

Public Art Meeting
November 12, 2014

Comments on Proposed Changes to the Public Art Program

- The City should use empty storefronts (pop ups) to host MOMA Art Exhibits
 - Put public art emphasis on schools
 - Agree with increasing the cap on contributions from \$150,00 to \$500,000 – support art classes etc. (higher?) (why a cap?)
 - Reach out to sponsors for donations to grow the fund
 - Can there be a program to recognize donors, for example the Franklin Park tile project
 - To solicit RFPs to non-profits– What would be the process?
 - Public Art Commission to CC for approval
 - Require spending some of the fund annually
 - Keep commission
 - OK with art funds granted to a non-profit, but also fund an art project
 - Nonprofit must have capacity
 - Include for profit, nonprofit, individual, or consortium in RFP
 - Existing local organizations are stretched. Consider creation of 501 c3 “consortium”
 - No cap on maximum contribution by developers (not all agree)
 - Do not decommission the PAC
 - Engage PAC earlier in the process of approving on-site projects
 - The current balance of the public art fund (\$64K) is too small to be significant
 - Make changes soon, prior to future development to grow the fund
 - Parks can benefit from art
 - Consider with fund
 - Consider landscape architecture as art
 - Don’t limit developer contributions, no cap. Also consider raising the contribution requirement to 2%
- 3) Support for allocation 20% of the contribution to the public art fund
- Art fund should keep a reserve
 - Support for RFP to nonprofits
 - A lot can be done quickly (i.e. pop up art event)
 - Get recommendations for where to advertise the RFP
 - RFP should encourage local nonprofits
 - Connect developers with local artists – create a “List”
 - Engage kids in art: Alameda education foundation