and Farrell. Nays: none. The motion carried 5-0.

4. PUBLIC COMMENTS

None.

5. REGULAR AGENDA ITEMS

5-A 2020-8566 Recommendation to Approve the Attached Resolution and Conditions Approving the “Diatom Sculpture Series” Public Art Proposal

Staff member Gehrke presented the recommendation to approve resolution and conditions approving the “Diatom Sculpture Series” public art proposal. Artist Adrien Siegal explained her inspiration for the sculpture series. Staff member Gehrke and Artist Siegal answered clarifying questions.

Kristel Railsback, developer for SRMErnst, expressed appreciation for the PAC, Artist Siegal, and support for the proposed “Diatom Sculpture Series”.

A motion to approve the attached resolution and conditions approving the “Diatom Sculpture series” public art proposal was made by Chairperson Gillitt and seconded by Commissioner Farrell. Ayes: Chairperson Gillitt, Vice Chairperson Rush, Commissioners Van Cleef, Sneeringer, and Farrell. Nays: none. The motion carried 5-0.

5-B 2020-8567 Public Art Program Prioritization Working Session

Staff member Gehrke presented the Public Art Program prioritization working session report and answered clarifying questions.

Public member Tara Pillbrow recommended coordinating with local non-profits to create an Alameda art map and guide, and stated that small grants can be made virtually during COVID, and may be a good way to encourage art during this time.

Following, is a summary of the discussion of the potential projects that had been identified in previous PAC meetings:

- Community process to prioritize and identify locations for public art, including potentially developing an Art Park. Chairperson Gillitt recommends prioritizing identifying locations to facilitate the development of public art.
- Release new Request for Qualifications (RFQs) or Request for Proposals (RFPs) for physical and cultural art, including potential permanent location for temporary art, light-based art at Alameda Point, and/or interactive community event.
- Creation of professionally designed marketing materials for public art. Commissioner Farrell recommends a virtual map and/or placards with QR codes, possibly including both private and public as well as existing and upcoming art. Chairperson Gillitt suggested an app with similar features. Commissioner Sneeringer recommends digital material (map, etc) that is easier to maintain/update. Commissioner Farrell, Vice Chairperson Rush, and Chairperson Gillitt recommended an interim list and brief description of existing and coming-soon public art until the marketing and map can be developed, as well as temporary QR code stickers that direct people to the existing site, and Staff member Gehrke invited feedback on existing Alameda public art page. Commissioner Van Cleef recommended a satellite site – not part of the City's webpage.
- Provide whole or matching grants to install murals on public or private property.
- Pilot a small grants program to provide grants from \$500-2,000 for visual or cultural arts.
- Provide whole or matching grants to install murals on public or private property.
- Provide grants of \$1,500-\$3,000 for temporary vinyl "murals" on vacant storefronts, designed by artists. Commissioner Farrell expressed concern about funding temporary art. Commissioner Sneeringer expressed support for this program as it addresses vacancies due to COVID and current economic situation, and suggested incorporating a QR code directing people to information on the Public Art Program.
- Develop Public Art Guidelines that provide a roadmap with clear/specific guidance on the creation of on-site and grant-funded public art, and/or develop a Public Art Master Plan that provides a comprehensive plan for art in Alameda, including a range of elements (vision, guidelines, deaccession, location, etc.). Commissioners Van Cleef and Sneeringer, and Chairperson Gillitt recommended prioritizing the master plan to provide a holistic approach from which all other projects can be approached.
- Restoration, deaccession or move of Birth sculpture by Arthur Williams. Chairperson Gillitt suggested selling the sculpture.

Vice Chairperson Rush acknowledged the varying staff time commitments for each of the projects, and suggested prioritizing with this in mind.

Commissioner Farrell, Chairperson Gillitt, and Staff member Gehrke suggested PAC prioritize developing a public art master plan and concurrent marketing plan and map as the second priority and supporting public small art grants as a third priority. Staff member Gehrke offered to put an agenda item on an upcoming meeting to evaluate and provide feedback on existing website, and stated that staff would likely have the time to begin the Public Art Master Plan in late spring to summer. Staff member Butler offered to launch a new round of small grants in spring with awards happening after the new fiscal year, July 2021.

A motion to prioritize 1) a Public Art Master Plan, 2) promotion and marketing, 3) a second round of public art small grants was made by Commissioner Van Cleef, and was seconded by Vice Chairperson Rush. Ayes: Chairperson Gillitt, Vice Chairperson Rush, Commissioners Van Cleef, Sneeringer, and Farrell. Nays: none. The motion carried 5-0.

6. STAFF COMMUNICATIONS

Staff member Butler stated a request to include the Vice Chairperson in early, pre-PAC briefing meetings with the Chairperson. There were no concerns expressed by the PAC for this change. Staff member Gehrke invited Commissioners to reach out with any questions or requests for further information.

7. WRITTEN COMMUNICATIONS

None.

8. COMMISSIONER COMMUNICATIONS, NON-AGENDA

Commissioner Farrell asked how the development cost estimate is determined. Staff member Butler replied that cost estimates are determined by the Building Official, but the developers' estimates also used if they are more accurate.

5-B. Chairperson Gillitt reopened item for discussion. Commissioner Farrell asked if significant tenant improvement projects are included in contributing projects to the Public Art Fund or if contributions only come from new development. Staff member Butler clarified that structural work above \$250,000 is considered to be a qualifying project for the Public Art Fund.

Commissioner Farrell suggested offering to developers the option of contributing to the in-lieu fund and ear-marking those funds for artwork on the developer's site. Chairperson Gillitt suggested adding this discussion to the upcoming Public Art Master Plan discussion, and Staff member Butler supported this recommendation.

Chairperson Gillitt returned the meeting to agenda item 9.

9. ORAL COMMUNICATIONS

Vice Chairperson Rush wished all a healthy Holiday season and new year.
Chairperson Gillitt concurred.

10. ADJOURNMENT

Chairperson Gillitt adjourned the meeting at 7:48pm.

Respectfully submitted,

Lois Butler
Economic Development Manager
Secretary
Public Art Commission