



SAN RAFAEL
THE CITY WITH A MISSION

**PICKLEWEED ADVISORY COMMITTEE
AGENDA**

**Wednesday, August 3, 2022
7:00 P.M.**

Via Zoom

**Watch Online (Public) Zoom Link:
<https://tinyurl.com/PWAC-8-3-2022>
Telephone: (669)900-9128
Meeting ID: 933 3089 5431**

CALL TO ORDER

- Roll Call

AGENDA AMENDMENTS

MINUTES

1. Review and approve regular meeting minutes of June 1, 2022

MEETING OPEN TO THE PUBLIC

2. Public Comment from the audience regarding items not listed on the agenda. *Speakers are encouraged to limit comments to 3 minutes.*

PRESENTATIONS

3. Presentations
 - A. Public Art Review Board Presentation- Craig Veramay, Assistant Library & Recreation Director
 - B. Canal Arts Public Mural Presentation- Rich Storek, Canal Arts

MATTERS BEFORE THE COMMITTEE

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

4. Co-Sponsorship Application Committee
 - A. Vivalon: Zumba by Vivalon

COMMITTEE REPORTS AND COMMENTS

5. Other brief reports on any meetings or community events attended by the Committee members.
 - A. Parks & Recreation Master Plan Steering Committee Update – Sprague
 - B. Other Reports

STAFF COMMENTS

6. Updates and Events of Interest

NEXT REGULAR MEETING: October 5, 2022

ADJOURNMENT

Notice

Any records relating to an agenda item, received by a majority or more of the Council less than 72 hours before the meeting, shall be available for inspection online. Sign Language interpreters may be requested by calling (415) 485-3066 (voice), emailing Lindsay.lara@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.. Public transportation is available through Marin Transit. Paratransit is available by calling Marin Access Paratransit at (415) 454-0964. To allow individuals with environmental illness or multiple chemical sensitivity to attend the meeting/hearing, individuals are requested to refrain from wearing scented products.



SAN RAFAEL
THE CITY WITH A MISSION

**PICKLEWEED ADVISORY COMMITTEE
AGENDA**

**Miércoles, 3 de Agosto del 2022
7:00pm**

Via Zoom

Ver en Linea (Publico):

<https://tinyurl.com/PWAC-8-3-2022>

Teléfono: (669)900-9128

ID de reunión: 933 3089 5431

Llamar a Orden

- Llamada de rol

ENMIENDAS DE AGENDA

MINUTOS

1. Revisar y aprobar los minutos de la reunión ordinaria de Junio 1, 2022

REUNIÓN ABIERTA AL PÚBLICO

2. Comentarios públicos de la audiencia sobre los temas que no están incluidos en la agenda.
Se anima a los oradores a limitar los comentarios a 3 minutos.

PRESENTACIONES

3. Presentaciones
 - A. Presentación de la Junta de Revisión de Arte Público - Craig Veramay, Asistente del Director de Biblioteca y Recreación
 - B. Presentación del Mural Público de Artes de Canal- Rich Storek, Artes de Canal

ASUNTOS ANTE EL COMITÉ

Si es necesario para asegurar que se completen los siguientes puntos, el encargado puede establecer límites de tiempo para las presentaciones de cada comentarista individual.

4. Comité de Solicitud de Copatrocinio
 - A. Vivalon: Zumba por Vivalon

REPORTES Y COMENTARIOS DEL COMITÉ

5. Otros informes breves sobre las reuniones o eventos comunitarios a los que haiga asistido los miembros del Comité.
 - A. Actualización del Comité Directivo del Plan Maestro de Parques y Recreación –Sprague
 - B. Otros reportes

COMENTARIOS DEL PERSONAL

6. Actualizaciones y Eventos de interés

PRÓXIMA REUNIÓN: Octubre 5, del 2022

APLAZAMIENTO

Aviso

Cualquier registro relacionado con un tema de la agenda, recibido por una mayoría o más del Consejo menos de 72 horas antes de la reunión, estará disponible para su inspección en línea. Se pueden solicitar intérpretes de lenguaje de señas llamando al (415) 485-3066 (voz), enviando un correo electrónico a Lindsay.lara@cityofsanrafael.org o utilizando el Servicio de retransmisión de telecomunicaciones de California marcando "711", al menos 72 horas antes de la reunión. Las copias de los documentos están disponibles en formatos accesibles a pedido. El transporte público está disponible a través de Marin Transit. Paratransit está disponible llamando a Marin Access Paratransit al (415) 454-0964. Para permitir que las personas con enfermedades ambientales o sensibilidad química múltiple asistan a la reunión / audiencia, se solicita a las personas que se abstengan de usar productos con aroma.



Watch on Zoom:
<https://tinyurl.com/PWAC-6-1-2022>

Telephone: (669) 900-9128
Meeting ID: 852 1560 3702

CALL TO ORDER

Chair Mason called the meeting to order at 7:04 p.m.

ROLL CALL

Present:

Chair Mason
Member Hau-Guiterrez
Member Palacios
Member Sprague
Member Tanchez
Member Vasquez
Member Yost (arrived at 7:12)
Park & Recreation Commission Representative Gutierrez (arrived at 7:19)
p.m)

Absent:

Member Avalos
Alternate Member Ceballos

Also Present:

Craig Veramay, Assistant Library & Recreation Director
Becky Ordin, Senior Administrative Assistant
Tracy Bays-Boothe, DrawBridge
Jaemi Naish, Tam Adult School
Isabel Farga, Tam Adult School
Balandra Fregoso, Parent Services Project

AGENDA AMENDMENTS

None

MINUTES

1. Approve regular meeting minutes of April 13, 2022

Member Sprague moved and Member T Sanchez seconded, to approve the meetings minutes of April 13, 2022.

