



SAN RAFAEL CITY COUNCIL STAFF REPORT

Department: City Clerk

Prepared by: Lindsay Lara, City Clerk

City Manager Approval:  _____

TOPIC: PUBLIC ART REVIEW BOARD INTERVIEWS

SUBJECT: INTERVIEW APPLICANTS AND MAKE APPOINTMENTS TO FILL TWO FOUR-YEAR TERMS TO THE END OF AUGUST 2026 AND ONE TWO-YEAR TERM TO THE END OF AUGUST 2024 ON THE PUBLIC ART REVIEW BOARD

RECOMMENDATION:

Interview the following applicants and appoint two applicants to fill two four-year terms to the end of August 2026 and one two-year term to the end of August 2024 on the Public Art Review Board.

Names
Kristyn Merritt
Meili Zhao
Morgan Schauffler

BACKGROUND:

The City Council established the Public Art Review Board at a City Council meeting on May 16, 2022, and the City Clerk's office called for applications on June 7, 2022 with a deadline of June 28, 2022 or open until filled.

The Public Art Review Board's purpose is to help administer the public art review process and to advise the City Council on public art installations, and the meeting schedule has yet to be determined. The Public Art Review Board's authority over long-term art proposals (greater than one year) is advisory only and the Board will issue a recommendation to City Council to approve or reject a proposal. For short-term art proposals, the Public Art Review Board has the authority to approve exhibitions. At staff's discretion, certain short-term projects may be required to obtain City Council approval, depending on project impact.

ANALYSIS:

Six (6) applications were received in the City Clerk's Office by the deadline; however, two (2) applicants lived outside of city limits and were ineligible, and two (2) of the applicants withdrew. The Clerk's Office received a third eligible application on Monday, August 1, 2022. Staff recommends holding interviews of the three (3) eligible applicants and appointing one applicant to the Public Art Review Board. The other two members of the Public Art Review Board are representatives of the Park and Recreation Commission the Design Review Board. Each body appoints their representative, and the Design Review Board will be

FOR CITY CLERK ONLY

Council Meeting:

Disposition:

making their appointment this month and the Park and Recreation Commission appointed Robert Sandoval to the end of August 2026.

COMMUNITY OUTREACH:

The call for applications was advertised through mass email notification, the City website, social media platforms, and physically posted at City facilities.

FISCAL IMPACT:

There is no fiscal impact associated with this action.

RECOMMENDED ACTION:

Interview applicants and appoint two applicants to fill two four-year terms to the end of August 2026 and one two-year term to the end of August 2024 on the Public Art Review Board.

ATTACHMENTS:

1. Three (3) applications
2. Public Art Review Board Bylaws

#1

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, July 29, 2022 1:44:04 PM
Last Modified: Friday, July 29, 2022 1:50:25 PM
Time Spent: 00:06:20
IP Address: 98.210.37.106

Page 1

Q1

Contact Information

First and Last Name	Kristyn Merritt
Address	[REDACTED]
City/Town	San Rafael
State/Province	CA
ZIP/Postal Code	94903
Email Address	[REDACTED]
Phone Number	[REDACTED]

Q3

Public Art Review Board

What Board would you like to apply to?

Page 3

Q7

How long have you lived in San Rafael?

4.5 years

Q8

Respondent skipped this question

Business Information

Q9

How did you hear about this vacant position?

Other (please specify):
San Rafael Social Justice Art Group

Q10

Do you participate in any civic activities? If so, what are they?

N/A

Q11

List any civic organizations of which you are a member:

N/A

Q12

Education:

B.A. Communications and Journalism from Washington University in St. Louis

Q13

Why are you interested in serving on a board or commission?

I am a professional artist and would love to see more public art in our community. There are plenty of areas that could not only be aesthetically enhanced by public art, but also inspire important conversations. And as a mom with three young kids, I believe it's important for the youth in our community to have more exposure to art, creativity, and local government.

Q14

Describe possible areas in which you may have a conflict of interest with the City:

Strongly held democratic political beliefs.

Q15

Upload your resume.

KAMERRITT-art-resume.pdf (132.4KB)

Page 4: Demographics

Q16

Ethnicity

[REDACTED]

Q17

To which gender do you most identify?

[REDACTED]

Q18



How old are you?

