

Draft
MINUTES OF THE PUBLIC ART COMMISSION MEETING
Monday, August 17, 2020

1. CALL TO ORDER

Chairperson Adam Gillitt called the meeting to order at 6:02pm.

2. ROLL CALL

Present: Chairperson Adam Gillitt, Vice Chairperson Liz Rush, Commissioners Mark Farrell and Kirstin Van Cleef.

Absent: Commissioner Sherman Lewis (unexcused).

Lois Butler (PAC Secretary) and Amanda Gehrke present as staff to the Commission.

3. MINUTES

3-A. 2020-8228 Review and Approve Draft Minutes PAC June 15, 2020

A motion to approve the minutes was made by Vice Chairperson Rush and seconded by Commissioner Farrell. Ayes: Chairperson Gillitt, Vice Chairperson Rush, Commissioners Van Cleef and Farrell. Nays: none. The motion carried 4-0.

4. PUBLIC COMMENTS

None.

5. REGULAR AGENDA ITEMS

5-A. 2020-8231 Recommendation to: 1) Relocate the Dan Fontes Mural to the McKinley Park Recreation Center and 2) Approve Adding \$1,500 to the Grant Amount (for a total of \$14,000), to Cover the Costs of a New Design

- Staff member Gehrke presented the report, including three recommendations: relocate the mural to McKinley Park Recreation Center, approve adding \$1,500 to the grant amount, and include public outreach in the re-design of the mural, if the selected site warrants a redesign.
- Artist Dan Fontes shared his feedback on the 1925 Everett location, including neighborhood and location benefits, and expressed concerns about low pedestrian traffic, visual clutter, and the challenge of painting on brick. He expressed his preference for the relocation to be at McKinley Park, but advised that both locations will work for a mural.
- Gehrke welcomed comments and answered any clarifying questions.
- Commissioners discussed the recommendations, including benefits and concerns for each location, the importance of community engagement, and setting a deadline for the Everett location insurance paperwork.
- A motion to set a deadline of September 21st to have the owner's signature and insurance for the 1925 Everett location, to default to the McKinley Park location if no signature is received before the deadline passes, and to

increase the grant amount by \$1,500 was made by Vice Chairperson Rush and seconded by Commissioner Farrell. Ayes: Chairperson Gillitt, Vice Chairperson Rush, Commissioners Van Cleef and Farrell. Nays: none. The motion carried 4-0.

5-B. 2020-8232 Consider and Provide Feedback on Proposed Amendments to the Public Art Ordinance

- Staff member Gehrke reviewed proposed amendments to the Public Art Ordinance, including:
 - Allowing the Fund to be used for conservation and maintenance of public art.
 - Requiring developers to declare their intention to install on-site artwork or contribute to the Fund prior to receiving planning approvals.
 - Revising the language to clarify that the maintenance agreement shall be reflected in the conditions of approval and recorded against the property prior to the issuance of the first certificate of occupancy.
 - Revising the language to allow grants for \$2,000 and lower to go to profit as well as nonprofit businesses.
 - Specifying that City Council approval is needed only for Fund expenditures that exceed the purchase authority of the City Manager.
- Staff member Gehrke also provided research and recommendations on discussion topics requested by the PAC at a previous meeting:
 - Dedicating a portion of the Fund exclusively to maintenance and conservation.
 - Requiring different program contributions for residential and commercial construction.
 - Exploring the potential to use public art consultants to enhance the quality of on-site public art.
- Staff members Gehrke and Butler answered clarifying questions.
- Commissioners discussed proposed amendments and the requested research topics. Commissioner Farrell suggested including ARPD in the development of a Public Art map for Alameda, which could be created by a local graphic artist. Gehrke offered to provide follow up on the use of funds for art promotion as part of the PAC's work plan prioritization. Commissioners requested agendaizing discussion of Fund contribution rates for in-lieu/on-site and commercial/residential.
- In summary, Commissioners supported staff recommendations, but requested clarification on Ordinance language regarding location changes during mid-approval process. No vote was taken.

5-C. 2020-8227 Public Art Update

- Staff member Gehrke presented a review of awarded and pending physical Public Art Grants to date, as well as explained the physical art review process.
- Gehrke welcomed comments and answered questions.
- Commissioners discussed and suggested adding QR code at each physical art site that directs people to Alameda's Public Art page, adding this presentation to the public art page to inform public, and increasing publicity for public art in Alameda, either by leveraging existing publicity channels, adding links or project descriptions to existing city pages, or other means. Commissioners requested discussing this at the next meeting. Staff member Butler offered to follow up on this item regarding City resources or limitations. Commissioner Farrell requested an update from the Fire Department regarding the Fire Station 3 planned public art.

5-D. 2020-8233 Status Update on the Eligibility of Upcoming Projects for the Public Art Requirement

- Staff member Gehrke briefly presented status updates on the eligibility of upcoming projects for the public art requirement.
- Gehrke welcomed comments and answered questions.

6. STAFF COMMUNICATIONS

- Staff member Gehrke advised commissioners that next meeting will have a brainstorming session for the 2021 PAC plan.
- Staff member Butler clarified that new commissioner is expected to be selected before the next meeting, and should be in attendance at the next meeting.

7. WRITTEN COMMUNICATIONS

None.

8. COMMISSIONER COMMUNICATIONS, NON-AGENDA

- Commissioner Farrell requested staff to research public art opportunities on the new Webster – Alameda Point walking trail.
- Commissioner Rush identified several opportunities at College of Alameda for public art.
- Commissioner Farrell suggested Alameda Library as an opportunity for public art.

9. ORAL COMMUNICATIONS

- Staff member Butler notified the commission of a temporary art installation at Jackson Park in place of the park sign until the park is renamed.

10. ADJOURNMENT

Chairperson Gillitt adjourned the meeting at 8:07pm.

Respectfully submitted,

Lois Butler
Economic Development Manager
Secretary
Public Art Commission