AYES: Members: Hau-Gutierrez, Palacios, Sprague, T Sanchez, Vasquez
NOES: Members: None
ABSENT: Members: Alvalos, Yost
ABSTAINED: Members: None

Minutes approved as submitted.

MEETING OPEN TO THE PUBLIC

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

Rich Storek addressed the Committee. Mr. Storek is with The Canal Arts, which is supported by a coalition of 14 Marin organizations that promote and creating public art in the Canal, East San Rafael and other parts of Marin.

MATTERS BEFORE THE COMMITTEE

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

3. Schoolyear Co-Sponsorship Application Committee Recommendations

Chair Mason noted that the five applicants had already presented to the committee at the April meeting. The members of the committee will have an opportunity to comment and ask questions, and each schoolyear co-sponsorship application will be voted on.

A. DrawBridge Weekly Expressive Art Groups

Chair Mason gave a brief detail of the application request for DrawBridge Weekly Expressive Art Groups Co-Sponsorship Recommendation.

Staff and applicant responded to questions from Members.

Public Comment: None

Member Sprague moved and Member Yost seconded, to approve the DrawBridge Weekly Expressive Art Groups Co-Sponsorship Recommendation

AYES: Members: Hau-Gutierrez, Palacios, Sprague, Tanchez, Vasquez, Yost
NOES: Members: None
ABSENT: Members: Alvalos
ABSTAINED: Members: None

Motion Passed.

B. Tamalpais Adult School – English As A Second Language Classes

Chair Mason gave a brief detail of the application request for Tamalpais Adult School – English As A Second Language Classes Co-Sponsorship Recommendation.

Staff and applicant responded to questions from Members.

Public Comment: None

Member Sprague moved and Member Tanchez seconded, to approve the Tamalpais Adult School – English As A Second Language Classes Co-Sponsorship.

AYES: Members: Hau-Gutierrez, Palacios, Sprague, Tanchez, Vasquez, Yost
NOES: Members: None
ABSENT: Members: Alvalos
ABSTAINED: Members: None

Motion Passed.

C. Troop 2000 Scouts BSA

Chair Mason gave a brief detail of the application request for Troop 2000 Scouts BSA Co-Sponsorship Recommendation.

Staff and applicant responded to questions from Members.

Public Comment: None

Member Yost moved and Member Vasquez seconded, to approve the Troop 2000 Scouts BSA Co-Sponsorship.

AYES: Members: Hau-Gutierrez, Palacios, Sprague, Tanchez, Vasquez, Yost
NOES: Members: None
ABSENT: Members: Alvalos
ABSTAINED: Members: None

Motion Passed.

D. Marin YMCA: YMCA 2022-2023 Afterschool Program

Chair Mason gave a brief detail of the application request for Marin YMCA: YMCA 2022-2023 Afterschool Program Co-Sponsorship Recommendation.

Staff and applicant responded to questions from Members.

Public Comment: None

Member Sprague moved and Member Hau-Gutierrez seconded, to approve the Marin YMCA: YMCA 2022-2023 Afterschool Program Co-Sponsorship.

AYES: Members: Hau-Gutierrez, Palacios, Sprague, Tanchez, Vasquez, Yost
NOES: Members: None
ABSENT: Members: Alvalos
ABSTAINED: Members: None

Motion Passed.

E. Parent Services Project: Aprendiendo Juntos

Chair Mason gave a brief detail of the application request for Parent Services Project: Aprendiendo Juntos Co-Sponsorship Recommendation.

Staff and applicant responded to questions from Members.

Public Comment: None

Member Tanchez moved and Member Vasquez seconded, to approve the Parent Services Project: Aprendiendo Juntos Co-Sponsorship.

AYES: Members: Hau-Gutierrez, Palacios, Sprague, Tanchez, Vasquez, Yost
NOES: Members: None
ABSENT: Members: Alvalos
ABSTAINED: Members: None

Motion Passed

COMMITTEE REPORTS AND COMMENTS

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

A. Parks & Recreation Master Plan Steering Committee Update

Member Sprague did not have updates. Craig Veramay attended the May 25th meeting and provided an overview. He gave an update on the inventory and assessment of parks and recreation facilities, and the community outreach process to date.

B. Other Reports

Chair Mason shared that Albert J Boro Community Center hosted a Parks and Recreation Master Plan Community Meeting in Spanish on May 11th.

Member Vasquez attended and felt like the event was a great success but felt like there should have been more publicity.

Park and Recreation Commissioner Gutierrez representative shared that Member Tanchez was out the past two meetings is because she was completing her Bachelor's degree and wanted to congratulate her.

Member Yost reminded everyone that Dining Under the Lights has started up again on Fourth St. On Friday evenings there will be bands on the West End.

STAFF COMMENTS

5. Events of Interest

Chair Mason shared the soccer fields opened a month early but did not have formal scheduling. The Department is still pursuing grants for the parks in hopes for the field to be open year-round. The Canal Mini Soccer League opened for registration last Friday. 113 participants registered that evening and another registration/information date will be this Friday.

Junior Giants, which is led by our Program Coordinator Stephen Rogers, has 64 registered, and is still open for registration.

Our new summer basketball academy that Stephen will also be leading is filled with 22 participants.

The Albert J. Boro Community Center continues to host vaccination clinics twice a month.

The Recreation Supervisor and the Program Coordinator at the San Rafael Community Center have both resigned, so we will be hiring those positions.

Dia de los Muertos – Has been planning since February and had a planning meeting prior to this meeting. Mr. Mason is coordinating with San Rafael Police Department and organizing the walking and car processions. He is also updating the in-person event and the downtown altar application process. The Committee has received \$26,150 in sponsorship donations to support the event.

The Community Center is a polling place and will have a drop-box out front this Saturday – Tuesday.

The Open Gym programs resuming soon and we are currently hiring staff.

Voices del Canal, which the Committee approved their co-sponsorship application last year, is now able to meet at Canal Alliance and has therefore terminated their contract with us. The slot has been filled with a youth program rental.

