

City of Alameda

MINUTES OF THE PUBLIC ART COMMISSION (PAC) SPECIAL MEETING April 28, 2025

1. CALL TO ORDER

Chairperson Liz Rush called the meeting to order at 6:11 pm.

2. ROLL CALL

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

Walker Toma, Dwayne Dalman, and Jack Denham Conroy were present as staff to the Commission. Absent: staff member Jackie Keliiaa.

Remote Participants: four

3. NON-AGENDA PUBLIC COMMENT

Rachel Campos de Ivanov of Radium Presents announced that Radium Runway will have several events coming: next phase of the Rising Tides Project and on May 9 they'll be launching In Plain Sight, which is a free outdoor giant pop-up photography gallery that will be up through June 1 with a big opening on May 10th. And then Rhythmic Cultural Works will be performing a part of their Rising Seas project and around the event on May 31st.

And then finally coming later in the fall, Radium is making some very exciting steps forward with our programming. We'll be setting up a 12,000 square foot big top tent from September through December for a circus-infused dinner theater. As we move forward with a new performing arts center, we'll have a roof and a proper stage and lighting and can bring all kinds of programming to Alameda. We welcome ideas and programs from the community.

Jennifer Radakovich, Director of Rhythmic Cultural Works. She thanked the PAC for offering the grants to support arts projects in Alameda. Rhythmic will have a variety of events this summer including its Rising Seas series, which is part of the Rising Tides Climate Arts Initiative. Each month they'll have another event in a different waterfront park location. Everyone is invited to the events, which are all free.

4. MINUTES

4-A 2025-4991 Review and Approve January 22, 2025 Draft PAC Minutes

No motion given, but the minutes were approved without changes by a vote of 5-0 of the commissioners.

5. REGULAR AGENDA ITEMS

5-A 2025-4994 Evaluation and Selection of Grant Proposals Received in Response to Cultural Arts and Arts Programming Request for Proposals

Walker Toma presenting, filling in for PAC Commission Secretary Jackie Keliiaa

2025 Cultural Arts and Arts Programming RFP Public Review Day

Applications Received: 17

Applications Eligible: 17

Applications to be Funded: 8

Total Grant Funds to be Dispersed: \$60,000

Staff member Walker said the PAC may decide to fund more than eight grants and could disperse more than \$60,000 in funds or fewer than seven grants or fewer than \$60,000 in funds. It's the commission's discretion. Per public ordinance, the PAC cannot spend more than 25 percent of the Public Art Fund on cultural arts, but there's some flexibility within that.

Evaluation Criteria:

1. Proposed Event or Program – 35%
2. Experience / Capacity – 25%
3. Budget – 10%
4. Timeline – 10%
5. Leveraged Funds – 5%
6. Equity – 5%
7. Accessibility – 5%
8. Local Preference – 5%

Scoring

- 5 – Exceptional
- 4 – Strong
- 3 – Good
- 2 – Fair
- 1 – Underdeveloped
- 0 – Weak

Notes on Comments

Four guidelines

Conflict of Interest

Commissioner Lisa Martin has declared a conflict of interest, so she will be asked to recuse herself when the *Whispers of the Sanctuary* application is evaluated.

Lead Readers

	Application	Lead Reader
1	Radio Day by the Bay	Chairperson Rush
2	Plein Air Paintout 2025	Vice Chair Platzgummer
3	Alameda Haunts Contest & Fete de Rattlin' Bones 20 th Anniversary Celebration	Commissioner Ferguson
4	Alameda Walls of Culture	Commissioner L. Martin
5	Into the Looking Glass: An Immersive Multimedia Experience	Commissioner J. Martin
6	Rhythmix in the Parks: Unity Fest	Chairperson Rush

