

AGENDA

REGULAR MEETING – WEDNESDAY, FEBRUARY 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 December 14, 2022 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 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 (Biodiversity Strategy).
- Council Policy K-5 augmentations to better capture more CIP projects.
- Joint committee meeting with the Downtown Committee.

- Evelyn Park, Project 21-60.
- Transit Center Grade Separation and Access Project Call for Artists (March 2023).
- Explore programs for youth artists.

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).

7. NEW BUSINESS

7.1 ELECTION PROCESS FOR 2023 CHAIR AND VICE CHAIR

The Committee shall nominate and elect a new Chair and Vice Chair for 2023.

7.2 DISCUSS CHECKLIST FOR CALLS FOR ARTISTS

The Committee shall discuss requirements to be included as part of a checklist for when doing calls for artists.

7.3 PLATFORMS FOR CALL FOR ARTISTS

The Committee will review and discuss platform related to calls for artists.

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

REGULAR MEETING – WEDNESDAY, DECEMBER 14, 2022
VIRTUAL MEETING WITH NO PHYSICAL MEETING LOCATION
6:00 P.M.

1. CALL TO ORDER

Chair Jesse Cupp called the meeting to order at 6:02 p.m.

2. ROLL CALL

Present: Committee members Cliff Bryant, Susi Merhar, Regina Sakols, Tootoo Thomson, Don Whitebread, and Chair Jesse Cupp.

Absent: Vice Chair Toni Hsu (excused).

Staff Present: John Lang, Economic Vitality Manager; Joy Houghton, Associate Engineer; Robert Gonzales, Principal Civil Engineer; and Jim Lightbody, Consultant Project Manager.

3. MINUTES APPROVAL

The minutes of the November 9, 2022 meeting were distributed prior to the meeting and approved as distributed.

Motion—M/S Merhar/Sakols—Carried 6-0-1; Hsu absent—To approve the November 9, 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.

Public comment. Bruce England commented additional consideration can be given to other landscape elements, transportation elements, and bike separation areas with the inclusion of art further supplementing work that may be captured via the Biodiversity Strategy.

6. UNFINISHED BUSINESS

6.1 CAPITAL IMPROVEMENT PROGRAM PUBLIC ART PROJECT UPDATES

- Rengstorff Park Aquatics Center (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 (Project 20-48): Construction has just recently commenced. No additional updates at present time.
- Rengstorff Park Maintenance and Tennis Buildings (Project 21-48): Design is wrapping up, and the project will be bid out later this fall. Staff received additional insurance information that will support the execution of artist agreements. Artist renderings will come back to the Visual Arts Committee (VAC) for review before being finalized.

Public Comment: None.

6.2 CENTER FOR THE PERFORMING ARTS CALL FOR ARTISTS

Staff provided an update on the jurying results for the 2023 Center for Performing Arts call for artists. The following top 11 artists were:

<u>Name</u>	<u>Average</u>	<u>Selected</u>
Martinez	6.1667	Yes
Mullery	5.8333	Yes
Lima	5.5	Yes
Yoon	5.5	Yes
Bardach	5.3333	Yes
Broom	5.3333	Yes
Allen	5.1667	Yes
Karimi	5.1667	Yes
Bott	5.0	Alternate
Brueckner	5.0	Alternate
Corich	4.833	Alternate

Staff provided a brief presentation on the results of the VAC's jurying associated with the 2023 Center for the Performing Arts call for artists. The call for artists went out to the nine-county Bay Area region. The call provided the requirements for display and did not delineate any theme for the exhibits as has been done historically. The VAC discussed the scoring results from the call for artists. The VAC would like to see more promotion of the exhibits. Staff will work with the Center for the Performing Arts to help amplify the artist displays and evaluate the program after a year to see artists' reactions and success of the program. The VAC would like to see more artists displaying and, therefore, recommended eight artists and three alternates.

Motion—M/S Sakols/Bryant—Carried 6-0-1; Hsu absent—To move forward with artist agreements for the top eight scored artists, including three alternates.

Public Comment: None.

