

Approved
MINUTES OF THE PUBLIC ART COMMISSION (PAC) MEETING
Tuesday, February 22, 2022

1. CALL TO ORDER

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

2. ROLL CALL

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

Absent: none.

Walker Toma and Annie Cox present as staff to the Commission.

3. MINUTES

2022-1764 Review and Approve December 20, 2021 Draft PAC Minutes

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

4. PUBLIC COMMENTS

None.

5. REGULAR AGENDA ITEMS

5-A 2021-1768 Recommendation to Review and Provide Feedback on Staff Proposal to Develop a Request for Proposals (RFP) for Cultural Arts and Arts Programming

Staff member Toma presented the staff proposal to develop a Request for Proposal (RFP) for cultural arts and arts programming. Mr. Toma provided background, overview of funds available, explained RFP considerations and presented staff recommendations. Mr. Toma answered clarifying questions and invited Commissioners to discuss.

Tina Blaine, Executive Director of Rhythmix Cultural Works, member of the public and former public art grant recipient, expressed a preference for a larger number of grants for smaller amounts (\$5-10K) to allow a greater number of artists to be supported by the RFP.

Jennifer Radakovich, Associate Director at Rhythmix Cultural Works, seconded the recommendation to have more grants in smaller denominations to support

more of Alameda's artists and arts organizations. Ms. Radakovich expressed concern about one awardee receiving multiple grants.

Carmen Reid, expressed appreciation for the Public Art Commission for the continued support of the arts, particularly during COVID-19, and asked for clarification on the makeup of a proposed subcommittee for evaluating grant applications, and if the Brown Act would be triggered depending on the composition. Finally, Ms. Reid supported a larger number of grants for smaller amounts, and suggested a Go-Fund-Me to solicit funds from the public to allow for more funding towards art grant programs.

Tara Pilbrow, Executive Director of West End Arts District and a recipient of a previous City of Alameda Cultural Arts and Arts Programming grant, suggested that a larger number of grants for a smaller amount allows grants to be spread further among various organizations. This provides funding to a larger number of voices and allows organizations to receive supplemental funding for their events. Additionally, Ms. Pilbrow, recommended regularly scheduled RFPs so that cultural arts organizations can plan out their performances in accordance with funding schedules.

Commissioners discussed the proposed RFP, and provided the following feedback:

- Support for expediting the process to ensure funds are distributed in the most expedient way possible;
- Increase the number of grants awarded to (4) \$5,000 awards and (4) \$10,000 awards, while streamlining the number of award categories;
- Allow for-profit organizations to apply for grants; and
- Potentially allow organizations to apply for multiple grants in the event they are providing larger events.

A motion to approve that staff develop a Cultural Arts RFP, taking into account the feedback received from both the Commission and the public, was made by Commissioner Platzgummer and seconded by Chairperson Ferguson. Ayes: Chairperson Gillitt, Vice Chairperson Rush, Commissioners Hoffecker, Platzgummer, and Ferguson. Nays: none. The motion carried 5-0.

6. STAFF COMMUNICATIONS

Staff member Toma provided the following updates:

- Installation updates for Rockspinners, Alameda Afore, Beken, and Tidal Arch. Mr. Toma announced the completion of the "Egret with No Regrets" mural, as well as a new public art proposal for Subpar Mini Golf that will likely come to the PAC in April.
- Mr. Toma provided the PAC with an updated spreadsheet of proposed and upcoming Public Art projects, based on feedback from Commissioners at the

December 20, 2021 PAC meeting. Chairperson Gillitt asked if the upcoming VA development will trigger a Public Art requirement. Mr. Toma offered to update the PAC when information becomes available.

- Staff hope to issue a second round of small art grants in the second half of 2022.
- The preferred consultant for the Public Art Master Plan, Forecast Public Art, has identified top local candidates to be hired as the primary point person for the Public Art Master Plan.
- WePlayers will put on a one-woman-show, titled “The Keeper” at Alameda Point, that will run Friday, Saturday, and Sunday from May 27 through June 26, 2022.
- The West End Arts District has expressed interest in persuing painting the asphalt on the old tarmac near the new Alameda Waterfront Park at Alameda Point.
- There is a new shortened URL for the Public Art Commission website: <https://www.alamedaca.gov/publicart>
- In response to a question posed to the staff at the December 20, 2022 PAC meeting, Mr. Toma clarified that the Public Art section of the Ordinance states “other expenses associated with installation, conservation, maintenance, and deaccession of public art shall be prioritized for public art on public property”.

7. WRITTEN COMMUNICATIONS

None.

8. COMMISSIONER COMMUNICATIONS, NON-AGENDA

Chairperson Gillitt invited commissioners, staff, and City residents to join the walking tours of the original three villages of Alameda on February 27, March 6, and March 13 in celebration of Alameda’s 150th anniversary. For more information, visit: AlamedaPost.com.

Commisioner Ferguson stated that he appreciated previous concerts at Chochenyo Park, and Chairperson Gillitt suggested Commissioner Ferguson contact the Alameda Recreation and Parks Department.

9. ORAL COMMUNICATIONS

Carmen Reid informed the PAC and public that art by students of Saint Joseph’s School is currently on display at the Blue Dot Café in Alameda.

Tara Pilbrow added the suggestion to allow for grants to provide partial funding and/or seed money towards a larger-budgeted event for the Cultural Art RFP submissions.

Jennifer Radakovich informed the PAC and public of an upcoming cultural art event, "Island City Waterways", taking place on May 21-23 at Alameda Point's West Mall.

Chairperson Gillitt informed the PAC and public of an upcoming cultural art event, "Words that Made the Difference: BROWN vs the BOARD OF EDUCATION", taking place on February 26 at Rhythmix Cultural Works.

10. ADJOURNMENT

Chairperson Gillitt adjourned the meeting at 7:28pm.

Respectfully submitted,

Lois Butler
Economic Development Manager
Secretary, Public Art Commission