



**PUBLIC ART REVIEW BOARD
JULY 17TH, 2024 AT 6:00PM**

In-Person:
SAN RAFAEL COMMUNITY CENTER LOUNGE
618 B STREET, SAN RAFAEL, CALIFORNIA
AGENDA

Participate Virtually:
Watch on Zoom Webinar: <https://tinyurl.com/PARB-07-17-2024>
Listen by phone: (669) 444-9171
ID: 814 5896 7407#

CALL TO ORDER

MINUTES

1.
 - a. Approve regular meeting minutes of November 15, 2023
Recommended Action – Approve as submitted
 - b. Approve regular meeting minutes of April 17, 2024
Recommended Action – Approve as submitted

OPEN TIME FOR PUBLIC EXPRESSION

The public is welcome to address the Commission at this time on matters not on the agenda that are within its jurisdiction. Comments may be no longer than three minutes and should be respectful to the community.

SPECIAL PRESENTATIONS

2. Special Presentations: None

OTHER AGENDA ITEMS

If necessary to ensure completion of the following items, the Chairperson may establish time limits for the presentations by individual speakers.

3. Other Agenda Items:
 - a. Approval of Universe of Imagination temporary mural exhibit at 1009 4th St.
Recommended Action: Approve Temporary Exhibit
 - b. Approval of Our Resilient Community temporary exhibit at City Hall Lobby
Recommended Action: Approve Temporary Exhibit

STAFF LIAISON REPORT

4. Staff Liaison Report

BOARD MEMBER REPORTS

5. Other brief reports on any meetings, conferences, and/or seminars attended by the Commission members

ADJOURNMENT

Any records relating to an agenda item, received by a majority or more of the Commission less than 72 hours before the meeting,

Attachment A

shall be available for inspection online and in the San Rafael Community Center, 618 B St., San Rafael, CA 94901 placed with other agenda-related materials on the table in front of the San Rafael Community Center prior to the meeting. Sign Language interpreters may be requested by calling (415) 485-3066 (voice), emailing city.clerk@cityofsanrafael.org or using the California Telecommunications Relay Service by dialing "711", at least 72 hours in advance of the meeting. Copies of documents are available in accessible formats upon request. To request Spanish language interpretation, please submit an online form at <https://www.cityofsanrafael.org/request-for-interpretation/>.



Watch on Zoom:
<https://tinyurl.com/PARB-11-15-2023>

Telephone: (669) 444-9171
Meeting ID: 814 5896 7407

CALL TO ORDER

Craig Veramay called the meeting to order at 6:00 p.m.

ROLL CALL

Present: Member Merritt
Member Sandoval
Chair Schauffler
Member Zhao

Absent: Member Kovalsky

Also Present: Craig Veramay, Assistant Library & Recreation Director
Becky Ordin, Senior Administrative Assistant
Debbie Younkin, Senior Recreation Supervisor
Patty McCulley, Interim Program Coordinator

AGENDA AMENDMENTS

None.

MINUTES

1. Approve regular meeting minutes of July 12, 2023.

Member Merritt moved, and Member Sandoval seconded, to approve the meetings minutes of July 12, 2023.

AYES: Members: Merritt, Sandoval, Schauffler, Zhao
NOES: Members: None
ABSENT: Members: Kovalsky
ABSTAINED: Members: None

Minutes approved as submitted.

OPEN TIME FOR PUBLIC EXPRESSION

Public Comment from the audience regarding items not listed on the agenda

None

SPECIAL PRESENTATIONS

2. Special Presentations: None

OTHER PRESENTATIONS

3. **Other Agenda Items:**

a. Review and Selection of the 2024 Falkirk Cultural Center Art Exhibitions

Craig Veramay introduced Senior Recreation Supervisor Debbie Younkin, and Interim Program Coordinator Patty McCulley.

Ms. Younkin gave an overview of the process of the Falkirk Cultural Center and the current Art Exhibition process.

The Board Members reviewed the artists and voted for the July, September, and November Exhibits.

Staff responded to questions from the Board.

