



PUBLIC ART REVIEW BOARD

MAY 3RD, 2023 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-04-03-2023>

Listen by phone: (669) 444-9171

ID: 814 5896 7407#

CALL TO ORDER

MINUTES

1. Approve regular meeting minutes of October 18, 2022

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 Canal Arts Mural Proposal

Recommended Action: Review and Recommend Approval by City Council

- b. Overview of Falkirk Cultural Center Programs

Recommended Action: Receive and Comment

STAFF LIAISON REPORT

4. Staff Liaison Report

COMMISSIONER 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, 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-10-18-2022>

Telephone: (669) 900-9128
Meeting ID: 8596 792 5341

CALL TO ORDER

Craig Veramay called the meeting to order at 6:06 p.m.

ROLL CALL

Present: Member Kovalsky
Member Merritt
Member Sandoval
Member Schauffler
Member Zhao

Absent:

Also Present: Catherine Quffa, Library & Recreation Director
Craig Veramay, Assistant Library & Recreation Director
Becky Ordin, Senior Administrative Assistant
Genevieve Coyle, Assistant City Attorney

AGENDA AMENDMENTS

None.

MINUTES

1. **Approve regular meeting minutes of _____.**

There were no minutes to approve as this was the first meeting.

MEETING OPEN TO THE PUBLIC

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

None

3. Introductions/Awards/Recognitions/Presentations

Craig Veramay, Assistant Library & Recreation Director, introduced Genevieve Coyle, Deputy City Attorney. Ms. Coyle presented an introduction to the Brown Act.

Staff and consultants responded to questions and comments from the Board.

Public Comment: None

Craig Veramay, Assistant Library & Recreation Director, introduced Catherine Quffa, Library & Recreation Director who gave a presentation on the overview of the Public Art Review Board.

Staff and consultants responded to questions and comments from the Board.

Public Comment: None

MATTERS BEFORE THE BOARD

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

4. Selection of One (1) Representative to Serve as Chair and One (1) Representative to serve as Vice-Chair of the Public Art Review Board

Craig Veramay, Assistant Library & Recreation Director, gave a brief overview of the role of the Chair and Vice-Chair.

Member Merritt nominated Member Schauffler as Chair. Member Schauffler nominated Member Merritt as Vice-Chair.

Member Kovalsky moved, and Commissioner Sandoval seconded to appoint Member Schauffler as Chair and Member Merritt as Vice-Chair .

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

Motion passes.

5. Adopt the 2023 Public Art Review Board Meeting schedule

Craig Veramay, Assistant Library & Recreation Director, presented the proposed 2023 Public Art Review Board Meeting schedule.

Staff responded to questions from the Board.

Public Comment: None

Member Kovalsky moved, and Member Schauffler seconded to accept the schedule as proposed and that it can be changed as necessary to fit the needs of the board.

AYES: Members: Kovalsky, Merritt, Sandoval, Schauffler, Zhao

NOES: Members: None

ABSENT: Members: None

ABSTAINED: Members: None

Motion passes.

BOARD REPORTS AND COMMENTS

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

Member Schauffler reported that Saturday the unveiling the public art piece that they have been working on for two years at Arbor Park at 11:00am.

Public Comment: None

STAFF COMMENTS

7. Schedule of Upcoming Meetings and Events of Interest

Mr. Veramay explained that Item #6 in the agenda packet will include meetings and events that are relevant to the Public Art Review Board. On the schedule is the Arbor Park Mural unveiling that Member Schauffler had shared. Ongoing through November 18th at the Falkirk Cultural Center is the California Watercolor show. Several of the Park and Recreation Commission meetings are on the schedule, as well as the City Council meetings. October 20th is the 40th annual Arbor Day tree planting at Bret Harte Park. October 22nd is the Dia De Los Muertos car procession downtown San Rafael, and the Dia De Los Muertos Celebration will take place on November 5th. Dec. 9th is the next 2nd Friday Art Walk. The last Art Walk they had the opportunity to tour with a couple of the State Assembly members and one of the State Senators who are involved with the California Art Council. It was a great opportunity to show off San Rafael and talk about the future of the California art council and talk about the designated art district

Public Comment: None

ADJOURNMENT

Mr. Veramay adjourned the meeting at 6:58 p.m.

BECKY ORDIN, Senior Administrative Assistant

APPROVED THIS _____ DAY OF _____, 2023

CATHERINE QUFFA, Library & Recreation Director



**PUBLIC ART REVIEW BOARD
AGENDA REPORT**

**May 3, 2023
Item #3a**

TITLE: Canal Arts Proposed Public Art Mural at the Albert J. Boro Community Center

RECOMMENDATION

That the Public Art Review Board recommend conditional approval of the Canal Arts public art proposal to paint a mural on the exterior of the Albert J Boro Community Center.

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. For long-term installations, City Council has the final authority to approve a project proposal.

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.

DISCUSSION

On February 19, 2023, the City received a proposal from Canal Arts to create a community-based mural to be located on the Albert J. Boro Community Center. As part of Canal Arts' process, they published a request for proposals for the art, based on the themes of the history, immigration, culture and pandemic experience of the people of the Canal, which resulted in 15 submissions. Canal Arts convened a jury of artists and community members to review the art proposals, from which the jury selected their proposed design by artists Oscar Morales and Vladimir Cuevas.

Upon receipt of the proposal, staff reviewed the project and shared questions and comments with Canal Arts. On March 28, 2023, Canal Arts submitted a revised proposal responding to staff questions.

