

City of Santa Rosa
Art in Public Places Committee
February 1, 2010 – Minutes

1. Call to Order

Chairperson Evans called the meeting to order at 3:35 p.m. at the Steele Lane Community Center in Santa Rosa, CA.

2. Roll Call

Present: Anderson, Charnofsky, Evans, Jang-Poulsen, Rabinowitsh, Richardson, Sawyer
Absent: Allen, Curiel-Larios, Flock, Gorin

Also present were the three individuals who were selected to fill the at large positions on the Committee: Chrissy Kaufman, Judy Kennedy and Michele Lott. Approval of their appointments is on Council's February 23, 2010 agenda.

3. Public Comments – None.

4. Approval of Minutes

The December 7, 2009 and January 11, 2010 minutes were approved as written.

5. Chairperson's Comments/Announcements

Evans reported he has had conversations with Diane Evans from the Sonoma County Museum regarding an NEA/Mayor's Institute grant application which hopefully could be targeted for use in preparing the ATT building for the museum. Other uses might include art for the courthouse square project. Richardson stated staff is willing to work with Evans to put the application together for the matching grant funds.

6. Scheduled Items

6.1 City of Santa Rosa Transit Mall Project

Jason Parrish, Administrative Services Officer-Transit and Project Manager, gave a history of the mall rehabilitation project. He went on to detail the art element of the project and describe the process whereby the final artist, Leticia Huerta of Arlington, Texas, was selected. He displayed examples of the top three art finalists proposals and drawings depicting where art will be included. Because the funding comes from the federal government, their rules and guidelines must be adhered to in awarding all aspects of the project, including art. Discussion has occurred with Artstart about the possibility of including an art mosaic on the outside of the restroom walls. Parrish stated award of the artwork agreement is scheduled for Council's February 23, 2010 agenda, with the actual work completed in 2-3 months.

6.2 Public Art Budget Revision

Tara Matheny-Schuster, Art Coordinator, explained one of the items stipulated on the 2009-2010 budget called "Projections Project" is not going to be completed and requested the remaining funds designated for that project be released for other uses. The original project was to project old photographs of Santa Rosa and other imagery onto the ATT building. Approximately \$2,000 of the original \$3,000 budget had been paid to the artists before they disappeared. Staff has been diligently searching for them for several months with no success. Motion made by Sawyer, seconded by Rabinowitsh, to release the remaining

\$1,000 designated for this project to be used for other purposes. Staff will discuss options for legal recourse with the City attorney.

6.3 Staff Updates

A. Nissan Public Art Project-Council approved the selection of the artist on January 5, 2010, and the contract is ready for signature. Exactly when installation occurs is dependent upon the foundation work required. The goal is to have the sculpture installed in conjunction with the Amgen Tour of California around May 16-17.

B. Street Performer Ordinance. Staff reported review of the revisions to the City Code have not been concluded by legal. Staff is preparing a presentation for business people, performers and other stakeholders and is hopeful the outcome will be a workable solution for all. As soon as the revisions are returned from legal, they will be brought to this committee for review and recommendation to Council.

C. Arts Specialist Position. Tara Matheny-Schuster has been promoted to the Arts Coordinator position vacated with the retirement of Vicky Kumpfer. A temporary Art Specialist will be hired to assist Tara with programs such as the 18 art shows in centers and city hall, the National Arts Competition and others. Hopefully, the specialist will be working by the end of February. One of the issues discussed during the interview process was how to better educate the community about the Art in Public Places Committee, its lack of visibility and the need to raise awareness of its contribution to the community.

7. Future Agenda Items

The Committee requested that an item be included on the March agenda to discuss ways to better position the committee for input into both City and private art processes. Discussion might also include community education and awareness of the Committee's role in public art as well as how to promote what has already been accomplished. One specific suggestion is to schedule a major event to dedicate the Nissan art sculpture.

8. Adjournment

The meeting was adjourned at 5 p.m. The next meeting of the Art in Public Places Committee is scheduled on Monday, March 1, 2010, 3:30 p.m. at the Steele Lane Community Center in Santa Rosa, California.

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