Public Comment: None

Member Sandoval moved to approve Sue Sommer, Catherine Lee, and Noah Gottesman for the July exhibit, and Member Merritt seconded the motion.

AYES: Members: Merritt, Sandoval, Schauffler, Zhao

NOES: Members: None

ABSENT: Members: Kovalsky

ABSTAINED: Members: None

Motion passes.

Member Sandoval moved to approve Cindy Ostroff & Susan Tureck, Renne Kelly, Scott Meadows, Scott Hewitt & David Ryan for the August exhibit, and Member Merritt seconded the motion.

AYES: Members: Merritt, Sandoval, Schauffler, Zhao
NOES: Members: None
ABSENT: Members: Kovalsky
ABSTAINED:Members: None

Motion passes.

Member Merritt moved to approve Craig Cross, Marie Krajan, and Dana Christensen for the September exhibit, and Member Sandoval seconded the motion.

AYES: Members: Merritt, Sandoval, Schauffler, Zhao
NOES: Members: None
ABSENT: Members: Kovalsky
ABSTAINED:Members: None

Motion passes.

b. Review 2024 Meeting Schedule

Craig Veramay gave an overview of the 2024 Meeting Schedule.

Staff responded to questions from the Board.

Public Comment: None

Member Sandoval moved, and Member Merritt seconded to approve the 2024 Meeting Schedule.

AYES: Members: Merritt, Sandoval, Schauffler, Zhao
NOES: Members: None
ABSENT: Members: Kovalsky
ABSTAINED:Members: None

Motion passes.

STAFF LIAISON REPORT

4. Mr. Veramay went through the upcoming meetings and events of interest.

Mr. Veramay shared the upcoming January meeting there will be an agenda item for the Chair and Vice Chair positions.

Public Comment: None

BOARD MEMBER REPORTS

- 5. Chair Schauffler shared the Downtown Arts district is continuing to establish a strategic plan process.

Member Merritt shared the Ground Floor is doing a holiday marketplace and they have art in the space as well.

ADJOURNMENT

Mr. Veramay adjourned the meeting at 8:02 p.m.

BECKY ORDIN, Senior Administrative Assistant

APPROVED THIS ____ DAY OF _____, 2023

CATHERINE QUFFA, Library & Recreation Director



Watch on Zoom:
<https://tinyurl.com/PARB-04-17-2024>

Telephone: (669) 444-9171
Meeting ID: 814 5896 7407

CALL TO ORDER

Chair Schauffler called the meeting to order at 6:03 p.m.

ROLL CALL

Present: Member Kovalsky
Chair Schauffler
Member Zhao

Absent: Member Merritt
Member Sandoval

Also Present: Craig Veramay, Assistant Library & Recreation Director
Becky Ordin, Senior Administrative Assistant
Cecilia Zamora, Chari of the San Rafael Leadership Institute
Magda Loczi, Marin Sanitary

AGENDA AMENDMENTS

None.

MINUTES

1. Approve regular meeting minutes of November 15, 2023.

Member Kovalsky motioned to approve the minutes and Member Zhao seconded the approval of the regular meeting minutes of November 15, 2023.

AYES: Members:
NOES: Members:
ABSENT: Members:

ABSTAINED: Members: Kovalsky

Member Kovalsky abstained, and we do not have enough votes for approval. This item will carry over to July.

Minutes not approved as submitted.

OPEN TIME FOR PUBLIC EXPRESSION

Public Comment from the audience regarding items not listed on the agenda

None

SPECIAL PRESENTATIONS

2. Special Presentations: None

OTHER PRESENTATIONS

3. **Other Agenda Items:**

a. San Rafael Leadership Institute Utility Box Painting Proposal

Craig Veramay gave an overview of the public art review process, and then introduced Cecilia Zamora and Magda Loczi who presented the Utility Box Painting Proposal report.

Staff responded to questions from the Board.

Public Comment: None

Member Kovalsky moved to approve the Utility Box Painting Proposal with their comments, and Member Zhao seconded the motion.

AYES: Members: Kovalsky, Schauffler, Zhao

NOES: Members: None

ABSENT: Members: Merritt, Sandoval

ABSTAINED: Members: None

Motion passes.

