

Approved
MINUTES OF THE PUBLIC ART COMMISSION (PAC)
MEETING Monday, October 17, 2022

1. CALL TO ORDER

Chairperson Adam Gillitt called the meeting to order at 6:01pm.

2. ROLL CALL

Present: Chairperson Adam Gillitt, Vice Chairperson Liz Rush, Commissioners Peter Platzgummer, Robert Ferguson, and Jennifer Hoffecker.

Absent: none.

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

3. MINUTES

2022-2499 Review and Approve Draft August 15, 2022 PAC Minutes

A motion to approve the minutes was made by Commissioner Hoffecker and seconded by Commissioner Ferguson. Ayes: Chairperson Gillitt, Vice Chairperson Rush, Commissioners Platzgummer, Ferguson, and Hoffecker. Nays: none. Motion carried 5-0.

4. PUBLIC COMMENTS

None.

5. REGULAR AGENDA ITEMS

5-A. 2022-2500 Presentation by Staff and Web Designer Jose Fernandez on Public Art Website

Staff member Lois Butler introduced web designer Jose Fernandez, who gave a presentation of the not-yet-published Public Art Website, including a walk-through of layout and features. Mr. Fernandez answered clarifying questions, thanked the Commission and invited feedback.

A summary of suggestions to be implemented immediately or in the future as web development allows, is as follows:

- Provide links to individual artist's websites.
- Add a printable map or printable routes for Art Walks.
- Add description of materials/media used for each piece.
- Add legend to map explaining what different color markers mean.
- Integrate maps with Google Maps or other search engine.
- Have web address indicate a public page (i.e. not ".com")
- Add a separate, simple list of artwork.

- Link to the City's Public Art page, and provide information on the Public Art program and/or Public Art Commission.
- Represent cultural art performance pieces on the website.
- Ensure colors on logo have enough contrast to meet accessibility requirements.
- Add a list of temporary/performance art grants.
- Appreciation for the quality of the photos, done by Maurice Ramirez.
- For final draft, remove WordPress them from footer.

Staff member Butler invited the commission to contribute financially to the further development of the website or logo.

Staff member Toma opened the floor for public comment:

- Tara Pilbrow, West End Arts District Executive Director, offered the opinion that the focus of the webpage should be physical artwork, with less focus on work that the Public Art Commission does or on Cultural Art performances. Ms. Pilbrow also requests a mention of the partners involved in the making of some of the public art, such as the West End Arts District's involvement in the creation of the Gateway Mural on Webster Street.
- Linnea Landgren, graphic designer in Alameda, suggested adding a drop-down navigation menu, as well as a hover effect over the map that makes it more obvious that the light boxes are clickable. Landgren appreciated the image-forward layout of the website.

Staff member Toma closed public comment.

Commission and Staff thanked Mr. Fernandez, and looked forward to seeing the next iteration of the page.

5-B. 2022-2501 Presentation by Forecast Public Art on Public Art Master Plan Current Scenario and Role of Public Art Commission

Staff member Lois Butler introduced consultant Forecast Public Art (Forecast), selected to assist the City in developing a Public Art Master Plan. Consultants Mallory Rukhsana Nezam and Mark Salinas reviewed draft Public Art Master Plan vision, mission & goals, as developed in collaboration with PAC members at previous PAC meeting. Next, using an example scenario of developing existing artwork, consultants facilitated a discussion to identify areas in the development process where improvements could be made to better align with new mission, vision, and goals. A summary of the responses is as follows:

- Maintenance plan and commitment from artist to participate in maintenance, and potential deaccession plan integrated into each Public Art piece.
- Have RFQ scoring rubrics metrics/indicators to measure the success of meeting target objectives as determined by the Mission, Vision & Goals.

- Adding RFQ language that encourages historically underserved communities to apply.
- Tie radius of RFQ reach be tied to size of the project, such that larger projects are marketed nationally/internationally and small projects are marketed locally.

Next, Forecast presented examples of Public Art RFQs from similar-sized municipalities that connect to the City's Public Art mission, vision, and goals to specific programs and RFQs, then facilitated a discussion. Comments included strong support for doing a public art RFQ in collaboration with AMP, or other municipal entities, either at the local or county area, as well as finding ways to create a fund that is self-sustaining, or seeking fiscal collaboration.

Staff member Toma opened the floor for public comment:

- Public member Marion (no last name given) recently moved to Alameda and expressed interest in a map of Public Art.

Staff member Toma closed public comment.

Forecast provided a brief overview of the 400 responses received to-date for the Public Art Master Plan Survey. Forecast has elected to extend the Survey through November 5th to allow for more responses.

Next, Forecast solicited priorities from PAC for developing potential sites for public art on City-owned property. Commissioners recommended determining sites that are spread out throughout Alameda and Bay Farm Island, high-traffic corridors, such as Webster and Park St, as well as artwork at new development sites. PAC discussed identifying locations based on artwork size and type, opportunities inside City-owned buildings, and locations for temporary or portable artworks.

Finally, Mr. Salinas provided a time-line of next steps, invited Commissioners to volunteer at the Fiesta Alameda Pop-Up, and thanked Commissioners and the public for their time.

Staff member Toma opened the floor for public comment. There were no public comments. Staff member Toma closed public comment.

6. STAFF COMMUNICATIONS

Staff member Butler provided the following updates:

- Walker Toma will be replacing Lois Butler as Secretary to the commission; and
- A ribbon cutting ceremony will take place on November 5, 2022 for the newly installed "Beken" and "Alameda Afore" sculptures at Site A;

7. WRITTEN COMMUNICATIONS

None.

8. COMMISSIONER COMMUNICATIONS, NON-AGENDA

Chairperson Gillitt shared that at a recent forum of City Council candidates, there was a lack of understanding about the Public Art program in Alameda, and he looks forward to using the new website and map to raise public awareness about the Public Art program.

Commissioner Ferguson thanked Chairperson Gillitt for his commitment to Public Art in Alameda.

9. ORAL COMMUNICATIONS

None.

10. ADJOURNMENT:

Chairperson Gillitt adjourned the meeting at 8:37p.m.

Respectfully submitted,

Walker Toma
Economic Development Manager
Secretary, Public Art Commission