

**MINUTES**  
**PUBLIC ART COMMISSION**  
**Thursday, March 19, 2009**  
Palo Alto Civic Center  
250 Hamilton Avenue  
Council Conference Room  
**7:00 p.m.**

**Commissioners present:** Nancy Coleman, Terry Acebo-Davis, Elise Griffin DeMarzo, Ally Richter, Einar Sunde, Larisa Usich  
**Council Liaison:** Jack Morton  
**Staff present:** Linda Craighead, Staff Liaison, Director Arts & Sciences  
Darlene Katsanes, Program Asst., Arts & Sciences

CALL TO ORDER – The meeting was called to order at 7:00 p.m. by Chair Sunde.  
ROLL CALL

**ORAL COMMUNICATIONS**

Susie Thom, 753 Maplewood Place, Palo Alto, Chair, Library Advisory Commission, asked the Commission to consider having a joint meeting with Library Advisory Commission and the Parks and Recreation Commission to brainstorm funding available for Mitchell Park and how art might be used in project. This is an opportunity to make the library a destination place in Palo Alto to see art.

APPROVAL OF MINUTES - Minutes of February 19, 2009 were approved as presented.

**FINANCIAL REPORT**

Commission reviewed the CIP budget and General Fund Balance.

**NEW BUSINESS**

Grace Lee, Vice President, Carrasco and Associates, presented to the Commission the proposed artwork for the private project at 325 Lytton Avenue for courtesy review. The artwork is a glazed ceramic tile mural by artist Marek Jacisin called *Tree of Life*. The mural is to be hung in a central visible location in the covered entry area and will be visible to pedestrians and users of the building. Commissioners were generally pleased with the proposed artwork and thanked Ms. Lee for the presentation.

**ACTION**

**MITCHELL PARK COMMUNITY CENTER/LIBRARY** – Commissioner Sunde reported that the subcommittee, Linda Craighead, and project engineer Debra Jacobs visited Bruce Beasley’s studio. Sunde presented images from the studio visit and the members of the subcommittee commented on how impressed they were with Beasley’s artwork and studio. Mr. Sunde noted that Beasley has been working without compensation from the Commission over the last few years and that he has requested a deposit or advance payment of \$10,000. Debra Jacobs confirmed that 1% of the estimated construction cost is \$280,000. Sunde said that a contract with Beasley for \$10,000 for one or more design proposals, if approved by the Commission, would be drawn against the total project budget. If the Commission selects Beasley for the project artist, after reviewing Beasley’s proposed designs, a contract for the complete budget would then be put in place with Beasley. Commissioner Richter questioned whether the Commission should allocate all the project funds for one large artwork or to be open to having multiple artworks by one or a few artists at this site. Commissioner Sunde said that after preliminary discussions with Beasley concerning costs, it is pretty clear that the Commission will need to use the full percent for art budget with Beasley, but that the Commission may approve the expenditure of funds in the CIP budget for smaller works. He also said that the Mitchell Park site is constrained as to where a large artwork can be sited, and that the front entrance on Middlefield Road has been identified as the most suitable site for

the artwork.

**Motion: Move to approve \$10,000 for Beasley to create design proposals. Subcommittee to communicate with Beasley regarding scope of work**

**Moved: Coleman; Seconded: Acebo-Davis; Ayes: Unanimous.**

#### PR/OUTREACH

Commissioner Coleman introduced Jeff Smith and Becky Brown of Lunar Design, who presented two concepts for the new PAPAC identity, and sample applications for each. The Commission was excited about both concepts and discussed the color options of green or orange and using the simpler cube design. Councilmember liaison Morton would like the Commission to consider creating a brochure in time for the senior games this summer using the new template and featuring public art. He recommended asking Destination Palo Alto for monies for an art walk brochure. There could be an electronic version of an art tour as well. Craighead said she will be attending the next meeting of Destination Palo Alto. Craighead asked for a Commissioner to take the lead on this. Morton will bring up the brochure idea to senior staff and talk to the City Manager to see if there are monies available. Commissioner Coleman volunteered to research costs for a print run of 15,000 brochures. The Commissioners thanked Lunar Design for their great work on these design concepts and Commissioner Coleman for bringing Lunar Design to the Commission. Lunar will be giving us the electronic template. The Commission will need to arrange for a production person to work on designing cards, brochures, etc. using the template. A discussion followed concerning the choice between the two concepts and whether or not to use orange or green.

**Motion: Move to use the simpler design.**

**Moved: Coleman; Seconded: Acebo-Davis; Ayes: Unanimous.**

**Motion: Move to use the orange color.**

**Moved: Coleman, Seconded: Acebo-Davis; Ayes: Usich, DeMarzo, Acebo-Davis, Richter. Noes: Sunde. Passed – 5/1.**

Commissioner Coleman asked for a budget of \$150.00/month for the Commission to create 4-color postcards. There are a few more postcards to create before the end of the fiscal year which include the dedication event, art series, and a possible launch event for the new Commission identity.

**Motion: Move to allocate an additional \$600.00 for printing 4-color postcards for the balance of the current fiscal year.**

**Moved: Coleman; Seconded: Richter; Ayes: Unanimous.**

Commissioner Coleman requested that the Commission approve the use of Constant Contact services to send our electronic newsletters via email using the new template, with Commissioners Usich and Coleman will be contacts for the newsletters. Coleman requested that the Commission approve funds to use Constant Contact at approximately \$30.00 a month. She noted that the subcommittee wants to send out the first email in late April.

