

## **AGENDA**

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REGULAR MEETING – WEDNESDAY, MARCH 8, 2023  
ATRIUM CONFERENCE ROOM AT CITY HALL – 500 CASTRO STREET  
6:00 P.M.

1. **CALL TO ORDER**

2. **ROLL CALL**—Committee members Cliff Bryant, Susi Merhar, Regina Sakols, Tootoo Thomson, Don Whitebread, Vice Chair Toni Hsu, and Chair Jesse Cupp.

3. **MINUTES APPROVAL**

The minutes for the February 8, 2023 meeting have been delivered to Committee members and copies posted on the City Hall bulletin board. If there are no corrections or additions, a motion is in order to approve these minutes.

4. **ORAL COMMUNICATIONS FROM THE PUBLIC**

This portion of the meeting is reserved for persons wishing to address the Committee on any matter not on the agenda. Speakers are limited to three minutes. State law prohibits the Committee from acting on nonagenda items.

5. **UPCOMING AGENDA TOPICS**

This portion of the agenda is reserved for the identification of agenda items for future meetings:

- Placemaking opportunities related to the Castro Interim Pedestrian Mall and other long-term Capital Improvement Program (CIP) projects;
- Discuss how art placement and landscaping integration can be further explored (Biodiversity Strategy);
- Council Policy K-5 augmentations to better capture more CIP projects/Part of Public Art Strategy;
- Joint committee meeting with the Downtown Committee;

- Evelyn Mini Park, Project 21-60 (June);
- Explore programs for youth artists; and
- Rengstorff Park Maintenance and Tennis Buildings Mural Concepts.

## **6. UNFINISHED BUSINESS**

### **6.1 CAPITAL IMPROVEMENT PROGRAM PUBLIC ART PROJECT UPDATES**

Staff will provide updates on Rengstorff Park Aquatics Center (Project 18-38), Fayette Park (Project 20-48), and Rengstorff Park Maintenance and Tennis Buildings (Project 21-48).

### **6.2 TRANSIT CENTER GRADE SEPARATION AND ACCESS PROJECT CALL FOR ARTISTS**

Committee will provide input into the requirements for a call for artists to authorize a call for artists for the project.

### **6.3 PUBLIC ART STRATEGY**

Staff will provide an update on the public art strategy progression and will seek feedback from the Committee on next steps.

## **7. NEW BUSINESS**

### **7.1 AD HOC COMMITTEE RELATED TO PUBLIC ART STRATEGY**

Committee will discuss establishing an ad hoc committee that will support elements of the public art strategy.

## **8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS**

No action will be taken on any questions raised by the Committee at this time.

## **9. ADJOURNMENT**

### **AGENDAS FOR BOARDS, COMMISSIONS, AND COMMITTEES**

- The specific location of each meeting is noted on the notice and agenda for each meeting which is posted at least 72 hours in advance of the meeting. Special meetings may be called as necessary by the Committee Chair and noticed at least 24 hours in advance of the meeting.
- Questions and comments regarding the agenda may be directed to the Community Development Department at 650-903-6306.
- **SPECIAL NOTICE—Reference: Americans with Disabilities Act, 1990**  
Anyone who is planning to attend a meeting who is visually or hearing-impaired or has any disability that needs special assistance should call the Community Development Department at 650-903-6306 48 hours in advance of the meeting to arrange for assistance. Upon request by a person with a disability, agendas and writings distributed during the meeting that are public records will be made available in the appropriate alternative format.
- The Board, Commission, or Committee may take action on any matter noticed herein in any manner deemed appropriate by the Board, Commission, or Committee. Their consideration of the matters noticed herein is not limited by the recommendations indicated herein.
- **SPECIAL NOTICE**—Any writings or documents provided to a majority of the Visual Arts Committee regarding any item on this agenda will be made available for public inspection in the Community Development Department, located at 500 Castro Street, during normal business hours and at the meeting location noted on the agenda during the meeting.

### **ADDRESSING THE BOARD, COMMISSION, OR COMMITTEE**

- Interested persons are entitled to speak on any item on the agenda and should make their interest known to the Chair.
- Anyone wishing to address the Board, Commission, or Committee on a nonagenda item may do so during the “Oral Communications” part of the agenda. Speakers are allowed to speak one time on any number of topics for up to three minutes.

## **MINUTES**

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REGULAR MEETING – WEDNESDAY, FEBRUARY 8, 2023  
ATRIUM CONFERENCE ROOM – 500 CASTRO STREET  
6:00 P.M.

**1. CALL TO ORDER**

Chair Jesse Cupp called the meeting to order at 6:06 p.m.