Mr. Mason received an email from Omar at Canal Alliance this afternoon stating that:

Canal FC completed 2 successful soccer clinics (1st clinic = 70 kids; 2nd clinic = 50 kids). The interest is there, but they will need more time to organize competitive clubs. The goal is to offer in the fall clinics during the week (twice a week) and organize friendly games on the weekends so that the children can practice the lessons learned. Kids who are ready for a higher level of competition will join Marin FC teams to play on the weekends. We hope that by the fall of 2023, Canal FC will have the first competitive teams formed.

According to Omar, this approach will allow us to do multiple things:

- Promote the programming of Canal FC with a larger audience
- Offer soccer program to all children, regardless of the level of competition
- Test and adjust the model before creating competition teams

Canal FC is also organizing a parent meeting to share these details and next steps.

Mr. Mason has asked if Canal FC's adjustment frees up any of the requested timeslots that can then be provided to other soccer programs.

Additionally, San Rafael Soccer has reserved two fields on days they are available as well as added games at Pickleweed on Sundays where they use to only do Saturdays.

Member Sprague asked if there were any updates on the East San Rafael Parking Task Force? Mr. Mason replied that the last meeting they discussed the areas around the businesses and they are currently on hold while they are conducting a survey of commercial use parking zones.

Member Vasquez shared that the last Saturday of the month the Marin Sanitary Service is putting out a large dumpster in front of the Albert J. Community Center for Community use.

Member Yost asked when the next vaccination clinic was. Mr. Mason would need to follow up with the dates at the Albert J. Community Center. Member Vasquez shared they would be at the Canal Alliance center on June 4th from 10:30-2:30 and June 18th from 1-5pm.

ADJOURNMENT

Chair Mason adjourned the meeting at 7:59 p.m.

BECKY ORDIN, Senior Administrative Assistant

APPROVED THIS _____ DAY OF _____, 2021

Catherine Quffa, Library & Recreation Director



**PICKLEWEED ADVISORY COMMITTEE
AGENDA REPORT**

**August 3, 2022
Item # 4**

TITLE: Overview of the Pickleweed Advisory Committees Role in the Public Art Review Process

RECOMMENDATION

Staff recommends that the Pickleweed Advisory Committee receives an informational presentation on role of the Pickleweed Advisory Committee in the new Public Art Review process.

BACKGROUND

On May 16, 2022, the San Rafael City Council approved the formation of the Public Art Review Board (Board). The Board is an advisory body whose primary responsibilities are to oversee the public art review process and to advise the City Council on selection of public art. The Board is staffed by the Library and Recreation Department. Membership consists of five (5) members, including one (1) Design Review Board Member, one (1) Park & Recreation Commissioner, and three (3) at large voting members. In addition, individual councilmembers participate as a non-voting liaison when public art is proposed within that councilmember's district.

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.

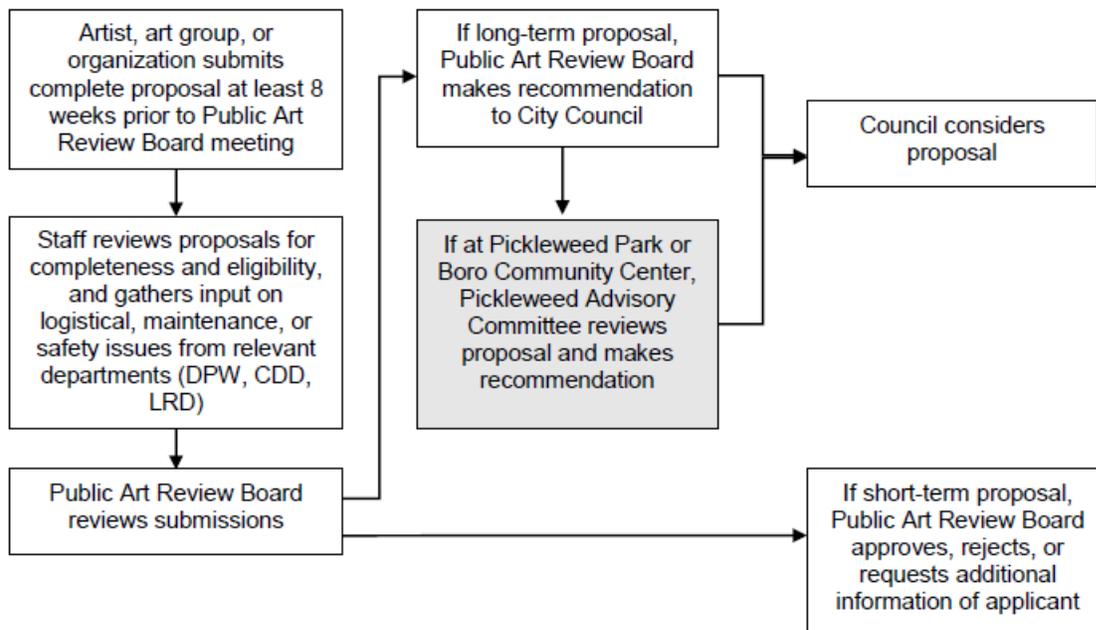
If Public Art projects are proposed at Pickleweed Park or the Albert J. Boro Community Center, the Pickleweed Advisory committee will have the opportunity to review the proposal and make recommendations.

DISCUSSION

The Public Art Review Board holds quarterly public meetings, with an annual schedule of meetings and proposal deadlines published on the City’s website. The Board may meet more frequently or schedule ad hoc meetings, as needed. The Public Art Review Process will be used to review all art projects proposed for property that is owned, occupied, or managed by the City.