On April 5, 2023, Canal Arts presented their proposal to the Pickleweed Advisory Committee, which was well attended by community members supportive of the mural. At the meeting, the Artists described the symbolism of each of the components of artwork depicted in the mural. Committee members shared that the descriptions were helpful, and recommended the artists include information interpreting the meaning of the mural either at the Community Center or on an interpretive display board in front of the mural.

Using the Public Art Review guidelines as a guide, staff have determined that the proposal is ready for review by the Public Art Review Board, and staff are supportive of the proposal, contingent upon Canal Arts responding to several outstanding comments and requirements, as described below.

- **Project Readiness:**
 - City staff have determined that this project appears ready for completion, based on communications with Canal Arts.
 - Canal Arts will need to enter into an Art License Agreement with the City, which has yet to be finalized. Canal Arts is working with the City to finalize the details of this agreement, which is a requirement before final approval.
- **Qualifications:** Artists, artist teams, or project managers must be qualified to complete the scope of work.
 - Based on information provided in the proposal, Canal Arts and the artists appear to be qualified to complete the proposed scope of work as evidenced in their resume and portfolio.
- **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.

- The City has not received an updated project budget or funding source for this project, but Canal Arts has stated that they have received full funding and have developed a budget. The City has requested this information from Canal Arts, and has expressed that this information is required prior to final project approval.
- **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), the City recommends a minimum of one (1) public meeting and three (3) letters of support are included in proposals.
 - The Canal Arts held two community engagement events related to this project. The first was held via zoom on December 13, 2022, prior to the design development. Following receipt of staff comments, The Canal Arts hosted a second community outreach event on March 25, 2023, that included depictions of the art. Additionally, many community members shared their support of the mural at the April 5th, 2023 Pickleweed Advisory Committee meeting.
 - The City received questions from the public about whether representation of Coast Miwok in the Mural was appropriate. Staff have requested that The Canal Arts secure a letter of support from the Coast Miwok and any individuals represented in the mural acknowledging that they approve of the design or their individual depiction. The Canal Arts has acknowledged that Coast Miwok tribal representatives have been shown the art, and that they have asked for approval of images. The Canal Arts has committed to furnishing approval for use of any images before proceeding for final approval of the San Rafael City Council.
- **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.
 - The Canal Arts has expressed an intent to offer the finished Artworks as a gift to the City upon completion. This means that the Artworks will become the property of the City. Prior to final approval, the City has asked The Canal Arts to clarify their proposed maintenance plan, recognizing that the City does not have the resources for additional maintenance.
- **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.

- While staff generally believe the proposed design is in alignment with this guideline, this is an area where the Board's perspective is particularly important and requested.
 - Staff have questions regarding the proposed painting on the windows and whether that may impact those using the interior of the building. Additionally, staff question the durability of the acrylic window paint and whether that will withstand cleaning, washing, etc. and are requesting the Board share their perspective on this question.
- **Diversity:** Artists and the City's public art collection should reflect the diversity of San Rafael's community.
 - While staff generally believe the proposed design is in alignment with this guideline, this is an area where the Board's perspective is particularly important and requested.

City staff are supportive of efforts to increase public art in our community and are working closely with The Canal Arts to verify that their proposal is in alignment with City guidelines. City staff recommend the Public Art Review Board approve this proposal contingent upon The Canal Arts addressing items mentioned above, specifically, completion of an Art License Agreement with the City, providing an updated project budget & funding sources plan, clarifying the Artworks maintenance plan, and providing a letter of support from Coast Miwok tribal representatives and any other individuals represented in the mural.

Upon recommendation from the Board, the proposal would be routed to City Council for final approval, pending completion of the requirements detailed above and any other recommendations the Board may make. The Canal Arts would be expected to incorporate responses to any recommendations or outstanding concerns into a final proposal for City Council.

FISCAL IMPACT

None

ALTERNATIVE ACTION

1. The Board may request Canal Arts modify, change, or alter their proposal.
2. The Board may recommend that the proposal not be approved.

Submitted by:

A handwritten signature in black ink, appearing to read 'C. Veramay', with a stylized flourish at the end.

Craig Veramay
Assistant Library and Recreation Director

Attachments:

1. Canal Arts Revised Mural Proposal – 04.28.23



Public Art Boro Center Project Proposal

City of San Rafael
Library and Recreation Director
618 B St. San Rafael CA 94901
2/20/2023
Rev 3/28/23

The Canal Arts nonprofit proposes to create a community-based mural to be located on the Albert J. Boro Community Center. A request for proposals for the art, based on the themes of the history, immigration, culture and pandemic experience of the people of the Canal resulted in 15 submittals, from which a jury of artists and community members selected the art shown below, by Oscar Morales and Vladimir Cuevas. A Canal community forum was held via zoom on December 13, moderated by Lynn Sondag, professor of art and Honors Program director with Dominican University's Center for Community Engagement, with artists and jury panel present, to discuss the concept of the mural, and receive comments and suggestions. The artists developed their proposed art which was submitted to San Rafael for staff comments, responses below. The art, with modifications, was presented at a lively online community discussion, moderated by Marina Palma of Voces del Canal, with the artists on March 25, and here presented with those modifications for consideration by the Pickleweed Advisory Committee and San Rafael Public Art Review Board. An important feature of this project is the participation of apprentice artists that we identify in the Canal Families Artworks events conducted with Voces del Canal. Canal Arts has secured all funding to complete this project as planned, through a Marin County Nonprofit Partners grant and other sources.