KRISTYN MERRITT

• www.kristynmerritt.com • San Rafael, CA

KEY EXPERTISE

Content development & strategy • Writing & editing • Art & illustration • Brand identity development • Integrated media • Metrics & analytics

ART EXPERIENCE

- Freelance • Art & Illustration** 2018 – Present
- I create and sell art via my Etsy shop, at local maker's markets, and occasional galleries. I have also collaborated with local businesses on their designs.
 - I'm a founding member of the San Rafael Social Justice Community Art Group.
 - Traditional and mixed media art: I have experience in painting (acrylic, gouache, watercolor), drawing (pencil, colored pencil, ink), collage, textiles, and resin.
Examples: needsmoreneon.com
 - Digital illustration: Using Adobe (Fresco, Illustrator, and Photoshop), I hand-draw portraits, scenes, and architecture.
Examples: illustratedmarin.bigcartel.com
 - Silk screening: I primarily screen print shirts and totes for my Etsy shop.
Examples: etsy.com/shop/needsmoreneon

WORK EXPERIENCE

- Consulting & Freelance • Content, Copy, & Brand Identity** 10/2016 – Present
Current clients: NBC/Universal, Glossier, Curie Co
- Content & editorial: Oversee and manage digital verticals, develop all content (writing, illustrating, photo) and editorial strategy, working directly with editorial & social teams
 - Marketing strategy: Develop plans for customer acquisition, retention, & conversion, social audience engagement, and plan/execute integrated marketing campaigns
 - Brand identity & creative development: Establish core values, voice, tone, storytelling and messaging strategy for new-to-market products and technologies
 - Copywriting: Write, edit, copyedit, and proof marketing and product assets for companies in lifestyle and sciences, while retaining existing brand voice and tone
- Birchbox • Director, Marketing Content** 5/2015 – 10/2016
- Led marketing, messaging, and content strategy: on-site assets and experience, branded content, email and CRM, mobile/app, retail, PR, and print/in-box collateral
 - Managed and mentored all in-house editors and several outside freelance writers
 - Top edited, copyedited, and proofed all messaging
 - Partnered with Photo and Design on campaign ideation and creation
 - Project managed across Marketing team
 - Owned updates/recalibration of style guide
- Nickelodeon (Viacom) • Director of Content** 2/2013 – 11/2014
Senior Digital Editor 12/2010 – 2/2013
- Led digital editorial strategy and all content creation for Nickelodeon niche nets
 - Developed new brand's concept, voice, strategy and creative initiatives
 - Oversaw all art and design; created original graphics and illustrations as needed
 - Grew site from genesis to 2.8M organic unique visitors/month in 2+ years
 - Managed and grew a team of 50+ freelance editors, writers, illustrators & designers
 - Collaborated with ad-sales and integrated marketing to create customized branded content and advertorial flights to drive consumer engagement across platforms
 - Worked directly with social team to monitor strategy and synergize messaging
 - Worked closely with UX, product and dev teams on optimizing user experience
 - Daily deep dives into analytics to inform content decisions and recalibrate strategy

I Can Has Cheezburger • Managing Editor 01/2010 – 02/2011

- Led content strategy and managed editorial team for #1 animal humor network
- Doubled site traffic and halved bounce rates through targeted content features
- Worked with executives and marketing team to develop branded microsites
- Instituted editorial policy and programming process
- Managed budget and executed trade-outs with partners

AOL Living (AOL Inc.) • Digital Editor 04/2008 – 01/2010

- Managed feature editorial programming for animals and pets vertical
- Supervised associate editors and freelancers to create best-in-class content
- Oversaw editorial calendar, content packages, delivery for sponsorships
- Maintained and evolved brand-building and traffic-boosting partnerships
- Analyzed site traffic metrics to measure best practices for growth

Good Housekeeping (Hearst) • Multimedia Editor 12/2006 – 12/2008

- Reconfigured magazine content for the web and created original DIY content
- Controlled image routing and licensing; fully produced daily video blog
- Created packages for site and syndication partners
- Ideated original mobile projects; integrated with digital and print

FREELANCE WRITING

All Village Voice publications; Huffington Post; Dr. Oz; *Time Out New York*; *Las Vegas Weekly*; *More*; various websites. New York Int'l Fringe Festival playwright ('09, '14).