7	Hana Hou – Habau Makan’s Biennial Ho’ke	Vice Chair Platzgummer
8	Cirus Bella at Radium Runway	Commissioner Ferguson
9	DeepDive: Under the Waves	Commissioner L. Martin
10	Whispers of the Sanctuary	Commissioner J. Martin
11	Alameda Food Bank Forever Home Mural	Chairperson Rush
12	Healing Heels Presents ReadThaRoom Festival	Vice Chair Platzgummer
13	Words That Made the Difference: Brown v. Board of Education	Commissioner Ferguson
14	Alameda Native History Project’s ACORNS!	Commissioner L. Martin
15	The Foodbank Players	Commissioner J. Martin
16	Creative Art Program	Chairperson Rush
17	Drawing on Earth	Vice Chair Platzgummer

Review Process

- Lead reader will introduce the application and begin discussion
- Application discussion (Up to 5 minutes, but some applications may require longer deliberation)
- Commissioners may adjust scores
- 15-minute recess

When the commissioners return from the 15-minute recess, the final scores and awardees will be confirmed.

Staff member Toma said he and staff noticed that the scoring sheet is incorrectly applying the weighting averages to all the scores. As a result, he said staff decided to have a presentation and robust discussion of each application but not present the final scores until the next meeting, a special meeting, in two weeks. Staff member Walker said he knew that everyone was here to award the grants tonight, but he didn’t want to make any mistakes and prefer to have a clear presentation of the final scores. Commissioners agreed.

All commissioners submitted their preliminary scores to staff, and they have been compiled into a master spreadsheet; however, those scores were not distributed through the correct weighting, so they are incomplete as of now. All scores are preliminary and are subject to change and will not be official until recorded into the record by the PAC at the end of the next meeting.

1. **Radio Day by the Bay** - Radio Day by the Bay 2025 is California Historical Radio Society’s flagship annual event, celebrating the artistic and cultural legacy of radio through live performances, historical exhibits, and community engagement. Set against the backdrop of our historic Alameda Museum, this year’s event will highlight radio’s influence as a storytelling art form, featuring live re-creations of classic radio dramas, musical performances, and interactive experiences that bring radio to life from the golden age of radio to now

Discussion and Feedback

Commissioner Ferguson wondered about the value of the meeting as only a discussion and not the evaluation and selection of grant proposals for cultural arts grants given the score weighting issue staff member Toma has identified. His thought was to table everything and come back in two weeks to do it right.

Vice Chairperson Platzgummer said he felt confident that the weighting of scores on the Excel spreadsheet could be accomplished with a simple formula change during a recess.

Chairperson Rush made a motion to take a 15-minute break and fix the spreadsheet. It was seconded by Commissioner Ferguson. The motion passed 5-0

The meeting reconvened after a 20-minute break. Staff member Toma declared that the master spreadsheet had been fixed with all the scores properly weighted.

Public Comment

Gabriel Duncan, found of the Alameda Native History Project, reported on the first year of the ACORNS project, which included processing of acorns and their use in a variety of culinary dishes. He thanked PAC, ARPD for donating space at Mastick Senior Center, Trader Joe's, Safeway, volunteers Ginger and Evan, Alameda Point Collaborative Farm, and the Bay Area MakerFarm.

Lani Cid-Iulio, Executive Director of Hālau Makana Polynesian Cultural Arts Center in Alameda, said the Center has spent the past 27 years preserving and sharing the traditions of Hawaiian, Tahitian, and Maori cultures. She made an appeal for the Center's grant application and thanked the PAC for its support of cultural arts in Alameda.

Meleah – She supports all the applications that will be presented tonight and would like to find a way to increase the funds and expand the number of grantees next year.

Dan Tuazon - He supports the arts, is a volunteer at Rhythmix, and supports Halau. He's a retired engineer, CPA, and realtor in Alameda. None of that matters, he said. Art feeds our soul, so that's why I support the arts.

Remote Speaker

Ryan Malone – Local studio artist who is calling in to support grant applications of those he has worked with: Alameda Haunts Contest and Gabriel Duncan's ACORN Project.

Public Comment Closed by Chairperson Rush

Radio Day By the Bay Continued – Scores Presented

Discussion and Feedback

Chairperson Rush said the application was very well done as did Lisa Martin (although she wanted to see a plan to reach out to young people), and Commissioner Ferguson. Vice Chairperson Platzgummer said much of the application was strong but felt the budget was superficial, there's no income, and it doesn't explain how \$12,000 out of \$22,000 are coming together nor their source. He feels the marketing budget is too large for such an event. A \$4,000 marketing and outreach budget is excessive and comparatively weak for a \$22,000 total budget, so that's why he gave it lower scores than other commissioners.

