



**ALBANY ARTS COMMITTEE
REGULAR MEETING AGENDA**

**1249 Marin Avenue, Albany Community Center, Edith Stone Room
Monday, December 14, 2009 – 7:00 p.m.**

1. CALL TO ORDER

2. APPROVAL OF MINUTES

3. PUBLIC COMMENTS

For persons desiring to address the Committee on an item that is not on the agenda please note that City policy limits each speaker to three (3) minutes. The Brown Act limits the Committee's ability to take and/or discuss items that are not on the agenda; therefore, such items are normally referred to staff for comment or to a future agenda.

4. COMMENTS/ANNOUNCEMENTS FROM COMMITTEE MEMBERS:

5. COMMENTS/ANNOUNCEMENTS FROM STAFF:

6. DISCUSSION/POSSIBLE ACTION ITEMS:

6-1 Albany Arts & Green Festival – Staff will present an update.

6-2 Public Art Master Plan – Committee will discuss the workshop held at the last meeting and next steps.

6-3 Art Gallery – Committee will provide input on the revised application and guidelines of the Art Gallery program.

6-4 Mural Program – Committee will provide input on the draft brochure of the mural program.

6-5 Senior Center Expansion – Staff will present information on the recent community meetings re the possible expansion of the Senior Center. Committee will provide input for concept design. (sketches will be available at the meeting)

6-6 Heron Sculpture – Staff will present an update.

7. ITEMS FOR THE NEXT AGENDA:

8. ADJOURNMENT:

Please note that if you provide your name and address when speaking before the Commission/Committee/Board it will become part of the official public record, which will be posted on the internet.



A Regular Meeting of the Albany Arts Committee Minutes
Monday, November 9, 2009
Albany Community Center
Edith Stone Room, 1249 Marin Ave.
5:30 p.m.

- 1. Call to Order:** 5:34p.m. Committee Members present: Chair Goodman, Abel, Adame (remotely), Bingham-Goess, Black, Maris, McQuaid, Norman and St. George.

Staff present: Supervisor Isabelle Leduc, Planning Manager Jeff Bond and Robin Mariona.

- 2. Approval of Minutes: 2009**

Motion:

Motion to approve minutes from October of 2009 made by Member Maris and seconded by Member Black. Motion carried all in favor

- 3. Public Comment:** None

- 4. Comments/Announcements from Committee Members:** Member McQuaid stated that the mural subcommittee met and created a brochure that she passed around for the Committee to take a look at. Supervisor Leduc stated that she would put murals and the brochure on the December agenda for discussion.

Member Black stated that she and Supervisor Leduc met and revised the gallery submission forms, which will also be on the Dec. agenda for approval.

Member Norman encouraged the Committee to attend the Albany High School play. Member Bingham-Goess stated that she met a local muralist and would pass on a flyer.

- 5. Comments/Announcements from Staff:** Supervisor Leduc stated that she had been contacted by a muralist that was willing to work pro bono, and she was collecting information and names of other artists as well. She informed the Committee that she had free tickets to San Francisco's Green Event and encouraged any Committee members that were able, to attend and gather information for the Albany Arts and Green Festival.

- 6. Discussion and possible action on matters related to the following items, which could include reports and/or proposed resolutions if any:**

6-1. Spring Art and Music Festival and Green Albany Day: The subcommittee will present an update. Supervisor Leduc stated that the event subcommittee met in Oct. The name for the event would be Albany Arts and Green Festival held on Sunday May 2, 2010 from 11am-3pm. The intention was to focus on family fun, increase awareness of art and music in the community with booths for local artists possibly focusing on recycled green materials in their work. The next subcommittee meeting was scheduled for Dec. 2nd and there were still many details to be decided.

Member Norman stated that she would contact the Connect Academy and Sarah Samonsky to see if they wanted to participate.

6-2. Heron Sculpture: Staff will present an update: Supervisor Leduc reported that the City Maintenance Dept. was trying to figure out the best way to remove the graffiti.