The review process is outlined in the flowchart below:

Public Art Review Process Flow Chart



For short-term proposals, the Public Art Review Board has the authority to approve exhibitions. For long-term projects, the Public Art Board will issue a recommendation to City Council to approve or reject a proposal. For artwork at the Pickleweed Park or Boro Community Center, the Pickleweed Advisory committee will review the proposal and make recommendations prior to City Council consideration. At staff’s discretion, certain short-term projects may be required to obtain City Council approval, depending on project impact.

Public Art Selection Criteria

Upon receipt of a proposal, staff will review the project to verify the proposal is complete and ready. The Public Art Review Board will follow the guidelines in Attachment 1 to review and prioritize submissions for art on public property. The guidelines include:

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

The Public Art Review Board will refer proposals to the Pickleweed Advisory Committee for further review if the artwork would impact Pickleweed Park or the Albert J. Boro Community Center. The Pickleweed Advisory committee will review those proposals using the same Public Art Review Guidelines.

FISCAL IMPACT

None

ALTERNATIVE ACTION

None

Submitted by:



Craig Veramay
Assistant Library and Recreation Director

Attachments:

1. Public Art Review Guidelines

City of San Rafael

Public Art Review Guidelines

Introduction

The City of San Rafael recognizes the critical value that public art provides to our community. Public art is accessible and free for all to enjoy. From providing cultural enrichment to driving economic development, public art plays an important role in developing thriving, vibrant communities. In 2017, the City of San Rafael's Downtown corridor was selected as one of ten California Cultural Districts by the California Arts Council. The arts district provides a unique place to create and appreciate arts and culture – San Rafael arts partners provide programming for people to come together, make connections, and get involved in the larger community.

Recently, the City has experienced an increase in interest in public art projects from the community, with individuals and groups across the City exploring opportunities to develop public art projects. In response to this increase in demand, the City of San Rafael is looking to partner with and support those interested in pursuing public art projects.

To facilitate the public art approval process, the City has developed a Public Art Review Board (Board) and a streamlined Public Art Review Process. This document outlines the roles and responsibilities of the Board, along with the process and selection criteria for those interested in partnering with the City on a public art project. As the City moves forward with this new program, there will be ongoing review and iteration to build a strong program that is responsive to community needs and that incorporates lessons learned.

Definitions of Public Art

Art, Work(s) of Art or Art Works

The objects or activities resulting from the application of skill and taste to production of tangible objects, designs, performances, and/or environments according to aesthetic principles, including, but not limited to: painting, sculptures, engravings, carvings, frescoes, murals, collages, mosaics, statues, tapestries, photographs, drawings, crafts, installations, digital and light-based works, fabric, and textile works, earthworks, performance art, and conceptual works.

Public Art

Works of art, both publicly and privately owned, which are located on property that is owned, occupied, or managed by the City.

Public Art Review Board

The Public Art Review Board (the Board) is the entity appointed by the City Council to help administer the public art review process and to advise the City Council on public art installations.

Role and Responsibilities

The Public Art Review Board will:

- Work with Staff in the review and approval of public art projects.
- Review all proposals for public art and recommend select projects to City Council for approval.

- Monitor the overall development of public art projects, encouraging balance over time with respect to background, gender, and other identities of artists selected and also with respect to styles of expression, media, and genre.
- Provide opportunities for community input and resident participation.
- Use the criteria established in the City’s Public Art Review Process to:
 - Provide recommendations to City Council regarding long-term (greater than one year) public art installations.
 - Approve applications for short-term (one year or less) public art exhibitions. At staff’s discretion, certain short-term projects may be required to obtain City Council approval, depending on project impact.

Membership

The Public Art Review Board membership will consist of:

- A total of 5 voting members including:
 - One Design Review Board voting member
 - One Park & Recreation Commission voting member
 - Three at large voting members that reflect the diversity of San Rafael, with professional qualifications in the visual arts and/or civic design, such as artists, architects, landscape architects, arts educators, arts administrators, urban designers, urban planners, or owners/managers of a creative business.
 - Members of the Board shall be at least 18 years of age and reside within the City limits.
- The Councilmember in whose district the public art is proposed will participate as a non-voting liaison to the City Council as part of the selection process.

The at-large members will be selected by the City Council and will serve a maximum of two (2) four (4) year terms. The representatives from the Design Review Board and the Park and Recreation Commission will be selected by the Design Review Board and the Park and Recreation Commission, respectively, and will serve a maximum of two (2) two (2) year terms. However, if there is a vacancy, the Design Review Board or Park and Recreation Commission has the authority to extend the current representative’s term at their discretion. Board Members serve at will and are subject to appointment and/or removal at the discretion of City Council. Board members will select a Chair and Vice Chair, who will serve two (2) year terms.

Meetings

The Board holds publicly noticed meetings on a quarterly basis but may meet more frequently or schedule ad hoc meetings, as needed. A member who fails to attend two (2) consecutive meetings without notifying the staff liaison, or six (6) absences in any term, shall automatically be removed from the board, and the City Council shall promptly fill that vacancy.

Conflict of Interest

A member of the Board who has a financial, business, familial or personal relationship regarding a matter coming before the Board shall disqualify themselves from all participation in that matter.

Public Art Review Process

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.

