



Policy and Services Committee MINUTES

Special Meeting
March 25, 2014

Chairperson Price called the meeting to order at 6:06 P.M. in the Council Chambers, 250 Hamilton Avenue, Palo Alto, California.

Present: Klein, Price (Chair), Schmid

Absent: Scharff

ORAL COMMUNICATIONS

None

AGENDA ITEMS

MOTION: Chair Price moved, seconded by Council Member Schmid to defer Agenda Item Number 1 to the meeting of April 8, 2014.

MOTION PASSED: 3-0 Scharff absent

1. ~~Discussion and Recommendation to Council to: (1) Terminate the Lease Between the City of Palo Alto and Stanford University and the Sublease Between City and Valley Transit Authority (VTA) for the Southern Pacific University Avenue Depot Transit Center; (2) Authorize the City Manager to Negotiate and Execute a Memorandum of Understanding with VTA and Stanford Regarding Potential City Use of the Depot Transit Center for Expanded Palo Alto Shuttle Services.~~
2. Recommendation from the Human Relations Commission in response to City Council request to Consider Moving Avenidas and Palo Alto Community Child Care (PACCC) Out of the Human Services Resource Allocation Process.

Minka Van der Zwaag, Community Services Manager of Senior Programs, reviewed the Finance Committee's recommendation for the Policy and Services Committee (Committee) to consider removing Avenidas and Palo Alto Community Child Care (PACCC) from the Human Services Resource Allocation Process (HSRAP). She provided a brief history of HSRAP. In 1993 the Human Relations Commission (HRC) recommended PACCC and Avenidas not be removed from HSRAP and the Council concurred. In 2007, Project Sentinel was removed from HSRAP because Project Sentinel provided

services in relation to a City Ordinance. If PACCC and Avenidas were removed from HSRAP, they could respond to a Request for Proposal (RFP) for child care subsidy administration and senior services.

Jill O'Nan, Human Relations Commission Chairperson, heard from representatives of PACCC and Avenidas regarding their wish to be removed from HSRAP. Representatives were concerned that funding would be cannibalized by smaller agencies. The HRC wished to preserve the relationship of PACCC and Avenidas with HSRAP in order to maintain a robust program, to simplify the RFP process, and to retain HSRAP visibility. The HRC unanimously passed a Resolution guaranteeing that PACCC and Avenidas funding would remain intact. However, the HRC would have discretion to recommend a reallocation of incremental funding. The HRC recommended PACCC and Avenidas remain a part of HSRAP. The HRC felt agency competition for funding resulted from chronic underfunding.

Chair Price requested Staff restate the RFP process should PACCC and Avenidas separate from HSRAP. She inquired whether the timeframe for allocations would remain the same in a new RFP process.

Ms. Van der Zwaag indicated a new RFP process would be substantially similar to the current RFP process with only minor changes. The terms could be the same as those utilized now. There would not be an opportunity for public discussion prior to recommendations being made to the Council. Respondents to the RFP would negotiate contract terms with Staff.

Council Member Schmid felt human services was not the main function of local governments. There was an advantage to having a human services budget to focus Council discussion. To have a clear-cut goal for human services as a percentage of the budget was important. Senior and youth services were critical to a healthy community. He preferred PACCC and Avenidas remain within HSRAP. He did not favor the HRC's recommendation.

Council Member Klein did not believe the existing process was logical for PACCC and Avenidas because they operated as City functions. The HRC's recommendation, though well intentioned, would be useful only if the City Council did not allocate funding to specific programs. The Council would be inclined to allocate more funding to the smaller agencies, if it was aware of the small amount of total funds available to allocate to HSRAP agencies. Separating PACCC and Avenidas from HSRAP would benefit those agencies as well as the smaller agencies.

Chair Price concurred with Council Member Klein. Separating Avenidas and PACCC from HSRAP was logical and would provide funding predictability for Avenidas and PACCC.

MOTION: Council Member Klein moved, seconded by Chair Price that the Policy and Services Committee recommend the City Council direct Staff to prepare the necessary paperwork to separate Avenidas and PACCC from the HSRAP process.