STAFF LIAISON REPORT

4. Mr. Veramay shared that on Monday night the City Council approved the Canal Arts at the Albert J Boro Community Center mural.

Mr. Veramay also shared that the City of San Rafael has received many inquiries on private property. The City currently is trying to figure out a process on this topic.

Mr. Veramay also noted the Chair and Vice Chair nominations will be carried over to the next meeting in July.

Public Comment: None

BOARD MEMBER REPORTS

5. None.

ADJOURNMENT

Mr. Veramay adjourned the meeting at 7:03 p.m.

BECKY ORDIN, Senior Administrative Assistant

APPROVED THIS _____ DAY OF _____, 2024

CATHERINE QUFFA, Library & Recreation Director



**PUBLIC ART REVIEW BOARD
AGENDA REPORT**

**July 17, 2024
Item #3a**

TITLE: Proposal to install a temporary mural titled Universe of Imagination at 1009 4th St.

RECOMMENDATION

That the Public Art Review Board approves the City enter an Art License Agreement with Youth In Arts to install a temporary art mural titled Universe of Imagination at 1009 4th St.

BACKGROUND

The City of San Rafael welcomes proposals for the creation and display of public artworks and exhibitions on property that is owned, occupied, or managed by the City. In 2022, the San Rafael City Council approved the formation of the Public Art Review Board (Board). The Board's responsibilities include providing recommendations to the City Council regarding long-term (greater than one year) public art installations and for approving applications for temporary (one year or less) public art exhibitions.

The Public Art Review Board is responsible for reviewing proposals in alignment with the City's [Public Art Review Guidelines](#), which were established as part of the Public Art Review Process.

The Public Art Review Board guidelines include:

- Project Readiness
- Qualifications
- Funding
- Community Engagement
- Maintenance
- Design
- Diversity

If the Public Art Review Board approves this proposal, the City will enter an [Art License Agreement](#) with Youth In Arts for use of public property to display their artwork.

DISCUSSION

Youth In Arts (YIA) mission is to build visual and performing arts skills through innovative and in-depth programs that foster confidence, compassion and resilience in students of all abilities. They strive to develop capacity among educators and teaching artists, advocate for equitable access to arts education, and offer opportunities for youth to share their creative voices. Youth In Arts was founded in 1970 by local arts advocates and is a 501(c)3 organization.

YIA, in partnership with San Rafael City Schools Extended Learning Opportunity Program (ELOP), dedicated a new public mural titled Universe of Imagination at Bahia Vista Elementary School on February 29, 2024. The mural, based on the artwork shown in image 1, showcased a collaboration between 20 emerging youth artists, aged 16 – 20, recruited from Marin County’s most racially marginalized and underserved neighborhoods, and professional BIPOC artists and educators, Fred Alvarado and Keena Azania Ramano. Additional information about the original mural can be viewed in this short film titled Splash of Color, developed in partnership with the California Film Institute (CFI). The short film interviews the lead artists and painters, who speak about their motivation and the development process.