**2. ROLL CALL**

**Present:** Committee members Cliff Bryant, Susi Merhar, Regina Sakols, Tootoo Thomson, Vice Chair Toni Hsu, and Chair Jesse Cupp.

**Absent:** Don Whitebread (excused).

**Staff Present:** John Lang, Economic Vitality Manager.

**3. MINUTES APPROVAL**

The minutes of the December 14, 2022 meeting were distributed prior to the meeting and approved as distributed.

**Motion—M/S** Bryant/Sakols—Carried 6-0-1; Whitebread absent—To approve the December 14, 2022 minutes as presented.

**4. ORAL COMMUNICATIONS FROM THE PUBLIC**

Public Comment: None.

**5. UPCOMING AGENDA TOPICS:**

- Placemaking opportunities related to the Castro Interim Pedestrian Mall and other long-term Capital Improvement Program (CIP) projects;
- Public Art Strategy;
- Discuss how art placement and landscaping integration can be further explored;

- Council Policy K-5 augmentations to better capture more CIP projects (art in bike lane integrations);
- Joint committee meeting with the Downtown Committee;
- Evelyn Park, Project 21-60;
- Discuss and review the CaFÉ platform used for calls for artists;
- Discuss touch points with artists through the contract process by developing a checklist related to calls for artists;
- Explore programs for youth artists;
- Grade Separation and Access Project location and call for artists in 2023;
- Discussion on use of Ad Hoc Committee related to Public Art Strategy; and
- Rengstorff Park Maintenance and Tennis Buildings Mural Concepts.

Public comment: None.

## 6. UNFINISHED BUSINESS

### 6.1 CIP PUBLIC ART PROJECT UPDATES

- Rengstorff Park Aquatics Center (CIP Project 18-38): Project is at approximately 25% complete and on track to open in fall 2023. Artist coordination has commenced with the design team.
- Fayette Park (CIP Project 20-48): Construction has just recently commenced. No additional updates at present time.
- Rengstorff Park Maintenance and Tennis Buildings (CIP Project 21-48): Design is wrapping up, and the project will be bid in March. Construction expected in summer. Artist renderings will come back to the VAC for review before being finalized, anticipated in April.

## 7. NEW BUSINESS

### 7.1 ELECTION PROCESS FOR 2023 CHAIR AND VICE CHAIR

Committee member Bryant nominated Jesse Cupp as Chair. Committee member Sakols seconded the nomination.

Motion—M/S Bryant/Sakols—Carried 6-0-1; Whitebread absent—To appoint Jesse Cupp as Chair of the Committee for 2023.

Committee member Sakols nominated Susi Merhar for the Vice Chair role. Committee member Bryant seconded the nomination.

Motion—M/S Sakols/Bryant—Carried 6-0-1; Whitebread absent—To appoint Susi Merhar as Vice Chair of the Committee for 2023.

Public Comment: None.

### 7.2 DISCUSS CHECKLIST FOR CALLS FOR ARTISTS

Staff presented to the Visual Arts Committee the draft checklist as outlined in the agenda packet for item 7.2. The Committee members provided input into refining the checklist to be used for future Calls for Artists. The Committee would like to have the following information included in a future call for artists beyond the checklist as drafted by staff:

- Provide artists with any neighborhood information/context for where the art piece is planned;
- Define timelines within the call for artists;
- Remove the requirement to submit a vision statement or a description of their envisioned project on the initial call for artists;
- Add a question about ever being commissioned to do public art; and
- Add a question that to collect website information.

Public Comment: None.

**7.3 PLATFORMS FOR CALLS FOR ARTISTS**

The City of Mountain View currently uses CaFÉ™, which is a nationally recognized artist platform that allows for marketing, applying, and jurying for the calls for artists. The Committee has daylighted some challenges with navigating and using the system and expressed interest in other systems. Staff shared with the Committee information on the following platforms—CODAWorx and ArtCall. The Committee discussed the benefits and limitations of the various systems. At the present time, the Committee will continue to use the CaFÉ system. Staff committed to providing more training on the CaFÉ platform, doing the initial screening of applications, and increasing the marketing and promoting of the call for artists going forward.

Public Comment: None.

**8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS**

Staff provided a brief update on the status of the Business Development Specialist recruitment.

Committee member Yen asked if the City could survey or poll the community about recent public art installations.

Public Comment: None.

**9. ADJOURNMENT**

The meeting was adjourned at 8:10 p.m.

These Minutes are hereby submitted for approval by John Lang, Recording Secretary.

Approved on \_\_\_\_\_.