Ms. O’Nan noted Palo Alto was unusual in the large disparity between wealthy and not wealthy residents. Nonprofit agencies were denied funding from many sources because of the high standard of living in Palo Alto. The HRC was committed to providing snapshots of the total health of the community. If the Committee recommended the Council remove PACCC and Avenidas from HSRAP, she hoped the Council would support continued funding of the smaller agencies.

Council Member Schmid remarked the Council contributed land or space for nonprofit agencies’ use as well as funding.

MOTION PASSED: 2-1 Schmid no, Scharff absent

Council Member Klein inquired whether the Committee’s recommendation would be presented to the Council in April 2014.

Ms. Van der Zwaag noted the Committee’s recommendation would be presented to Council; although, she had not yet set a date.

Council Member Klein was unsure whether the Council could act on the item prior to the upcoming Budget hearings.

Ms. Van der Zwaag clarified that separating PACCC and Avenidas from HSRAP would not affect the Budget.

3. Recommendation that the Policy & Services Committee Approve the Updated Guidelines, Procedures, and Selection Processes for the City of Palo Alto’s Cubberley Artists Studio Program.

Rhyena Halpern, Assistant Director of Community Services, reported Staff compiled a list of 235 contacts for marketing and outreach purposes. The criteria and process for selecting artists in residence were retooled slightly. In phase 2 of the selection process, Staff would utilize artists’ scores from phase 1 to make final placements, ensuring that missions, visions, and goals of the Program were met. Specific attention would be given to diversity of art disciplines and to artists’ ages, cultural approaches, and points in their

career. Staff devised a simple plan to ensure a transition period for incumbent artists. Incumbent artists with up to five years of residence would be eligible for a full four-year term; 5-10 years, a three-year term; 10-15 years, a two-year term; and more than 15 years, a one-year term. Artists could submit applications to the Program between May 1 and July 1, 2014. During July 2014 Staff would review applications for eligibility. In August the art panel would make its decisions. Staff would announce selections by September 5, 2014, such that artists could move-in between October 1 and November 1.

Council Member Schmid noted the subsidy amount was revised to \$10,300 and inquired about the calculations used to reach that amount.

Ms. Halpern utilized a \$2 factor and calculated the amount by square footage.

Council Member Schmid asked if the artists' rents were \$5,000 per year.

Ms. Halpern indicated the City received approximately \$100,000 in rent annually from 23 single artist studios.

Council Member Schmid inquired whether artists were paying approximately one-third of the market rate.

Ms. Halpern remarked that the rate depended on square footage. Studio square footage ranged from 360 feet to more than 1,000 square feet. Artists paid \$500 and higher in rent. Most artist studio programs used a subsidized rate.

Council Member Schmid inquired about plans for the Cultural Café.

Ms. Halpern reported the concept was to create a dynamic space to exhibit Cubberley artists' work and to engage the community. There would be space to sell artisanal products and to hold poetry readings, workshops, classes, and hands-on activities. The Cultural Café would be open limited hours initially.

Council Member Schmid asked about the amount of space for the Café.

Ms. Halpern replied 1,000-1,100 square feet.

Council Member Schmid inquired about the number of people that would fit comfortably into the space.

Ms. Halpern noted the space was originally classrooms which would accommodate 30-35 children.

Council Member Schmid was interested in having the Program interconnect with the community. The Café could become a magnet for visitors and residents. He inquired whether Staff had considered a computer app for artists to post pictures of their work.

Ms. Halpern agreed an online component was needed. The Cubberley artists created a wonderful website that showcased their work and contained links to individual artist websites. Staff had submitted grant proposals totaling \$250,000; the proposals contained funding for the Café and a manager.

Council Member Schmid asked about hours the Café would be open initially.

Ms. Halpern indicated the Cultural Café would be open initially during monthly art calls and then move to once a week and during special events.

Council Member Schmid asked if the Café would be a special space.

Ms. Halpern stated it would have special hours until it could sustain itself.

