

MINUTES
PUBLIC ART COMMISSION
Wednesday, October 21, 2009
Palo Alto Art Center
1313 Newell Road
Meeting Room
7:00 p.m.

Commissioners present: Terry Acebo-Davis, Elise Griffin DeMarzo, Nancy Coleman, Ally Richter,
Commissioner absent: Larisa Usich, Kenneth Huo
Staff present: Kelly Morariu, Assistant to the City Manager and Staff Liaison to the Commission
Darlene Katsanes, Program Assistant

CALL TO ORDER – The meeting was called to order at 7:03 p.m. by Chair DeMarzo.

ROLL CALL

ORAL COMMUNICATIONS

APPROVAL OF MINUTES - Minutes of September 17, 2009 approved as presented.

FINANCIAL REPORT

Commissioners reviewed the CIP budget and General Fund Balance.

NEW BUSINESS

CIP PROCESS & PRIORITY SETTING - Interim CSD Director Greg Betts gave an overview on the CIP process to the Commission. He explained how staff prioritizes and ranks each CIP project. Betts suggested that the Commission review the CIP budget which they can locate online on the City website and give feedback to staff on which projects they believe art is necessary. Next steps: Commission will discuss CIP projects for art inclusion at their retreat.

PRESENTATION BY MITCHELL PARK SUBCOMMITTEE AND REED MADDEN –

Commissioner DeMarzo reported that the subcommittee has identified and recommends three art projects for Mitchell Park Library/Community Center. These projects are: New Media piece, mural at Teen Center and decorative bollards. Artist Jennifer Madden presented Reed-Madden’s proposal “Ideas taking Flight”, an art installation for the courtyard/entry way of the Library to the Commission.

COLLABORATION WITH PALO ALTO ART CENTER FOUNDATION ON FUTURE

PROJECTS – Commissioner DeMarzo reported on her meeting with Commissioner Usich and Karen Kienzle, Director, Art Center regarding potential collaboration between the Art Center and the Commission for temporary art. The Palo Alto Art Center has received a grant from IMLS for \$150,000 and Kienzle is asking for guidance from a few PAPAC members with these temporary art installations. DeMarzo commented that the Art Center is talking with Blackrockarts.org about a possible collaboration. There will be four site specific temporary (in situ from 3 months to 2 years) art installations in the community. PAPAC will be asked to help identify possible sites for these installations. DeMarzo will ask at the next meeting for volunteers to work on this project. PAPAC expressed willingness to share their expertise with the Art Center.

ACTION

PERCENT FOR ART - MITCHELL PARK COMMUNITY CENTER/LIBRARY AND OTHER PROJECTS – Morariu reported that the Beasley staff report is going before Council for approval on October 26. Commissioner DeMarzo reported that the subcommittee recommends the Commission move ahead with creating a RFP to solicit artists for a new media piece, mural at Teen Center, and decorative bollards at the Mitchell Park Library/Community Center. She spoke to the need for expediency with getting the RFP moving forward because art installations are accomplished best when incorporated into the building plans prior to construction. All three art projects will be included in one RFP implementing an open artist call format. The subcommittee has discussed broadening the RFP description for a new media piece to include opportunities for other art installations at this site. Commissioner DeMarzo reviewed with the Commission a pie chart she had created to show Commissioners where their funds are currently allocated. She asked for \$100,000 for these three core projects this year. She stated that the subcommittee will return to the Commission in FY 2010-11 for an additional \$20,000 for these artworks. Commissioners discussed the budget. Commissioner Richter expressed her desire for more local artists to have opportunities to create public art in Palo Alto. Commissioner DeMarzo commented that there will be subcommittees formed for each art project. This will allow for additional commissioner involvement at Mitchell Park/Community Center.

Motion: Move to allocate \$100,000 towards the three core projects at Mitchell Park.

MOVED: Richter: Seconded: Coleman: Ayes: Unanimous.

COMMUNITY SERVICES DIRECTOR RECRUITMENT OUTREACH – Commissioners discussed appointing a Public Art Commissioner to sit on the selection panel. Commissioner Acebo-Davis volunteered to be on the selection panel but asked that another Commissioner act as an alternate.

PUBLIC ART COMMISSION WEBSITE AND CONTENT –Commissioner Coleman asked for \$150 in funds for hosting the website for a year.

Motion: Move to allocate \$150 for website hosting.

MOVED: Coleman: Seconded: Acebo-Davis: Ayes: Unanimous.

TEMPORARY ART GUIDELINES – Morariu asked the Commission to review and approve the proposed temporary art guidelines and artist agreement that was recently reviewed by the Attorney's office. Commissioner DeMarzo spoke to the need for PAPAC to develop related policies and procedures and to discuss siting criteria. Site subcommittee asked to provide list of sites to include in the guidelines and send to Katsanes. Katsanes will research site information formulated by past commissions and begin drafting policy and procedures. Morariu stated that Council will need to adopt the temporary art guidelines.

Motion: Move to approve the temporary art guidelines with the understanding that the site list and policy and procedures need to be developed.

MOVED: DeMarzo: Seconded: Coleman: Ayes: Unanimous.

NON-ACTION

BROCHURE – Commissioner DeMarzo reported that she is awaiting comments from the full Commission on the brochure. Commissioners asked to send their comments to Katsanes.

PR – Commissioner Coleman reported that the website look has been finalized. Sketches are needed from Lunar for website developer Roland Mayer.

ARTIST SERIES – Commissioners asked to submit ideas for the artist series to Katsanes. Commissioner Acebo-Davis announced that the subcommittee will have a rough schedule for the artist series at next month’s meeting.

PUBLIC ART COMMISSION ANNUAL HOLIDAY PARTY – Commissioner Coleman reported that Lunar Designs has offered their offices for the PAPAC Annual Holiday Party. Commissioners selected Thursday, December 17 for party date. This party will allow the opportunity for the Commission to launch their new identity.

CALENDAR – Commission reviewed their calendar.

ADJOURNMENT – Chair DeMarzo adjourned meeting at 9:15 pm.