Responses to staff questions and comments:

1. Q: The City received questions from the public about whether representation of Coast Miwok in the Mural were appropriate. We would like to see a letter of support from the Coast Miwok and

any individuals represented in the mural acknowledging that they approve of the design or their individual depiction.

A: Coast Miwok tribal representatives have been shown the art, and asked for approval of images; The Canal Arts will furnish approval for use of any images before proceeding for final approval of the San Rafael City Council.

2. Q: City staff cannot budget funds or staff time for painting or priming the wall at this point in time. Staff noted that there is no budgeted funds available for wall prep or priming, and would request this be added the artist budget.

A: The Canal Arts acknowledges that the City is not prepared to clean and prime the mural wall. That will be done by the artists. We do ask that the faded window frames and rusted railings be refurbished/repainted by the City to a condition comparable to the adjacent entry finishes (see examples below).

3. Q: Staff are not supportive of vinyl coverings placed over windows, for maintenance and visibility reasons. Is it possible to amend the design to exclude the vinyl coverings?

A: The Canal Arts has removed the use of vinyl film on windows, but requests that a small area indicating immigration paths be allowed painted directly upon a window (see example below).

4. Q: Do the artists have a portfolio or website where staff can view their past work? If so, please include. Artists appear to be qualified based on description of work, but staff would like to see visual examples of work.

A: Artists' examples of prior work and bios attached, below.

5. Q: Painters will need to verify with staff prior to work that suitable paint for foam wall surface will be used.

A: Any mural materials used will be submitted for approval by staff.

6. Q: The top left corner of the mural canvas includes the building physical address #'s. How will the artist work around this space? This needs to remain plainly visible for safety reasons.

A: The buildings number will be painted and maintained in contrast with surrounding art.

7. Q: Staff recommend the painting 'protection zone' does not impede the pedestrian right of way during construction. Please verify.

A: Pedestrian passage will not be impeded.

8. Q: How long will painting take? Will you need to use the sidewalk or parking lot area during painting? If so, how many parking stalls or how much space on the sidewalk? Will scaffolding or ladders be used?

A: Painting will take ~4-5 weeks. No sidewalk needed, but 2 parking spaces are requested. Scaffolding or ladders will be used. We request a place for temporary storage onsite for materials and access to water and restrooms during the installation, and artists will be working off-hours.

9. Q: How will the painters work around the existing vegetation? Staff noted that the plants in front of the building may grow to cover artwork; recommend artists cover vegetation during painting, not disturb exterior building lights; not impact fire alarm system.

A: Existing plants will be protected, and we request the large hedge at the right side of the wall be cut down to the height of the lower vegetation at the left, or removed and replanted with material similar to the existing (see images below).

10. Q: Staff noted that there are two overflow drains that pour down the front of the building in the location of the mural. This may lead to staining or fading of the mural over time, and/or may discolor artwork.

A: Staining from overflow drains should not affect the mural art. We will apply protective anti-graffiti / anti UV coatings to the artwork which will facilitate any future cleaning if necessary.

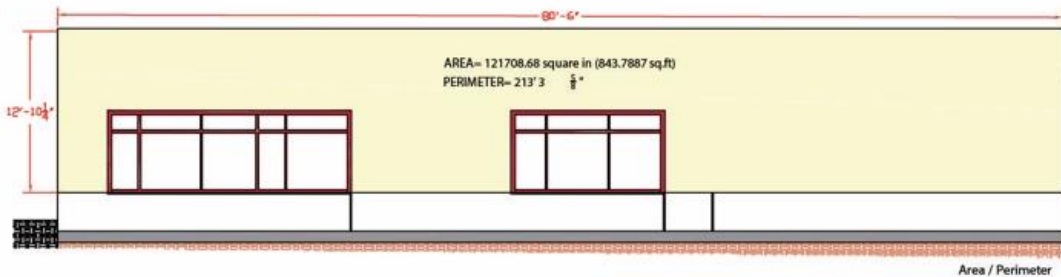
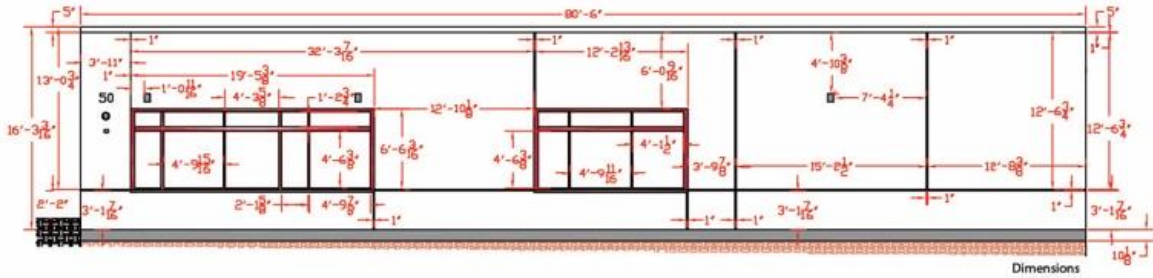
Project Timeline:

The mural will be created during May-June 2023, with progress visible and monitored online, with completion and a community unveiling event planned for early July 2023.

Mural life expectancy: 15 years

Materials: artist grade acrylic paint with anti-graffiti/UV protective coating.