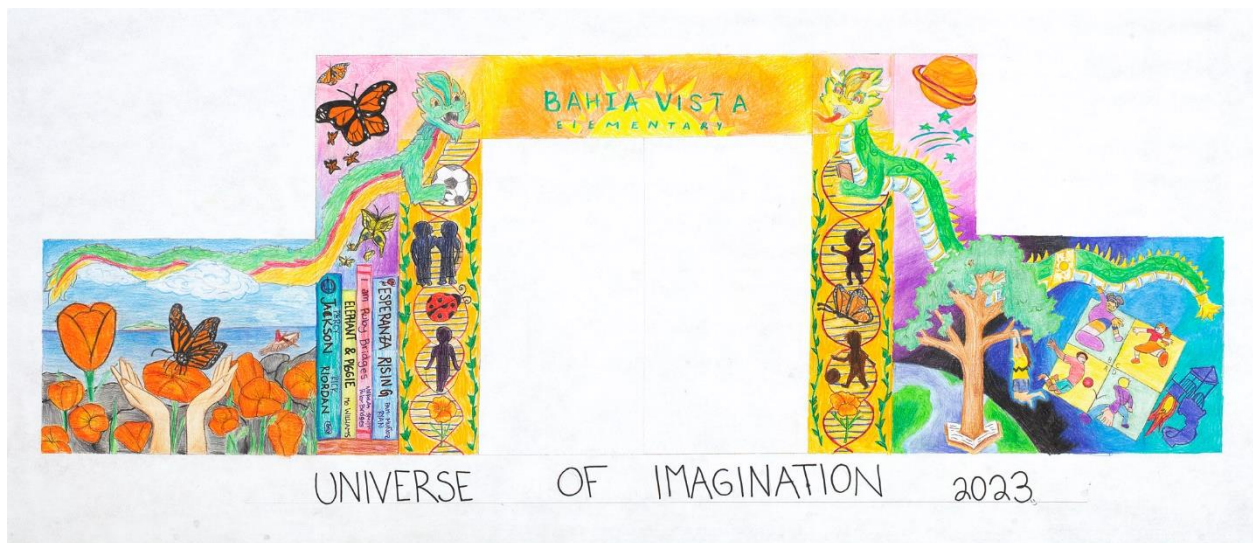


Image 1: Concept Art – Universe of Imagination

The Universe of Imagination mural project was created as part of Youth in Arts’ Intensive Arts Mentorship (I AM) and Job Skills Training program, which aims to center and amplify youth voice while providing job training and arts education opportunities. The program equips participants with foundational skills such as personal presentation, collaboration, communication, timeliness, and effort while encouraging a deep exploration of social justice themes through artistic practice.

The I AM program provides early on-ramps to economic opportunity for marginalized youth, opening doors to the creative sector and contributing to community development initiatives. By addressing issues of racial disparity, the program seeks to create a more equitable future for Marin County’s most underserved neighborhoods and communities.

The *Universe of Imagination* mural seeks to exemplify the power of partnership, empowering and inspiring students and their community. It is a reminder of the importance of arts education and the transformative power of creativity in San Rafael.



Image 2: I AM: Bahia Vista – Universe of Imagination Mural painting in progress at Bahia Vista School

About the Proposal

YIA is proposing recreation the *Universe of Imagination* mural as a window-cling temporary art mural at 1009 4th St., San Rafael CA.



Image 3: Street View of 1009 4th St. (Former Beauty Expo Building)

This building is the former ‘Beauty Expo’ building, which is currently a vacant storefront situated in downtown San Rafael along the 4th St. business corridor. This fall, the building will be leased by the City of San Rafael to temporarily relocate Downtown Carnegie Library services. This relocation will accommodate an interior renovation of

the Downtown Main Library, and is anticipated to last approximately 6-8 months, beginning in Fall 2024.

The proposed mural is an outcropping of the City of San Rafael's Economic Development Division call for artists to activate vacant storefronts to improve economic vitality and the pedestrian environment on 4th St. The proposed mural at 1009 4th St. would utilize a temporary window-cling that would wrap around the front doorway and entrance of the building, as shown in Image 2 below:

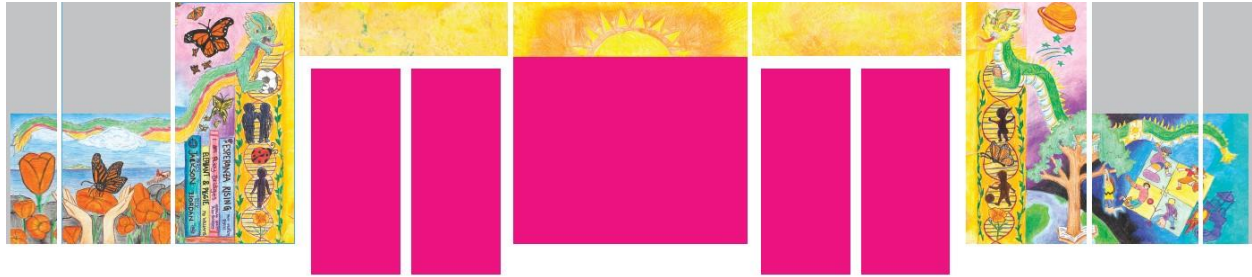


Image 4: Universe of Imagination Temporary Window Cling Proof – 1009 4th St.

