

**Emeryville Parks & Recreation****Committee Members***Chair Brian Carver**Vice Chair Linda Barrera**Member Gail Donaldson**Member Betsy Cooley**Member Kairee Tann**Member Bill Richards**Member Barbara Inch*

# AGENDA

## Regular Meeting

### Emeryville Parks and Recreation

Advisory Committee  
 Wednesday, July 15, 2015 – 5:30 PM  
 Emeryville Recreation Center  
 4300 San Pablo Avenue

All writings that are public records and relate to an agenda item below which are distributed to a majority of the Park and Recreation Committee (including writings distributed to a majority of the Park and Recreation Committee less than 72 hours prior to the meeting noticed below) will be available at the Information Counter, 1333 Park Avenue, Emeryville, California during normal business hours (9am to 5pm, Monday through Friday, excluding legal holidays).

- I. Roll Call
- II. Public Comment
- III. Approval of Minutes
  - a. May 20<sup>th</sup>, 2015
- IV. Action Items
  - a. Election of Chair and Vice-Chair
  - b. Recommendation on the Composition of the Emeryville Center of Community Life (ECCL) Public Art Selection Panel
- V. Information Items
  - a. ECCL (Jimenez)
  - b. Update on Recommendation on Parklets
  - c. Update on Temescal Park Neighbor Survey (Jimenez)
  - d. Update on Community Message Board (Jimenez)
  - e. City's new policies and procedures regarding the committees
  - f. Future Agenda Items
- VI. Staff Comments
- VII. Committee Member Comments
- VIII. Adjournment

**FURTHER INFORMATION** may be obtained by contacting Pedro Jimenez, Committee Secretary, at (510) 450-7813.

DATED: 7/2/15

Post on : 7/2/15

Post until: 7/17/15

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Karen Hemphill, City Clerk

In compliance with the Americans with Disabilities Act, a person requiring an accommodation, auxiliary aid, or service to participate in this meeting should contact the committee secretary at (510) 596-3779 as far in advance as possible but no later than 72 hours before the scheduled event. The best effort to fulfill the request will be made. Assistive listening devices are available for anyone with hearing difficulty from the Advisory Body's secretary prior to the meeting, and must be returned to the committee secretary at the end of the meeting. All documents are available in alternative formats on request.

No dogs, cats, birds or any other animal or fowl shall be allowed at or brought in to a public meeting by any person except (i) as to members of the public or City staff utilizing the assistance of a service animal, which is defined as a guide dog, signal dog, or other animal individually trained to provide assistance to an individual with a disability, or (ii) as to police officers utilizing the assistance of a dog(s) in law enforcement duties. All Advisory Body meetings are audio-taped. Meeting recordings are available through the City's website. City of Emeryville 1333 Park Avenue Emeryville CA, 94608. Direct Line: (510) 596-4380 Fax: (510) 596-3724, TTY Relay: 711

**Emeryville Parks & Recreation  
Committee Members**

*School Board Member Joy Kent  
Chair Brian Carver  
Vice Chair Linda Barrera  
Member Gail Donaldson  
Member Betsy Cooley  
Member John Tann*



**Action Minutes  
Regular Meeting  
Emeryville Parks and Recreation**

Advisory Committee  
Wednesday, May 20, 2015 – 5:30 PM  
Emeryville Recreation Center  
4300 San Pablo Avenue

- I. Roll Call (5:30PM)
  - a. Committee members present: Carver, Cooley, Donaldson
  - b. Absent: Kent & Tann
  - c. Excused: Barrera
  - d. Staff members present: Keena
  - e. Public:
  
- II. Public Comment  
None
  
- III. Approval of Minutes: April 15, 2015
  - a. Motion: Cooley
  - b. Second: Donaldson

IV. Action Items

Recommendation on Parklets- The Parks and Recreation Committee unanimously made the following recommendations: The City Council should consider hiring a designer or architect to create 2 or 3 parklet plans that could become pre-approved parklet designs. A small business wishing to apply for a parklet permit could, at their option, choose one of these pre-approved designs, saving the expense of hiring their own designer/architect. The Parks and Recreation Advisory Committee would work with the parklet designer(s) to ensure that multiple acceptable designs were produced. Proposed designs would also be presented to both the Planning Commission and the City Council for feedback before finalizing the designs. The City Council should additionally set aside between \$60,000 to \$100,000 to fund the installation of between three and five parklets. The availability of these funds would be advertised to Emeryville businesses and interested businesses could submit their interest to the Parks and Recreation Advisory Committee.