The mural venue, to the right of the Albert J. Boro Community Center entry:



Albert J. Boro Community Center
50 Canal St, San Rafael CA 94901



Mural Project Elevation
Scale 1/8" = 1'-0"
8/21/2022

The proposed art:



Existing hedge area indication, to lower or remove:

Art-on-window showing migration routes (with durable glass acrylic paint)





Surfaces needing repaint:





It is the intent of The Canal Arts and our fourteen sponsoring Marin organizations that this mural, at the center of the Canal neighborhoods, will set a high standard for mural art in San Rafael and all Marin, and engender more art projects that reflect San Rafael's encouraging new public art policies.

Artists' Work and Bios

Oscar Morales / Fine Artist and Muralist





Oscar Morales, born in Mexico City in 1986.

1998- Begins his classes with mastery in drawing and painting.

2001- He moves to the United States and paints his first mural at Manteca High School.

2004- Studies at San Joaquin Delta College, where he paints his second mural "Building the Dreams"

2006- With his teacher and mentor Guillermo H Kelly, he paints murals for private collectors and shopping centers.

2019- Integrating a collective of artists, he paints the mural "Sientete en Casa" for the Canal Alliance organization.

-Marin Open studios Art exhibit

-Dia de Muertos Art exhibit at Mexican Heritage Center, San Joaquin County Historical Museum and Bartolini Gallery.

2021- Tony's Market mural (Kerman City)

-Welcome to the Canal Mural Channel (San Rafael City)

2022- Mayors Art Show (Award Best of the show and the Mayors Art Choice)

-Second Harvest the Greater Valley Mural (Manteca City)

-Geometric Lion Mural (Stockton City)

Currently working in San Rafael City participating in Art Projects with The Canal Arts, Marin Society of Artists, Canal Alliance, Marin Open Studios.

Vladimir Cuevas





Vladimir Cuevas is from Oaxaca, Mexico and has lived in San Francisco since 1990.

As a younger man, and because of family issues, he had to make the difficult decision to suspend his medical studies, leave his family and country behind to seek a brighter future in the United States. Little did he know that this juncture in his life would start his transformation from medical student to artist.

- In 1995 Vladimir started private art lessons with the artist Antonio Huerta.
- In 1997 he was discovered by Geronimo Berenguer de los Reyes, Chairman of the Board and Director of GBR Museum and Foundation. In 2007 he commissioned Vladimir to paint 6 altar pieces and artwork for the High Altar of the Virgin of Guadalupe Church in Philippines. The GBR foundation and Museum boasts more than 300 creations by Vladimir.
- Vladimir's murals can be found throughout San Francisco, both in private and public collections.
- Vladimir's realistic, abstract and sacred art has been exhibited in the United States, Latin America and other countries starting from 1995 to present times.
- In 2018, Vladimir created the 43 ft. "Danzante de Pluma," the tallest sculpture in Oaxaca.





**May 3, 2023
Item #3b**

**TITLE: OVERVIEW OF FALKIRK CULTURAL CENTER PROGRAMS AND
RECOMMENDATION TO INCLUDE PUBLIC ART REVIEW BOARD IN
FALKIRK ART EXHIBIT APPROVAL PROCESS**

RECOMMENDATION:

That the Public Art Review Board receive the report and approve the recommended changes to the Falkirk Art Exhibit Approval process.

BACKGROUND:

The City of San Rafael operates the Falkirk Cultural Center, located at 1408 Mission Avenue at E Street. The Cultural Center is an 11.2-acre property, comprised of an elegant three-story California Victorian historic home, park grounds, and gardens maintained by the Marin Master Gardeners.

Falkirk, a California Victorian, is an excellent example of a Queen Anne home, capturing the spirit of early California with its complex, picturesque roof line of gables and chimneys, variously shaped bays and decorative details. The mansion was originally built in 1888 in San Rafael by Ella Nichols Park, a wealthy and reclusive young widow. With seventeen rooms, three floors, and a large porch with oversized turned posts, the mansion celebrated country living, although Falkirk's open floor plan was not common among Victorians. The home and the history of its occupants reflect both the emergence of San Rafael as a fashionable suburb of San Francisco and the growth of rail and shipping industries in the west.

In October 1886, Ms. Park purchased the estate from railroad magnate James D. Walker and had his house removed and in February 1888 she commissioned E. F. Chisholm to build her home, designed by architect Clinton Day. By August of that year, this elegant country home was completed for a cost of \$30,000.

After Ella's death in 1905, Captain Robert Dollar purchased the estate in 1906. Captain Dollar was born in 1844 in Falkirk, Scotland and became very wealthy, first through the timber industry and later in the shipping business. He founded the Dollar Steamship Company, established trade with the Orient, and began the first regularly scheduled round-the-world passenger/freight line. Captain Dollar is often credited with founding the Merchant Marine. An active member of civic life in San Rafael and one of the drafters of the City Charter, Dollar donated much of the city's adjacent open space on San Rafael Hill. He also gave lavishly to his hometown of Falkirk, Scotland, where he is fondly remembered today and in October 1988 San Rafael and Falkirk became sister cities.

The Dollars made many revisions to the mansion including a rear addition that was built to house the family of Dollar's son Harold. Agnes Dollar renovated the grounds in 1927 where she replaced a Victorian garden with the brick steps, pond, and rolling lawns and added a picnic terrace and garage. The newly defined grounds became a showcase for the new wonder and toy of the wealthy – the automobile.