Plein Air Paintout - Plein Air Paintout 2025 is a week-long public event, held from July 28th through August 2nd. The Plein Air Paint Out hosts up to 40 juried artists for a week of painting tree lined streets, stately Victorian homes and shops; picturesque marinas; historic naval ships and naval air station; as well as beaches, lagoons, parks, and San Francisco and Oakland skylines in the island city of Alameda, CA. The week includes a welcome reception, a luncheon and a quick draw and an outdoor exhibition and sales of all the paintings on Saturday. A selection of the unsold paintings from the sale are exhibited and for sale in the Frank Bette Center for the Arts Gallery through September.

Discussion and Feedback

Chairperson Rush said they could do better with equity but acknowledged they put on a successful event each year that also depicts amazing spots in Alameda that you might not normally look at.

Commissioner Ferguson didn't think it was an inclusive event. He said it feels like a club event; it doesn't feel like it will serve a larger portion of people.

Commissioner Platzgummer said he understands how artists love doing this event but questions how many people will see it. He also criticized the budget for an incorrect subtotal and being confusing.

Commissioner Lisa Martin said while the event overall is good and is enjoyed by the public while it engages artist and art enthusiasts and promotes Alameda, the budget is weak and felt the application doesn't address equity or accessibility at all.

Alameda Haunts Contest & Fete de Rattlin' Bones 20th Anniversary Celebrations -

Alameda Haunts is a safe, family-friendly, city-wide Halloween house decorating contest that historically takes place on the three days leading up to October 31. The event is specifically geared to engage as many Alameda neighborhoods, residents, artists, merchants, service providers and organizations as possible to come together to take part in highlighting our beautiful and historic architecture, showcasing our inclusive and broad range of local artistic talent, and celebrating the diverse community in the spirit of giving back. This year they celebrate the 20th anniversary by expanding Alameda Haunts to seven days of fun with the Fete de Rattlin' Bones with a goal to raise \$10k for the Alameda Food Bank and neighbors in need at the start of the holiday season.

Discussion and Feedback

Commissioner Lisa Martin said she was impressed with the program, contest and event. She said the budget was confusing and the little emphasis on marketing felt like a lost opportunity.

Commissioner Platzgummer said he loves the project; it is very successful and it's the event's 20th anniversary. However, he said he has a hard time trying to use PAC funds for cultural arts funding for something that feels so much more like a party, a very fun one compared to a cultural event. That's why I scored it lower than others.

Chairperson Rush said she thinks that Alameda Haunts is the biggest, most inclusive art festival in Alameda. She acknowledged it's a party and she's 100 percent for it. It makes a lot of people happy and it's extremely inclusive. It brings in people not just from Alameda, but all over the Bay Area.

Alameda Walls of Culture - The Alameda Community Mural Project, led by the Bay Area Mural Program (BAMP), aims to transform public spaces in Alameda into vibrant artistic landmarks that reflect the city's cultural diversity, history, and community identity. This initiative will engage local artists, residents, and organizations to collaboratively create murals that celebrate Alameda's rich heritage while fostering public engagement and neighborhood pride.

Through a collaborative and inclusive design process, we aim to produce four murals across different neighborhoods, each depicting a unique aspect of Alameda's identity, from its immigrant history and artistic contributions to its ongoing social movements and environmental initiatives.

Discussion and Feedback

Chairperson Rush said her score was the lowest, though she thinks it's a fabulous idea, but felt it doesn't belong in the cultural arts category. Commissioner James Martin liked the idea for its four locations spread around Alameda on different topics and collaboration.

Commissioner Lisa Martin said she supported it though she understood why a mural project on its own wouldn't fall within the eligibility criteria for a grant, but the proposal includes additional programming elements. She liked its scope, community focus and the youth engagement in the project; however, she felt the budget was very low and not realistic for the scope of the proposed project.

