

City of Alameda

MINUTES OF THE PUBLIC ART COMMISSION (PAC) MEETING

April 14, 2025

1. CALL TO ORDER

Chairperson Liz Rush called the meeting to order at 6:03 pm.

2. ROLL CALL

Present: Liz Rush, Peter Platzgummer, Robert Ferguson, Lisa Martin and James Martin.

Jackie Keliiaa and Dwayne Dalman, and Jack Denham Conroy present as staff to the Commission.

Remote Participants: None

3. NON-AGENDA PUBLIC COMMENT

None

4. REGULAR AGENDA ITEMS

4-A 2025-4966 Diversity Uncovered™ Training for The Public Art Commission

Tiffany Hoang, Co-founder of CircleUp Education, presenting

The Public Art Commission attended a training, Diversity Uncovered™, hosted by Tiffany Hoang, Co-founder of CircleUp Education.

4-B 2025-4967 2025 Cultural Arts and Arts Programming RFP-Public Review Panel Orientation, Staff member Jackie Keliiaa presenting

2025 Cultural Arts RFP:

- This RFP includes two (2) different award levels up to the following amounts:

- Four \$10,000 awards

- Four \$5,000 awards.

We are awarding a maximum of eight grants; however, Staff member Keliiaa reported that she had talked to the City Attorney per the discussion during the January 2025 PAC meeting and learned that the PAC can do nine or ten grants, if desired. It is at the discretion of PAC to expand the number as there isn't any legal reason that the PAC can't do it.

- **Eligible Projects**

- ◆ Performance arts: theater, dance, music.
 - ◆ Literary arts: poetry reading and storytelling.
 - ◆ Film and video: screenings and installations.
 - ◆ Art education: art lectures and presentations.
 - ◆ Special events: festivals & celebrations; artist-in-residence programs in the arts.

Staff member Keliiaa noted that she is allowing mural applications (there are a couple this year) since they've been considered eligible in the past; however, she informed mural the applicants that their proposals should be interactive, engage the community, and be an event.

- **Eligible costs** include:
 - Artistic and administrative costs
 - Rehearsal or rental space
 - General office supplies
 - Liability and insurance costs
 - Marketing, promotion and publicity expenses
- **Ineligible costs** include:
 - Activities outside of Alameda
 - Social functions, fundraisers, etc.
 - Food and beverages
 - Out-of-state travel
- **10% contingency required.**

Cultural Art and Arts Programming: Location Access, and Timing

- Must be in Alameda
- Must be free of charge to the public
- Must be a nonprofit organization, a 501(c)(3) or 501(c)(4), public agency or fiscally sponsored organization to apply
- Grant funds are for events taking place July 1, 2025 – June 20, 2026
- Must be completed within 12 months of agreement execution or the grant will be rescinded.

Staff member Keliiaa said the Alameda Unified School District is eligible as a public agency, for example. Or you can be a fiscally sponsored agency, and we request proof of fiscal sponsorship. Fiscal sponsor means that a nonprofit has essentially taken on the legal and financial responsibility of the grant. Also, we're going to be very specific about the time frame that the event must take place. It makes sense because it takes time for us to deliberate, to make notifications, and to enter into a legal agreement with these grantees.

Cultural Art and Arts Programming: Proposal Requirements

1. **Contact Information:**
Proof of nonprofit status or letter confirming fiscal sponsorship
2. **Organization Details:**
Description, history, track record, capacity
3. **Project Details:**
Overall program, timelines, key personnel
4. **Budget:**
Budget sheet, narrative, leveraged funds
5. **Work Samples:**
Examples of past work

Staff member Keliiaa said she emailed all PAC members the links to the 2025 applications today. She said 17 applications were received and all 17 are eligible. Eight

applications are to be funded (but PAC can fund more if you want) and the total grant funds to be awarded: \$60,000. If you want to increase the amount to \$65,000, for example, the PAC can do it. Staff member Keliiaa said she sent commissioners all the instructions on how to score the applications. Please submit all preliminary scores by Monday, April 21. We're asking for scores to be submitted in advance so we can do the tally and the double-check to ensure that everything adds up, so we don't have any problems.

The only difference this year is that we separated equity and accessibility, but they're weighted just as much as they were last year. Last year they were ten percent and we separated them out. Now equity is five percent and accessibility is five percent. Accessibility is about ensuring people with all abilities can fully engage in the proposal. And local preference is five percent, which all applicants based in Alameda will get. Scoring numbers are one to five.