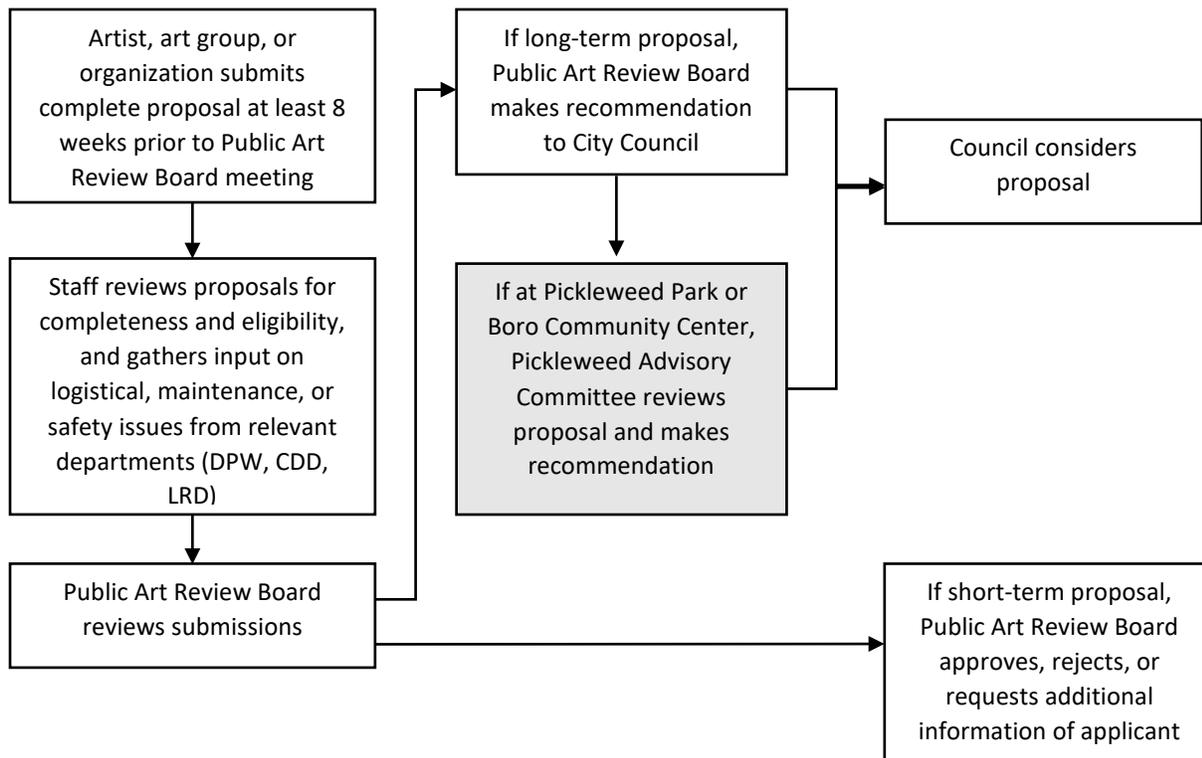
The Public Art review process is overseen by the Public Art Review Board, with support from the Library and Recreation Department. The process encompasses both short-term (one year or less) and long-term (more than one year) projects. Those seeking letters of support from the City for a project or grant application would also utilize this process.

Process Overview

For short-term proposals, the Public Art Review Board has the authority to approve exhibitions. For long-term projects, the Public Art Board will issue a recommendation to City Council to approve or reject a proposal. At staff's discretion, certain short-term projects may be required to obtain City Council approval, depending on project impact.

Completed proposals must be received no later than eight (8) weeks prior to the Public Art Review Board meeting at which they will be reviewed. Proposals will be deemed complete at the discretion of staff. The Public Art Review Board holds quarterly public meetings, with an annual schedule of meetings and proposal deadlines published on the City's website. The Board may meet more frequently or schedule ad hoc meetings, as needed.

This flow chart outlines the steps in the public art review process.



Public Art Selection Criteria

The Public Art Review Board will use the following criteria when reviewing and prioritizing submissions for art on public property.

Project Readiness: Projects can demonstrate readiness through completeness of design, skill/experience of the artist(s) or project manager(s), secured funding for art piece and cost of installation, successful community engagement, identification of an appropriate site, and proposed schedule. The Public Art Review Board may encourage an applicant to reapply, if they deny a proposal as not sufficiently ready but with specific promise to demonstrate future readiness.

Qualifications: Artists, artist teams, or project manager must be able to demonstrate, through past work – as evidenced in a resume, portfolio, and reference – their ability to create quality artwork and act with the utmost professionalism. In most cases, artists have considerable training and experience working professionally at and have been compensated for their art. For certain projects, the City will consider emerging or non-professional artists, who are working under the guidance of a professional mentor or art teacher.

Funding: Projects should have a funding source identified and project implementation will be contingent upon receipt of full funding for the project. The City does not provide project funding for public art.

Community Engagement: Proposed projects that have completed their own public engagement process will be prioritized.

For long-term projects (installation planned for more than one (1) year):

- A minimum of one (1) public meeting and three (3) letters of support are recommended. Successful public meetings might involve the local homeowner's association (HOA), neighborhood associations, or business owners. The Public Art Review Board must be informed of these meetings ahead of time and allowed the opportunity to attend.

For short-term projects that are viewable within the public right-of-way:

- A minimum of two (2) letters of support is recommended.

In both instances, it is recommended that one of the letters of support be from the local HOA or neighborhood association(s), if applicable. Short-term projects inside a public facility are not required to conduct community engagement, outside of that undertaken through the Public Art Review Board process.

Maintenance: Works of art will have reasonable maintenance requirements and these requirements shall be compatible with routine City maintenance procedures. For projects that require more maintenance than current City budgets and staffing allow or a specific expertise, the project must set

aside sufficient maintenance funding for the duration of the project and must develop an agreement for maintenance to be performed by private parties, as approved by City staff.

Design: Works of art will be designed in consideration of the relevance and appropriateness of the work to the context of the site and in alignment with public safety and decency.

- The artwork will not portray themes that may be interpreted as derogatory as to race, religion, sexual orientation, natural origin, or physical or mental disability. The 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. Any content considered obscene or indecent by community standards will be denied.
- The design of the artworks will take into consideration issues associated with public spaces such as security, theft, vandalism, etc.
- The design of the artworks will consider the specific needs and use patterns of the public space in which they will be located. For example, in parks, works of art will not block critical view corridors or impede public usage of key open space.