Commissioner Platzgummer said he liked the project. He felt the city could gain so much from it, but we don't have a good grant for it, which is frustrating since there are so many empty walls on Park Street and how much other parts of the Bay Area and country benefit from murals. But some elements were confusing, including the budget, the contingency was wrong, and the number of murals was unclear, which was my biggest issue. He expressed frustration with the local preference rating.

A discussion ensued about changing the local preference rating in the future to allow for nuance so it's not either a 0 or 5.

Commissioner Ferguson questioned the ease and permission requirements for placing murals on four different building walls. He worries about any mural project: how many hoops you're going to have to jump through before it becomes reality. Chairperson Rush said the city would be giving public money for art on privately owned buildings. But Commissioner Platzgummer said it would be money for murals in places we ignore such as Park and Webster streets.

Into the Looking Glass: An Immersive Multimedia Experience - This exhibit will create a completely immersive experience with floor to ceiling video projection (including 3D projection mapping) on three walls in sync with an original surround soundtrack. All the video, animation, and music are created by local artists. This allows the visitor to step inside the art and be delighted and amazed, completely immersed in a moving landscape of sound and vision.

Discussion and Feedback

Commissioner James Martin liked the proposal while Commissioner Lisa Martin questioned how the participating artists are selected, the budget, including equipment purchases and its listing of equipment they own as a donation.

Commissioner Rush said she liked the proposal since it's bringing something new to Alameda, namely interactive, experimental art. They need lots of equipment. It can reach a lot of people, and they have a lot of experience.

Commissioner Platzgummer said while the proposal is outside of Alameda's usual ones it wasn't extraordinary. He said he's seen mapping before. He said several elements of the proposal were just average.

Rhythmix in the Parks: Unity Fest - Exploring the vibrant diversity of the African continent and the overlooked histories of African Americans in Alameda, Rhythmix Cultural Works (RCW) will present a kaleidoscopic series of music, dance and drumming performances, along with classes, spoken word, storytelling and hands-on arts activities to honor and promote greater awareness of African and African Diasporic cultural arts traditions in the Bay Area and beyond.

In partnership with the City of Alameda Recreation and Park Department (ARPD), the Rhythmix in the Parks: Unity Fest, will present four free family friendly "mini-festivals" in local parks on the island of Alameda from August 2025 – June 2026. Attendees of all ages and abilities will be invited to partake in African dance and drum classes, spoken word/storytelling workshops, and hands-on art & crafts. Live performances from traditional and contemporary Bay Area ensembles will highlight African and African descendent genres of music and dance to promote African, Afro-Latino and African American heritage and unity through distinctive cultural expressions.

Comment

Commissioner Rush supported the proposal and talked about how much Rhythmix brings to Alameda with so many free events that are inclusive, creative, high quality, large and provide the most access to the most people.

Commissioner Platzgummer said he loves the project, and it gives lots of bang for the buck. He

appreciated how much Rhythmix can leverage other funds for the project and that the PAC is chipping in \$10,000 for a total budget for the event that's much larger.

Hana Hou - Hālau Makana's Biennial Ho'ike - Hālau Makana is seeking funding to produce our biennial cultural hō'ike, a vibrant performance that celebrates the rich traditions of Polynesian dance, singing, and drumming. This hō'ike will provide a dynamic platform to share the beauty and depth of Hawaiian, Tahitian, and Maori cultures with the broader community, promoting cross-cultural understanding and appreciation. Through this immersive and educational experience, we aim to build connections between diverse communities and local arts and culture groups, fostering unity through the shared language of the arts.

Comment

Commissioner Lisa Martin liked the proposal's appeal and professionalism but said she'd like to see a way for the public to engage rather than just attend the performance as an observer. Maybe a free dance workshop or hands on crafting session.

Commissioner Platzgummer said since PAC has so few funds my focus was on trying to either focus on events that are big or events that are completely new and need this kind of seed funding.

Circus Bella at Radium Runway - Radium Presents is thrilled to bring Circus Bella's enchanting one-ring circus to Alameda Point, offering a vibrant celebration of circus arts that bridges generations and cultures. This exhilarating 60-minute show promises to delight audiences of all ages with a cherished family experience that embodies the simple joy and "art of fun" that circus traditions represent.

