

**Approved**  
**MINUTES OF THE PUBLIC ART COMMISSION (PAC) SPECIAL**  
**MEETING Monday, July 25, 2022**

**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, Peter Platzgummer, and Robert Ferguson.

Absent: Jennifer Hoffecker (excused).

Lois Butler and Walker Toma present as staff to the Commission.

**3. MINUTES**

**2022-2137 Review and Approve Draft May 16, 2022 PAC Minutes**

A motion to approve the minutes was made by Commissioner Ferguson and seconded by Vice Chairperson Rush. Ayes: Chairperson Gillitt, Vice Chairperson Rush, Commissioners Platzgummer and Ferguson. Nays: none. Motion carried 4-0.

**2022-2158 Review and Approve Draft May 16, 2022 PAC Minutes**

A motion to approve the minutes was made by Chairperson Gillitt and seconded by Commissioner Platzgummer. Ayes: Chairperson Gillitt, Vice Chairperson Rush, Commissioners Platzgummer and Ferguson. Nays: none. Motion carried 4-0.

**4. PUBLIC COMMENTS**

Secretary Butler acknowledged Mayor Ezzy Ashcraft and invited her to address the Commission. Mayor Ashcraft expressed appreciation for the work of the PAC.

Jennifer Radakovich, Associate Director at Rhythmix Cultural Works, announced the upcoming annual Pour Your HeART Out fundraising event at Rhythmix on July 30, 2022. More information available at [www.rhythmix.org](http://www.rhythmix.org).

**5. REGULAR AGENDA ITEMS**

**5-A. 2022-2238 Evaluation and Selection of Grant Proposals Received in Response to Cultural Arts and Arts Programming Request for Proposals**

Staff member Walker Toma presented an overview of the following seven proposals received in response to the Cultural Arts and Arts Programming RFP for four (4) \$10,000 and four (4) \$5,000 awards:

Seeking \$10,000 awards:

- *Back Story – A Film & Speaker Series* submitted by Anchor Alameda Association for Art & Film: a six night film and speaker series;
- *PAL in the Park* submitted by Rhythmix Cultural Works: two culturally-themed events – an Asian-American Pacific Islander Celebration in May and a Hispanic Heritage Celebration in September;
- *School Fence Art Gallery at Maya Lin School* submitted by Maya Lin PTA: the completion of the Maya Lin School Fence Art Gallery project;
- *Sea, Air and Space* submitted by Marpi Studio (USS Hornet Sea, Air and Space Museum fiscal sponsor): a temporary event/artistic experience near the USS Hornet Sea, Air and Space Museum; and
- *Fiesta Alameda* submitted by West End Arts and Entertainment District: a one-day celebration of Latin music, dance, food and art.

Seeking \$5,000 awards:

- *Breathe* submitted by Tara Pilbrow Dance (West End Arts District as fiscal sponsor): a full-length performance with five dancers;
- *2023 Plein Air Paintout (PAPO)* submitted by the Frank Bette Center for the Arts: an annual week-long public art event featuring 40 juried artists;
- *Story Arcs Through Parks* submitted by Alameda Society for African American History and Culture (Social Good Fund fiscal sponsor): 3 site-based performances telling stories about Alameda history; and
- *East Bay Open Studios* submitted by Oakland Art Murmur: a family-friendly self-guided tour of artist studios/exhibition spaces during two weekends in June.

Mr. Toma answered clarifying questions.

Staff member Toma opened the floor for public comment:

Nalani Warde, Maya Lin PTA member, thanked PAC for consideration of their proposal and shared that the PTA would appreciate approval of either of the proposed grant amounts would be appreciated.

Jennifer Radakovich, Associate Director at Rhythmix Cultural Works shared excitement for the number and variety of proposals submitted.

Representative from Marpi Studio (no name given) explained that the event date is flexible, and they plan to have rented equipment insured through their vendor.

Staff member Toma closed public comment.