In February 1972, an attempt was made to secure the property from the Dollar family for development. The plans included the destruction of the mansion and all outbuildings. In December of that year, the estate was placed on the National Register of Historic Places and a grassroots citizen's group, Marin Heritage, began a three-year struggle to save the estate for the people of the City of San Rafael. In November 1974, voters approved a four-cent tax to allow for the purchase and maintenance of the estate. Shortly after the mortgage was paid California State Proposition 13 disallowed the tax, leaving the City to maintain Falkirk Cultural Center from the General Operating Fund.

Falkirk now operates as a historic site with tours available upon request. The house and grounds are available for receptions, weddings, and meetings. The Cultural Center houses a contemporary art gallery and an educational center for cultural arts.

There are three rooms at Falkirk that are used to display artwork, all of which are located on the second floor of the facility. The East Room is approximately 71 square feet, the Tamalpais Room is approximately 123 square feet, and the West Room is approximately 60 square feet. The size of these rooms is approximate as there is a fireplace in each room, multiple windows, and the rooms are irregularly shaped. Falkirk has 20 pedestals of various sizes for exhibition use.

Falkirk serves as a site of historical heritage, listed on the National Historic Register, and for many, Falkirk Cultural Center plays a unique role within the community of San Rafael. It serves as a desirable venue for weddings and other life events, art exhibitions, and contract classes, such as Plein Air painting, watercolors, and other art focused programs and activities.

Falkirk programs, classes, rentals, and art exhibits are coordinated by a City of San Rafael Program Coordinator through the Library & Recreation Department. Additionally, the City has an agreement with the Marin Master Gardeners through the University of California Regents Marin County Cooperative Extension for the operation of the Falkirk Greenhouse and maintenance of several garden plots on the grounds. The Master Gardeners provide a regular schedule of public seminars and workshops for the public using the garden areas as educational tools.

DISCUSSION

Falkirk hosts approximately five to six art exhibits a year, and each exhibit runs between five to eight weeks long. The facility is open to the public Tuesday-Friday from 1:00pm-4:30pm, Saturdays from 10:00am-1:00pm, and during the Downtown San Rafael Second Friday Art Walks. Hours may be modified due to holidays and/or private events. Typically, Falkirk Art Exhibitions will draw roughly 200 visitors throughout the duration of the show.

Staff are available during these hours to answer questions, show the facility and grounds, and make the rooms available during art exhibits. Modified hours are posted at the front door and on Facebook.

Additionally, most art exhibits include an opening reception that coincides with one of Downtown's Second Friday Art Walks.

Art Exhibits at Falkirk are popular and an important part of the City of San Rafael's Public Art Program. Falkirk has exhibited the work of Bay Area collective groups such as the California Watercolor Association, California Society of Printmakers, BayWood Artists, the Association of Clay and Glass Artists, Guerrilla Girls, Terra Linda Ceramics and many more. Falkirk typically hosts about six art exhibits each year. Length of exhibits vary based on availability, size of show, and season. In 2022, Falkirk hosted the following exhibits:

- Winter Juried Show (January 14 – February 18, 2022)
- Terra Linda Ceramic Artists Show (March 11- April 15, 2022)
- Marin Open Studios (April 28 - June 10, 2022)
- Kendall C. King Exhibit (June 24 - July 29, 2023)
- Art to Amuse and Delight (August 19 – September 23, 2022)
- California Watercolor Association Exhibit (October 14 – November 18, 2023)

In 2023, Falkirk has the following exhibits scheduled:

- Winter Invitational Exhibition (January 13-February 24, 2023)
- Articulation – The Art of Playing with Form (March 10-April 21, 2023)
- Marin Open Studios (May 5-June 9, 2023)
- Juried Show

Juried shows may include a wide variety of 2D and 3D artwork and bring in a variety of artists to display their work. Non-Juried shows work with specific arts to display different mediums throughout the year. Each year staff work with roughly 100 artists, depending on the exhibits. Each exhibit has an opening reception, which are often paired with plein air events, which have drawn the most interest. On average opening receptions draw upwards of 100 art enthusiasts. When an opening reception lands on the second Friday of the month, we partner with Art Works Downtown and join their Art Walk event.

Additionally, the City of San Rafael websites hosts a digital catalog of images shown in exhibits to ensure individuals who may not be able to physically visit the space have the ability to enjoy the exhibit. The images include a description of the artwork with artists name and price.

Most exhibits offer artwork for sale. All sales of Artists' work on display at the Falkirk Cultural Center are handled through the City, and the City collects a percentage of gross sales depending on whether the sale occurred in person or in a virtual environment. (30% for in-person, and 10% for virtual).

Exhibit organizers are responsible for paying the artist's individual commissions from Organizer's percentage of the gross sale price and are responsible for any sales tax collecting and reporting, retaining a business license, if required, and adhering to all

State and Federal laws.

Current Artist and Exhibit Selection Process

At present, Falkirk welcomes exhibition proposals on an ongoing basis. Proposals can be submitted as a hard copy directly to the Falkirk Cultural Center or submitted using an online form on the City's website (see below). Staff ask that proposals include a brief, one-page description of the exhibition explaining its overall theme and scope, include sample images in digital form, along with bios and any relevant information about the artist(s) or the group you are representing. Proposals should comply with the Falkirk Cultural Center Art Exhibit Guidelines (Attachment 1).

Juried Show artists are decided by the Program Coordinator; and at times with Susan Press and Michael Friedland, who are local artists in the community. Approved exhibitions are overseen by City Staff. City staff reserves the right to finalize all installation decisions including final curatorial decisions, exhibit layout, displays, labeling, determining insurance coverage, appropriate security, lighting, staffing during hours of operation, artwork sales, and marketing plans.