Comment

Commissioner Platzgummer whole heartedly supported the proposal since Alameda doesn't have something like it for children and families, even though he has seen their circuses in other Bay Area cities.

Chairperson Rush said she appreciated the leveraged funds in the proposal so they can have a bigger event and outreach.

DeepDive: Under the Waves By West End Arts and Entertainment District - DeepDive is a two-part multimedia performance piece exploring the mystery of the ocean, using video, music, and dance. We will project onto the iconic Posey Tube building which is both an underwater tunnel and an above-ground structure, located in a priority site for flood mitigation. Starting with images of water rising up the side of the building, viewers will then voyage down through the underwater world, exploring environments, and animal life through the marine layers.

Commissioners Lisa Martin and Platzgummer supported the proposal with very high scores for its creativity, ambition and robust community engagement process, and hands-on activities. Budget matched the scope of the project. It's trying something new with another relatively new organization. He added that since it's a project for several years it feels like we're giving seed money to something that goes so much further and has much more impact. It integrates a building that we all know and that's something completely new, so it shows we can use art to do placemaking in this town. Commissioner Rush praised its leveraged funds that will allow for

a much larger event.

Commissioner Lisa Martin recused herself from the next proposal.

Whispers of the Sanctuary By Alameda Civic Ballet - Whispers of the Sanctuary is a new original ballet conceived by Alameda Civic Ballet, inspired by the quiet beauty and ecological richness of the Elsie Roemer Bird Sanctuary in Alameda, California. Through evocative movement, music, and design, the ballet explores themes of connection to nature, the delicate balance of ecosystems, and the timeless rhythms of life. The work unfolds in three acts, each capturing a different facet of the sanctuary's story

Comment

Chairperson Rush said she was concerned about the limited venue space for this proposal. She felt it wouldn't reach enough people in the community. Commissioner Platzgummer said he had concerns about site accessibility and how other funds got leveraged.

Alameda Food Bank Forever Home Mural - Proposal is a vibrant 45 foot by 13-foot public art mural. It celebrates fresh produce, community and the power of collective support. This large-scale artwork will be installed on the exterior of our facility, serving as both a visual representation of AFB's mission and a welcoming beacon for those in our community needing support. It will also incorporate wayfinding and branding elements, helping to identify the building while integrating artistic features that guide community members to the parking lot and entrance. The artwork will be designed by a local Bay Area artist, ensuring cultural and geographic relevance, and created in collaboration with community input.

Discussion and Feedback

Chairperson Rush said since it's a mural, it's not something the PAC can support given its mission, although she loved the idea. Commissioner Ferguson didn't see any community or cultural benefit to the proposal and Commissioner Lisa Martin said it doesn't include any event or program that makes it eligible for this grant cycle.

Commissioner Platzgummer said while the Food Bank is such an important part of Alameda, and murals have high and quick impacts on a community, our grants aren't good for it. He expressed frustration that PAC doesn't have a grant for it. He said it feels as if this may be the time that we need to discuss this scenario with the group, how we can change this and see how we can maybe support another grant that's already existing in the city but do something because I think the impact of murals could be high. He said his low scores are technical. It lacks programming. He found the budget very confusing, namely that the artistic personnel got paid in an hourly rate of \$50 times the amount of the square feet. He couldn't figure out how that works.

Discussion and Feedback

Chairperson Rush asked don't you think that the physical arts could include murals?

Commissioner Platzgummer replied that what we would need is a grant program like this where we essentially support efforts for murals in the city of private individuals. Commissioner Lisa Martin asked if it would be public art, publicly funded private murals, just to clarify. Yes, said Commissioner Platzgummer. It's just an accessibility question, he said.

Commissioner James Martin said he liked the fact that it was proposed for their own building so the site has been selected already.