**MEMORANDUM**

Community Development Department

**DATE:** March 8, 2023

**TO:** Visual Arts Committee

**FROM:** John Lang, Economic Vitality Manager

**SUBJECT:** Transit Center Grade Separation and Access Project—Call for Artists

**RECOMMENDATION**

Authorize a call for artists for the Transit Center Grade Separation and Access Project.

**BACKGROUND**

At the December 14, 2022 Visual Arts Committee meeting, Public Works staff presented an update on the Transit Center Grade Separation and Access Project (Project). Public Works staff noted that the project is in the final design process for the project with an anticipated construction schedule from summer 2024 to end of 2026.

The Project is subject to Council Policy K-5. With the recent modifications to Council Policy K-5 that the City Council approved on February 22, 2022, the 2% of the construction budget for public art for the Project is capped at \$400,000. It should also be noted that most of the Project's construction costs will be grant-funded. Since public art is not an eligible use of these grant funds, and even if it was, it may trigger another jurisdiction's public art policy and process that could supersede the City's. For this reason, the public art budget is exclusively City-funded. At this time, the City's planned funding share for the construction phase is \$5 million, which 2% would be \$100,000; therefore, the \$400,000 exceeds what would be the public art budget if only the City's share of the construction costs were used as the basis.

The Project is now at the Design stage process where a call for artists is recommended to allow for structural elements to support art installation to be incorporated into the final design of the Project.



## **ANALYSIS**

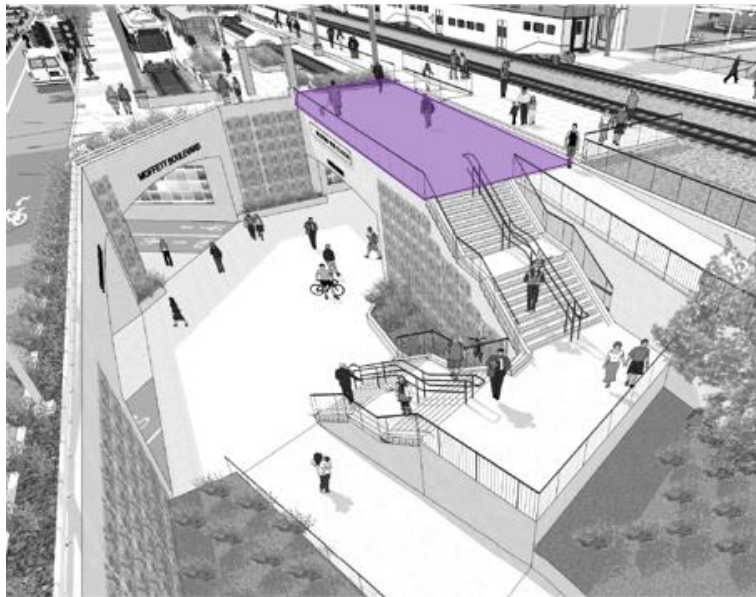
Staff has identified the following locations for possible art installations:

- Castro Main Undercrossing (Figure 1)—Available wall space of 8' by 14' (up to 10 locations).



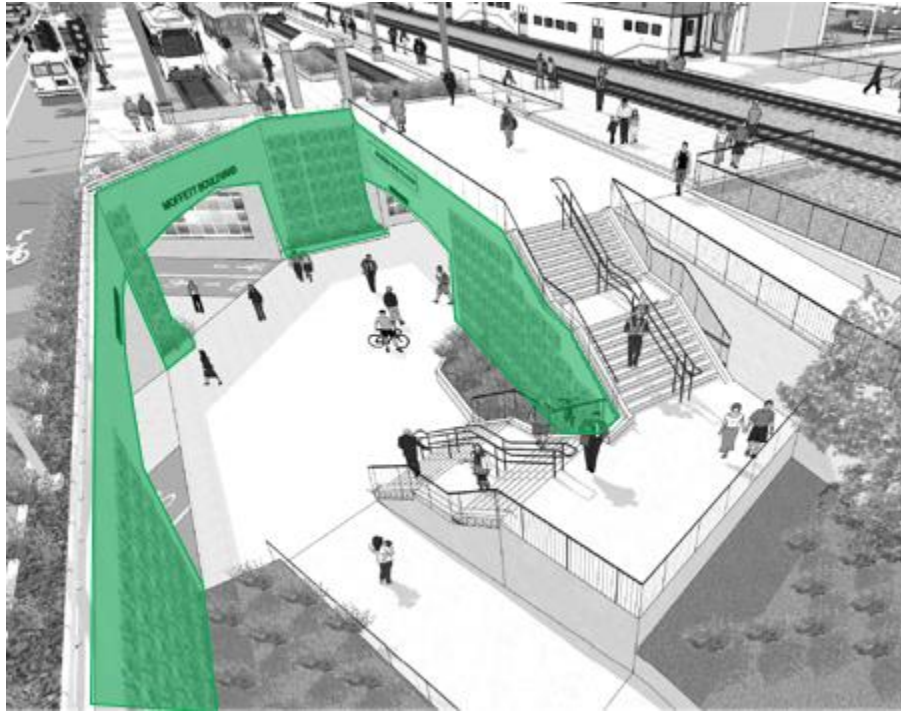
**Figure 1: Castro Street Undercrossing**