All exhibits hosted at Falkirk undergo an evaluation process before approval. Organizations/Individuals seeking to partner on an exhibition with Falkirk must complete the steps below to be considered:

1. Complete an Application/Exhibition Proposal Form (found on the Falkirk Website at <https://www.cityofsanrafael.org/falkirk-art-galleries/>). Once received, the application will be reviewed by City staff.
2. City staff review eligibility. Falkirk evaluates proposals based on the following criteria:
 - a. Community Interest - The exhibition's subject matter is determined to be of specific interest to the San Rafael community.
 - b. Quality of Work - The City strives to partner with organizations that offer the opportunity to exhibit artwork of the highest possible caliber.
 - c. Track Record of Achievement - Prospective organizations/individuals are asked to demonstrate a history of achievement via promotional materials, letters from previous partners, etc. Prospective organizations/individuals must demonstrate the ability to curate an exhibit of the size and scope required to fill all three gallery rooms at Falkirk.
3. Gain City Approval and enter into an agreement. After the Formal Proposal has been submitted it will be evaluated. If the proposal is denied, applicants will be notified via email. A follow-up meeting may be scheduled to review any questions and/or concerns. If approved, the proposal will go into the contract phase and the agreement will be finalized based upon the terms and conditions outlined below. If terms cannot be agreed upon by both parties, the proposal will be denied.

Challenges

There are several challenges associated with selecting Falkirk art exhibits. City staff are faced with making difficult decisions about suitability of art proposals, meeting community

interests, and planning for high quality exhibits throughout the year. In the past, there have been times when Falkirk has not received the volume of proposals desired, leading to a non-competitive process to ensure the highest quality exhibits.

Recommendations for Changes to the Falkirk Exhibition Selection Process

City staff propose modifying the current process of receiving exhibit proposals on an ongoing basis, and instead, releasing a seasonal 'Request for Proposals' (RFP) or 'Call for Artists'. The RFP would include information about the venue, types of exhibits solicited, date range of potential exhibits, and review period.

After the RFP closing date, City staff would review exhibition proposals to confirm eligibility in alignment with existing criteria. Following internal review, proposals would be routed to the Public Art Review Board for review and final approval at a regularly scheduled Public Art Review Board. Staff would prepare a summary of proposals for review, and artist or organizers would be invited to present and share their proposal with the Board for review.

We recommend this process change to help City staff reach a broader audience of artists and guests, increase transparency surrounding how exhibits are chosen, and provide support to staff faced with making difficult decisions about which exhibits best meet the needs of our community. City staff would like to reserve the right to hold calendar space for selected juried and non-juried shows that have proved popular on an annual basis.

If this recommendation is adopted, City staff propose implementing the change for the 2024 calendar year. Staff would develop a draft RFP for review and feedback at the July 2023 Public Art Review Board Meeting. If approved, staff would anticipate releasing the RFP in late summer or early fall 2023, and bringing exhibit proposals to the Public Art Review Board at the October 2023 regularly scheduled Public Art Review Board meeting.

FISCAL IMPACT:

None

ALTERNATIVE ACTION

Any other action as determined by the Public Art Review Board

Submitted by:

Cristina Farhang
Falkirk Program Coordinator



SAN RAFAEL
LIBRARY AND RECREATION

Falkirk Cultural Center Art Exhibition Guidelines

The Falkirk Cultural Center (Falkirk), a California Victorian, was built in 1888 in the Mission city of San Rafael. An excellent example of the Queen Anne style, it captures the spirit of early California. It has a complex, picturesque roofline of gables and chimneys, variously shaped bays and decorative details that relate playfully to the different levels as was common of the style. A celebration of country living with seventeen rooms, three floors, and a large porch with oversized turned posts, Falkirk's open floor plan was not common in Victorians. The home and the history of its occupants reflect both the emergence of San Rafael as a fashionable suburb of San Francisco and the growth of rail and shipping industries in the west.

Falkirk now operates as an historic site and art gallery with tours available upon request. The house and grounds are available for receptions, weddings, art exhibits, and meetings.

This document outlines the guidelines and requirements for groups and individual artists wishing to utilize the gallery space at Falkirk.

1. Overview

There are three rooms at Falkirk that are used to display artwork, all of which are located on the second floor of the facility. The East Room is approximately 71 square feet, the Tamalpais Room is approximately 123 square feet, and the West Room is approximately 60 square feet. The size of these rooms is approximate as there is a fireplace in each room, multiple windows, and the rooms are irregularly shaped. Falkirk has 20 pedestals of various sizes for exhibition use.

Falkirk hosts approximately five to six art exhibits a year and each exhibit runs between five to eight weeks long. The facility is open to the public Tuesday-Friday from 1:00pm-4:30pm, Saturdays from 10:00am-1:00pm, and during the Downtown San Rafael Second Friday Art Walks. Hours may be modified due to holidays and/or private events. Staff are available during these hours to answer questions, show the facility and grounds, and make the rooms available during art exhibits. Modified hours are posted at the front door and on Facebook.

Additionally, most art exhibits include an opening reception that coincides with one of Downtown's Second Friday Art Walks. More details can be found in Section 4.

2. Application Process

All exhibits hosted at Falkirk undergo an evaluation process before approval.

Organizations/Individuals seeking to partner on an exhibition with Falkirk must complete the steps below to be considered:

1. Application

To initiate the proposal/partnership process, interested persons/organizations must complete the Exhibition Proposal Form located on our website at www.cityofsanrafael.org/falkirk-art-galleries/. Once received, the application will be reviewed by City staff.