7. NEW BUSINESS

7.1 TRANSIT CENTER GRADE SEPARATION AND ACCESS PROJECT

Public Works staff Joy Houghton, Robert Gonzales, and Jim Lightbody provided an overview of the Transit Grade Separation and Access Project and outlined potential timing and art consideration for this Council Policy K-5-eligible project. The number of trips associated with the electrification of Caltrain starting in 2024 is estimated to

increase significantly, resulting in an increased amount of time gates are lowered, thus the need for the Transit Grade Separation and Access Project. The project goals are to improve safety for all modes of travel, improve traffic flow and reduce congestion, and support the pedestrianization of downtown. The design phase for the project is July 2022 to July 2024 with construction anticipated to start July 2024 and last through December 2026. Urban design guidelines were developed for the project in May 2020. The guidelines discuss architectural treatments, surface treatments, lighting, landscaping signage, and fixtures and railings. Areas where art can be incorporated include the undercrossing (walls, ceiling, floor) and concourse areas. Staff will come back to the VAC with location recommendations and initiate a call for artists in early 2023. Staff is seeking early feedback on concepts ahead of coming back to the VAC. Some concepts include concepts of lights, more plants incorporated, such as living walls, and places to have rotating displays where art could be swapped out.

Public Comment: Bruce England supports the concept of a living wall for inclusion along with the inclusion of functional restrooms with artistic elements to mitigate some maintenance costs.

7.2 GUIDANCE ON PUBLIC INQUIRES TO VAC MEMBERS

Staff provided a brief verbal update on best practices associated with how to handle public inquiries related to the VAC. VAC members should coordinate with the staff liaison first before responding to such inquires. Staff will work with the City Clerk's Office on the appropriate response.

Public Comment: None.

7.3 PAST THRESHOLDS RELATED TO RFP ART EVALUATIONS REQUIRING STIPENDS

Staff provided an overview of past projects that the VAC had elected to use a two-phased Request for Proposals (RFP) approach for providing a stipend to an artist to better visualize and understand a larger art piece. The memorandum outlined that for projects that were greater than \$60,000 in Council Policy K-5 funding, the VAC typically used a stipend approach.

The VAC would like to approach future Council Policy K-5-eligible art projects with the default of including stipends and decide piece by piece whether the project warrants any stipend instead of using a dollar threshold as the sole trigger for the two-phased RFP approach. This can be determined when defining the call for artists, including asking artists for a single sentence for a vision for the art. Staff also noted prior comments from the VAC regarding the desire to capture more community input from the scoping of projects. Staff will work with the Public Works and Community Services

Departments to bring forward more community input and feedback that can help inform the call for artist process. The VAC also expressed interest in having an inflation adjustment to occur each year so inflation does not erode the stipend.

Public Comment: None.

8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS

Staff thanked the VAC for their service the past year and wished members happy holidays and a new year and reminded the VAC that the next meeting will be in February 2023.

Public Comment: None.

9. ADJOURNMENT

The meeting was adjourned at 8:11 p.m.

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

Approved on _____.

JL/6/CDD
819-12-14-22mn

DATE: February 8, 2023

TO: Visual Arts Committee

FROM: John Lang, Economic Vitality Manager

SUBJECT: Election Process for 2023 Chair and Vice Chair

RECOMMENDATION

Elect a Visual Arts Committee Chair and Vice Chair for the 2023 calendar year.

BACKGROUND

Annually, the Visual Arts Committee (Committee) determines its Chair and Vice Chair for the next year. The Committee elects from its own membership a Chair and a Vice Chair. The duties of the Chair are to preside at all meetings of the Committee. The duty of the Vice Chair is to perform the duties of the Chair when the Chair is absent.

JL/6/CDD
819-02-08-23M

DATE: February 8, 2023

TO: Visual Arts Committee

FROM: John Lang, Economic Vitality Manager

SUBJECT: **Discuss Checklist for Calls for Artists**

PURPOSE

At the November 9, 2022 and December 14, 2022 Visual Arts Committee meetings, Committee members expressed an interest in having a checklist associated with future call for artists. The intent of having a checklist will allow for more structure and clarity on how to evaluate and screen responses for calls for artists. In addition, having a checklist will help ensure artists that respond to a call for artists have more clarity on the process, budget, and insurance requirements.

BACKGROUND

Based upon feedback from the November 9, 2022, and December 14, 2022 Visual Arts Committee (VAC) meetings, staff has drafted a high-level overview for a checklist.