- Upper Concourse Area (See Figure 2)—No larger than 5' by 5'.



**Figure 2: Upper Concourse Area**

- Lower Concourse Wall Area (See Figure 3)—Height 13', various widths.



**Figure 3: Lower Concourse Wall Area**

- Castro Street Stairway—Width 24'.



**Figure 4: Castro Street Stairway**

Based on the proposals and costs, the Project could accommodate a single art piece or multiple art pieces within the budget.

A community meeting on the Project was held on February 9, 2023, soliciting feedback from the community on architectural design elements of the project as well as comments or suggestions on themes or aspects of public art that they would like to see. Based on the feedback received, the community is interested in public art that showcases Mountain View history and public art that is durable and easy to maintain.

In addition to feedback received from the community, staff recommends consideration of the following as part of the public art selection process:

- Public murals in other parts of the Bay Area and California have a high-maintenance effort, requiring monthly or weekly repainting due to graffiti;
- Materials such as photographic glazed ceramic tiles or enamel-finished materials provide a durable surface that is easier to maintain compared to a painted surface; and
- The City’s Brand Guidelines, issued in February 2022, provides additional ideas for a central theme: “In Mountain View, collaboration isn’t a platitude. We are a city that thrives on co-creation. Our organic connection across nature, cultures, and ideas fuels our community. When we work together to enrich all walks of Mountain View life, our collaboration is a force of nature.”

## **DEFINING THE CALL FOR ARTISTS**

### *Process*

A call for artists will be a two-step jurying process.

- The City of Mountain View will post a call for artists in the CAFÉ system. ([Call For Entry and Application Management for the Arts | CaFÉ](#)).
- City staff will distribute the call through the CAFÉ platform along with notifying those artists and individuals that have signed up to receive such notifications through AskMV and the City of Mountain View directly.
  - Visual Arts Committee members will also be asked to share the announcement widely with their networks.
  - The geography of artists will be defined by the Visual Arts Committee.

- The first round of jurying will evaluate and score artists based upon the following:
  - Prior public art projects (portfolio of work shared by artist with Visual Arts Committee).
  - Experience with commissioned art.
- No more than five artists will be identified from the first round of jurying to submit a rendering/concept/mock-up of their proposed art for the project. The selected artists moving into the second phase will receive a \$1,500 stipend for their time in developing a rendering/model/concept piece.
- The second round of jurying will evaluate:
  - Proposed vision of the art for the Project; and
  - Rendering/model/concept's integration into the Project.
- The VAC will recommend to City Council the artist or artists who will move forward for contract(s) approval within the approximate budget of \$395,000, depending on the remaining balance after stipends.

### *Timeline*

At the February 9, 2023 community meeting, the Project also received input and feedback from the community regarding the architectural design elements. In addition to this feedback, the public art element of the project will further help guide the architectural design elements that will be incorporated into the Project design to ensure that the architectural design elements and public art are cohesive and complementary.

The schedule below is within the time frame of the Project's final design phase and provides the selected artist(s) the opportunity to coordinate with the Project team to be able to incorporate the necessary structural foundation to install or mount public art into the Project design and for the public art to help inform the architectural design elements:

- Issue of Call for Artists—March 13, 2023;
- Close Call for Artists—March 31, 2023;
- Jury Call for Artists—April 3-7, 2023;

- Discuss results at Visual Arts Committee/Recommend Second Round of Jurying—April 11, 2023;
- Enter small-form agreements (stipends) for developing art concept—April 17, 2023;
- Jury selected art—month of May 2023; and
- Discuss results at Visual Arts Committee/Recommend Artist Contracts—June 13, 2023.

**QUESTIONS FOR THE VISUAL ARTS COMMITTEE**

- What is the geography to solicit a call for artists (Local, Region, State, country)?
- Are there any additional themes or considerations to be conveyed to artists?

JL/1/CDD

819-03-08-23M