COMPUTING & SEO

HTML, CMS, full Adobe suite, InDesign, InCopy, Omniture, Google Analytics, SEO/metadata, all major blogging platforms, all major social media platforms

AWARDS

Webby -- 2013 Official Honoree (Humor) for NickMom.com

Webby -- 2010 Nominee (Weird) for ICanHasCheezburger.com

Webby -- 2010 Nominee (Weird) for LovelyListing.com

ART EXHIBITION

Neon Talk Series – Ghost Gallery (Seattle, 2020)

Magic 8 Ball Series – Ghost Gallery (Seattle, 2020)

Weird Ice Cream Series – Ghost Gallery (Seattle, 2018)

Olympic Quadriptych – THNK1994 Museum (Brooklyn, 2017)

Elephants Always Forget – WHY Exhibition (Seattle, 2011)

EDUCATION

Washington University in St. Louis, B.A. in Journalism & Communications

#4

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, June 16, 2022 8:58:25 AM
Last Modified: Thursday, June 16, 2022 9:05:12 AM
Time Spent: 00:06:47
IP Address: 73.93.82.30

Page 1

Q1

Contact Information

First and Last Name	Meili Zhao
Address	████████████████████
Address 2	██████████
City/Town	San Rafael
State/Province	CA
ZIP/Postal Code	94901
Email Address	████████████████████
Phone Number	██████████

Q3

What Board would you like to apply to?

Board of Library Trustees,
Design Review Board,
Park and Recreation Commission,
Planning Commission,
Public Art Review Board

Page 3

Q7

How long have you lived in San Rafael?

8 years

Q8

Business Information

Company

Meilizhaoart

Address

[REDACTED]

City/Town

San Rafael

ZIP/Postal Code

94901

Q9

How did you hear about this vacant position?

Social Media,

City Manager's Newsletter

Q10

Do you participate in any civic activities? If so, what are they?

Not yet

Q11

List any civic organizations of which you are a member:

Not yet

Q12

Education:

Masters degree

Q13

Why are you interested in serving on a board or commission?

I love our area

Q14

Describe possible areas in which you may have a conflict of interest with the City:

Art work

Q15

Upload your resume.

Respondent skipped this question

Q16

Ethnicity

[REDACTED]

Q17

To which gender do you most identify?

[REDACTED]

Q18

How old are you?

[REDACTED]

#5

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, June 08, 2022 8:52:56 AM
Last Modified: Monday, June 13, 2022 4:03:34 PM
Time Spent: Over a day
IP Address: 23.125.135.99

Page 1

Q1

Contact Information

First and Last Name	Morgan Schauffler
Address	[REDACTED]
City/Town	San Rafael
State/Province	CA
ZIP/Postal Code	94901
Email Address	[REDACTED]
Phone Number	[REDACTED]

Q3 Public Art Review Board

What Board would you like to apply to?

Page 3

Q7

How long have you lived in San Rafael?

10 years

Q8

Business Information

Company	Youth in Arts
Address	[REDACTED]
City/Town	San Rafael
ZIP/Postal Code	94901

Boards and Commissions Application

Q9

How did you hear about this vacant position?

City Council Agenda,

Other (please specify):

San Rafael Social Justice Art Group

Q10

Do you participate in any civic activities? If so, what are they?

I am on the board of the San Rafael BID, and provide the board with updates on arts-related happenings in the Downtown San Rafael Arts District (DSRAD). I am on the steering committee of DSRAD as well, and advocate for creative placemaking, public art, and visibility of community-based arts organizations. I am part of the San Rafael Social Justice Community Art Group and continue to work to help complete the project at Arbor Park. I also recently applied to be a member of the Bret Harte Steering Committee to help with beautification and community focused events in my own neighborhood.

Q11

List any civic organizations of which you are a member:

San Rafael BID, Downtown San Rafael Arts District, San Rafael Social Justice Community Art Group, Bret Harte Community Association Steering Committee (pending), San Rafael Chamber of Commerce (through Youth in Arts).

Q12

Education:

BA Art History and BA Human Communications, University of Denver

Q13

Why are you interested in serving on a board or commission?