- a. Motion: Cooley
- b. Second: Donaldson

V. Information Items

- a. ECCL  
Jimenez gave a brief update about the project and status of the pool bids.
- b. After-School Gardening Program  
Carver gave an update stating that the principal met and they have found some funding through the county
- c. Temescal Park Neighbor Survey  
Jimenez discussed the survey again and received additional suggestions and changes where recommended; also suggested to make sure the surrounding area received the survey and it was on the city website and other social networks
- d. Community Message Board  
Jimenez discussed the message boards, and information was given on the type of board to purchase
- e. Future Agenda Items
  - 1. Parklets
  - 2. Temescal Park Neighbor Survey
  - 3. ECCL update
  - 4. Community Message Boards/ Signage for Parks

VI. Staff Comments

VII. Committee Member Comments

VIII. Adjournment (6:42PM)

## MEMORANDUM

**DATE:** July 15, 2015

**TO:** Parks and Recreation Committee

**FROM:** Amber Evans, Community Development Coordinator II

**SUBJECT:** Recommendation on the Composition of the Emeryville Center of Community Life (ECCL) Public Art Selection Panel

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The Emeryville Center of Community Life (ECCL) has a budget of \$150,000 for an art installation or installations in any of the publically accessible spaces at ECCL including the three plazas along San Pablo Avenue, on the public façades adjacent to these plazas or San Pablo Avenue, or in the Welcome Center. Artists may propose any media and which locations they would prefer to locate any installations. The work must be approved by the State Department of Architecture and if in the 53<sup>rd</sup> Plaza it may be desirable for it to acknowledge not only the city's gateway but the remnants of Temescal Creek under the site and the intention for 53<sup>rd</sup> Street to serve as the City's only East West gateway – a function to be greatly enhanced by the construction of the the Southbayfront Bike and pedestrian Bridge at the terminus of 53<sup>rd</sup> Street. The Community Development Department of the City manages the installation of Public Art on City sites and staff the Public Art Committee, which has the primary advisory role on the ECCL Public Art project to the City Council.

Staff proposes the ECCL Public Art Selection Panel be expanded from the typical five person panel to seven people to ensure community and school populations have representation on the panel. Seven nominees, as proposed, include:

1. EUSD Art Teacher Sara Silverman, or an EUSD Superintendent Dr. Rubio appointee and alternate
2. Community member/Parks and Recreation Committee representative and alternate
3. Community member/Public Art Committee representative and alternate
4. City of Emeryville – Community Development Division, Vic Gonzales, Alternate TBD
5. City of Emeryville Community Services/City Manager Cindy Montero, Alternate Pedro Jimenez
6. Outside art professional and alternate
7. Outside art professional and alternate

ArtSource, a consultant hired by the Community Development Department to assist with the selection of Public Art for ECCL, has worked with Community Development staff to identify available, committed and qualified outside art experts for the panel and alternate

(See Attachment A). These panelists were proposed to the Public Art Committee (PAC) for recommendation to the City Council.

The Park and Recreation Committee is asked to nominate a member of the committee or a resident with specific site development interest as a panelist and another member or community member as an alternate.

Schedule:

July 9<sup>th</sup> - Panelists reviewed by PAC/PAC Nominee made

July 15<sup>th</sup> - Panelists reviewed by Parks and Recreation committee/ Nominee made

September 1<sup>st</sup> - Panelists appointed by the City Council

September 2<sup>nd</sup> - Panelists provided prescreened list of respondents

**Proposed Artist Selection Process:**

1. ArtSource to pre-screen the complete 140 artists submitted using the updated \*criteria and send Selection Panel the 50 pre-screened artists. Selection Panel participants can also access all 140 complete artist submittals and add in artists to the pre-screened list. [Deadline Sept. 2<sup>nd</sup>](#) (Proposed panelists can all be provided link prior, but with the understanding they may not receive appointment.)
2. Any added to the 50 will be shared with other panelists prior to interview selection: [Deadline September 9<sup>th</sup>](#)
3. Selection Panel to rank the pre-screened 50 artists and any panelist added on their own time. [Deadline: Deadline September 16<sup>th</sup>](#)
4. ArtSource will review panel ranking and send results of top six to ten artists to be interviewed. [Deadline September 28<sup>th</sup>](#)
5. ArtSource facilitates Selection Panel interviews with artists via preferred technology and Selection Panel will discuss and narrow down the group of artists to recommend 3-5 finalists for Conceptual Design Proposals. [First Week of October](#)
6. City Council Approve CDP Contract [November 3, 2015](#)
7. Site visit – [First week of November](#)
7. Panel interview of the 3-5 finalists and their Conceptual Design Proposals for final artist selection. [Deadline January 2016](#)

**\*Updated Criteria for ArtSource to use.**

When reviewing the 140 qualified applicants ArtSource Consulting will use the qualifications outlined in the artist RFQ as a starting point. Then ArtSource proposes using the following additional criteria to facilitate\* the narrowing down of the candidates:

- Artists that work with relevant materials and have experience with budgets of at least \$25k - \$50k per piece.
- Artists that demonstrate creative vision and thought leadership on par with the City of Emeryville.

