

Final
MINUTES OF THE PUBLIC ART COMMISSION
REGULAR MEETING OF Wednesday, September 25, 2019
COUNCIL CHAMBERS, CITY HALL
2263 SANTA CLARA AVENUE – 6:00 PM

1. CALL TO ORDER

Staff Member Lois Butler called the meeting to order at 6:05pm

2. ROLL CALL

Present: Commissioners Sherman Lewis, Liz Rush, Adam Gillitt, Mark Farrell.

Absent: Commissioner Kirstin Van Cleef (excused).

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

3. MINUTES

2019-7292 A motion to approve the minutes was made by Commissioner Lewis and seconded by Commissioner Gillitt. The motion carried 4-0.

4. ORAL COMMUNICATIONS

None.

5. REGULAR AGENDA ITEMS

5-A. 2019-7288 Appreciation for Outgoing Public Art Commission Member. The Public Art Commission will present a Certificate of Appreciation to Outgoing Public Art Commission Chairperson Daniel Hoy.

- Commission members, Lois Butler and Amanda Gehrke expressed appreciation for Outgoing Public Art Commission Chair Daniel Hoy, and presented him with a Certificate of Appreciation.
- Daniel Hoy expressed his appreciation for the opportunity to serve, received certificate, and departed meeting.

5-B. 2019-7289 Selection of Chairperson. The Public Art Commission will select a new Chairperson

- Discussion of end of term for each member: Gillitt in 2020, Farrell in 2021, Lewis in 2020, Rush in 2023, Van Cleef in 2023
- Discussion of duties of Chairperson: review agenda previous to meeting, chairs meeting, appoints subcommittees.
- Commissioner Farrell made a motion to elect Gillitt as Chairperson. Commissioner Lewis seconded. Motion carried 4-0.
- Chairperson Gillitt assumed role of chairing remainder of meeting.

5-C. 2019-7290 Selection of Vice Chairperson. The Public Art Commission will select a new Vice-Chairperson

- Commissioner Farrell made a motion to elect Commissioner Rush as Vice Chairperson. Commissioner Lewis seconded. Motion carried 4-0.

5-D. 2019-7287 Public Art Small Grants Pilot Program

- Presentation by Staff Member Gehrke of staff report, Public Arts Small Grants Program Description, and Public Art Small Grants Application. Key points of presentation were to keep process simple, explanation of grant brackets, timeline of program, criteria for evaluating applications, makeup of subcommittee, and requirements for recipients.
- Commissioners asked clarifying questions:
 - Chairperson Gillitt: Can awardees utilize grant money for required business license? Staff Member Butler clarified administrative costs can be included in grant requests.
 - Commissioner Farrell: How are artists required to acknowledge City of Alameda in physical art pieces? Staff Member Gehrke clarified plaque is not required, but City must be acknowledged onsite in some way.
 - Commissioner Farrell: Is City Council approval required? Staff Member Butler clarified it is not, unless artwork is a large piece.
 - Commissioner Farrell: Is there a limit on number of grants per organization? Staff Member Gehrke clarified there should be one grant per event, but consideration will be made for awarding multiple grants per year if multiple events.
 - Vice Chairperson Rush asked about multiple grant amount requests per application. Staff Member Butler recommends that there should be one application per event or physical artwork.
 - Commissioner Farrell raised formatting concern. Staff Member Butler will have application formatting changed to allow editing of draft applications.
 - Commissioner Lewis asked if physical submission of application is required. Staff Member Butler clarified that electronically signed applications are adequate.
 - Commissioner Lewis expressed concern that grant ranges are unclear on application. All agreed to discuss and resolve during discussion.
 - Written Communication was submitted for this item.
 - Commissioner Farrell requested clarification on price of art events. Staff Member Butler clarified that events receiving grant must be free to be in compliance with ordinance.
 - Commissioner Lewis requested clarification on events taking place in 21+ venues or art that is for 18+. Staff Member Butler offered to get clarification from City Attorney's Office if the event that art falls into this category.
- Discussion. Encourage applicants to apply for smaller grants. Make applicants aware of maximum annual grant limits. Ratio of \$250-level (Micro) grants to \$2000-level (Small) grants. Suggestion to award Micro grants first, or to reserve some funds exclusively for Micro grants. Suggestion to assess on a case-by-case basis. Agreement that grants are not limited to non-profits.
- Motion by Commissioner Farrell to make four changes on application and instructions: 1) change from three to two grant brackets (Micro and Small); 2) add line to application for requested amount and description of fund-use; 3) add explanation of funding-categories to application instructions; and 4) include how City of Alameda will be represented on physical art pieces. Seconded by Vice Chairperson Rush. Motion carried 4-0.

5-E. 2019-7291 Selection of Regular Meeting Date. The Public Art Commission will select a regular meeting date

- Staff Member Butler updated commission members that the sunshine ordinance requires meetings be held at regular intervals and location. If schedule changes, cancellation notice must be posted. Additionally, if meeting held outside regular meeting time, it shall be called a Special Meeting.
- Discussion: best day for and frequency of meeting. All council members approve first or third Monday of the month. Staff members will check city calendar and select best of two options.

5-F. 2019-7286 Eligibility of Upcoming Projects for the Public Art Requirement. Staff to provide the Public Art Commission with a status update on the eligibility of upcoming projects for the Public Art Requirement

- Staff Member Gehrke provided update on upcoming eligible art projects and grant contributors.
- Commissioner Farrell asked clarifying question regarding city's approval process for applications. Staff member Butler clarified city evaluates/approves site, public access, and grant amount.
- Jim Corter, local artist and resident, asked what qualifies as public art. Commissioner clarified what qualifies as art (physical or event), and that developers can either contribute to public art fund or have public art as part of development.

6. STAFF COMMUNICATIONS

- Staff Member Butler introduced new Commissioner Kirstin Van Cleef (absent), has public art experience in Scottsdale, AZ. Introduction and biography to be shared at next meeting.
- Staff Member Gehrke provided Art In City Hall Program update: very successful, lottery system working well, continue program in 2020.
- Staff Member Gehrke provided information on California Art Council Grant Program.

7. WRITTEN COMMUNICATIONS

None.

8. COMMISSIONER COMMUNICATIONS

- Clarified that next PAC priority is Ordinance.

9. ADJOURNMENT

Chairman Gillitt adjourned the meeting at 7:15pm.

Respectfully submitted,

Lois Butler, Economic Development Manager
Secretary
Public Art Commission