

# City of Santa Rosa

## Art in Public Places Committee

October 5, 2009 – Minutes

1. Call to Order  
The meeting was called to order by Chairperson Evans at 3:35 p.m. at the Steele Lane Community Center in Santa Rosa, CA.
2. Roll Call  
Present: Anderson, Evans, LaBerge, Rabinowitsh, Richardson, Sawyer  
Absent: Allen, Charnofsky, Curiel-Larios, Fisher, Flock, Gorin, Jang-Poulsen
3. Public Comments – None.
4. Approval of Minutes  
August 3, 2009 minutes were approved as submitted. No meeting was held in September.
5. Chairperson's Comments/Announcements – None.
6. Scheduled Items Presented for Possible Decisions at this Meeting

### 6.1 Budget Update

Richardson gave an update regarding how the City's current financial downturn is affecting Arts District revenue. He commented that if the committee's goal of accumulating enough funds to cover staff costs for at least one full year in reserve is to be met, it will be necessary to be aware of the shortfall in revenues as future requests for funding are received. It appears that funds are available for the commitments made for the 2009-2010 fiscal year. At the committee's request, a financial report showing actual amounts will be brought to the November meeting.

### 6.2 Committee Membership

Richardson explained that the Art in Public Places Committee needs to bring the appointment of "at large" members in line with the requirements of the recently revised Public Art Policy. Specifically, at large members are appointed by Council to four year terms. They can apply for reappointment at the end of the first four year term. At the end of the second four year term (total of eight years), they may again apply, but the position must be advertised and a process completed whereby the Recreation, Parks and Community Services Department makes a recommendation for appointment to City Council. Committee members reviewed a draft application and timeline and staff will move ahead with advertising to fill three of the four at large appointments affected.

### 6.3 Arts District & Downtown Program Cross-Marketing

Kelley Magnuson, Marketing and Outreach Coordinator; Tara Matheny-Schuster, Recreation Coordinator; and Raissa de la Rosa, Program Specialist; reported on the

meetings that have been held between Recreation, Parks & Community Services and Economic Development and Housing staff in an effort to streamline the event process as well as improve cross marketing throughout the City. A specific priority will be to achieve consistent City branding for events and programs. Committee member Rabinowitsh encouraged further outreach to partner with the business sector. Staff committed to reviewing at the City's Special Event Permit process to revise and simplify where needed.

#### 6.5 Big Read, Sonoma County: Community Partnership Opportunities

Melissa Kelley, Project Coordinator, explained this is a project sponsored by the National Arts Council. Ms. Kelley stated she has been hired to present the program to the community and develop partnerships to promote a more successful program. The book for 2010 is Tom Sawyer and any suggestions for art related partnerships should be referred to her.

#### 6.6 Staff Updates

##### A. Nissan Public Art Project

Three finalists have been selected and illustrations of their proposals are on display at the Santa Rosa downtown plaza mall. The selection panel will make a final decision and recommend a winner to the committee at the November meeting.

##### B. 4<sup>th</sup> Street Medical Building Sculpture

Due to the unique aspects of this project, the City has agreed to refund the in-lieu fees with the requirement that the medical group purchases and installs the proposed artwork on site.

##### C. Street Performer Program

A committee with representatives from several City Departments is meeting to resolve issues concerning street performers. The next meeting is scheduled on Oct. 21<sup>st</sup>.

##### D. Phantom Gallery article in Press Democrat

A copy of this article was included in the Board's information for this meeting.

##### E. Handcar Regatta

A report was given by Ty Jones and Spring Jones. The committee complimented the organizers on an extremely successful event.

##### F. Seth Minor Project

The large scale wire sculpture is scheduled for installation sometime in the next couple of weeks. It will go on the bike shop at 7<sup>th</sup> and Mendocino Avenues.

#### 7. Adjournment

The meeting was adjourned at 5:08 p.m. The next meeting of the Committee is scheduled on Monday, November 2, 2009, at 3:30 p.m. at the Steele Lane Community Center in Santa Rosa, CA.