

## City of Alameda

### MINUTES OF THE PUBLIC ART COMMISSION (PAC) July 21, 2025

#### 1. CALL TO ORDER

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

#### 2. ROLL CALL

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

Jackie Keliiaa, Dwayne Dalman present as staff to the Commission, and Jack DenhamConroy present as the city's Civic Sparks Public Art Fellow.

Remote Participants: one, Rachel Campos de Ivanov.

#### 3. NON-AGENDA PUBLIC COMMENT

Rachel Campos de Ivanov from Radium Presents shared a reminder that Circus Bella is going to perform at Radium Runway this Saturday with two shows at 1:00 pm and 3:00 pm. Also, she offered a big thank you to PAC since Circus Bella is funded by the Cultural Art and Arts Programming grant.

#### 4. MINUTES

- 4-A 2025-5240** Approve Draft Meeting Minutes of June 30 meeting. Chairperson Rush made a motion to approve the minutes as presented, which were seconded by commissioner James Martin. The motion passed 5-0.

#### 5. REGULAR AGENDA ITEMS

- 5-A 2025-5241** Recommendation to Review the Draft Physical Art Request for Qualifications (RFQ) – Staff member Keliiaa presenting

##### Public Comments

None.

**Physical** RFQ is a seven-page document that consists of the following sections:

1. Introduction and Background
2. Project Summary
3. Submissions Requirements
4. Panel Review Process
5. Selection Criteria
6. Artist Selection Process
7. Schedule
8. Additional Information
9. General Questions

### **Appendices**

Appendix A – Service Provider Agreement Example

Appendix B – Sample Certificate of Insurance and Additionally Insured  
Endorsement

Appendix C – Public Art Master Plan

Staff member Keliiaa reminded everyone that there are two sites to choose from in upper Washington Park for placement of the art, one at the entrance and the other near the playground. She said the project's budget will be \$250,000 but there will likely be additional costs once construction is underway. If there are costs over budget, she said we must come back to the PAC to approve those additional costs.

Commissioner Ferguson asked if PAC obtained cost estimates for the site preparation. Staff member Keliiaa said she spoke with Matt Nowlen, Assistant Recreation and Parks Director, he provided us with numbers based upon recent similar work. Worst case scenario: We're looking at \$70,000 to \$90,000 in site preparation fees, which include concrete installation, electrification and any possible irrigation issues (sprinkler systems that might have to be moved).

Staff member Keliiaa listed the submission requirements: Applicants must submit through the Submittable platform, which is the only way they can apply. RFQ asks applicants for a letter of interest and experience; to tell us who they are and what their experience is in fabricating public art and what's going to be important for them to consider. Ms. Keliiaa said we are looking for a resume with a biography but have also built into the RFQ a possibility for more than one artist to be involved. She said we're also asking for a portfolio of past artwork they've done that provides us with information on the materials used, dimensions, the year it was built and a brief description of it.

### **Comments and Discussion**

Vice Chairperson Platzgummer said he felt that requiring artists to have five years of experience could be reduced to two years to allow less experienced artists a chance to apply. For submission requirements, he'd change it from 10 years of fabricated work experience to a minimum of five, which others agreed with after discussion. Ms. Keliiaa said she could change it, but she said more experienced artists are more desirable because they know what to expect in working with local government requirements. Chairperson Rush said some less experienced artists in the past proved they lacked experience in dealing with all the departments of city that oversee and approve permanent physical art. More discussion ensued and a figure of three years' minimum experience was agreed upon.

Ms. Keliiaa said that another part of the process will be the convening of a panel of subject matter experts, which will include a PAC member, a member of the Recreation

and Park Commission and a staff member, two members of the neighborhood, and a member from the Alameda County and City-Level Arts Partnership or Northern California Public Art Administrators Network. The panel would review the applications and select the top three or four, and those top applicants will be given a stipend and two months to come up with a small-scale model of the proposed artwork. And then from there, we will ultimately be selecting who that final artist is and which site within the park they'll be developing, she said.

Ms. Keliiaa added that because the grant funds are public dollars, we need to engage the public. So, our intention and hope is that once we have the models, we take them one weekend to Washington Park and let people vote on their favorite design. The feedback will then be shared with the Public Art Review Panel.