Diversity: Artists and the City's public art collection should reflect the diversity of San Rafael's community. The Public Art Review Board shall monitor the overall development of public art projects, encouraging balance in the City's collection over time with respect to background, gender, and other identities of artists selected and also with respect to styles of expression, media, and genre.

Timeframe for Artworks

For artworks on City property, all works approved by the Public Art Review Board shall be considered temporary installations, with specific provisions regarding future disposition. The Board shall determine the timeframe for the artwork to be displayed with input from the artist, after which the artwork will be reviewed and the timeframe extended, the work purchased, donated, removed, or moved. It is anticipated that some artworks will have a timeframe of five or ten years, while others may be longer-term. Setting a timeframe allows for both artist and the City to define the terms of display and to reassess the work within its larger context, such as changes to the site/location, in the community, to the artwork itself, and other factors. The Board shall set review criteria for reviewing future actions in relation to the artwork at the end of the work's timeframe.

Criteria for Reviewing Artwork Upon Completion of Timeframe

When the negotiated timeframe for a work of art has expired, the City will act in accordance with the terms of the artist agreement. Under the agreement it may, in its discretion, choose to extend the time period of the work, make it a permanent part of the collection, accept it as a donation, or purchase, remove, or move it. The Board will decide according to the following criteria, which would support continuation of the artwork.

- The community supports the continued presence of the artwork.
- The artwork is of high artistic quality and/or offers alternative artistic value, such as an educational piece.
- The artwork and/or artist add to the diversity of the collection.

- Maintenance and conservation of the artwork are manageable.
- The site is and will continue to be City property and a suitable location for the artwork.

Criteria for Removal of Art Works

At any time, a work of art may be removed at City's sole discretion for one or more of the following reasons:

- The condition or security of the artwork cannot be reasonably guaranteed.
- There is an emergency event such as a fire, storm, or other climate-related event.
- The artwork is damaged, and repair is infeasible, or the cost of repair is disproportionate to the value of the artwork.
- The artwork requires unanticipated, excessive maintenance due to design flaws or other factors.
- The artwork endangers public safety.
- The site of the artwork is so severely altered or there are planned renovations/site improvements such that the artwork is no longer compatible or relevant.
- The property on which a site-specific artwork is located is no longer owned by the City of San Rafael.
- There has been sustained and overwhelming public objection to the artwork over a period of time.
- The artwork has been stolen or destroyed.



July 28, 2022

Steve Mason
Pickleweed Advisory Committee
50 Canal St.
San Rafael, CA 94901

Hello Steve, and Committee Members

First, congratulations on the new Pickleweed Park funding achievement!

Some of you know us, but by introduction, [The Canal Arts](#) is the nonprofit proponent for public art in San Rafael's Canal. Affiliated with fourteen Marin Organizations*, The Canal Arts has been instrumental in promoting and creating public arts in Marin for over four years, beginning with creating art for Canal Alliance, helping guide San Rafael's new public arts policy, and participating in family and youth arts education with Voces del Canal: Canal Family Art Saturdays at the Boro Center.

*[Canal Alliance](#), [Dominican University](#), [San Rafael Chamber of Commerce](#), [Multicultural Center of Marin](#), [Marin Society of Artists](#), [Art Works Downtown](#), [Marin Open Studios](#), [Marin MOCA](#), [Team Works](#), [Parent Services Project](#), [MarinSEL](#), [Storek Studio/Architecture](#), [East San Rafael Working Group](#), [Voces del Canal](#).

You are probably familiar with our project at 3301 Kerner, [Bienvenidos al Canal](#), created with immigrant artists, with Canal youth artists' help, with a grant from the California Arts Council.



such as at 3301 Kerner, and the one we recently completed for the Bon Air Center, celebrating their 70th Anniversary, from this sketch:



The Canal Arts has funded and will be proposing to create a public art mural that relates to the cultures of the Canal Community. It was originally scheduled for completion last month, but postponed at the request of the City, to conform to San Rafael's new public art approval process. We will be attending your August 3 meeting to discuss our proposed location for this mural.

The Pickleweed toilets was suggested as a mural location, which we considered, but advise against it because of heavy use, small size, a rough surface and exposure to damage. However, the toilet shed would benefit from a colorful paint job, and we can help create that.



Looking at other locations, what we will propose as an appropriate, and better, location is the wall just to the right of the entry (which needs paint):



It is at a welcoming location. We would first paint the wall a lighter complimentary base color, then create the art, depicting histories of the people of the Canal, the immigration experience, and the mix of cultures, varied and colorful. We intend to create this mural of the highest artistic and human value, an inspiration to set a high standard for the future of emerging public art in San Rafael.



The process we follow is first to determine the location, size, and other qualities of the wall, the blank “canvas”. Then we describe the nature of the art, the subject matter, the theme, which we arrive at through community input and collaboration. Next, we solicit proposals from qualified mural artists. Once artists are selected, and conceptual art is developed, we prepare a presentation of the project to the building owner; in this case, to the newly forming San Rafael Public Art Board, for their approval. The approved art is then presented to the Pickleweed Advisory Board and to the City Council. Then the art is created on the wall. This process normally takes several months to finish.

When we meet online, on August 3, we can show a few more images of ideas.

Sincerely,

Rich Storek, ED The Canal Arts



**PICKLEWEED ADVISORY COMMITTEE
AGENDA REPORT**

**August 3, 2022
Item #4.A.**

TITLE: Vivalon: Zumba by Vivalon

RECOMMENDATION

It is recommended that the Pickleweed Advisory Committee grant a fee reduction or waiver for use of the Albert J. Boro Community Center's Gymnasium or Multipurpose Room on Thursday mornings for Zumba classes for older adults from September 1, 2022 through August 31, 2023, excluding holidays and closures.

BACKGROUND

Vivalon, formerly Whistlestop, is interested in bringing an experienced instructor to offer a free weekly Zumba class to older adults at the Albert J. Boro Community Center.