Healing Heels Presents ReadThaRoom Festival - Healing Heels is excited to bring ReadThaRoom, an all-ages pop-up concert and festival, to the Bay Area. As a Sacramento-based nonprofit, we are committed to using the arts as a vehicle for community engagement and enrichment. Winning this grant would allow us to bring this vibrant event to our hometown, celebrating music, creativity, and togetherness. Our vision for ReadThaRoom is to create a safe, fun, and inclusive space where families can enjoy live performances from local artists and musicians while coming together as a community. We are already in the process of partnering with caterers to provide free meals, as well as organizing jump houses, interactive games, and activities for youth to enjoy before the school year begins.

Discussion and Feedback

Commissioner Platzgummer and Lisa Martin gave the proposal high marks for accessibility and equity. But as a Sacramento based organization, why do they want to come to Alameda? They don't have an existing connection to Alameda

Chairperson Rush loved all aspects of the proposal but said they weren't leveraging funds.

Words that Made the Difference: Brown v. Board of Education - The play, Words That Made the Difference: Brown v Board of Education, is the focus of a multi-faceted program with a dual objective. Via the arts, students will learn history of the landmark case of desegregation and how the reversal of Separate but Equal changed the nation.

Discussion and Feedback

Chairperson Rush said she's concerned about the leverage funds and its overall budget is weak. Commissioner Lisa Martin liked the proposal and said it's very timely and relevant. She felt the youth education engagement outreach program was very strong. They have good connections with AUSD schools to make it happen, but she found the budget confusing too since they didn't include income in it and their expenses will exceed the \$10,000 they're asking for. Commissioner Platzgummer agreed about the budget issue and added that as much as he loves this project, it's been done twice at Rhythmix.

Alameda Native History Project's ACORNS! - Revitalizing Indigenous culture requires innovative, community-driven approaches. The project combines interactive experiences, art education, functional public art installations, and land-based cultural arts events to preserve Native American heritage, educate the public about local Native History, and foster appreciation and representation of Native American Culture in the City of Alameda.

Discussion and Feedback

Commissioner Martin liked this proposal very much but felt the budget was lacking due to low stipends and the leveraged funds. Commissioner Platzgummer gave this proposal his second highest scoring and said it's a new organization that has been very active in the city (at PAC meetings) and much more available and willing to share their information than others. Having attended one of its events, he liked being part of something and trying it out and doing something that makes him feel so much more connected to this part of the island than any other project he's seen.

Chairperson Rush said, given it's an ambitious program, it needs more people involved in it other than Gabriel as indicated by the organizational chart. It lacks leveraged funds, and she

thought that the budget was very slim, and there's no actual dates on the timelines. She wasn't sure the outreach was enough to justify that money.

Commissioner Lisa Martin said the outreach portion has already been done in their pilot program, so now they know what's needed and have community partnerships already established. She felt it can be larger now that they know what they're doing. She felt it is poised to do something exciting, and the PAC could make a big difference in funding them.

The Foodbank Players - We are a new and growing theater company, just 3 years old, with our 4th season now planned. Our goal is to continue the good work we have done so the Alameda Food Bank can do their great and vital work. In pursuit of that goal, we hope to expand our efforts so that all Alamedans know who we are and have a chance to come to see our shows and be a part of the effort to support the food bank. Part of that involves publicity, reaching out to the schools (so many of our plays are taught at the local high schools), and working with Alameda citizens and organizations. The plan is to do *Hamlet* in September 2025, *A Christmas Carol* in December 2025, *A Raisin in the Sun* in March 2026 and *A Mid Summer's Night Dream* in June 2026.

Discussion and Feedback

Commissioner Lisa Martin said it's a well-known and successful organization that's rooted in Alameda. Commissioner Platzgummer said they're lacking leveraged funds but so are all applicants from the \$5000 award category. He said it's a good application but not exceptional.

Chairperson Rush said she thought their outreach could be much better. If they get the money from us, they need to do better advertising to get the word out and get more people to come and see them.

Creative Art Program - The Creative Art Program is a free workshop and gallery exhibit created and organized by the nonprofit ArtPush in Alameda. Jessica Warren created this program as a result of using artwork to heal from past traumatic experiences. The program encourages social-emotional learning and self-expression, empowering children to envision a bright future.