6-3. Banners: Staff will present an update: Supervisor Leduc stated that there were no plans for the creation of fall banners, and the Solano Ave. Association had decided to decorate the street poles with holiday lights. She stated that spring banners had not been discussed as yet either.

7. Future Agenda Items: Murals and brochure, draft gallery forms, heron update, banners, Arts and Green festival, Master Plan public meeting

8. Adjournment of regular meeting: 5:58pm

6:00 p.m.

1. Public Art Master Plan Workshop: Public Art Consultants Steve Huss and Brian Laczko will facilitate a workshop with the Committee. Mr. Huss stated that there had been a great response to the questionnaire that had been distributed and wanted to share some preliminary results.

2. Public Comments: No

Mr. Laczko stated that he and Mr. Huss would spend time on the questionnaire, go over the planning context including Jeff Bond from the Community Development Dept., review the Art Ordinance, types of art, spatial opportunities and constraints, cultural directions, and the associated plans including the Park and Recreation Master Plan and the new plans for economic development.

Mr. Huss stated that Albany key values and trends indicated by the questionnaire included; the excellence of schools, the small town safe feeling of the City and close relationships between neighbors. It was further discerned that residents felt the population was mostly Caucasian and Asian, well educated, fairly liberal, ecologically minded and a small town that offered big city amenities including public transportation, shopping, restaurants and walk-ability. There were older long term residents that were mainly working class and younger more affluent families with children.

The City's Planning and Building Manager Jeff Bond stated that as new building projects were proposed, interaction with the Committee regarding the public art component should begin early in the planning process. Later in the process, which could be up to 6 months or more, there would be further interactions including choice of artist. Finally after the project had been approved, there would be detailed plans including the art element for final input by the Committee. Some future projects were; Safeway, a possible grocery store on San Pablo, senior housing and St. Mary's High School.

Manager Bond gave an example of timing on a project; 9 months to a year after an application had been submitted the Planning and Zoning Commission would vote on the project. During this time the Art Committee would review the plans and most likely receive an art proposal from the planner. Once the Commission approved the project, the building permit phase would begin and take from 3 to 6 months to complete which created another opportunity for input from the Art Committee and interaction with the artist. Manager Bond hoped that the Art Committee would begin to set precedents and create criteria for smooth approval processes.

Mr. Laczko moved on to the City Art Ordinance. He stated that small property projects beginning at \$300,000 were covered under the Albany code, which was unusual. This provision left a lot of control with the applicant, giving them the option of choosing to have public art on their property. The result of

this might be difficulty amassing money in the art fund if owners opted for art on the property instead of contributing to the fund; however it made the program interesting.

Manager Bond stated that the Committee should create a plan to help guide smaller project participants in the direction the Art Committee was looking for. This would make the approval process easier. He further advised that on large and small projects, it was possible to ask for both an art project and a contribution to help build the fund.

As a final comment on the Ordinance, Mr. Laczko advised the Committee to consider tracking public and private funds. Public funds could be moved around more readily and used with fewer constraints. He highlighted the important link that the Ordinance created between the Art Committee and the Planning and Zoning Commission.

Mr. Huss moved on to temporary and permanent art installations. A key element that was discerned from the questionnaire was the importance of community gatherings and gathering places to the people of Albany. This indicated the possibility of using temporary event based artwork. Mr. Huss pointed out that temporary projects served to bring awareness to an art program that might not exist, and were often used to kick-off a program at keynote or landmark locations such as Solano Avenue.

Mr. Laczko questioned the Committee as to their feelings, and their perceptions of public feeling, regarding the use of public funds for temporary art. Supervisor Leduc suggested there may be a place for a temporary art piece at the Arts and Green Festival.

Mr. Huss stated that advantages to temporary art pieces were; they could be more experimental, not subject to stricter criteria placed on permanent pieces, fill in gaps in permanent art, create opportunities for dialog and education and would make siting more flexible.