Timing of this proposal loosely coincides with Center staff's restarting of the Multicultural Older Adult program on Wednesdays, a program cancelled during the pandemic. There has been a strong interest in older adult programming in the Canal community. The term of the proposed art program is from September 1, 2022 through August 31, 2023. The applicant is requesting a full fee-waiver, valued at \$2,060.00 for use of the Gymnasium on Thursdays during the schoolyear from 10:00 am to 11:00 am and the Multipurpose Room during the summer, excluding holidays.

DISCUSSION

While the Pickleweed Advisory Committee reviews the Co-sponsorship Application, Vivalon staff will be present to provide a program overview and support their application. Committee members will then have opportunity to ask questions of Vivalon staff.

The Pickleweed Advisory Committee has the authority to grant a fee reduction (25%, 50%, 75%, or other), grant a full fee-waiver, reject the application and ask applicant to

resubmit with additional information, or reject the co-sponsorship application all together.

Being that this program opportunity has recently become available, the applicant was unable to submit their co-sponsorship application during the regular Pickleweed Advisory Committee review and approval cycle. Community interest warrants a special review of the application for the Committee to discuss and make a recommendation at their August 3, 2022 meeting.

FISCAL IMPACT

The resident/non-profit value of the rental totals \$2,060.00. A fee reduction or waiver would potentially result in lost revenue to the City should a paying program be interested in using the Art Room at that time.

ALTERNATIVE ACTION

Any other action as determined by the Committee.

Submitted by:



Steve Mason
Senior Recreation Supervisor

Attachments:

1. Zumba by Vivalon Co-Sponsorship Application



ALBERT J. BORO COMMUNITY CENTER CO-SPONSORSHIP APPLICATION

Section I-About the Applicant Agency

Date Submitted: July 26, 2022 Revision Dates (if applicable) _____

Title of Program: Zumba by Vivalon

Co-sponsoring agency or individual: Vivalon

Address: [REDACTED]

Telephone: [REDACTED] Ext. _____

Email: [REDACTED]

Website: vivalon.org

Non-Profit 501c3 Number: [REDACTED]

Principal contacts:
Name: Stephanie McNally Phone: [REDACTED] Email: [REDACTED]

Is this a first time program at Pickleweed? **Yes** No

If no, start date of original program: _____ Location: _____

Most recently approved final report must be attached.

Section II-About the Program

General Statement about the Program. Provide a background statement or statement of the problem that describes the challenges, behaviors or issues you hope to resolve or improve

Vivalon is working with community centers to bring our experienced instructors and their classes to older adults in underserved communities. We coordinate with our instructors and cover their teaching fees to provide free classes for older adults. In meeting with the staff at the Albert J. Boro Community Center we learned that there is a need for movement classes for older adults and Vivalon would like to provide a free Zumba class once a week free of charge.

Proposed Start Date: September 1, 2022 Proposed End Date: August 31, 2023

Number participants estimated: 10 Maximum number estimated: 20

Target age group: Adults 60 years and older

Requested Rooms:

- Classroom #
- Community Room
- Art Room
- Teen Activity Room
- Computer Lab
- Kitchen
- Gymnasium
- Playing Field #
- Picnic Area

Days and Times Requested:

Day: Monday Tuesday Wednesday **Thursday** Friday Saturday Sunday
Time: 10:00 - 11:00 am

Fee Reduction Request

- 25%
- 50%
- 75%
- 100%

OFFICE USE ONLY: Monetary value of fee waiver request: \$ 2,060

Will there be a charge to participants? Yes _____ No X

If so, what will the fee be? _____ How will the proceeds be used?

Describe your community outreach plan and how you will advertise:

Vivalon has 2 publications one print and the other digital where we will promote the class. We will also provide center staff with flyers and information for the website. We would also work with center staff to learn about other ways to expand the community outreach plan to successfully fill the Zumba class.

In what languages will your marketing materials be distributed?

- English
- Spanish
- Vietnamese
- Other

Section III Outcomes and Measurements

List your expected outcome(s) for this program, and how you will measure your progress/success in meeting each outcome. Refer to the applicant guidelines for samples of outcome and measurement statements. Each outcome statement and measurement should be individually numbered.

Outcome Statement

- 1) Provide movement opportunity with lower intensity workout focusing on balance, range of motion, and coordination. The class includes all elements of fitness such as cardiovascular, muscular conditioning, flexibility and balance.
- 2) Lively music, easy to follow dance moves and a bilingual instructor will make this class fun and engaging for older adults.

Measurement for Outcome

- 1) Survey participants on their general health as part of client satisfaction process. See how they self report how they are feeling by engaging in movement. Potentially provide assessments on elements of fitness.
- 2) Survey participants on the quality of instruction, fun and overall satisfaction with class.
- 3) Attendance as a percentage of capacity. We want the class filled to capacity!

Measurements:

How do you plan to track attendance? Attach a copy of your form.

We will provide our instructor with a sign-in sheet for the class that both Vivalon and the center can use to track attendance.

Client Satisfaction:

What evaluation or survey forms will you use for client satisfaction? Attach copy.

We will develop a survey similar to other ones we use at the Vivalon Healthy Aging Center to measure client satisfaction. The attached is a copy of our annual guest/member survey to give you an idea.

What other forms or measurement tools will you use? Attach copy.

Feedback from the instructor and Vivalon staff observations.

Section IV Faculty/Leaders

Names, titles and contact information for key faculty/leaders other than listed in Section I

Section V Partners and Support

List partners and any cash or in-kind support for this project (Refer to the attached guidelines regarding potential payment of user fees to the Albert J. Boro Community Center.)

Partners	Dollar Amount	Detail In-Kind

Attach a program budget.