The Public Art Review Panel will take into account the public feedback will ultimately select one artist, providing the recommendation to the PAC. A discussion ensued about the composition of the panel with Vice Chair Platzgummer suggesting that up to two PAC members should be on the panel.

At Commissioner Lisa Martin's suggestion, everyone agreed that the RFQ's photos on the site map could benefit from more precise locations indicators and a side view photo.

Ms. Keliiaa discussed the selection criteria for artists and artwork: letter of interest (30 points), experience (30 points), portfolio (40 points), and local preferences (5 points). The applicants will be screened by the review panel, and the panel will select the pool of three to four qualified artists. She said the RFQ will be released in November, and the application will be open for eight weeks. The application deadline will be in January 2026. Once the artist is selected, they will begin fabricating the artwork and working towards installation. A formal ribbon cutting and unveiling ceremony is scheduled for April 2027.

Commissioner Lisa Martin raised a question about local preference. Per the draft RFQ, an artist will receive five points for living in Alameda. A discussion ensued where Commissioner Ferguson pointed out that his art studio is in Hayward, but he lives in Alameda. Based on the discussion, staff will revise the RFQ to give five points to applicants who live or work in Alameda. Commissioner Lisa Martin asked to revisit the question of preference points when it comes to the 2026 Cultural Art and Arts Programming grants.

Vice Chairperson Platzgummer suggested that there be an orientation for the shortlist of selected artists. A discussion ensued about increasing the fabrication period for the artwork from September 2026 to January/February 2027 and then installation in March. He also raised the issue of artists' stipends for the small-scale models. Ms. Keliiaa said it was \$1,500 in 2017 so now it will probably be \$2,000 per artist. So, it means an additional \$10,000 to the \$250,000 project budget, so \$260,000. All commissioners agreed that the RFQ's language should state that there will be funding stipends for the selected artists.

Commissioner Ferguson questioned usage of the French word maquette vs. model to mean a scale model or rough draft of an unfinished sculpture or work of architecture. Ms. Keliiaa said she would fix it.

Vice Chairperson Platzgummer asked about liability insurance and the city's requirements and Ms. Keliiaa discussed them.

Ms. Keliiaa said she's also working with the City Attorney's Office to strengthen the language that will require that the artist will be responsible for certain repairs within the first couple of years after installation, since there have been problems in the past.

### **Public Comment**

Rachel Campos de Ivanov said when it comes time to form the review panel, that she'd be happy to be a resource to promote it with her neighbors in the Burbank Portola Neighborhood group. Ms. Keliiaa said she plans to have an open call for panel members and reach out to the West End Arts District members, too.

## **6. STAFF COMMUNICATIONS**

Staff member Keliiaa said the city's Economic Development Department is partnering with Radium and the Alameda Chamber of Commerce to apply for the California Arts Council's California Cultural Districts Grant Program. It's a \$10,000 matching grant program over the course of two years, and it comes with a state designation. It's a very competitive process; we don't know what the outcome will be.

Ms. Keliiaa said the City of Emeryville won the grant a few years back and they received \$5,000 in funding for the first year and then got a much larger grant years later. Staff member Keliiaa said Emeryville's Rotten City Cultural District received an additional \$670,000 in grant funding. So, even though it's small to start, there is potential for it to be larger over time. And this would be for Alameda Point as a cultural arts district. The application is due in August, so we'll be submitting it soon. The City is contributing staff time, not funding any of it. So, we'll let you know how it goes, said Ms. Keliiaa.

Staff member Keliiaa said three of the 2025 Cultural Art and Arts Programming grantees will have events in July: Circus Bella on the 26<sup>th</sup>, Plain Air Paint Out July 28 – August 3<sup>rd</sup>, and the Radio Day by the Bay just happened on July 19. People should check them out.

## **7. COMMISSION COMMUNICATIONS**

### **Commissioner Non-agenda communications**

Commissioner Ferguson asked if he, as a member of the PAC and a working artist, could apply for the RFQ for the Washington Park artwork project if he recused himself on any votes involving it? A discussion ensued about it among the commissioners with staff member Keliiaa stating she would check with the City Attorney's office about it.

**8. ADJOURNMENT**

Chairperson Rush adjourned the meeting at 6:59pm.