- Work with the Public Works Department to develop a complete description of the project, including location, key elements, and timing of the project.
 - Include all pertinent information in the call for artists.
 - Provide any engineering specifications associated with project and art location(s).
- Include any feedback from the community outreach process that occurs with the Parks and Recreation Commission or any other advisory body in defining and determining the project.
 - Include all pertinent information in the call for artists.
- Discuss with the VAC the first two items and any additional considerations from the VAC to be included in the call for artists.
 - Should the VAC consider a visioning process before proceeding with a call for artists if no community outreach process was identified or conducted for project?

- What criteria should be established to determine to go forward with this type of outreach?
- Require artists to submit pictures of relatable past work experience, three to 10 images maximum.
- Require artists to provide a one- to three sentence description of their proposed response to the call for artists. The description should be specific, not vague, and other potential details about size and height would be helpful in the description as well.
 - For projects that will require a stipend, a one- to three sentence description is still required. If selected, the stipend will support further development of the one- to three-sentence descriptions.
- Require a self-certification/acknowledgment by the artist that all costs associated with designing, developing, constructing, and delivering the selected art should be part of the art proposal estimate.
- Require a self-certification/acknowledgement by the artist that they have read and agree to the City's insurance requirements.
- The VAC shall determine and define the call for artist radius area (artists living in the Bay Area or California or nationwide).
- Work with Public Works to discuss and define the timeline of the project.

Review Checklist for Submitted Call for Artist

- Determine if the call for artists was responsive.
 - Did the artist submit all required information?
 - Did the artist submit a descriptive vision statement for the art?
 - Did the artist submit art samples?
 - Did the artist submit acknowledgements related to cost and insurance?
 - Is the project within the budget scope?
- Evaluate based upon samples of the artist's previous work.

Additional Considerations for Artist Contracts

- Create touch points within the contract to ensure the contracted art is being developed as envisioned.

JL/6/CDD

819-02-08-23M-1

DATE: February 8, 2023

TO: Visual Arts Committee

FROM: John Lang, Economic Vitality Manager

SUBJECT: **Platforms for Calls for Artists**

PURPOSE

At the December 14, 2022 Visual Arts Committee meeting, Committee members expressed some concerns and challenges with using and evaluating artist proposals. Staff has done some research on other systems and arrangements for further Committee consideration.

BACKGROUND

In 2016, the City of Mountain View began using Café as the system for issuing a call for artists. Prior to using Café, the City of Mountain View conducted the outreach and engagement internally by relying on email outreach and posting in the paper.

The Café system is a best-in-class platform for artists. The platform allows artists to maintain portfolios and respond to calls for artists throughout the nation. The cost of using the platform is borne by the entity, not the artist. The online system allows for easy tabulation of scores by a jury. The system also allows for the notification of artists on the status of the call. The system allows for flexibility of describing the call for artists along with specific deliverables or requirements to respond to the call, including uploading a resumé or providing portfolio images.

The annual renewal cost is \$150 a year. For each submission for a call for artists, there is a \$2 charge per artist. For example, for a call for artists that receives 60 responses, the cost to the City of Mountain View for the use of the Café platform would be \$120.

Other Systems

- **CODAWorx**: The CODAWorx basic-plus subscription costs \$30 per month, or \$360 per year, and allows for two user logins and up to six projects per year. A free account is available for one user login and up to three projects a year. There is no scoring or jurying platform included.

- ArtCall.org: ArtCall.org offers a subscription platform that ranges from \$80 to \$500 per call for artists. The platform allows for the jurying of artwork. The call for artists platform does allow for public calls as well as calls by invite only. The platform also allows for the transaction of art pieces.

In benchmarking against other cities, staff found a range of implementation tools cities use to market calls for artists, including online Request for Proposal software, such as opengov and bidsync, as well as locally (city databases) hosted online to capture and maintain artist interest.

Other Areas for Greater Engagement

The City of Mountain View does have a list of artists beyond the Café portfolio that can receive email notifications regarding calls for artists.

Additionally, the City of Mountain View can cross-post a call for artists with Americans for Arts and social media channels.

JL/6/CDD

819-02-08-23M-2