I have always had a passion for the arts, and sharing art with my broader community is a hugely important priority. I want to infuse the city I love so much with public art that everyone feels welcomed into. I feel strongly that the art we are championing should be inclusive and represent the community in which we live. As both a parent and long-time employee of Youth in Arts, I am also a strong advocate for involving the young people of San Rafael in as many projects as possible. San Rafael is a truly special city, and I feel public art (and creative placemaking) will help entice Bay Area locals, and tourists alike to visit our wonderful city, thereby promoting commerce. As a commissioner, it would bring me great joy to help support and promote the work of artists – especially BIPOC artists, artists experiencing disabilities, and youth artists – to the benefit of San Rafael and its residents.

Q14

Describe possible areas in which you may have a conflict of interest with the City:

I don't believe I would have any.

Q15

Upload your resume.

Morgan Schaffler CV 2022.pdf (34.1KB)

Page 4: Demographics

Q16

Ethnicity

[REDACTED]

Q17

To which gender do you most identify?

[REDACTED]

Q18

How old are you?

[REDACTED]

MORGAN MARS SCHAUFFLER

• San Rafael, CA 94901 •

WORK EXPERIENCE

Director of External Affairs • Youth in Arts • 2022 Present

- Vision cast for growth and enhance the organization's major donor cultivation including individuals, foundations, institutions, corporate/business partners, and government relations.
- Develop and execute relationships and stewardship plans for long term individual giving.
- Direct innovative high level fundraising efforts that enable the organization to raise significant gifts from new and existing donors and prospects.
- Managing annual fund appeals including the crucial annual appeal.
- Maintain a donor database and utilize data for communication tracking and relationship building.
- Develop and implement corporate, institutional and foundational giving goals, prospects, grant submissions, and reporting.
- Assist in organizational budget management, and provide appropriate financial reporting and metrics as needed.
- Plan, coordinate and execute all major events for fundraising efforts including support staff, volunteers, contractors, and vendors.
- Set financial goals and manage budgets for all events.
- Oversee and set goals for using the gallery to showcase mission, work, message, and relationship building.
- Curate or manage curation with support staff of 6 youth focused art exhibitions in the gallery per year.
- In collaboration with staff, oversee creation and execution of marketing and communications plans including email newsletters, press releases and social media management.
- Communicate with the Board of Directors on a regular basis about Youth in Arts work, events, fundraising efforts, and appeals.

Development Manager • Youth in Arts • 2018 2022

- Planned, managed and executed all Youth in Arts fundraising events and gallery receptions.
- Developed relationships with individual donors through long term communication efforts.
- Managed annual fund appeals and tracking.
- Maintained a donor database via Filemaker Pro.
- Oversaw goals and objectives for growth in areas of individual giving on a fiscal year basis.
- Worked with the Executive Director to research and track grant submissions.
- Worked with Board Members to hold and host board led events for expanded donor cultivation.
- Collaborated with staff to plan a robust YIA Gallery calendar and plan for each fiscal year.
- Managed planning and curation of 3 4 gallery exhibitions per year.

Program Director • Youth in Arts • 2016 2018

- Marketed both earned revenue and funded in school program offerings to public, private, and charter TK 12 schools in Marin, Sonoma, and Alameda Counties.

- Met with school administrators, county representatives, teachers, and parent organizations to discuss curated programming options and budgets to meet the needs of their students.
- Scheduled residency programs, assembly and workshop events, family events, and YIA gallery field trips, working with YIA staff.
- Scheduled and attended residency planning meetings with teachers and administrators.
- Created and tracked all program documentation as needed.
- With the Executive Director recruited, hired, onboarded and trained Mentor Artists in visual and performing arts education.

Owner • Morgan Schaufler Art Advisory • 2015 2018

- Collaborated with private clients to develop and curate their collections
- Rearranged art in clients' homes to enliven their existing collections
- Contracted with Root Division to curate and manage a rotating, large scale art installation in a SOMA coworking space.
- Consulted on valuation of art for clients and fellow art dealers
- Represented local galleries at art fairs across the country

Senior Gallery Associate • Paul Thiebaud Gallery • 2006 2015

- Sold contemporary artwork to high net worth individuals worldwide
- Cultivated strong partnerships with the gallery's 20+ artists
- Led marketing and communications efforts, creating press releases, managing media buys, and contributed to the design of both print and electronic marketing materials
- Collaborated with Director in the curation of new exhibitions and art fair displays
- Managed day to day gallery operations, including inventory management, bookkeeping, art handling, and storage
- Represented the gallery's collection at art fairs in Miami, Chicago, San Francisco, Houston, Los Angeles, and Palm Springs
- Managed numerous independent contractors

