

LARA WEISIGER

From: Marilyn Schumacher <marilynschu@gmail.com>
Sent: Saturday, October 15, 2016 4:34 PM
To: Marilyn Ezzy Ashcraft; Tony Daysog; Frank Matarrese; Jim Oddie; Trish Spencer
Cc: City Clerk
Subject: Fair and Open Arts Fund Process
Attachments: 2005_1219Image0054.JPG; 2012-11-19 12.13.07.jpg

Dear City Council Members,

I'm writing to you because I'm concerned about the process (or lack of one) that is used to distribute the funds in the city's Art Fund. This is an issue that you will be discussing this coming Tues.

Some background: I went to Christchurch, New Zealand in 2005 to see my daughter, who was there on a working visa for 1 year. I was pleasantly surprised at the artwork everywhere! See the attached photo with us wearing our Tucker's Ice Cream shirts, next to very artsy lambs.

I went to visit my daughter and her Kiwi husband in Christchurch, in 2012, after the 2010 earthquake...and while the city was still in complete shambles...amazing art was showing up in the most amazing places. It was more than inspirational, to say the least.

This past Feb I had the opportunity to visit my Sutter and Seanb again. While the city is still recovering from the earthquake and it's resultant aftershocks, new buildings have been constructed, old buildings are in rubbled messes...BUT the artwork I saw was wonderful and plentiful.

This makes everyone so appreciative of local artists because they allow us to see as they think!

Alameda needs to have a well-publicized Public Arts Commission which incorporates the following, noted in a petition that I recently signed.

- Public Art Commission works with City Staff to create a fair, transparent RFP process for the Public Arts Fund that makes all monies in the fund accessible to eligible artists and arts organizations in Alameda without earmarking funds for any project or organization.
- Direct all applications for public arts funding to the Public Arts Commission for review and decision. Public art fund should not be exclusive source of funding for any arts proposal.
- Remove the developer cap. 1% Developer fee should be in alignment with neighboring area cities as shown in Exhibit 4 Public Art Requirement Summary. Developers paying only a 1% cap is absurd.

- Do not draw city administrative fees from the fund.
- Clearly specify that maintenance fees should ONLY be used for repairs as necessary for structural arts and not for landscaping or other ancillary uses including construction of pathways to view the art.
- PROTECT THE ORDINANCE LANGUAGE OF SECTION 30-498.5(b.1- 6) – PUBLIC ART REQUIREMENTS / ONSITE CULTURAL PROGRAMS Identify public art eligible programs in the Ordinance and remove 75%/25% allocation.
[30-498.5- b.] On-site Cultural Programs: 1) Performance arts: theatre, dance, music; 2) Literary arts: poetry readings and storytelling; 3) Media areas: film and video, screenings and installations; 4) Education: art lectures and presentations; 5) Special events: festivals and celebrations. 6) Artist-in- residence programs in the arts.

Thank you for considering this and acting upon it, so every Alamedan feels and sees the benefit of being a member of a community that shows its pride through its art.

Regards, marilyn schumacher

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TOWN
BALL

NO
OPEN

Coffee
to go



Shhhh...


LARA WEISIGER

From: Gabriele von Ingersleben <voningersleben@yahoo.com>
Sent: Saturday, October 15, 2016 3:49 PM
To: LARA WEISIGER
Subject: City Council Meeting, October 18, 2016: Public Art Fund
Attachments: Fair-Open-Arts-Fund-Process-20161013_PublicArtsHearing.docx

Dear Mrs. Weisiger,

please see the letter attached for the City Council Meeting this coming Tuesday regarding the Public Art Fund. I deeply hope that you will consider the recommendations in this letter.

Sincerely,

Gabriele von Ingersleben, MD, PhD
301 Broadway # 302
Alameda, CA 94501
415-271-5251 

Alamedans for a Fair and Open Public Arts Fund

Fair Process Needed for Public Art Fund

Tuesday, October 18, 2016, City Council will consider city staff's recommendations of proposed changes to the Public Art Ordinance and the appropriation of Public Art funds.