Chair Goodman stated concern about event oriented pieces, but felt there could be interesting possibilities for works that lasted from 3 months to a year in one site. Mr. Laczko stated that a well educated population might be favorable to this approach, but the downside could be seen as the use of funds for a temporary piece. Member McQuaid pointed out that art at the Bulb was temporary, which was already a start. Member Maris suggested art rotation and emphasized the need for permanent art on Solano Ave.

Member Adame asked if the cost would be less. Mr. Huss stated that was not necessarily the case, but leasing could be less expensive. He cited temporary media art in Oakland and temporary displays of sculpture in Palo Alto as examples.

Member Norman supported the idea of temporary art and gave examples of the community building benefits. Member Bingham-Goess stated the positive outcomes for Hearts on Solano, a temporary art project by the Middle School.

Chair Goodman stated that his sense from the Committee was that temporary art was an acceptable component of the plan, but did not necessarily want it to be tied to an event.

The next item for discussion was spatial opportunities and constraints. Mr. Laczko stated that the areas mentioned in the questionnaire were: Memorial Park, the Masonic Avenue corridor, Solano Avenue, Terrace Park, the Bulb and the Community Center. Participants made references to the use of natural materials, gardening and green art. Mr. Laczko mentioned the corridors targeted for economic development including Solano, Buchanan and San Pablo and opportunities were mentioned at the San

Pablo and Marin gateways. San Pablo Avenue was barely mentioned by participants in the questionnaire. Mr. Laczko asked the Committee for their ideas on landmark locations in Albany for public art and their thoughts on San Pablo.

Chair Goodman stated that San Pablo seemed to play a small role and any work would most often be seen from a car. Mr. Laczko stated that San Pablo had green medians in El Cerrito and Berkeley, which made it more attractive, but they did not hear focus on San Pablo from the Committee so it may not be the best use of funds. Member McQuaid stated that it would be disingenuous to leave San Pablo out. Manager Bond stated that it was important to capture opportunities on San Pablo that were coming up in the future for example at the possible sight of Whole Foods.

Mr. Huss stated that many people travelled the San Pablo corridor and it could be an opportunity to use art to define what was different about Albany and change the character of the Albany portion of the street. Mr. Laczko stated that at present there was in fact not much cohesion on San Pablo, but if there was development as indicated in the economic development plan, there may be a fair amount of money for projects generated in the future. He stated that a transparent policy for use and levels of funds should be developed by the Committee regarding San Pablo development.

Mr. Huss raised the question of Albany's artist base and what support there was for them, if any. It seemed to the consultants that there were artists in Albany, but would it be difficult to get them involved and what were the possibilities of funding them and involving them in the collection. Member Adame stated that there were local artists, but Albany commissions may be too small. Chair Goodman stated that the Committee should look at the artist base and create projects that would be appropriate to Albany's scale.

It was suggested that there may be projects that could be defined as Albany only artists and to create a pool of artists for smaller projects to help expedite the selection process.

As the last portion of the evening's discussion, the consultants stated that they had reviewed the Park and Recreation Master Plan and the economic development document. Mr. Laczko stated that the Parks and Recreation Master Plan was a very workable document with art included in the overall strategy. He stated that the consultants were looking for City stakeholders to interview and receive input from including the Park and Recreation Commission, the Planning and Zoning Commission and the economic development group. He questioned if there were any others that were important to interview.

Member Bingham-Goess suggested the Albany Historical Society. Member McQuaid stated that the Waterfront Committee and the Traffic and Safety Commission were important to interview. Member St. George suggested local business, Flowerland and Chair Goodman suggested local galleries, restaurants, cafes and the mural subcommittee. Supervisor Leduc mentioned the Sustainability Committee. Others that were mentioned included; Karen Nelson, Sarah Samonsky, the Solano Avenue Association and the Chamber of Commerce.