The program exposes children and their families to local working artists in their community. The inclusive environment of the Program is reflective of the diverse communities of the Bay Area. Families from many kinds of backgrounds come together to experience making art in an inspiring setting. This workshop expands the horizons of students who might otherwise have limited exposure to art studios, galleries and art education.

Discussion and Feedback

Chairperson Rush said that she loves that it targets children, which is critical for them. If children aren't exposed to art at a young age, they'll never become artists. It doesn't reach a huge audience but they're asking for a smaller amount. Commissioner Ferguson agreed about its reach and said there's more impactful proposals for the money we have to give. Commissioner Platzgummer agreed about the size of the project and added there's no fund leveraging in the budget. Commissioners Platzgummer, Lisa Martin, and Chairperson Rush all agreed that only 24 children would be served by the project. They resolved to return to this at the end to adjust their scores.

Drawing on Earth - Creating large community chalk drawings is what we do and have done here in Alameda. Find a good drawing area, figure out size and the drawing. We create a piece that has meaning and a story - TBD. Our goal is to engage kids and the community to create something big and beautiful that one cannot create by oneself - collaboration at its best. Chalk is environmentally safe and non-permanent.

Discussion and Feedback

Commissioner Platzgummer liked the proposal overall but said it lacked leveraged funds, but he appreciated it was happening and was a collaborative project. Commissioner Ferguson felt it was money better spent elsewhere given that most kids can draw on their own.

Chairperson Rush questioned the budget. She said not all the budget is accounted for: where's the advertising and the photographer? We don't allow meals and entertainment in the budgets. It's not fully formed.

Commissioner Lisa Martin said she liked how simple the proposal was, but acknowledged its simplicity wasn't in its favor, ultimately.

Grant Awardees and Grant Budget Increase

After staff member Toma put up on the screen the scores and rankings of the 17 proposals, both Chairperson Rush and Commissioner Platzgummer reminded the group that while they had discussed possibly raising the \$60,000 budget and giving more proposals money this year, they must be mindful of the fact that PAC's income for the Public Art Fund will only be declining in the coming years due to the decrease in commercial construction in Alameda. (PAC's income comes from the city law that requires one percent of all commercial construction projects' budgets be spent on art.)

After more discussion, commissioners decided to award ten grantees instead of eight and the budget was increased by \$10,000 from \$60,000 to \$70,000.

Commissioner Platzgummer made a motion to increase the budget by \$10,000 and accept the suggested grant awardees, which was seconded by Commissioner Ferguson. It passed 5-0. The commissioners agreed that the organizations that applied for \$10,000 grants but received \$5,000 instead will be notified. If they reject the lower amount, the money will be returned to PAC's budget.

Grant Awardees and Amounts

Organization	Amount
1. Rhythmix in the Parks: Unity Fest	\$10,000
2. Circus Bella at the Radium Runway	\$10,000
3. DeepDive: Under the Waves	\$10,000
4. Alameda Haunts Contest & Fete De Rattlin' Bones 20 th Anniversary	\$10,000
5. Radio Day by the Bay	\$5,000
6. Whispers of the Sanctuary	\$5,000
7. Hana Hou - Halau Makana's Biennial Ho'ike	\$5,000
8. Plein Air Paintout 2025	\$5,000
9. The Foodbank Players	\$5,000
10. Alameda Native History Project's ACORNS!	\$5,000

Staff member Toma reminded the commissioners that these 10 awardees are their

recommendations for spending to the City Council. It can be appealed to the City Council that could decide to approve or bring it back to PAC. But your recommendation carries a lot of weight with the City Council he said.

6. STAFF COMMUNICATIONS

None.

7. COMMISSION COMMUNICATIONS

None.

Commissioner Non-agenda communications

Commissioner Platzgummer said he realized that PAC is using Submittable for the grant application and process. It's very expensive. It costs \$10,000 per year but we aren't using the video part of Submittable and are getting everything sent with an Excel sheet and the Dropbox. I don't understand why we're using it. Either we use this properly or I would suggest we skip it and just ask everyone (grant applicants) to send in PDFs because it's a lot of money.

8. ADJOURNMENT

Chairperson Rush adjourned the meeting at 8:49pm.