Since the public art ordinance was adopted in 2003, the City has taken a measured, deliberate approach to disbursing public art funds. Sadly, the disbursement process is still not resolved. Over the past decade, numerous community meetings were held, staff reports prepared, a Public Arts Commission (PAC) was seated, and a study was commissioned to assess the public art program and recommend development of arts and culture in Alameda. Moreover, the city needs to resolve the concerns of its recently proposed ordinance changes to more fairly serve the community and create a transparent public process.

Therefore, we call on City Council to vote against the proposed ordinance and to adopt the following recommendations.

RECOMMENDATIONS

THE CITY MUST CALL FOR THE PUBLIC ART COMMISSION TO ESTABLISH AND PUBLISH AN RFP PROCESS WITH CRITERIA FOR ELIGIBILITY TO APPLY TO THE PUBLIC ART FUND AND A TIMELINE FOR DISTRIBUTION OF THE RFP APPLICATION.

Before any funds are "appropriated" from the public arts fund, a fully transparent, equitable public process must be put in place, so the funds can be disbursed in a way that is fair for everyone.

THE CITY WILL DIRECT ALL REQUESTS FOR PUBLIC ARTS FUNDING TO THE ARTS COMMISSION FOR A FAIR AND OPEN REVIEW PROCESS AND DISTRIBUTION OF FUNDS.

City staff has recommended that Council "appropriate" \$100,000 of the total \$224,698 now in the public arts fund to be used exclusively for public art designated outside of the public Arts Commission review process. The question is not whether to install public art in these projects. The question is whether the public art fund will be administered in a way that is fair, open and consistent for all applicants.

THE CITY WILL RESPECT AND CALL FOR THE PUBLIC ARTS COMMISSION TO COMMENCE ITS REVIEW PROCESS WITH OVERSIGHT OF THE PUBLIC ARTS FUND AND IN THE ANNUAL REVIEW OF ITS PROJECTS.

The proposed amendment to the public art ordinance seeks to appropriate almost half of the current public arts fund to be set aside and bypass the public process for the distribution of funds. This should not be allowed for any organization. City staff is supposed to be providing impartial administrative services in support of the Public Art Fund, not pre-determining its allocation before any proposals have been submitted.

THE CITY WILL PROTECT THE ORDINANCE LANGUAGE OF SECTION 30-498.5(b.1-6) - PUBLIC ART REQUIREMENTS / ONSITE CULTURAL PROGRAMS BACK TO THE ORDINANCE.

The proposed ordinance removes the ordinance language that identifies and protects Cultural Programs categorically as a Public Art Requirement and does not further identify these public art eligible programs in the Ordinance. Whether programs are offered on-site or off-site, this language is important to the identification of the type of eligible programs.

[30-498.5-b.] On-site Cultural Programs: 1) Performance arts: theatre, dance, music; 2) Literary arts: poetry readings and storytelling; 3) Media areas: film and video, screenings and installations; 4) Education: art lectures and presentations; 5) Special events: festivals and celebrations. 6) Artist-in-residence programs in the arts.

THE CITY OF ALAMEDA SHOULD REMOVE THE DEVELOPER CAP ON THE 1% CONTRIBUTION TO THE ARTS FUND.

As shown in Exhibit 4, The City of Alameda should be in alignment with every other local municipality by removing the developer cap on the 1% amount going into the Public Art Fund. 1% means 1%.

THE CITY OF ALAMEDA SHOULD NOT DRAW FROM THE PUBLIC ART FUND FOR ANY ADMINISTRATIVE EXPENSES AS IT RELATES TO THE FUND.

Thank you for your consideration of these recommendations.

Send emails supporting these Recommendations to City Council and CC to Lara Weisiger, City Clerk, lweisiger@alamedaca.gov

CITY COUNCIL CONTACT INFO

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