Sales Consultant • DeMott Gallery • 2004 2005

Intern • Colorado Business Committee for the Arts • 2002 2003

Intern • RULE Gallery • 2002 2003

EDUCATION

University of Denver • Graduated 2003

- B.A., Art History and Human Communication
- Study abroad in Prague, Czech Republic and Aix en Provence, France

NONPROFIT BOARD EXPERIENCE

San Rafael Business Improvement District Board • 2019 Present

Downtown San Rafael Arts District Steering Committee • 2017 Present

Root Division Advisory Board • 2016 2018

PUBLIC ART REVIEW BOARD BYLAWS

ARTICLE I. NAME AND PURPOSE

Section 1.1. Name. The name of this body shall be the City of San Rafael Public Art Review Board, hereinafter referred to as the "Public Art Review Board," or the "Board."

Section 1.2. Purpose. The Public Art Review Board's purpose is to help administer the public art review process and to advise the City Council on public art installations.

Section 1.3. Committee Responsibility. The Public Art Review Board's authority over long-term art proposals (greater than one year) is advisory only and the Board will issue a recommendation to City Council to approve or reject a proposal. For short-term art proposals, the Public Art Review Board has the authority to approve exhibitions. At staff's discretion, certain short-term projects may be required to obtain City Council approval, depending on project impact.

The Public Art Advisory Committee's responsibilities shall be in accord with these Bylaws, as amended from time-to-time by the City Council.

The responsibilities and duties of the Public Art Review Board shall be as follows:

1. Work with Staff in the review and approval of public art projects.
2. Review all proposals for public art and recommend select projects to City Council for approval.
3. 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.
4. Provide opportunities for community input and resident participation.
5. To use the following Public Art Review Criteria in evaluating all public art proposals:
 - a. 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.
 - b. 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.
- c. 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.
 - d. Community Engagement: Proposed projects that have completed their own public engagement process will be prioritized.
 - i. 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 to opportunity to attend.
 - ii. For short-term projects that are viewable within the public right-of-way: A minimum of two (2) letters of support is recommended.
 - iii. In both instances, it is recommended that one of the letters of support be from the local homeowners' association (HOA) or neighborhood association, if applicable.
 - iv. 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.
 - e. 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.
 - f. 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.
 - i. 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.
 - ii. The design of the artworks will take into consideration issues associated with public spaces such as security, theft, vandalism, etc.
 - iii. 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.
- g. 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.

ARTICLE II. MEMBERSHIP

Section 2.1. Number of Members. The Public Art Review Board shall consist of five (5) voting members as follows: three (3) at-large members, one (1) representative from the Design Review Board, and one (1) representative from the Park and Recreation Commission. 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.

Section 2.2. Eligibility. Members of the Committee shall be at least 18 years of age and reside within the City limits. The three (3) at-large members shall 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.

Section 2.3. Compensation. Committee members serve without compensation.

Section 2.4. Appointment of Committee Members. 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, on a biannual basis. The at-large members will be selected by the City Council.

Section 2.5. Terms of Appointment. The at-large Board members will serve a maximum of two (2) four (4) year terms. The representatives from the Design Review Board and the Park and Recreation Commission shall serve a term of two (2) years, but not more than two consecutive terms. However, if there is a vacancy, the Design Review Board and the Park and Recreation Commission have 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.

Section 2.6. Absence and Removal. An unexcused absence from two (2) consecutive Committee meetings without notification to the Staff Liaison, or six absences (whether excused or unexcused) in any term, shall be considered a voluntary resignation from the Committee. Committee members who had previously resigned may be eligible for reappointment to the Committee.

Section 2.7. Conflict of Interest. A member of the Board who has a financial, business, familial or romantic relationship regarding a matter coming before the Board

shall disqualify themselves from all participation in that matter.

ARTICLE III. MEETINGS

Section 3.1. Time and date of Regular Meeting. Notification of meeting place, date, and time shall be rendered to the public through posting on the City of San Rafael website. Public meetings shall be held a minimum of four (4) times per year but may meet more frequently or on an ad hoc basis, as needed. Quarterly meetings shall be scheduled annually with the quarterly meeting schedule for the upcoming year will be set by November of the previous year.