

City of Santa Rosa
Art in Public Places Committee Meeting
May 2, 2011- Minutes

1. Call to Order

Chairperson Evans Called the meeting to order at 3:33pm at the Steele Lane Community Center in Santa Rosa, CA.

2. Roll Call

Present: Bartley, Charnofsky, Curiel-Larios, Duggan, Evans, Flock, Kennedy, Lott, Rabinowitsh, Richardson, Vas Dupre

Absent: Anderson, Kaufman

3. Public Comments

Flock requested that a discussion regarding the placement of public art in Santa Rosa be placed on a future agenda.

4. Approval of Minutes- April 4, 2011

Corrections noted- under item 3, change “subjected” to “subjective”, and under item 6.1, change “approval” to “input”. Minutes approved as corrected.

5. Comments and Announcements

Evans announced that his position on the Redevelopment Agency has expired, and a replacement has been appointed. The chair of the Redevelopment Agency will be appointing a new representative to serve on the Art in Public Places Committee. In the mean time, a new chair is needed for this committee. A motion was made by Kennedy, and seconded by Flock to add an item to the meeting’s agenda- the election of a new chairperson. Motion passed unanimously. Item will be discussed under 6.4 of the agenda.

6. Scheduled Items Presented for Possible Decisions at this Meeting

6.1 Artstart Summer Projects

Mario Uribe, Creative Director of Artstart presented the projects for this year’s Artstart Summer Program, and thanked the committee for their support. The number of applications received was a bit low this year at only 41, when Artstart usually gets 100 or more. Artstart anticipates hiring 20 apprentices to complete the projects for the summer program, which include:

The Dragon Mural: Unfortunately, the painted mural was vandalized too severely over the last two years and had to be completely painted over. Artstart has come up with a new solution for this problem area, and will be installing a painted tile mural in the same location. The mural is 256 feet long, 7 feet high to 3 feet high. With the purchase of a kiln, Artstart would be able to paint and fire all the tiles, and would not have to contract this out, saving a considerable amount of money. This main project will be supported by the \$12,000 of Public Art Funds allocated for Artstart this year.

Other projects include private commissions, the Transit Mall Project, the 9th Street Underpass, and a Graffiti Abatement Mural on Aston Avenue. These projects are either privately funded by the client, or are city projects funded by other sources than APPC. Uribe also mentioned that the Arthouse, located at 716 Bennett Valley Road, now has a gallery space to exhibit smaller artworks by the apprentice artists.

Vas Dupre inquired as to available funds for advertising to let the public know that apprentice artwork is for sale. Uribe stated that when an exhibit is installed, Artstart will let the public know. Uribe also announced that Sara Gray will be the new director of development & marketing for Artstart. Gray has been assisting the Arts Coordinator with other art programs for the past 18 months.

A motion was made by Rabinowitsh and seconded by Charnofsky to approve the projects for the summer 2011 program. Vas Dupre shared that she is supportive and will recommend that the council consider Artstart projects as an important part of the public art in Santa Rosa. Kennedy expressed that the tile approach to the Dragon Mural is a much better way to solve vandalism issues in that location.

6.2 Arts Program Presentation for City Council

Richardson explained that in response to Council Member's concerns at the last committee meeting, Staff prepared a presentation, intended to be a communication piece for the City Council. Scheduled for presentation in May or early June, the PowerPoint is intended to inform the council about the Arts Program and funding sources. Matheny-Schuster presented a draft PowerPoint presentation and invited comments, suggestions and feed back regarding a future presentation to Council.

Vas Dupre recommended that one slide be added about how easy it is for developers to access the information about the 1% for Art requirement, and list the website address in the presentation. It was also suggested to add information about where funds for maintenance are budgeted. The process of fulfilling the 1% for Art requirement was discussed in detail, and Richardson explained that it is up to the developer to opt to place artwork on site, or to contribute an in-lieu fee. Matheny-Schuster added that a budget must be submitted if placing artwork onsite with eligible expenses listed. Bartley commented that this may not be the best time to present this as it will fall in the middle of budget hearings. It was also noted that the presentation should focus on how the 1% for art dollars have been spent (art onsite, art programming, etc.), instead of bringing attention to the in-lieu fees that have been collected. There was a concern that the presentation as is may be seen as another example of why it is hard to do business in Santa Rosa. Kennedy disagreed, saying that showing how much money is coming from private development is a good thing. Bartley indicated that the Economic Competitive Task Force might think that they should suspend the 1% for a few years to encourage development, but he feels strongly that this should not be on the cutting block. The general feedback from the committee was to present the positive information about what art has been installed, what art programs are thriving, etc, but to leave out the collected in-lieu fee data. It was also agreed that presenting this to the council at a later date (after budget hearings have concluded) would be the best approach. Another suggestion was to

gather testimonials from developers who have participated in the 1% for Art program, and include this information in the presentation. Rabinowitsh suggested more pictures be added of what the program has accomplished. Another point to make is that we could not support Artstart with out this program, or place artwork-on-loan in Courthouse Square.

Vas Dupre would still like to see Arts Program updates presented to the council on an annual basis. She also inquired about the Arts Program annual budget. Matheny-Schuster shared that the 2011-12 budget for the entire Arts Program is approximately \$130,000, and pointed out that none of this comes from the City's general fund.

Richardson noted that the Arts Program is going to be at a turning point with the Civic Artwalk this summer, since we do not have funds to rotate the artwork. So far, Staff has received a request from Robert Ellison to move "Renaissance" from Courthouse Square. This will happen in the next month or so.

6.3 Reports & Updates

a) Mural Subcommittee

Matheny-Schuster discussed the mural subcommittee and how they have not been able to meet as often as planned. In the mean time, a binder has been created of all ordinances, policies, forms, applications and brochures related to the Arts Program.

6.4 Election of New Committee Chair

Evans announced that his position on the Redevelopment Agency has expired, and a replacement has been appointed. The chair of the Redevelopment Agency will be appointing a new representative to serve on the Art in Public Places Committee. In the mean time, a new chair is needed for this committee. A motion was made by Kennedy and seconded by Flock to nominate Rabinowitsh as the new chairperson of the committee. Motion passed unanimously. It was noted that Evans has served the committee for over 10 years, and should come back as an At-Large member in the future.

7. Adjournment

Meeting was adjourned at 4:46PM. Future agenda items include: a discussion of Literary Arts in Santa Rosa; placement of public art in Santa Rosa. The next meeting of the Art in Public Places Committee is scheduled for Monday, June 6, 2011 at 3:30pm at the Steele Lane Community Center in Santa Rosa, CA.