

**DRAFT**  
**MINUTES OF THE PUBLIC ART COMMISSION (PAC) MEETING**  
**Monday, April 18, 2022**

**1. CALL TO ORDER**

Chairperson Adam Gillitt called the meeting to order at 6:03p.m.

**2. ROLL CALL**

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

Absent: none.

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

**3. MINUTES**

**2022-1943 Review and Approve Draft February 22, 2022 PAC Minutes**

A motion to approve the minutes was made by Commissioner Ferguson 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**

Jennifer Radakovich, Associate Director at Rhythmix Cultural Works, presented information for an upcoming cultural art event, "Island City Waterways", taking place on May 21-23 at Alameda Point's West Mall. Please register to attend this free event by going to [www.rhythmix.org](http://www.rhythmix.org).

**5. REGULAR AGENDA ITEMS**

**5-A. 2022-1944 WePlayers Presentation for The Keeper at Alameda Point**

Ava Roy, Artistic Director for WePlayers Theater Production Company, presented a promotional video for a one-woman-show, titled "The Keeper", that will run Friday, Saturday, and Sunday from May 27 through June 26, 2022, at Alameda Point.

For public comment, Tara Pilbrow, Executive Director of West End Arts District, expressed appreciation for this project and offered to support or collaborate on future projects. Staff member Toma will connect Ms. Roy with Ms. Pilbrow.

Chairperson Gillitt expressed his appreciation for the presentation.

**5-B. Recommendation to Approve the Attached Resolution and Conditions Approving the "Neptune Beach Roller Coaster" Public Art Proposal for Subpar Miniature Golf at 1600 Park Street**

Staff member Toma presented the public art proposal for the new Subpar Miniature Golf project, located at 1600 Park Street, titled “Neptune Beach Roller Coaster”. Mr. Toma reviewed the evaluation criteria for evaluating public art proposals and presented staff’s recommendation to approve the proposal. Mr. Toma introduced artist Jon Altemus and project applicant Michael Taft. Artist Jon Altemus provided background and described the artistic process of developing the artwork. Mr. Toma and Mr. Altemus answered clarifying questions. After receiving no public comments, Mr. Toma invited Commissioners to discuss.

Commissioners discussed the proposal. In addition to general support, they provided the following feedback:

- Suggest a mobile or moving element to the rollercoaster;
- Concern that the proposed project has lower visibility than existing installation. Adding a light feature to showcase the artwork and/or adding additional art in the other windows would increase visibility;
- Suggestion to add an informational plaquard about the artwork; and
- Suggestion to add signage or graphics that incorporate reproductions of posters or ephemera from Neptune Beach in the open space of the window above the artwork.

A motion to propose that Subpar Miniature Golf return to the PAC with an amended proposal, taking in consideration the feedback provided by the commissioners, while staying within the existing budget, was made by Chairperson Gillitt and seconded by Vice Chairperson Rush. Ayes: Chairperson Gillitt, Vice Chairperson Rush, Commissioners Hoffecker, Platzgummer, and Ferguson. Nays: none. The motion carried 5-0.

#### **5-C 2022-1942 Recommendation to Review Cultural Arts and Arts Programming Request for Proposals (RFP) for Issuance**

Staff Member Toma presented an overview of the updated RFP, highlighting changes made in response to feedback from the PAC and members of the public at the February PAC meeting. Mr. Toma answered clarifying questions, invited comment from the public, and then invited discussion from commissioners.

Jennifer Radakovich expressed appreciation for the increase in the number of grants in the revised RFP. Additionally, Ms. Radakovich was curious to know if individual artists or for-profit organizations without a fiscal sponsor could apply for a grant, if the RFP specified the duration of the awards, if grants could be awarded to organizations outside of Alameda, and if there was a matching fund requirement.

Tara Pilbrow, on behalf of West End Arts District, offered to provide assistance to individual artists looking for fiscal sponsorship so that they can qualify for cultural art grants.

Commissioners expressed appreciation for the changes made by staff in response to feedback given at the February PAC meeting. Commissioners addressed comments made by the public, clarifying that a preference is given to Alameda artists/organizations. Further, Secretary Butler clarified that when the Public Art Ordinance was put in place, the City Attorney's Office advised staff that if there were to be language allowing for for-profit entities to receive grants up to a certain dollar amount, that the dollar amount be included in the Public Art Guidelines (Guidelines) as opposed to in the Ordinance itself. While there are currently no Guidelines, the intent is that for-profit entities have the ability to apply for grants of \$2,000 or less. Therefore, due to the size of the grants proposed in the RFP, awardees need to either be a non-profit, or have fiscal sponsorship, even if they are an individual artist. Commissioners discussed the proposal, weighing the concern that requiring 501(c)(3) status or fiscal sponsorship limits the pool of qualifying applicants against the concern that delays caused by changing requirements would further delay the distribution of awards in this fiscal year.

A motion to approve the cultural arts and arts programming RFP as presented was made by Commissioner Ferguson and seconded by Chairperson Gillitt. 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:

- The development of a Public Art Master Plan has begun by preferred consultant Forecast Public Art. A special meeting will be held in May to allow for a facilitated discussion led by Forecast and to gather input from the PAC on the development of the Public Art Master Plan. In addition to the May special meeting and several other public engagement elements, there will likely be a second PAC meeting largely devoted to the Public Art Master Plan over the next few months. The development of the Public Art Master Plan has an estimated completion time of 6-8 months.
- The permit has been issued for the installation of the Alameda Afore public art.

## **7. WRITTEN COMMUNICATIONS**

None.

## **8. COMMISSIONER COMMUNICATIONS, NON-AGENDA**

Chairperson Platzgummer expressed appreciation to Chairperson Gillitt and Dennis Evanowsky for the three guided walking tours of Alameda neighborhoods in celebration of Alameda's 150<sup>th</sup> anniversary.

Chairperson Gillitt announced that several additional tours will be offered of Alameda throughout the year, organized by the Alameda Post.

**9. ORAL COMMUNICATIONS**

None.

**10. ADJOURNMENT**

Chairperson Gillitt adjourned the meeting at 7:39pm.

Respectfully submitted,

Lois Butler  
Economic Development Manager  
Secretary, Public Art Commission