Section VI Attachments

List all attachments submitted with this application

Sample Attendance Sheet
Sample Healthy Aging Center Survey

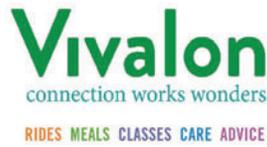


Vivalon Sign-in Sheet

Class: _____ Instructor: _____

Date: _____ Time: _____

First Name	Last Name	Notes
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		
16.		
17.		



We need your help!

Healthy Aging Center Annual Survey: Classes, Programs and Services

We are conducting our annual survey to assess our classes, programs and services. Your feedback will help us to improve our offerings and better serve our community.

Please complete the survey below and return to:

Vivalon, 930 Tamalpais Ave., San Rafael, CA 94901.

Thank you.

If you would rather complete the survey online, please access it at:

<https://www.surveymonkey.com/r/Vivalon21>

***Provide your name & phone if you wish to be entered into our draw to win a gift card!* (OPTIONAL)**

Name: _____ **Phone:** _____

Town of Residence: _____

Age:

- Under 50 50-59 60-69 70-79
- 80-89 90-99 100+ Decline to State

Gender: Male Female Transgender Decline to State

Ethnicity: White (Non-Hispanic) African American or Black

Hispanic or Latino Native Hawaiian or Pacific Islander

Asian Other _____

Decline to State

Annual Income:

- Less than \$10,000 \$10,000-\$24,999 \$25,000-\$49,999 \$50,000-\$74,999
- \$75,000-\$100,000 More than \$100,000 Decline to State

Relationship Status:

- Single Separated Widowed Domestic Partner
 Married Decline to State

Do you live alone? Yes No Decline to State

Are you a Vivalon member? Yes No

If yes, do you feel Vivalon membership offers good value? Yes No

Why? _____

Have you had lunch from Jackson Cafe in the past year? Yes No

If yes, how have you dined? In Person To-Go Both

If you have not dined in person at Jackson Cafe, check all that apply:

- Don't know about Café Don't like the food Don't like the service
 Don't like the menu options Don't like the setting Cost is too high
 Don't feel comfortable dining indoors Have other options Lack of transportation
 Other: _____

Have you attended a class in the past year? Yes No

If yes, which class(es) have you attended? _____

If yes, how have you attended a class(es)? In Person Virtual Both

If you have attended a class virtually but not in person, why?

How do you hear about our classes, programs and services? (check all that apply)

- Email (i.e. Vivalon *Insider*) Vivalon website Word of mouth
 Phone (i.e. Vivalon robocall) Vivalon newsletter - *Connections*
 Marin Independent Journal Direct mailing Other _____

Are there other ways in which you would like to hear about our classes, programs and services? _____

How satisfied are you satisfied with Vivalon’s: (Please circle the appropriate number)

1 = Very dissatisfied, 2 = Dissatisfied, 3 = Satisfied, 4= Very satisfied

Jackson Café overall.....	1	2	3	4	N/A
In-person classes overall.....	1	2	3	4	N/A
Virtual classes overall.....	1	2	3	4	N/A
Quality of instructors.....	1	2	3	4	N/A
Variety of classes.....	1	2	3	4	N/A
Quality of classes.....	1	2	3	4	N/A
Content of classes.....	1	2	3	4	N/A
Class frequency.....	1	2	3	4	N/A
Outings.....	1	2	3	4	N/A
Special luncheons.....	1	2	3	4	N/A
Consultation services and referral assistance.....	1	2	3	4	N/A
Communication (Insider email, monthly Connections newsletter, robocalls)?.....	1	2	3	4	N/A

Comments:

Overall, how satisfied are you with Vivalon’s classes, programs and services?

- Very dissatisfied
 Dissatisfied
 Neither satisfied or dissatisfied
 Satisfied
 Very satisfied

What do you particularly like?

How could we improve?

Participating in Vivalon’s classes, programs or services:

- Provides you with the services, classes and education you want or need? Yes No
 Helps you learn new information? Yes No
 Helps you make new friends? Yes No
 Gives you something to look forward to? Yes No
 Has a positive effect on your life? Yes No
 Makes you feel less lonely & isolated from others? Yes No

Helps you to live independently and remain in your home?

Yes No

Improves your overall health?

Yes No

Comments:

If you do not regularly attend Vivalon’s classes/programs, check all that apply:

- Lack of interest
- Too busy
- Times not convenient
- Lack of access to technology
- Lack of ability to use technology
- Lack of transportation
- Lack of parking

Other: _____

What other classes, events, activities would you like Vivalon to offer?

(check all that apply)

- Fitness/Exercise
- Technology/Computer
- Language
- Book Club
- Evening Speakers
- Outings
- Local Travel
- Film/Movie Viewings
- Lifelong Learning
- Dances
- Art
- Intergenerational Activities
- Music
- Community Service
- Falls Prevention

Other: _____

What are you looking for when you participate in Vivalon’s classes/programs? (check all that apply)

- Enjoy a nutritious meal
- Socialize with older adults
- Enjoy a sense of purpose
- Learn something new
- Socialize with younger people
- Feel appreciated and respected
- Make new connections/friends
- Celebrate cultural events
- Give back to the community
- Celebrate other special events

Other: _____

What could we do to engage you more?

What feelings do you seek from engagement in Vivalon’s classes/programs?

To what extent does Vivalon evoke those feelings?

- Never Not often Sometimes Always

Comments:

How likely is it that you would recommend Vivalon’s Healthy Aging classes, programs or services to a friend? Please circle the appropriate number below.

(1= Not at all likely; 10=Extremely likely)

NOT AT ALL LIKELY

EXTREMELY LIKELY

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Please explain why you gave the score above or any other feedback you would like to provide.

What is the best way to communicate with you?

- Email Mail Next Door Facebook or other social media
 Phone Text Other _____

THANK YOU!

Please return to:

Vivalon, 930 Tamalpais Ave., San Rafael, CA 94901

Questions? Please contact us at: 415-456-9062