2. City Approval /Contract

After the Formal Proposal has been submitted it will be evaluated. If the proposal is denied, you will be notified via email. A follow-up meeting may be scheduled to review any questions and/or concerns. If approved, the proposal will go into the contract phase and the agreement will be finalized based upon the terms and conditions outlined below. If terms cannot be agreed upon by both parties, the proposal will be denied.

3. Eligibility

Falkirk evaluates proposals based on the following criteria:

- **Community Interest**

The exhibition's subject matter is determined to be of specific interest to the San Rafael community.

- **Quality of Work**

The City strives to partner with organizations that offer the opportunity to exhibit artwork of the highest possible caliber.

- **Track Record of Achievement**

Prospective organizations/individuals are asked to demonstrate a history of achievement via promotional materials, letters from previous partners, etc. Prospective organizations/individuals must demonstrate the ability to curate an exhibit of the size and scope required to fill all three gallery rooms at Falkirk.

Approved exhibitions are overseen by City Staff. City staff reserves the right to finalize all installation decisions including final curatorial decisions, exhibit layout, displays, labeling, determining insurance coverage, appropriate security, lighting, staffing during hours of operation, artwork sales, and marketing plans.

4. Responsibilities

Responsibilities of the Organizer include:

1. Designing marketing postcard. Conducting marketing and promotional activities for the exhibit through their own channels. Any publicity efforts or marketing materials must be reviewed by City staff prior to use.
2. All transportation, set up, installation, and take down of Artists' exhibit and display. All set up, installation, and take down of Artists' exhibit and display must be performed during the City of San Rafael regular business hours. The Organizer will also be responsible for providing title card information for each displayed work and will install said cards next to displayed works.
3. Providing the City with a digital excel file with an alphabetized list of selected artists and artworks. The list must include the following: artist's or lender's first and last name, street address, city, state, zip, phone number, email address, website information, social media contact information, artwork title, medium, size, selling price, provenance, and insurance values. Organizer must provide digital pictures (jpeg or png format required) of each selected work to be exhibited that correlate with the excel list of information.
4. To ensure ADA access, all exhibits must be available virtually as well as in person. If the Organizer does not have the ability to provide a virtual exhibit, the digital images provided must be of a high enough quality that the City can use them to create a virtual exhibit on the City's website.
5. Organizing the opening reception, including creating invitations, promoting the event, organizing any entertainment, and providing any food and drink. If alcohol will be sold, the Organizer is also responsible for obtaining a permit from the State Alcoholic Beverage Control Department. The date of the opening reception (generally Friday evenings), along with the specific entertainment, food, and beverage plans, must be approved by City staff.
6. For juried shows, Organizer will retain 100% of entry fees and will be responsible for providing the call-for-entry prospectus and paying for the Exhibition Juror.
7. Providing all awards, if applicable.
8. Artists should inform City Staff if the exhibiting group would like the galleries to be open or closed during private events (wedding, memorials, etc.). There is also the option to have select galleries open.
9. Any requests to extend Falkirk's hours for special events must be completed in writing and must receive approval from the City in advance. Organizers will be required to reimburse the City for any associated costs.

Responsibilities of the City include:

1. Working with the Organizer to determine a mutually agreed upon five to eight-week exhibition period.
2. Printing marketing postcards for City use and distribution, any additional postcards must be printed at the Organizers expense. Promoting the exhibit through the City's print and digital marketing platforms, including the website, social media, and email.
3. Provide staff during Falkirk's open hours, as well as during the Second Friday Art Walks, to ensure that the galleries are open to the public.

4. Working with the Organizer to provide a complimentary Opening reception at the commencement of each exhibit. The City will support with promotion and will provide staff for the event. The City will also provide a water dispenser, cups, napkins, and flowers. The City will retain all donations grossed during the reception. All other coordination and planning of the event are the responsibility of the Organizer.
5. Working with the Organizer and the City's marketing coordinator to ensure that the exhibit is ADA accessible by providing a virtual gallery of digital images and description either on the Organizer's website or the City's website.

5. Terms and Conditions

The organization/individual seeking to host an exhibit with the Falkirk Cultural Center will be required to execute an agreement to and abide by the following terms and conditions:

1. Falkirk reserves the right to approve all installation decisions including final curatorial decisions, exhibit layout, displays, labeling, fine art, insurance, security, lighting, staffing during hours of operation, artwork sales, and marketing plans. City staff reserve the right not to accept the loan of work(s) that arrive in non-display condition (missing hanging wire, unstable, damaged, over size limits, or otherwise not ready for display).
2. All damage to City facilities, including, but not limited to, walls, carpeting, trim, lighting, furniture, that may occur during art installation, exhibition, or removal, will be the responsibility of the Organizer to cover the costs of repairs or replacement related to the exhibit.
3. The Organizer will grant the City the right to use images from the Exhibition for publicity purposes in Exhibition announcements, the City's internal publications (including but not limited to its newsletter), the City's Website, and other media. The Organizer will indemnify and hold the City harmless from any liability arising out of the City's use of such images for publicity purposes.
4. The Organizer will agree and ensure that no glass, other sharp edges, or hazardous materials will be exposed that may cause injury to City of San Rafael staff and the public.
5. The City will agree that no alteration, restoration, or repair to Artists' work will be undertaken without the Organizer's permission.
6. The City will agree that the Organizer/Artists will retain ownership of Artists' work during the duration of the exhibit and display.
7. The Organizer and the Artists whose work is on display understand and agree that their work is provided for display at their own risk of loss, vandalism, theft, damage, and destruction. Artists acknowledge and understand that the Falkirk Cultural Center is open to the public and the City does not employ security personnel or staff to manage or supervise the galleries where the art is on display. Artists further understand that the City's insurance carriers will not cover loss, vandalism, theft, damage, or destruction to his or her work while on display at the Falkirk Cultural Center, and acknowledge that he or she has been advised to purchase insurance coverage to protect against the risk of loss, vandalism, theft, damage, and destruction of his or her work while on display at the Falkirk Cultural Center.
8. The City requires that each artist sign an acknowledgment that he or she understands these conditions and will hold the City of San Rafael and its officers, officials, employees and