Commissioners discussed and provided scores for each submission. A summary of discussion points and aggregate commissioner scoring (based on scoring rubric provided in RFP) for each submission is as follows:

- *Back Story – A Film & Speaker Series*: PAC impressed with unique proposal and variety of high profile speakers with proposed events appealing to a variety of age-ranges, average score of 96;
- *PAL in the Park*: thorough and professional proposal, appreciate that applicant is seeking funding from other sources in addition to grant funds, average score of 94;
- *School Fence Art Gallery at Maya Lin School*: concern that \$10,000 is too much for this project and \$5,000 may be a better fit, audience is limited, project is too temporary for cost, concern that funding goes to PTA for fabrication costs and does not go towards artists, average score of 58;
- *Sea, Air and Space*: concern that no allocation for insurance is listed on proposed budget, concern that design/engineering costs are high given that this is a repurposing of a previous event presentation, concern about limited 3-day duration and lack of leveraged funds in proposal, appreciate that proposal incorporates Alameda landmark, suggests moving proposal to \$5,000 category, contingency is high at 15%, average score of 68;

Chairperson Gillitt recused himself and Vice Chairperson Rush chaired the meeting for the next two proposals:

- *Fiesta Alameda*: appreciates professionalism and quality of proposal, average score of 93;
- *Breathe*: appreciate quality of proposal, previous event was high quality performance, appreciate that the funds will be leveraged, average score of 93;

Chairperson Gillitt returned and resumed chairing of meeting.

- *2023 Plein Air Paintout (PAPO)*: longstanding event that supports/promotes 40 artists, high traffic area that invites public to observe artists creating artwork, slightly unclear budget, average score of 96;
- *Story Arcs Through Parks*: concern that no allocation for insurance is listed on proposed budget; although line items for PA system goes beyond other proposals, may be used for future events and is likely more cost-effective than repeat rental, vague proposal that is unclear on why exhibits were included, appreciates that performances address current events, average score of 73; and

- *East Bay Open Studios*: concern that this was not specifically applicable to art in Alameda to which Mr. Toma clarified that proposal will be for Art in Alameda, appreciated that established and successful event is looking to move into Alameda; concern that marketing budget is too low, enthusiasm for public to meet artists within Alameda, average score of 85.

Commissioners briefly reviewed proposals and discussed potentially reducing the *Sea, Air, and Space* and *Maya Lin School – School Fence Art Gallery* awards to \$5,000. After further discussion of the *Maya Lin School – School Fence Art Gallery*, commissioners determined that this submission did not meet minimum average score of 60. However, the commission encouraged and invited the PTA to return at a future Public Art RFP with another submission taking in to consideration feedback provided by the commission.

A motion to approve all proposals for funding with the exceptions of *Sea, Air and Space* to be granted a reduced award of \$5,000 and no funding award given to *Maya Lin School – School Fence Art Gallery* was made by Chairperson Gillitt and seconded by Commissioner Ferguson. Ayes: Chairperson Gillitt, Vice Chairperson Rush, Commissioners Platzgummer and Ferguson. Nays: none. The motion carried 4-0.

## **6. STAFF COMMUNICATIONS**

Staff member Toma provided the following updates:

- as part of the Public Art Master Plan process, Forecast Public Art and the Community Development Department have sent a Public Art survey to Alameda residents, city staff, and others. Responses will be used to inform the development of the Public Art Master Plan.
- the “Beken” sculpture remains on track for an August 2022 installation at the Waterfront Park;
- the footings for the “Alameda Afore” sculpture series are to be installed in the coming weeks;
- the “Tidal Arch” sculpture has been fully installed at 1951 Harbor Bay Parkway; and
- rocks have been identified for the two “Rockspinners” sculptures, and installation is expected soon. Mr. Toma mentioned that another recently installed “Rockspinner” sculpture is in Alameda.

## **7. WRITTEN COMMUNICATIONS**

None.

## **8. COMMISSIONER COMMUNICATIONS, NON-AGENDA**

Chairperson Gillett expressed happiness at the return of the 4<sup>th</sup> of July parade and congratulated Commissioner Ferguson on his parade float award.

**9. ORAL COMMUNICATIONS**

Mayor Ashcraft thanked the Commission for their service, and shared that, on a recent call, Congresswoman Barbara Lee noted the quality of Alameda's 4<sup>th</sup> of July parade.

Mark Farrell thanked the commission for the approval of the *Back Story – A Film & Speaker Series* and notified them that the first film and speaker event will take place August 1, 2022, showing *Dr. Strangelove* with speaker Ray Ratto. Mr. Farrell informed the PAC that the second Rockspinner installation is located at the REAP Center.

Chairperson Gillitt thanked the applicants for the RFP submissions.

**10. ADJOURNMENT:**

Chairperson Gillitt adjourned the meeting at 8:06p.m.

Respectfully submitted,

Lois Butler  
Economic Development Manager  
Secretary, Public Art Commission