The window-cling mural would wrap around the front doorway and entrance, which is indicated by the pink solid block in the graphic. Those windows would be left uncovered, or for use by the Library staff for notifications and other information. The proposed window cling would recreate the mural painted at Bahia Vista Elementary School on a smaller scale and would be placed in the front display windows of the temporary library building.

About the Artists

The I AM program aims to amplify the power of young artists to make important change happen in their communities. ***I AM: Bahia Vista Elementary School*** brought together a group of you emerging artists to create a public art piece in San Rafael centering the voices of local youth. Each emerging artist was paid a \$15/hr. stipend for their selection and participation.

The project received mentorship from Fredericko Alvarado, and Keena Azania Romano:

Fredericko Alvarado, a project-based artist working through drawing, painting, public art, video, and curatorial practices. Their work revolves around building collaboratively with communities in the creations of site-specific works. Alvarado engages sites through observation, research, and connection to local centers, organizations, and individuals who negotiate given spaces. This allows them the ability to experience, learn, and decipher differences and commonalities between the diverse personalities and cultures of this beautiful world.

Keena Azania Romano, an artist that exercises her creative mind through the exploration of diverse artistic mediums to engage and understand individual and collective purpose. Romano received her BFA from Pomona College then returned to her native Bay Area to pursue a career in the Arts. Her Murals can be spotted from

Sacramento, California, to Richmond, Virginia to Oaxaca, Mexico. Inspired by cultural practices, Romano combines spirituality with urban experience to produce work that draws upon the quest for a greater understanding of intersectional beauty in this world. She fuses traditional native arts with contemporary inner-city techniques to reflect a new language that encourages the healing and empowerment process between community members and their environments. Her style is described as “vibrant and insightful”. She aspires to travel and create a colorful trail of art by exploring the modern Diaspora based on her multi-ethnic experience.

Project Readiness: This project would be a recreation of an existing mural already installed at Bahia Vista School. If this installation is approved by the Public Art Review Board, Youth In Arts is prepared to work with their fabricator, Davis Sign, to produce the window cling art, which would be ready for installation within 1-2 weeks after approval. The project would be installed as soon as possible after fabrication, likely sometime in early August 2024.

Project Timeline: If approved, the window clings would be installed in early August 2024, and remain in place through the duration of the temporary library services relocation, which is anticipated for approximately 6-8 months. This means the project would be installed through Spring 2025.

Project Funding: This project is estimated to cost \$2,200 for fabrication and installation. This does not include past expenses and artist stipends that were part of the original Bahia Vista painting project. Funding would be provided by YIA, who would be the subrecipient of a Downtown San Rafael Art District (DSRAD) grant through the California Arts Council Cultural Art District Program. As one of fourteen State certified Cultural Arts Districts, the DSRAD received a California Arts Council grant that is being used to support San Rafael arts, culture, programs, and strategic planning.

Community Engagement: This project is the culmination of a collaborative partnership between Youth In Arts, the San Rafael City School District, the Downtown San Rafael Art District, and the City of San Rafael Economic Development Division.

Maintenance: No maintenance needs or expenses are anticipated during the expected duration of the exhibit.

Design: The mural design includes several meaningful references for the emerging artists. For example, the dragon is representative of the Bahia Vista school mascot. Images of nature, sports, creative play, and imagination are represented throughout. Additionally, several books are highlighted in the mural that are reflective of books that hold relevance to newcomer students in the community. These titles were selected specifically by emerging artists participating in the development of the mural because of their significance and symbolism for their community.

The City’s Public Art Review Guidelines require that “artwork will not contain content, signage, names, logos, or subject matter that could be construed as advertising or as religious or sexual in nature nor will it promote a political candidate or include political text”. Because the Author names and book titles are included in the mural as symbolic

representations of books that are significant to newcomers to the San Rafael Community staff interpret that this inclusion is not considered advertising. As is the case with all Library materials, the views in these books don't necessarily represent the views of the City of San Rafael.