Council Member Schmid felt the jury panel should be qualified to make judgments on artists who would flourish in the environment. He inquired whether no Staff and no members of the Public Art Commission would be members of the panel.

Ms. Halpern reported the panel would include accomplished executive directors of nonprofit arts organizations, professors and arts educators, directors of respected commercial art galleries, and established artists. An Arts Commissioner who fit one of those categories and did not have a conflict of interest would be acceptable.

Council Member Schmid felt it was critical for the panel to be credible and independent. He asked about the importance of the selection criteria of residency in Palo Alto.

Ms. Halpern indicated it had minor importance. If an artist lived in Palo Alto and applied, he/she should receive some consideration for that. Approximately half of artists were residents of Palo Alto.

Council Member Schmid asked if a selection criteria of sales in the community would be appropriate.

Ms. Halpern explained the point of the Program was to support artists at different stages in their careers. For some artists, selling their work was not an important part of their artistic life. Economic outcomes were not always good criteria.

Council Member Schmid was searching for ways to measure the Program's impact on the community. He noted an artist could apply for an additional term after an initial four-year term and asked if artists were limited to eight years.

Ms. Halpern reported artists could be selected for two consecutive four-year terms and then reapply after an eight-year wait. If an incumbent artist was selected for a portion of a term, he/she would have to wait eight years before reapplying.

Council Member Schmid remarked that an incumbent of five years could reapply for a three-year term, resulting in a maximum of 11 years.

Ms. Halpern explained that artists would apply for one four-year term, and then apply again for another four-year term, totaling eight years.

Council Member Schmid reiterated that the new cap would be eight years.

Ms. Halpern noted that incumbents could apply again and be placed for one to four years.

Council Member Schmid inquired whether artists were agreeable to term limits.

Ms. Halpern reported artist feedback indicated term limits were not necessary.

Council Member Schmid noted at least half the current artists in residence had been there more than eight years.

Ms. Halpern clarified most had been there more than 12 years.

Council Member Schmid believed they would be affected dramatically.

Council Member Klein asked where term limits were stated in the Staff Report.

Ms. Halpern was unsure whether term limits were restated in the Staff Report; however, they were contained in the Guidelines.

Council Member Klein felt the phase-out of incumbent artists was logical and elegant.

Ms. Halpern stated page 7 of the Guidelines outlined term limits.

Chair Price added term limits were not stated within the body of the Staff Report.

Council Member Klein remarked the phase-out process could result in Staff having to conduct jury panels every year for a few years.

Ms. Halpern reported Staff would utilize a list of alternates to fill vacancies that occurred through term limits or attrition.

Council Member Klein asked how often Staff would convene a panel of judges.

Ms. Halpern answered every four years.

Council Member Klein was pleased with Staff's efforts and changes.

Chair Price inquired about the number of current artists who had been in the Program more than ten years.

Ms. Halpern indicated 11 had been in the Program more than ten years; however, in the last month, six artists provided notices that they would vacate their studios by April.

Chair Price expressed concern about the phase-out process. Artists with the most experience and wisdom would have a narrow window to leave the Program. She inquired whether the categories of 10-15 years and 15 or more years could be replaced with one category of 10 or more years and a two-year term.

Ms. Halpern would accept that change if the Policy and Services Committee (Committee) directed it.

Chair Price felt artists in those categories brought a depth and breadth of experience that would be useful during a period of transition. That modification would allow the Program to meet many of its goals.

Council Member Klein requested information regarding the six people who tendered resignations.

Ms. Halpern reported one decided to move permanently to Vermont, and the remaining five were accepted into a new artist studio in Redwood City.

Mary Holzer hoped to apply and be selected as an artist in residence. She felt term limits were good.

Lessa Bouchard stated market rate rents were mentioned a great deal; however, the City was restricted to leasing the space to serve the community. She suggested a program whereby incumbent artists would introduce new artists to the Program and help them with applications.