- Artists that have experience working with, or show interest in reflecting diverse communities similar to the ECCL project.

\*ArtSource Consulting will review those that only came out due to these additional criteria (particularly project budget) to determine if any meeting the original criteria would be eliminated and if so return them for consideration

**Panel participant commitments:**

- Review 50 pre-screened artists at leisure, ranking them.
- Participate in group interview meeting of 6-10 artists via preferred technology. Narrow down group to 3-5 finalists for Conceptual Design Proposals.
- Meet with Selection Panel to interview 3-5 panelists and their Conceptual Design proposals for final artist selection.

Attachment A: Biographies of Outside Art Professionals



*fine art & exhibitions*

### **Selection Panel Participant Recommendations**

Original list of considered participants: Randy Colosky, Andrea Voinot, Glen Helfand, Katrina Traywick, Alice Ranahan, Pauline Shaver, Patricia Sweetow, Carrie Lederer, Kimberly Johansson and Ann Weber.

#### **Top two recommended:**

##### **Randy Colosky**

1169 Holman Road  
Oakland, CA 94610  
415-370-3969  
rcolosky@gmail.com

Randy Colosky is a practicing artist and public art installation consultant living in Oakland. He received his BFA in ceramics from the Kansas City Art Institute and has been awarded grants from the Warhol Foundation for the Visual Arts, The Fleishhacker Foundation, the Zellerbach Family Foundation and the KALA Art Institute Residency program. For the past 30 years has worked with museums, non-profit organizations, galleries, individual commissions, and commercial enterprises to design, fabricate and execute exhibitions and installations in a wide range of environments. He has worked in the public art forum, with the San Francisco Arts Commission and The Oakland Public Arts Commission creating public works. He has been commissioned to make large-scale pieces for solo museum shows including the San Francisco Museum of Craft and Folk Art and The Battery in San Francisco. He has also worked as a public art installation consultant for DPR Construction at the new UCSF Mission Bay Medical Center in San Francisco.

##### **Andrea Voinot**

1620 Delaware Street  
Berkeley, CA 94703  
510-649-0533  
andreavoinot@gmail.com

Andrea Voinot has been working in the arts for over 35 years. In her current position as Art Sales Manager at Kala Art Institute in Berkeley, she works closely with the artists in residence to place their work in private, corporate and museum collections. Andrea is passionate about making art an integral part of our lives. Her clients include architects, designers, developers, business professionals, collectors, and first time buyers. Recently works from Kala have been acquired for the new Kaiser Hospital in Oakland, the Cancer Center at Stanford University, and Clif Bar headquarters in Emeryville. Before coming to Kala, Andrea worked at SFMOMA for 26 years promoting the work of Bay Area artists through rentals, sales and exhibitions at the Artists Gallery at Fort Mason. She has been chosen as a juror for several exhibitions in the past including the Annual Emeryville Art Exhibition and more recently the Pacific Arts League in Palo Alto. Andrea has a BA in Art History from Stanford University and a BFA and MFA in Painting from the San Francisco Art Institute. She has a strong interest in Landscape and Interior Architecture and has completed coursework in both at UC Berkeley Extension.

**Two Alternates:**

**Glen Helfand**

311 2<sup>nd</sup> Street #609  
Oakland, CA 94607  
415-336-6487  
glenhelfand@gmail.com

Glen Helfand is a writer, critic, and curator. He writes about art, culture, and design for Artforum, Art on Paper, the San Francisco Bay Guardian, and other publications and exhibition catalogs. He also is the associate editor of CMYK. Glen has organized exhibitions for the de Young Museum, the San Jose Museum of Art, the Pasadena Museum of California Art, the San Francisco Art Institute, the Mills College Art Museum, and numerous alternative and commercial galleries. He also organizes the visiting artists lecture series at the San Francisco Art Institute.

**Katrina Traywick**

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Berkeley, CA 94707  
510-527-1214  
ktraywick@traywick.com

Katrina Traywick is the director and founder of Traywick Contemporary, opened in 1997 in Berkeley. She has been involved in the Bay Area art community since 1990 when she began her art career with positions at prestigious local institutions such as Crown Point Press and Paulson Bott Press before founding Traywick Gallery and establishing it as a notable destination for contemporary art in the Bay Area. She is a member of the San Francisco Art Dealers Association and ArtTable, a national organization of professional women in the Arts. She has been a guest speaker for art programs and classes at prominent Bay Area colleges and universities including SFAI, CCA, Mills College and UC Berkeley. Through Traywick Contemporary, she is a regular supporter of Bay Area non-profit art venues such as Southern Exposure, Headlands Center for the Arts, SF Camerawork and the San Jose Institute of Contemporary Art.