Diversity: This project appears to have incorporated a wide variety of San Rafael artists and groups that reflect the diversity of San Rafael values and community.

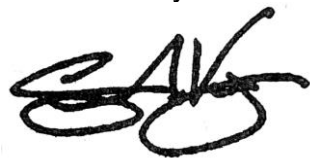
FISCAL IMPACT

None

ALTERNATIVE ACTION

1. The Board may request modifications or changes to the proposal.
2. The Board may recommend that the proposal not be approved.

Submitted by:

A handwritten signature in black ink, appearing to read 'Craig Veramay', written in a cursive style.

Craig Veramay
Assistant Library and Recreation Director

Attachments:

1. Draft – Youth In Arts – Art License Agreement - *Universe of Imagination*

June 3, 2024

Dear California Arts Council,

Please accept this letter of support from the Expanded Learning Opportunities Programs (ELOP) at San Rafael City Schools as further evidence of the impactful work that Youth in Arts has done with our Summer and After School programs. Expanded Learning works to create new opportunities during after school, summer and intersession times for students who might not have access to this type of programming. The goal of ELOP is to support underserved students gain access to safe, healthy and high-quality programs when not in school. Youth in Arts has been providing arts programming during our summer programs for several years, and during the 2023 - 2024 school year, we collaborated on two exciting programs to bring something new to schools.

Working closely with school sites, district teams and YIA, we aimed to create an arts experience for our aspiring student artists attending high school and at other elementary school sites. The goal was always to create murals at two elementary schools, but the YIA team had a more robust program to offer, in their Intensive Arts Mentorship (I AM). This became a cohesive arts program for students, where the creative process was just as wonderful, and meaningful as the two amazing murals that were created. During the spring of 2023 Youth in Arts recruited 20 high school artists, and two professional muralists for the I AM Program. The muralists mentored the high school students in many ways, from the initial 'how to create a mural?' to 'how does one make a living as an artist?.' These high school students in turn mentored the elementary age students in our summer program, who showed an interest in the arts. Through the summer of 2023, the I AM group went from interviewing students and stakeholders in the school community to understand their wishes, to sketching designs on scratch paper, to detailed scale drawings, and finally to painting days, and the finished product. One key takeaway was that the muralists and high schools were all paid for their work. We collectively felt this was a crucial element to the program's success, as we wanted our high school artists to see the value in helping to create public art. Another highlight was the community engagement. The community paint days at both schools were a success and yielded support, but more importantly they connected the families and school community to the greater project.

The results are inspiring. Seeing the murals at Bahia Vista and Venetia Valley is wonderful evidence of the partnership between SRCS and YIA, and also the positive and lasting impact that the arts have on children.

Sincerely,



Michael Taylor
Expanded Learning Opportunity Programs Coordinator



**PUBLIC ART REVIEW BOARD
AGENDA REPORT**

**July 17, 2024
Item #3b**

TITLE: Proposal to install a temporary children’s Art Exhibit at City Hall titled Our Resilient Community

RECOMMENDATION

That the Public Art Review Board approves the City enter an Art License Agreement with UC Berkeley Y-Plan to install a temporary children’s art exhibit titled Our Resilient Community in the City Hall lobby.

BACKGROUND

The City of San Rafael welcomes proposals for the creation and display of public artworks and exhibitions on property that is owned, occupied, or managed by the City. In 2022, the San Rafael City Council approved the formation of the Public Art Review Board (Board). The Board’s responsibilities include providing recommendations to the City Council regarding long-term (greater than one year) public art installations and for approving applications for temporary (one year or less) public art exhibitions.

The Public Art Review Board is responsible for reviewing proposals in alignment with the City’s [Public Art Review Guidelines](#), which were established as part of the Public Art Review Process.

The Public Art Review Board guidelines include:

- Project Readiness
- Qualifications
- Funding
- Community Engagement
- Maintenance
- Design
- Diversity

More detail on the guidelines is provided in the Analysis below. If the Public Art Review Board approves this proposal, the City will enter an [Art License Agreement](#) with the Artists for use of public property to display their artwork.