As a recap the consultants and Manager Bond stated that Planning and Zoning needed three or four projects from the Committee for creating direction and vision, and they would do their best to get those done. Manager Bond stated that recession periods were good opportunities to plan and have plans in place to move forward with implementation when the economic situation improved.

Chair Goodman asked the consultants what the next steps would be and what form the report from this evenings discussion would take. Mr. Laczko stated that the report would include site and criteria recommendations ascertained from the meeting and put in a clear and unambiguous format. He stated

that the Committee needed to keep discussing policy implementation plans as a standing agenda item. He stated that Supervisor Bond may be able to present the Committee with questions that could help to focus the process. The report from the stakeholders would be presented at the January meeting and the public update event for opinions and feedback could begin with the next Art Gallery opening on January 10th. Mr. Laczko stated that there was a good opportunity to demonstrate leadership in the arts.

Chair Goodman stated that keynote phrasing for public input should be on the December agenda.

3.Adjournment of Workshop: 8:57p.m.



Dear Artist:

Thank you for your interest in the Albany Community Center Foyer Gallery located at 1249 Marin Avenue in Albany, Ca. The Gallery program is supported by the City of Albany and managed by the Albany Arts Committee. Four shows are organized per year and each run for three months.

The Albany Arts Committee is in charge of the review and selection process of all applications. The review process takes place in June or July of each year for the following year.

Once the selection process has been done by the full Committee, the Arts Committee Gallery Manager will follow up with the selected artists to schedule a visit to view the work and discuss the exhibit program, schedule of exhibit and show opening.

If you are interested in applying for an exhibit, please submit the Albany Community Center Foyer Gallery application along with the required supporting documents and a \$20.00 application fee. Make checks payable to: City of Albany. Send your completed application with payment to 1249 Marin Ave., Albany, CA 94706. For more information, you may contact Isabelle Leduc at (510) 559-7226. Thank you for your interest in the Albany Community Center Foyer Gallery.

Sincerely,

The Albany Arts Committee





*Albany Community Center
Foyer Art Gallery*

Exhibit Application

Date: _____

Name of artist: _____

Address: _____ City: _____ State: _____ Zip _____

Home Phone: _____ Alternate Phone: _____

Email: _____ Website: _____

Proposed Title of Exhibit: _____

Number of works to be displayed: _____

Please submit along with your application:

- A cover letter with artist statement
- A resume that includes education, background, past exhibits and any awards received
- 5 photographs (maximum size 8x10) of the art work to be exhibited labeled from 1-5 with name and phone number in the back
- A work list that clearly identifies each photographs with title of work, year, medium, size and price.
- A stamped, self addressed envelope for return of the photographs.
- An application fee of \$20 (check made payable to City of Albany)

Please send your completed application and fee to:

Albany Community Center
Att: Albany Arts Committee
1249 Marin Avenue
Albany, Ca 94706

For more information, please contact Isabelle Leduc at ileduc@albanyca.org or 510.559.7226





*Albany Community Center
Foyer Art Gallery*

Artist Agreement

I _____ (print name) am the Artist and I agree:

To pay the exhibit fee of \$50.00 due 60 days before the show opening. The fee includes 250 postcards for which the artist must provide a high resolution digital image, and the hardware to affix on the work to be displayed for the exhibit.

To assume responsibility for hanging the artwork on (date) _____ and for removing the artwork on (date) _____ in a professional manner.

To hold an Opening Reception from 4-6 pm or 5-7 pm on Sunday, _____ following the hanging of the show.

To be responsible for refreshments for the Opening Reception and to monitor the consumption of alcohol, if served. The Arts Committee will provide, punch, coffee and flowers for the Opening Reception.

To include in the exhibit labels under each art work displayed with title, medium and date.

To include a price list with contact information to be left in the Recreation Office for interested parties to review.

That artwork displayed cannot include any signs or symbols that can be offensive to the public or nudity.

