

**Final**  
**MINUTES OF THE PUBLIC ART COMMISSION (PAC) SPECIAL MEETING**  
**Wednesday, November 10, 2021**

**1. CALL TO ORDER**

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

**2. ROLL CALL and INTRODUCTIONS**

**2-A ROLL CALL**

Present: Chairperson Adam Gillitt, Vice Chairperson Liz Rush, Commissioners Jennifer Hoeffcker, Peter Platzgummer, and Robert Ferguson.

Absent: none.

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

**2-B INTRODUCTIONS**

Jennifer Hoeffcker: Before retiring, Commissioner Hoeffcker taught art, ran art galleries, and worked in art and creative marketing for 'dot-com', retail, medical, and non-profit industries. She has a Master's Degree in Fine Arts, and has been a resident of Alameda for 17 years.

Peter Platzgummer: Born in Austria, Commissioner Platzgummer received his PhD in Public Administration in Switzerland. He manages the design, fabrication, and installation for large-scale sculptures at Engineered Artworks, and is the Complex Art Manager for Burning Man.

Robert Ferguson: With a degree in Journalism and a 40 year career in welding, Commissioner Ferguson began creating large art with his wife in 2012, focusing on the construction and engineering aspects of large artwork. He owns a welding company in Hayward and lives in Alameda.

Walker Toma: Before staff member Toma joined the City of Alameda Community Development Department in October, he spent 5 years in Spain working for UN-Habitat doing policy work with local governments. He has a Master's Degree in International Development and Sustainable Emergency Architecture and a background as a land use economics consultant in the Bay Area.

**3. MINUTES**

**2021-1460 Review and Approve June 21, 2021 Draft Minutes**

A motion to approve the minutes was made by Vice Chairperson Rush and seconded by Chairperson Gillitt. Ayes: Chairperson Gillitt, Vice Chairperson Rush, Commissioners Hoeffcker, Platzgummer, and Ferguson. Nays: none. The motion carried 5-0.

#### **4. PUBLIC COMMENTS**

None.

#### **5. REGULAR AGENDA ITEMS**

##### **5-A 2021-1461 Performing Arts Center Update**

Secretary Butler introduced founder Christopher Seiwald and performing artist Tara Pilbrow, who provided an overview of the Performing Arts Center project. The project's vision is to build a 500-seat performing arts theater that would serve as a creative hub at the center of the Alameda Point Waterfront District, and attract local and international artists and create a stronger community within Alameda and the greater Bay Area. A feasibility study has been completed, and the project has engaged local art organizations and garnered support from City Council, City staff, and local developers. The provisional site is adjacent to the Waterfront Park and Alameda Naval Museum, and located 3-5 minutes from the new ferry terminal. The Performing Arts Center board seeks support from the PAC, as they engage and gather funding for the project. Mr. Seiwald thanked the Commission for their time and answered clarifying questions.

Commissioners expressed their appreciation for the project and look forward to hearing future updates.

##### **5-B 2021-1462 Receive an Update on Recent and Upcoming Physical Public Art Projects in Alameda**

Staff member Gehrke provided an update on recent and upcoming physical public art projects. To date, 7 cultural arts grants, 5 physical arts grants, and 16 public art small grants have been awarded. Ms. Gehrke shared images of completed and soon-to-be completed projects.

Ms. Gehrke informed the commission that, due to pandemic-related cost increases in materials, shipping, and construction, the Beken sculpture by artist Dewitt Godfrey needed either a significant reduction in sculpture size or a funding increase. Staff has identified \$52,000 in funding from the Tideland's Fund to maintain original design size, which is pending City Council approval.

Staff member Gehrke thanked the Commission for their time, and answered clarifying questions.

Public member Tina Blaine notified the commission of the third installation of the biennial cultural arts project Island City Waterways, celebrating the history of Alameda Point and the history of flight that will take place May 20-22, 2022. Ms. Blaine thanked staff member Gehrke for her years of service to the City of Alameda Public Art Program.

Secretary Butler informed the commission that the PAC biennial report will be presented at the December 7 City Council meeting, and invited commissioners to attend.

**5-C 2021-1463 Resolution Approving the Tidal Arch Public Art Sculpture with a Ten Percent Reduction in Overall Scale**

Staff member Toma updated the commission on a change to the scale of the Tidal Arch public art sculpture due to logistical issues and to be in compliance with ADA requirements for a 5 foot perimeter to allow better access. It has been determined that the proposed 10% reduction in size was significant enough to warrant review and approval by the PAC. The original sculpture was to be 80ft long and 17ft high. Mr. Toma and artist Adrien Segal answered clarifying questions.

Commissioners discussed the change. A motion to adopt the resolution approving a ten percent reduction in overall scale of the Tidal Arch sculpture to be in compliance with ADA requirements was made by Vice Chairperson Rush and seconded by Commissioner Ferguson. Ayes: Chairperson Gillitt, Vice Chairperson Rush, Commissioners Hoffecker, Platzgummer, and Ferguson. Nays: none. The motion carried 5-0.

**5-D Recommendation to Review the Public Art Commission Meeting Calendar for Possible Conflicts that Inhibit Maximum Public Participation**

Staff member Toma presented a review of the 2022 dates for regular PAC meetings, identified a possible conflict in February that could inhibit maximum public participation, and recommended two potential alternate meeting dates of February 23 and March 7.

A motion to continue this item to the December PAC special meeting where staff can provide specific proposed regular meeting dates for 2022 was made by Chairperson Gillitt and seconded by Vice Chairperson Rush. Ayes: Chairperson Gillitt, Vice Chairperson Rush, Commissioners Hoffecker, Platzgummer, and Ferguson. Nays: none. The motion carried 5-0.

**6. STAFF COMMUNICATIONS**

**6-A Update on Public Art Master Plan**

Staff member Gehrke provided an update on the Public Art Master Plan RFP process. The top candidate, Forecast Public Art, has been selected based on their emphasis in equity and the clarity of their proposed master art development process, however many strong proposals were received. Staff anticipate entering into the contract by the end of the year. Ms. Gehrke answered clarifying questions.

**7. WRITTEN COMMUNICATIONS**

None.

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

Commissioners expressed their appreciation for outgoing staff member Gehrke's hard work and support of the PAC and public art in Alameda during her time working with the City of Alameda. She will be missed.

Commissioner Platzgummer recommends updating the public art map that is on the City's public art page. Staff member Gehrke shared that updating the public art map and improving public art marketing was identified as a priority at the PAC's last working session, with the aim to update the map once the pending physical art pieces are installed.

**9. ORAL COMMUNICATIONS**

None.

**10. ADJOURNMENT**

Chairperson Gillitt adjourned the meeting at 7:37pm.

Respectfully submitted,

Lois Butler  
Economic Development Manager  
Secretary, Public Art Commission