DISCUSSION

On June 5, 2024, the City received an initial proposal to exhibit a collection of 5th grade student artwork in the City Hall lobby. The artists submitted a proposal (Attachment 1) describing the proposed concept, details of the project, and photographs of the artwork during development.

Our Resilient Community is a youth art exhibit that is the culmination of a collaborative project with [UC Berkeley's Y-PLAN](#), twenty seven (27) [San Rafael City School District \(SRCS\)](#) 5th Grade students from Laurel Dell Elementary School, the [Union of Concerned Scientists](#), [Canal Community Resilience Planning Project](#), 6 students from [Marin School of Environmental Leadership \(MSEL\)](#) at Terra Linda High School, [KneeDeep Times](#), the City of San Rafael, Latinas in Architecture, and others.

The exhibit is comprised of two-dimensional posters, three-dimensional models, and photos of 5th grade students' collaboration with Union of Concerned Scientists and the San Rafael Sea Level Rise Collaborative. If approved, the exhibit would be installed in the City of San Rafael's City Hall lobby for approximately three (3) months, from September-November 2024. The project would be installed by UC Berkeley's Y-PLAN, who successfully led the installation of a [previous exhibit](#) in the same location in Fall 2023. The exhibit would occupy a similar location and amount of space in the lobby as that prior exhibit.

The exhibit materials have previously been on display in other venues, including at Youth In Arts in downtown San Rafael. The artists have expressed an intent to install the collection of exhibit materials in a manner that best utilizes the available space, so the specific placement and materials have not yet been defined. Images in the proposal are generally representative of the exhibit materials. The exhibit would utilize easels and wall space for two-dimensional posters and displays, and tabletop displays of the three-dimensional exhibit materials. The artists estimate the tabletop display will be approximately two-feet by twelve-feet.

Staff have reviewed the proposal and recommend approval of the temporary exhibit based on the criteria established in the Public Art Review guidelines.

- **Project Readiness:** It appears that the artists have a complete collection of exhibit materials which have successfully been displayed in other venues. The artists have a clear installation concept, and expressed their willingness to work with the City to install their exhibit in a way that doesn't impede public access to the facility. Further, the artists are willing and ready to sign the City's art license agreement.

- **Qualifications:** The lead project manager successfully installed prior public art exhibits for the City of San Rafael. Based on information provided in the proposal, the artists appear qualified and capable to complete the proposed scope of work.
- **Funding:** Full funding for this project is provided by the project partners. The City will not be responsible for any project expenses associated with this installation.
- **Community Engagement:** The project engaged a wide variety of community members of all ages, including [UC Berkeley's Y-PLAN](#), twenty seven (27) [San Rafael City School District](#) (SRCS) 5th Grade students from Laurel Dell Elementary School, the [Union of Concerned Scientists](#), [Canal Community Resilience Planning Project](#), 6 students from [Marin School of Environmental Leadership \(MSEL\)](#) at Terra Linda High School, [KneeDeep Times](#), the City of San Rafael, Latinas in Architecture, and others.
- **Maintenance:** Staff do not anticipate any maintenance requirements associated with this installation. Artists have expressed willingness to coordinate any required repair or maintenance as needed.
- **Design:** Staff believe the proposed design is in alignment with Public Art Review Design guidelines, however, this is an area where staff request the Board's perspective and expertise.
- **Diversity:** Staff believe the proposed design is in alignment with Public Art Review Diversity guidelines, however, this is an area where staff request the Board's perspective and expertise.

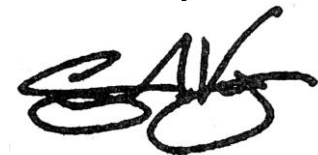
FISCAL IMPACT

None

ALTERNATIVE ACTION

1. The Board may request modifications or changes to the proposal.
2. The Board may recommend that the proposal not be approved.

Submitted by:



Craig Veramay
Assistant Library and Recreation Director

Attachments:

1. *Our Resilient Community* Children's Art Exhibit Proposal