volunteers harmless for any loss, vandalism, theft, damage, or destruction that occurs to the artwork, regardless of cause.

9. All sales of Artists' work on display at the Falkirk Cultural Center shall be handled through the City. The City will retain a list of the artists' works and sales prices, along with artist contact information to share with the public and interested buyers. The City will collect and retain gross sales price per piece on display and retain 30% of the gross sales price. The City will remit 70% of the gross sale price per each piece to the Organizer. For exhibits that are conducted virtually only, the City will retain 10% of the gross sales price and remit 90% to the organizer. The Organizer will be responsible for paying the artist's individual commissions from Organizer's percentage of the gross sale price and is responsible for any sales tax collecting and reporting, retaining a business license, if required, and adhering to all State and Federal laws.
10. If the Organizer does not remove materials at designated date and time, or within 24 hours of request to remove work, the City reserves the right to remove the material. If the exhibit materials remain unclaimed for more than thirty days after removal, the City may sell or dispose of them without further obligation to the Organizer.
11. Indemnification. The Organizer will, to the fullest extent permitted by law, indemnify, release, defend with counsel approved by the City, and hold harmless the City, its officers, agents, employees and volunteers, from and against any claim, demand, suit, judgment, loss, liability or expense of any kind, including but not limited to attorney's fees, expert fees and all other costs and fees of litigation, arising out of the Organizer's performance of its obligations or conduct of its operations. The Organizer's obligations will apply regardless of whether or not a liability is caused or contributed to by the active or passive negligence of the City Indemnitees. However, to the extent that liability is caused by the active negligence or willful misconduct of the City Indemnitees, the Organizer's indemnification obligation shall be reduced in proportion to the City Indemnitees' share of liability for the active negligence or willful misconduct. In addition, the acceptance or approval of the Organizer's work or work product by the City or any of its directors, officers or employees shall not relieve or reduce the Organizer's indemnification obligations. In the event the City Indemnitees are made a party to any action, lawsuit, or other adversarial proceeding arising from the Organizer's performance of or operations under, the Organizer will provide a defense to the City Indemnitees or at the City's option reimburse the City Indemnitees their costs of defense, including reasonable attorneys' fees, incurred in defense of such claims.
12. Required insurance. The Organizer shall maintain, for the duration of the exhibit and associated installation and removal, and pay the cost thereof, the following insurance policies:
 - a. General Liability Insurance. The Organizer shall procure and maintain Comprehensive General Liability Insurance in the minimum amount of one million dollars (\$1,000,000) per occurrence/two million dollars (\$2,000,000) aggregate, for death, bodily injury, personal injury, or property damage.
 - b. Property insurance sufficient to cover the artworks in the exhibit.

13. Other insurance requirements. All insurance policies obtained pursuant to this Section shall also meet the following requirements:

- a. The insurance policies shall be specifically endorsed to include the City of San Rafael, its officers, agents, employees, and volunteers, as additional insureds (for both ongoing and completed operations) under the policies.
- b. The additional insured coverage under the Organizer's insurance policies shall be "primary and non-contributory" with respect to any insurance or coverage maintained by the City.
- c. The insurance policies shall include, in their text or by endorsement, coverage for contractual liability and personal injury.

The City will not be responsible to determine the adequacy of the property insurance for the artwork. If the insurance is not sufficient to cover a loss, the City will not be liable for any shortfall in coverage.

Copies of all related insurance coverage shall be provided to the City, and complete copies of any insurance policies obtained pursuant to this Agreement shall be provided to the City if requested at any time.



SAN RAFAEL
THE CITY WITH A MISSION

MEMORANDUM

Date: May 3, 2023
To: Public Art Review Board Members
From: Craig Veramay, Assistant Library & Recreation Director
Subject: Schedule of Upcoming Meetings and Events of Interest

Date	Time	Meeting/Event	Location
May 4	5pm	Climate Action Plan Community Forum	City Hall
May 6	12pm-6pm	May Madness Car Show	Downtown San Rafael
May 9	6pm-7:30pm	Board of Library Trustees Meeting	TBD / Hybrid
May 10	9am	Recreation Summer Program Online Registration	Online
May 11-14	NA	DocLands Film Festival	California Film Institute
May 12	6pm-10pm	2 nd Fridays Dining Under the Lights	Downtown San Rafael
May 12	5pm-8pm	2 nd Friday Art Walk	Downtown San Rafael
May 15	7pm	City Council Meeting	City Council Chambers
May 17	9am	Recreation Summer Program Walk-In Registration	Any Community Center
May 20	10:30am-5:30pm	C Street Celebration	C Street between 3 rd & 4 th