The public review panel will take place on Monday, April 28. It's a lot of work but if you do the work in advance, it will make the meeting on the 28th a confirmation scoring as opposed to live scoring as we had last year.

Notes on Scoring and Commenting

Comments

- Please exercise diplomacy and sensitivity when expressing your thoughts about the applications.
- Your comment should match your scoring. If you score low in a category, ensure that your comments explain why.
- Consider using neutral language. For example, "The applicant did a good job of describing the event" or "The applicant could have elaborated further on how this program would impact the broader community."
- Pose questions about anything in the application that is unclear.
Staff member Keliiaa said everything is public facing. All applications are included as attachments to the staff report going out from April 28th's PAC meeting and all your comments will be recorded and everything will be deliberated live here at this table.

Staff member Keliiaa said several applicants have told her they'll be watching the April 28th meeting live. So, it's a good opportunity for them to get feedback in real time that can help them to make a competitive application in the future. Applicants can make comments at the beginning of the meeting for three minutes, but the comments don't impact their overall scoring because only the contents of the application will be used to evaluate the applications.

Notes on Scoring and Commenting

Proposed Events

- Focus on the event being proposed, not the organization as a whole.
- To ensure the review process is objective, the evaluation should be based solely on the contents of the application. Do not do any outside research or refer to past experiences with the organization or the event.

Staff member Keliiaa said it's important to review the overall event or series of events an organization is proposing. It's helpful to focus on the event itself because sometimes, organizations are great, but the proposal itself is lacking. We want to uplift those proposals that are really doing a good job of presenting exciting cultural art events for the city.

Conflict of Interest

Conflicts of interest include, but are not limited to:

- You or a member of your immediate family have been an employee, contractor, or board member of an applicant or their fiscal sponsor within the past two years.
- You are related to the head of the organization or have a familial relationship (including a romantic relationship) with the applicant or fiscal sponsor's lead staff.
- You have a past or pending dispute with an applicant or fiscal sponsor. Keliiaa requested commissioners with a conflict to notify her directly.

Confidentiality

The evaluation process will be posted but commissioners should keep all their notes confidential said Staff member Keliiaa. In accordance with the Brown Act, please don't confer with each other in advance of the meeting. The deliberations are meant to be held in real time here during the PAC meeting on April 28th.

Public Panel Review Day

- Commissioners will take turns being the lead readers. The lead reader will introduce the application by reading the staff-prepared summary which are pulled from applicants' narrative. You will receive the Summaries prior to the review panel day. The Lead reader will then begin the discussion with comments about the application.
- Panelists will discuss the application's strengths and weaknesses for up to five minutes.
- Panelists will make any adjustments to their scores, and the Staff score keeper will post updated scores on the projected screen.
- At the end of the final review day, panelists will review the scores and ranking. Staff member Keliiaa said there are 17 applicants. So, the idea is that we spend up to five minutes on each so we can avoid the three or four hours of time last year's meeting took. Obviously, if something comes up that's important to discuss, we can spend more time on it, including large disparities in panelists' scoring for an applicant. Panelists will view the scores at the end and then we will do them by average, not ranking.

Clarifying Questions

Staff member Denham Conroy asked about the grant amounts. A discussion ensued about how many \$5,000 and \$10,000 awardees there will be given the \$60,000 budgeted for this year's grants. Staff member Keliiaa said she had spoken with the City Attorney, and he said it can be decided at the discretion of the commissioners, including which organizations get \$5,000 or \$10,000 grants.

Chairperson Rush asked about the murals. She said the issue in the past has been location. Staff member Keliiaa said that we have accepted them previously, but they typically must be an event, a community engagement.

Public Comment

None.

Discussion and Feedback

Commissioner Platzgummer asked about the fiscal sponsorship part of the grant application and why the City doesn't enter into an agreement with an individual grantee.

Staff member Keliiaa said, as with previous grantees, the City enters into agreement with the fiscal sponsor which has a non-profit status they lend to the individual.

Commissioner Ferguson asked why can't the city have the liability agreement with the individual? Staff member Keliiaa said she would ask the Finance Department.

5. STAFF COMMUNICATIONS

None.

6. COMMISSION COMMUNICATIONS

None.

Commissioner Non-agenda communications

None.

7. ADJOURNMENT

Chairperson Rush adjourned the meeting at 8:30pm.