

**MINUTES OF THE PUBLIC ART COMMISSION (PAC) REGULAR MEETING**  
**Monday, April 19, 2021**

**1. CALL TO ORDER**

Chairperson Adam Gillitt called the meeting to order at 6:01pm.

**2. ROLL CALL**

Present: Chairperson Adam Gillitt, Vice Chairperson Liz Rush, Commissioners Mark Farrell and Kirstin Van Cleef. Note: Tierney Sneeringer has resigned from the Commission.

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

**3. MINUTES**

**2021-849 Review and Approve March 24, 2021 Draft Minutes**

A motion to approve the minutes was made by Commissioner Van Cleef and seconded by Chairperson Gillitt. 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**

**2021-848 Presentation on Alameda Public Piano Project**

Public Member Nathaniel Basco presented a proposal to the commission to install a public piano for a 1-3 week period this summer as part of his Eagle Scout project. Basco's presentation included a discussion of potential sites, measures to ensure noise-compliance and COVID safety, as well as confirmation that a donated piano had been secured. Basco answered clarifying questions, and invited comments from the Commission. Chairperson Gillitt and Commissioner Farrell offered their appreciation for this project, and provided suggestions on additional locations and funding opportunities.

Public Member Jim Franz offered his support for the project, and requested the City consider partially waiving permit fees or insurance requirements for this project.

Public Member Vincent Wu, on behalf of the Rotary Club of Alameda, offered support for the project, and offered to assist with fund raising for this summer as well as future years, due to the value of the project for youth and the community of Alameda.

### **2021-850 Recommendation to Provide Guidance on the Development of a Request for Proposals for a Public Art Master Plan**

Staff member Gehrke presented and requested guidance on the development of a Request for Proposals (RFP) for a Public Art Master Plan, identified as a priority by the PAC in December 2020. Gehrke identified key elements (vision and goals, reviewing existing documents, and engaging in community outreach), and presented recommended elements identified by staff in collaboration with PAC and community to:

- Create public art policy guidelines for the administration of on-site public art and public art grants;
- Review/update the deaccession policy;
- Review/update the maintenance and conservation policy;
- Facilitate a community-led process for identifying new locations for public art; and
- Prioritize public art programming.

Additional elements presented for consideration included developing a cultural equity statement, identifying locations for future public art projects, training for staff/PAC members, and developing guidelines for a mural program.

Chairperson Gillitt welcomed City Council Member Trish Spencer-Herrera to the meeting.

Staff member Gehrke answered clarifying questions. Commissioners discussed and identified the following potential elements for the Master Plan RFP: robust community engagement in the development process, identification of additional sources of funding for Public Art, a focus on smaller art projects with a wider distribution (i.e. manhole or sidewalk art pieces), the role of a dedicated public art coordinator, defining the purpose of public art in Alameda and the role of PAC in supporting this. Additional discussion points included: potentially incorporating or integrating the 2040 plan into the RFP, developing working groups to address individual topics or submitting more targeted RFPs for specific projects in lieu of a Master Plan, hiring an art coordinator in lieu of developing a Master Plan.

In summary, Commissioners identified \$40,000 as the RFP maximum, and acknowledged that not all of the desired would could be completed for this budget. As a result, they recommended prioritizing the following scope of work elements, within budget constraints:

- Vision and goals, incorporating cultural equity as a priority
- A review of existing documents
- Building on existing documents to establish policies and procedures (creating guidelines for on-site public art and public art grants, updating deaccession policy, updating maintenance and conservation policy)
- A community engagement/process, and/or consultation on a community engagement process for the development of vision and goals
- Identification of new locations for public art, and/or consultation on process for community engagement in identifying new locations for public art, and

development of a criteria and process for identifying new public art locations that staff would then implement

Due to budget constraints, commissioners recommended waiting on the following elements for a future phase of the Master Plan:

- Recommendation and prioritization of new public art programming
- PAC and staff training and capacity building covering public art best practices
- Development of guidelines for an Alameda mural program

### **2021-851 Recommendation to Provide Feedback on the Public Art Program Webpage**

Staff member Gehrke displayed the existing Public Art webpage, and invited feedback from commissioners, who made the following suggestions:

- General/Search Engine Optimization (SEO):
  - centralize presence on City homepage as a tile/ banner/image
  - improve SEO for City site as well as general search engines
  - adding additional customized uniform resource locators (URL) or aliases
  - ensuring SEO searches direct to Public Art page instead of PAC page
  - encouraging local art organizations to link to city Public Art page
  - developing a dedicated social media channel/page, or PAC commissioners sharing public art posts
- Public Art Webpage:
  - increasing graphics on webpage (slideshow or carousel)
  - decreasing or categorizing links so more information is immediately available on main page
  - organizing pages so that existing Public Art brochure and/or map is highlighted, and adding a calendar of upcoming art events, artist statements, or a catalog of existing public art
  - moving administrative links (available grants, commission page, etc.) to bottom of the page
  - adding description to each link on page
- PAC Page
  - moving link to public art page to top of PAC page

Secretary Butler offered to research the possibility of developing a customized format specifically for the Public Art page.

### **2021-852 Status Update on the Eligibility of Upcoming Projects for the Public Art Requirement**

Staff member Gehrke updated the commission on the eligibility of upcoming projects for the public art requirement, including several new potential onsite projects.

## **6. STAFF COMMUNICATIONS**

### **2021-853 Diatom Location Update**

Staff member Gehrke updated the commission on changes to the site locations for the eight elements of the Diatom sculptures.

**7. WRITTEN COMMUNICATIONS**

None.

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

Commissioner Farrell shared a potential public art mural site, owned by the City, located on the side of the Oak Street parking structure.

Commissioner Van Cleef notified the commission of her resignation due to relocation outside of Alameda. Chairperson Gillitt offered his appreciation for Commissioner Van Cleef's contributions to the PAC.

**9. ORAL COMMUNICATIONS**

None.

**10. ADJOURNMENT**

Chairperson Gillitt adjourned the meeting at 8:11pm.

Respectfully submitted,

Lois Butler  
Economic Development Manager  
Secretary  
Public Art Commission