

**DRAFT**  
**MINUTES OF THE PUBLIC ART COMMISSION (PAC)**  
**SPECIAL MEETING**  
**Monday, April 17, 2023**

Chairperson Adam Gillitt called the meeting to order at 6:16pm.

**1. ROLL CALL**

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

Absent: none.

Lois Butler present as staff to the Commission. Annie Cox was present for the first 15 minutes of the meeting.

**2. MINUTES**

**2023-2877 Review and Approve Draft March 20, 2023, PAC Minutes**

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

**3. PUBLIC COMMENTS**

None.

**5. REGULAR AGENDA ITEMS**

**4-A. 2023-2989 Presentation by Forecast Public Art and City Staff on Draft Public Art Master Plan**

Staff member Butler introduced consultant Jen Krava, of Forecast Public Art (Forecast), the consultant group selected to assist the City in developing a Public Art Master Plan (PAMP). Ms. Butler provided an overview of the PAMP development timeline. Ms. Krava reviewed elements of the drafted PAMP. Ms. Butler and Ms. Krava answered clarifying questions.

Ms. Krava invited Commissioners to provide feedback on the draft documents. Commissioners discussed the draft documents and provided the following feedback:

Overall layout

- Great first step, however documents are repetitive, and need to be consolidated. Utilize more diagrams/graphics to reduce words used. Detail of document spells out specifics and makes work with developers and artists

easier. Recommend moving some information into an extended Executive Summary to shorten individual sections.

- Reminder to keep process simple for artists – if too complicated, can deter artist/developers from Alameda. Pasadena has examples of how easy/quick public art process can be.
- Correction needed: PAMP recommends wayfinding/signs as part of artwork, but later states that signs are not eligible for Public Art funds.
- Public feedback process: The survey format asked a, b, or both, and most people answered both, which gave less direction. Sample sizes were quite small. Commissioners expressed concern that too narrow a group had been surveyed as they wanted to get more feedback from people outside of the existing art community.
- Commissioners appreciated seeing priority given to local artists. Although beneficial to promote and prioritize local artists, desire to ensure Public Art Program was attracting a larger pool of artists.
- Funding strategy: current documents lists sources of current funding, but PAC expressed interest in exploring additional funding opportunities/mechanisms.
- PAMP missing outline of current budget and concrete steps to go forward. Ms. Butler suggested incorporating a budgetary process in the biennial plan, and not in the PAMP, as the budget will change over time. She clarified that \$400,000 has been proposed for each of the next two years.
- PAC was supportive of incorporation of 'Diversity, equity and inclusion' in the PAMP but expressed concern that the existing PAC is not reflective of this diversity.
- Staffing/Volunteer time: Many suggestions for art walks and social engagement, but existing staffing is quite limited. Public Art has been allocated 1/3 of a staff member (12 hours of work/week). Would be great to create a volunteer base to support public art efforts.
- Concern about the recommendation to add an advisory committee - another committee may slow things down and add to the burden on staff.
- PAMP missing enforcement: What happens if artists/developers don't follow guidelines? At Burning Man, if default on project, must return funding.
- Concern raised over storage of artwork– PAC recommended addressing storage during the development of deaccession policies.

#### Mission/Vision/Goals feedback

- Needs refinement based on feedback provided by PAC at previous PAC meetings.
- PAC suggested putting Vision/Mission/Goals together and put in prominent location in document.

Chairperson Gillitt opened the floor for public comments.

Tara Pilbrow, executive director. Discussion of annual grants. Strong request for the regularity of grants, either 1 or 2 years. When very few artists apply, indicates that artists cannot prep. If regular schedule, reduces staff time, and allows artists to plan ahead. Advisory committee can come from artists in the area, who may be inspired to contribute while not being on the PAC itself.

#### Recommendation feedback

- Determining gaps in the existing artwork and potential artwork locations - unsure if analysis is helpful.
- Annual grant programs would be great but may not be feasible given limited staff time and board turnover.
- Reduce emphasis on naval themed artwork due to survey responses and to align with Ordinance.
- Consider incorporating themes in next Request for Proposal (RFP)/Request for Qualifications (RFQ) or grant cycle.
- Consider developing an endowment to create a consistent annual budget that can be maintained and grow over time.

#### 5-year Action plan

- In discussion, Commissioners recommend reprioritizing –
  - Tools and documentation for artists and developers is key first step. Will help to provide clarity to RFPs/RFQs and grants.
  - Grants – developing regularly timed RFP/RFQ processes.
  - Determine locations for art. While identifying gaps in City's collection, plus potential locations for public art is important, it is a lower priority than documentation.
  - Marketing can come after documentation.
  - Deaccession and maintenance documentation should be done in year 1 and 2, not in year 5
- Create calendar/timeline for annual/biennial tasks/projects.
- Due to 4-year cycle of Commissioners and staff turnover – incorporate suggestions for how to prevent progress from being “reset” during commissioner/staff turnover. Need clarity on who will execute the PAMP.

Chairperson Gillitt opened the floor for additional public comments.

Tara Pilbrow suggested refraining from themed RFPs/RFQs until the grant process was more established, as a theme may prematurely limit the range of artists applying.

Commissioners thanked Ms. Krava for the presentation and looked forward to seeing the next version. Recommendation to hold off on sending draft to other boards until suggested revisions are made and reviewed by PAC.

**6. STAFF COMMUNICATIONS**

Ms. Butler offered to provide next steps for the PAMP process via an email.

**7. WRITTEN COMMUNICATIONS**

None.

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

Commissioner Ferguson expressed appreciation for Commissioner Hoffecker attending the meeting virtually from London at such a late hour.

**9. ORAL COMMUNICATIONS**

Tara Pilbrow informed the PAC and public that the West End Arts District will host an art exhibit, "The Art of San Quentin" at multiple locations along Webster St on May 13 between 5-9pm.

**10. ADJOURNMENT:**

Chairperson Gillitt adjourned the meeting at 8:07pm.

Respectfully submitted,

Walker Toma  
Economic Development Manager  
Secretary, Public Art Commission