That my artwork is insured under the City of Albany's overall insurance policy with Bay Cities Joint Power Insurance Authority. Fine artwork hung for temporary display is insured for the fair market value.

Artist Signature: _____ Date: _____





*Albany Community Center
Foyer Art Gallery*

Release of Liability

I am the owner of the artwork displayed in a public location in a facility owned and operated by the City of Albany. I hereby give my consent and permission to place such artwork in a public location in a facility owned and operated by the City of Albany, its officers, officials, agents, employees, or volunteers.

I am aware that displaying artwork in a public location may involve risk of damage or loss to property or person. I further understand said risk may arise from but are not limited to exposure to natural elements, faulty equipment, and the negligence of others. I am voluntarily allowing my artwork to be displayed with knowledge of the dangers involved and hereby agree to accept any and all risks of damage or loss to property or person. Please initial _____.

In consideration of displaying artwork in a public location I do hereby release the City of Albany, its officers, officials, agents, employees, and volunteers from any and all liability arising out of said activity, and specifically, for any damage that may occur to my artwork. In addition, I hereby release, discharge, waive, and relinquish any and all actions or causes of action against the City of Albany for potential injury, wrongful death, or damage to my property and my person relating in any way to the displaying of my artwork in a public location. It is the intention of the undersigned by this instrument to exempt and relieve the above named parties from liability for personal injury or death, damage, and expense of loss to person or property caused by the negligence or carelessness of the above named parties.

Photo Release: I acknowledge that the City of Albany takes photographs and videotapes of its activities and events for publicity purposes and authorize the use of my image or my child's image by the City for such purposes. I understand I will not be compensated for use of photos or videos.

I have carefully read this agreement and fully understand its contents. I am aware that this is a release of liability and indemnity, and that it is a legally binding contract between the City of Albany and me and sign of my own free will.

Signature of Owner of Artwork: _____ Date: _____



ARTS COMMITTEE MISSION STATEMENT

The purpose of the Albany Arts Committee is to promote visual, literary and performing arts and urban beautification, and to act in an advisory capacity regarding the development and preservation of the arts in the City.

To ensure a positive outcome, it is strongly recommended that the Art Ordinance Program Implementation Procedures be followed in designing a mural in Albany.

Murals and artists are protected under the California Art Preservation Act and the Visual Artists Rights Act.

For more information please contact
Albany Arts Committee
1249 Marin Ave.
Albany CA 94706
(510) 524 - 9283

Albany Arts Committee Mural Program



YMCA Mural Solano @ Talbot

It is the purpose of the mural program to use the power of art and the mural design process as tools for community engagement, blight remediation, beautification, demonstration of civic pride, and prevention of crime.

Goal

It is the goal of the Albany mural program for the murals to be reflective of the Albany community and character. Suggested topics include Albany historical themes or themes appropriate to specific location or venue.

Murals are to be non-political and should serve to reflect Albany's culture, history, and vision.



Project Connect Temporary Mural 2009, Solano @ Stannage

Key considerations

- Is the artwork appropriate for the project site, environment and community?
- Are the site locations and public visibility of the artwork appropriate?
- Does the artwork create a physical or visual safety hazard to the public?
- Is the artwork offensive to the public?
- Is the scale of the artwork appropriate for the intended location and surroundings?
- What physical elements (i.e. rain, sun, irrigation, landscaping) might change the appearance of the artwork over time?
- Is the artwork protected from vandalism or graffiti? Consideration should be given to types of paint and the application of an anti-graffiti coat.
- Does the applicant have a maintenance plan for the artwork to ensure longevity?
- Does the artwork include an identification plaque, with the artwork title, artist name and date of installation?
- Does the applicant have written approval from the property owner (if different from applicant) for reviewing such artwork?
- Is the artwork economically feasible for the project?
- Does the artwork have compatibility of design and location within a unified design character or historical character of the site?
- Will the artist ensure a successful aesthetic outcome while respecting the participation of community members?
- A development permit may be required.