Ann McMillen felt emphasis should be placed on artists' professional skills, not their volunteer skills. She felt the program for sharing studio space needed clarification. Artists should be evaluated based on their accomplishments rather than their sales.

Marguerite Fletcher believed longevity was a major component of the power and prestige of the Program. She knew of several artists who would not participate in the jurying process, which would leave more than half the studios available. The phase-out process was laborious and unnecessary.

Sharon Chinen Ingle spent 24 years as an artist in residence. Affordable studio spaces were great programs for artists and the community. Term limits focused on time served rather than on the quality of work.

Council Member Schmid posed a hypothetical scenario of incumbents scoring much higher than new artists in the jury process. He inquired whether the Program would still be obligated to select new artists in that scenario.

Ms. Halpern suggested those types of questions could be presented to the jury, who was frequently helpful in providing solutions.

Council Member Schmid noted the City was negotiating the future of Cubberley and asked if the City had legal obligations to provide space to artists once they were selected for the Program.

James Keene, City Manager, believed it was unlikely the situation with Cubberley would change in the next four-year period. The City had an ongoing obligation to ensure everyone was informed of the situation.

Council Member Klein remarked the public comment regarding market rates was true; however, the City was not legally required to lease the space for community service. The City could receive higher rents as there was a great demand for space.

Ms. Halpern recalled the Program began at Jordan Middle School. At that time, the policy was to charge artists for utilities and maintenance only. In Fiscal Year 2013, the cost for maintenance alone was \$1.97 per square foot.

Council Member Klein commented that most everyone mentioned the effect of term limits on current artists in residence. Incoming artists would also be subject to term limits. It was important for everyone to understand the process and the terms of the Program.

MOTION: Chair Price moved, seconded by Council Member Schmid that the Policy & Services Committee recommend the City Council approve the updated guidelines, procedures and selection processes for the City of Palo Alto's Cubberley Artists Studio Program (formerly the Cubberley Visual Artists Studio Program), offered at the Cubberley Community Center, with one modification: under the incumbent artists with 10 or more years in residence would be eligible for two years of the new four-year term and the category of 15 to 24 years would be deleted.

Chair Price indicated the Motion considered the experience and contributions of artists and an approach to involve upcoming artists. The Cubberley Artists Studio Program was vital to the community.

Council Member Schmid asked if the Committee was approving the Program or recommending it to the Council.

Chair Price responded recommending it to the Council.

Council Member Schmid supported Staff's proposal. Staff would be sensitive to jury feedback and report to Council any needed modifications. He assumed Staff would remain active in identifying new and different ways to reach out to the community.

Council Member Klein asked if the item would be presented to the Council on the Consent Calendar. The vote was unanimous; however, one Committee Member was absent.

Mr. Keene interpreted the vote as unanimous, but would confirm the proper process.

Council Member Klein asked if Committee Members wanted the item presented to the Council on the Consent Calendar.

Chair Price agreed.

Council Member Schmid agreed and suggested Chair Price informally confer with Council Member Scharff to obtain his opinion.

Chair Price agreed to do so. The item would be presented to the Council on the Consent Calendar as soon as feasible.

MOTION PASSED: 3-0 Scharff absent

FUTURE MEETINGS AND AGENDAS:

Chair Price announced the next meeting was scheduled for April 8, 2014, at 7:00 P.M. The Agenda Item regarding the federal lobbyist was deferred.

James Keene, City Manager, reported Staff planned to have the federal lobbyist present for an update; however, the lobbyist's schedule indicated May would be a better time.

Chair Price noted Agenda Item Number 1 was deferred to April 8, 2014.

Mr. Keene informed Stanford University that the date for Agenda Item Number 1 would be April 8.

Council Member Klein inquired about a discussion of the state lobbyist program.

Mr. Keene noted that topic was on the list to be scheduled.

Council Member Klein asked if it could be scheduled soon.

Chair Price suggested April 2014.

Mr. Keene would review it.

Council Member Schmid believed the discussion with the state lobbyist should be held prior to the Legislature planning its agenda.

ADJOURNMENT: The meeting adjourned at 7:46 P.M.