**Motion: Move to allocate \$360 for use of Constant Contact services.**

**Moved: Coleman; Seconded: Richter; Ayes: Unanimous.**

#### PUBLIC ART FOR SAN FRANCISQUITO CREEK STORM WATER PUMP STATION

The Commission discussed plans for the dedication event. Joint dedication event is scheduled for April 30 at 4:00 p.m.

#### ARTS PLAN

Commissioner Sunde reported that the copies of the draft revised Municipal Arts Plan distributed to each Commissioner at this meeting is marked to show the suggested revisions made after the Commission meeting on February 19. He recommended that the Plan be formally approved at this meeting, but also emphasized that it is meant to be a living document, such that amendments are to be expected from time to time and that it should periodically be reviewed and updated. After discussion, it was agreed that the reference in paragraph 2 of Long Term Priorities under Section A be expanded to include other open space besides Baylands.

**Motion: Move to approve the draft Municipal Arts Plan as revised and presented at this meeting and including the foregoing reference to " other open space."**  
**Moved: Sunde: Seconded: Coleman: Ayes: Unanimous.**

#### CUBBERLEY ART DONATION

The Commission approved artworks donated by three Cubberley artists: Mitchell Johnson, Inge Infante and Steve Kiser and the Commissioners expressed their appreciation to each of the artists. Artist Mitchell Johnson gave the Commission the choice between two artworks and the Commission selected the abstract painting.

**Motion: Move to approve the three artworks presented into collection.**  
**Moved: DeMarzo; Seconded: Acebo-Davis: Ayes: Unanimous.**

#### MAINTENANCE OF CITY COLLECTION

Subcommittee asked for funds to hire Jane Peterman to photograph artwork currently in storage (approximately 75 artworks). Peterman has submitted a proposal and Commissioner Richter reported that Peterman is willing to receive an honorarium of \$500. Peterman will process the digital images. The Commission suggested that she also photograph the artwork currently hanging at the Art Center.

**Motion: Move that the Commission pay Jane Peterman \$500 to photograph up to 100 images located at the Art Center (basement storage area or elsewhere at the Art Center).**  
**Moved: Usich; Seconded: Sunde: Ayes: Unanimous.**

#### NON-ACTION

#### BIKE RACKS

Commissioner DeMarzo reported that she has been gathering text from other Bike Rack RFPs and contacting fabricators to get estimates for this project. Craighead announced that California Avenue is ready to remove old outdated bike racks and they are interested in new bike racks. Craighead said that there is a possibility of \$5000 from Public Works for funding these 10 bike racks. DeMarzo said that Public Works needs to be further into the California Avenue street improvement project to determine exact funds available. DeMarzo recommended contacting Mitchell Park to see if there are any funds available at the Mitchell Park Community Center/Library project for bike racks. DeMarzo's bike rack research shows that each rack can cost between \$500 - \$750, including installation. Craighead commented that the City will install, so pricing should be less.  
Next step: Set scope of work and artist design fee for the RFP.

Councilmember Morton left meeting at 10:02 pm.

#### ARTIST SERIES

Commissioner Acebo-Davis will confirm the May 28<sup>th</sup> speakers next week.

#### WEBSITE

Commissioner Usich reported that she met with subcommittee and intern Alyssa Erickson and that the website database needs more work before it's ready to be put on the website. Usich commented that she has arranged for a pro bono website developer to do a mini refresh of our current public art website which would include shifting the color of the website, adding events, etc. while work on the art database continues. She also felt that having an electronic newsletter component is very important for outreach. Usich said her goal is to both be able to announce events using the new template, and have the "refreshed" website ready, each before May.

#### JOINT MEETING WITH COUNCIL

The joint meeting with Council is Monday, April 13 at 6:00 pm. .

#### BILL BLISS MEMORIAL ART PROJECT

RFP submittals are due on March 31. A discussion followed concerning where information on the RFP has been posted.

#### CALIFORNIA AVENUE FOUNTAIN PROJECT

Paul Pitlick, 2139 High Street, Palo Alto, CA spoke about California Avenue fountain site. He noted that a fountain at this site is still at risk of being hit by cars and that the surrounding site is ugly. He asked whether the bike lockers be moved. He also asked that he be contacted about the California Avenue process. Richter commented that this project will be modeled after the Szabo project, with a community vote and that there will be a meeting with the community at the Art Center prior to the RFP being written. Commissioner Sunde would like the subcommittee to meet with Public Works staff to talk about site congestion. Craighead believes that the site congestion is a much larger issue because of both Cal Train and City interests at the site. Craighead recommended that Karen Bengard be asked to attend the community meeting.

Next step: Set meeting with community.

#### *FILAREE*

Herb Borock, P.O. Box 632, Palo Alto stated that he attended the Greer Park meeting. Before the meeting he had opportunity to review the item Filaree in the Commission's minutes. He said that there has not been a legal action taken yet by the Commission and that the item was hard to locate because it wasn't agendized along with Greer Park in the title.

Commissioner Sunde reported that he attended a meeting in February with Craighead, Greg Betts and two members of the Midtown Association and that more information concerning *Filaree* and the artist has been forwarded to the Midtown Association. He also noted that a CAD drawing was created showing *Filaree* sited in the park and that the architects had this drawing available at a community meeting earlier in March.

NEXT MEETING AGENDA – April 16, 2009

#### ANNOUNCEMENTS

ADJOURNMENT – Chair Sunde adjourned meeting at 10:35 pm.