

City of Santa Rosa
ART IN PUBLIC PLACES COMMITTEE
October 6, 2008 – Minutes

1. Call to Order
The meeting was called to order by Steve Rabinowitsh at 3:35 p.m. at the Steele Lane Community Center in Santa Rosa, CA.
2. Roll Call
Present: Charnofsky, Evans, Fisher, Karsten, Sunderlage, Rabinowitsh, Richardson
Absent: Banuelos, Gorin, Jan-Poulsen, LaBerge, Trevino, Sawyer
3. Public Comments – None
4. Approval of Minutes
Motion made by Fisher, seconded by Sunderlage to approve the September 8, 2008, minutes as written. Motion passed unanimously. Evans arrived late to the meeting and at his request the minutes will reflect that he abstained from discussion regarding the downtown Arts District.
5. Chairperson's Comments/Announcements – None
6. Scheduled Items Presented for Possible Decisions at this Meeting

6.1 Art Proposal for the Utilities Facility on West College Avenue
Richardson introduced Glenn Wright from the Utilities Department and Mark Adams, TLCD architect, and explained they had appeared before the Design Review Board recently for approval of their project at the City's corporation yard which includes a large, outside, public art piece.

Wright explained Mark Adams had crafted the proposed piece which would be made of old pieces of what were once working valves from former projects.

Richardson explained this project is being funded from Utilities funds and is not under the jurisdiction of the Art in Public Places Committee. However, Design Review asked that the design be brought to this committee for comment.

The question was raised as to the safety of leaving open ends to the large valves which would allow children to crawl into them. Wright stated that aspect would be further analyzed and could be easily corrected.

The following comments were expressed:

- Could there be an educational component added, possibly with lights or music
- Could a water element be added to better relate it to the water feature in the landscape design

- Could other appropriate elements, such as pipe elbows, be added to make the piece more free flowing, unique and/or fun
- Could the color be altered to be less abrasive in appearance

These suggestions and comments will be forwarded to the Design Review Board.

At this point, Kumpfer asked that an item be added to the agenda in order to discuss the Native American mural project. The committee agreed to add this as the last item to the agenda.

6.4 First Friday and Music Concerts Proposal

Richardson requested this item be heard next to accommodate some who needed to leave early. Committee agreed to this request.

Kumpfer reported she has been contacted by the Economic Development Department about the First Friday and Thursday evening summer concert events. Originally organized by the Downtown Merchants, responsibility for these events was transferred to Economic Development staff. They now have other priorities and would like to transfer the events to Recreation and Parks. Diminishing funding would be provided over the next three years.

Kumpfer has explained to Economic Department staff that although these are very good programs, the Art in Public Places Committee does not have funds to undertake the programs.

Committee discussion included the following comments:

- these types of events are successful in other localities
- possible advantage of merging the two events
- including wine tasting or other compatible elements
- including the Art Council to provide quality art in order to draw more attendance
- how the lack of ownership by some merchants has been a detriment
- suggestion to utilize “clusters” of art specific to certain areas
- idea of marketing through “passport” program by merchants during the week
- having art located inside a business rather than outside—which makes a connection between the art and the business
- better identifying the audience in order to target marketing strategies
- a reluctance to commit to the programs with the stated three-year limit to funding and before revisions are made to the Public Art Policy which would allow program funding and could serve as a potential future funding source
- utilizing the next three years to evaluate combining the two events and exploring funding sources

Richardson summarized the committee’s discussion as follows:

1. First Friday should be preserved, preferably combined with Thursday concerts.

2. Funding should not be stipulated to cover the next three years only, but, rather, research possibilities for a more sustained approach for these programs.
3. The event would be better served as a more compact, concentrated venue.

The Committee agreed with Richardson's summary.

6.2 Payment for Artwalk Sculptures

Kumpfer reported that as instructed at the September meeting, she contacted artists Suzanne Biaggi and Edwin Hamilton regarding payment for their Artwalk sculptures. Both artists agreed to accept individual \$10,000 payments on their artwork during this fiscal year with the balances due in fiscal year 2009-2010. This will leave a balance of \$8,850 for Suzanne Biaggi's Unity/Diversity piece and a balance of \$8,000 for Edwin Hamilton's Torqued Column. The motion was made by Charnofsky, seconded by Rabinowitsh that Suzanne Biaggi and Edwin Hamilton be paid \$10,000 each as partial payment on their Artwalk sculptures. Motion passed unanimously.

6.3 Arts District Business Plan

Richardson reported staff has given the presentation on the proposed Art District Business Plan to several public meetings and City Boards and Commissions. It has been received favorably and received very positive comments and overwhelming endorsement to proceed. Some comments came from the Downtown Committee and the Culture Heritage Board members. At the presentation to the Downtown Committee, Councilmember Bender stated she would like to see more artistic and public input into establishing priorities and other art related decisions related to the art in Courthouse Square. She suggested forming a subcommittee of the Art in Public Places Committee including artists and members of the public. The Cultural Heritage Board expressed their desire to see possible future revenues from the DeTurk Round Barn go into historic preservation.

The Art District Business Plan will be presented to City Council for approval on October 21, 2008.

6.5 Staff Reports

a. Handcar Regatta

Kumpfer reported the September 28th event in Railroad Square was a huge success and it is anticipated it will become one of the 3-4 annual Arts District events.

b. Phantom Gallery

Matheny-Schuster reported the Phantom Gallery is opening at 519 Mendocino Avenue. It is a vacant building currently housing a Latino youth art group until November 1st. The Phantom Gallery space will include programming for art exhibits and art retail space. Artists are being encouraged to join for an annual fee which will include website presence, referral to other display spaces, addition to a rental/purchase registry and other benefits. The goal is to open by mid November with exhibits to last approximately 6 weeks.

6.6 Native American Mural Project (Item added to agenda.)

Representatives of the group proposing this mural presented two site possibilities. Unfortunately, one site was outside of the area designated by the grant money. Neither the Native American Group nor the Committee were enthusiastic about the second site. Everyone agreed the best location would be along the Prince Greenway. Staff will walk the Greenway with the mural group to evaluate possible locations. The Committee authorized staff to make the final decision regarding placement along the Greenway.

7. Adjournment

The meeting was adjourned at 4:55 p.m. The next meeting of the Committee is scheduled on Monday, November 3, 2008, at 3:30 p.m. at the Steele Lane Community Center in Santa Rosa, California.

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