



A Regular Meeting of the Albany Arts Committee Minutes
Monday, March 8, 2010
Albany Community Center
Edith Stone Room, 1249 Marin Ave.
7:00 p.m.

Call to Order: 7:03p.m. Committee Members present: Chair McQuaid, Adame, Bingham-Goess, Black, Goodman, Maris, and St. George. Excused: Members Norman and Abel.

1. Staff present: Supervisor Isabelle Leduc and Robin Mariona.

2. Approval of Minutes

Motion:

Motion to approve minutes from February 8, 2010 made by Member Black and seconded by Member Maris. Motion carried all in favor.

3. **Public Comment:** None

4. **Comments/Announcements from Committee Members:** Chair McQuaid stated that she had shared the Mural Brochure with the Solano Avenue Association and the Chamber of Commerce. Both were impressed and were receptive to presentations at future meetings.

5. **Comments/Announcements from Staff:** Supervisor Leduc stated that the Recreation Summer Activity Guide would include notifications about the Arts and Green Festival and the upcoming gallery shows.

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

The Committee agreed to begin with Item 6-2.

6-1. Public Art Mater Plan Subcommittee – Subcommittee will provide an update on the content and timeline of the document. Member Adame stated that the subcommittee had discussed pooling funds. Funds from a project could be split to fund the project itself, and a portion or percentage diverted to fund other art projects, possibly in the same neighborhood.

Member Goodman asked if the current ordinance allowed for pooled funds. Member Adame stated that it did not, and a change would be needed in the ordinance or procedures to allow pooling to take place. She stated that the Committee needed to write it into the ordinance or procedures, and then vote to make pooling a possibility.

Member Adame stated that the subcommittee had also discussed the concept of art reinforcing public identity and whether the Mission Statement need to state that as an intention. They further discussed developing a project to honor the Veterans, recognizing the value of the Bulb, reviewing the ordinance and procedures every two or three years and looking at temporary versus permanent art on a case by case basis.

The Committee decided to discuss pooling and possibly changing the ordinance as an agenda item at the April meeting. Supervisor Leduc stated that it was important for projects to break ground before spending the money. Member Bingham-Goess stated that it may not be wise to require pooled funds to

be spent in the same neighborhood. Supervisor Leduc stated the Committee should review the ordinance and procedures to be prepared for the next meeting.

Motion:

Motion to accept the added service proposal from consultant Laczko/Huss for \$4,600.00, provided that the funding came through from the Target project and a workshop for the Committee was included made by Member Adame and seconded by Member Black. Motion carried 6 yes and 1 no.

6-2. Public Art Master Plan Introduction and Goals Section – Committee will review a proposal from Laczko/Huss Consultants for writing the Introduction and Goals section of the Public Art Master Plan. Mr. Laczko presented the Committee with a proposal for Laczko/Huss to complete the Art Master Plan. The document included a table of contents with context and programs. Mr. Laczko stated that they could offer efficiency, timeliness and motivation to move forward with facilitated discussion between themselves, the Subcommittee and the Committee as a whole. The end result would be a full document and could be completed by the end of June.

Supervisor Leduc stated the Committee should look at the contents of the proposal to determine if the tasks were something the Committee wanted to complete themselves, or tasks that they wanted the consultants to complete for them. Member Goodman stated concern that the Fern Tiger visioning process would overtake the Art Master Plan. Mr. Laczko stated that the Committee should try to leverage off the energy created by Fern Tiger and gather information by attending or watching the Fern Tiger presentation to Council on April 5th.

Member Adame stated that her concern was the writing of the document and whether the Committee had the time or the ability to complete it. She stated that there would be \$11,800.00 amount forthcoming from a Target project.

Members St. George and Maris stated concern about spending more money on writing the Master Plan, preferring to spend it on art. Member Goodman stated that an entire Master Plan for under \$15,000 was a great deal and as long as there was development there would be money for art. Member Black agreed with Member Goodman and further stated that no one on the committee had the time or capability to complete the document.

Member Bingham-Goess stated that the Committee would need another brainstorming session with the consultants to supply input for the completion of the Master Plan. Supervisor Leduc stated that another workshop could be set up and a timeline.

6-3. Albany Arts & Green Festival – Staff will provide an update. Supervisor Leduc stated that designs for posters and banners were complete and the subcommittee would meet on Wed. March 10 to discuss the layout. There were 7 artists scheduled to participate and the food vendors were in place.

Member St. George stated that some of the artists that were contacted to participate may have misunderstood the “Green” title of the event and she would resend with an explanation. Members St. George and McQuaid stated that they would advertise on Craigslist and places around town.

Member Goodman was chosen to MC the event and a signup sheet for manning the Committee booth would be provided at the next meeting. Member McQuaid suggested locating the booth next to the Community Foundation. Member St. George stated that she would ask Flowerland and Annie’s Annuals for seeds and flowers to give away.

6-4. Banners on Solano – Banner subcommittee will provide an update. Member Adame reported that the Chamber of Commerce and Solano Ave. Association wanted 3 sets of banners; one for winter, one for the Stroll and one for spring/summer. The banners would be the same for Albany and Berkeley and they wanted to hire a new graphic artist.

Members agreed that one color and a simple design were preferable. Chair McQuaid preferred to wait until Fern Tiger had made her presentation to Council before making any recommendations or decisions, and it was likely that the Chamber and the Solano Ave. Association had different criteria than the Committee.

- 7. 6-5. Street Painting – Chair McQuaid will provide an update.** Chair McQuaid reported that a meeting about a possible street painting school project had taken place between Mayor Wile, Member Norman and School Superintendant Stevenson. It was a work in progress, but it was likely that all three schools would participate in one day, possibly in October. Supervisor Leduc stated that the type of paint used was important.
- 8. Future Agenda Items:** Review of the Art Ordinance and Procedures, Arts and Green Festival, banners, final draft of the Sites and Criteria section of the Master Plan.
- 9. Adjournment: 8:37pm**