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**APPROVED MINUTES**

PUBLIC ARTS COMMITTEE  
CITY OF SEBASTOPOL  
MINUTES OF November 06, 2019

SEBASTOPOL CITY HALL  
7120 BODEGA AVENUE  
10:30 a.m.

**PUBLIC ARTS COMMITTEE:**

The notice of the meeting was posted on October 31, 2019.

**1. CALL TO ORDER:** Chair Vertz called the meeting to order at 10:36 a.m.

**2. ROLL CALL:**     **Present:**     Chair Vertz, and Committee Members Arnold and Langberg  
                          **Absent:**     Committee Member Mills-Thysen (excused)  
                          **Staff:**         Kari Svanstrom, Planning Director

**3. ELECTION OF VICE CHAIR:**

At the request of Committee Member Mills-Thysen, this item was continued to the next meeting to allow the full Committee to be present.

Director Svanstrom provided an update on the timeline to fill the seat left open by former Committee member Gordon as well as the other two seats that are up at the end of the year. She also explained the process to apply.

**4. APPROVAL OF MINUTES:** October 02, 2019

Committee Member Arnold amended the minutes.

Committee Member Arnold made a motion to approve the minutes as amended.

Committee Member Langberg seconded the motion.

VOTE:            Ayes:            Chair Vertz, and Committee Members Arnold and Langberg  
                      Noes:            None  
                      Abstain:        None

**5. COMMENTS FROM THE PUBLIC REGARDING ITEMS NOT ON THE AGENDA:** There were none.

**6. STATEMENTS OF CONFLICT OF INTEREST:** There were none.

**7. CONSENT CALENDAR:** None

**8. REGULAR AGENDA:**

A. Update on City Public Art Projects

Director Svanstrom provided the following updates:

- The City Council passed a resolution approving the Maintenance Agreement for the Ned Kahn Sebastopol Portal project at their meeting on October 15, 2019.
  - The Maintenance Agreement is now with Caltrans awaiting finalization.
- Mr. Kahn is remobilizing for fabrication of the piece, Director Svanstrom noted that the contract anticipates fabrication will likely take about six months.
- Addressed questions on potential traffic impacts during the installation of the art piece.
- With regards to Michael McGinnis' artwork titled, "Gray Matter" she stated that indemnification language is with the artist and is in process.
  - Hopes to finalize the contract by next month.
  - Mr. McGinnis has indicated that fabrication will likely take a few months.
  - Will work with the Library on a schedule for installation.
  - Capital Improvement funds are reserved to caulk and repaint the wall where the artwork will be installed.

Committee Member Arnold asked if the wall would be painted the same color.

Director Svanstrom responded that it would be generally the same color and answered additional questions on timeline and installation.

Director Svanstrom updates continued:

- Committee Member Arnold has requested that we start thinking about what the next public art site could be.
  - Plans to place that as a discussion item on the next Public Arts Committee meeting agenda.

Committee Member Arnold added:

- Would like to begin gathering ideas so when the time comes the Committee has something to work from.
- Interested in the landscape strip along Bodega Hwy where non-profit even signs used to be allowed as a potential site for a public art piece, if available.
- Interested in the bend around 116 near the Safeway parking lot as a potential site as well as the area is equipped with four pedestals with brackets and nothing on them.
  - He noted that it may be on private property.

Director Svanstrom commented:

- Requested that Committee Member Arnold provide her with pictures of the site and a clear description of the location so she could look into it.
- Requested that members begin to think about potential sites for a future public art project.

Chair Vertz asked if County owned land could be considered.

Director Svanstrom responded that she would have to look at the ordinance.

Chair Vertz commented that the corner near the O'Reilly building and new Sebastopol Charter School (Gravenstein Highway North at Mill Station Road) is an entry point into the city and would be a beautiful entry spot for a sculpture.

Director Svanstrom responded that that area may be privately owned.

Director Svanstrom requested that members email her with sites that may be interested in so she may look into their ownership and other pertinent information prior to the next meeting date.

#### B. Update from Sculpture Garden Subcommittee

Committee Member Arnold updated the Committee as follows:

- He and Committee Member Mills-Thysen have met and emailed extensively about this landscape strip by the Sebastopol Center for the Arts.
- Referred to a diagram and discussed ownership and potential changes that may occur due to the Ives Park Master Plan.
- Rather than trying to do one huge sculpture garden he suggested breaking it up into two parts.
- The larger of the two would involve the Sebastopol Center for the Arts as it's their land to manage.
- He and Committee Member Mills-Thysen wrote up two proposals.
- Committee Member Mills-Thysen's prime focus has been creating a place for community artwork and has been for years.
- Discussed creating a community sculpture garden along Morris Street (across from the Community Center) as it is highly visible with a fair amount of traffic in the area, however noting that it may be challenging as it's somewhat sloped.
- Their proposal would be for an annual sculpture show with a one-year duration that would be hosted by the Public Arts Committee.
  - The Committee would have to vote on presenting the proposal to the City Council.
  - Artists who want to be featured would have to come before the Public Arts Committee with their proposal and be juried by the Committee.
  - There would be no fee.
  - The City could underwrite the signage, pedestals and some heavy lifting if required.
  - Looking at providing 8 pedestals.
  - They are still in discussion on opening it up to Sonoma County residents versus limiting it to Sebastopol residents.
  - The artist would be responsible for the installation, maintenance and removal of the artwork and would have to organize their own opening if they wanted to have one.
  - The City would publicize this opportunity via email.
  - If the artist sells their artwork, Committee Member Mills-Thysen wants 50% to go to the artist and 50% to go back to the Public Arts Fund and be put towards infrastructure.
  - The addition of lighting may be a future consideration.
  - The sculpture would have to be safe, weatherproof, low maintenance, visually appealing with no hate or erotic industry.
  - There are additional issues that need to be worked out.
  - Committee Member Mills-Thysen has more details listed in her proposal.
  - Knows people who could be a great resource for a project like this.

Chair Vertz asked about the issue of theft.

Committee Member Arnold responded:

- Never worries about theft.
- If somebody wants something bad enough, they can get it no matter what preventative measures are taken.
- Theft and vandalism are hard to prevent.
- Is only aware of one instance of vandalism on an artwork for as long as he's been around.
- It's important to make the artwork safe and secure within reason.

Chair Vertz commented that she read an article very recently about artwork being stolen.

Committee Member Arnold commented that bronze artworks are often stolen and melted down due to the value of the metal.

Chair Vertz commented that she likes the proposed area for the community sculpture garden.

Committee Member Arnold commented that the idea for this garden would be to encourage newcomers as opposed to established artists.

Committee Member Langberg asked if it would be limited to newcomers.

Committee Member Arnold stated that it would not be limited to newcomers and discussed his vision for the sculpture garden at the Sebastopol Center for the Arts which would be intended for people who are already in the profession.

Director Svanstrom asked clarifying questions of Committee Member Arnold.

Committee Member Arnold responded:

- The area near the Sebastopol Center for the Arts that he is talking about for the community sculpture garden is on the city side and south of the trail.
  - He added that it could extend to the other side of the trail as well if it is successful.

Committee Member Langberg commented:

- Concerned about splitting the project up into two parts in terms of design.
- Both parts should be planned for concurrently.

Committee Member Arnold responded that he has a plan for both parts but would like to do them separately as they will be totally different in terms of intended use.

Committee Member Langberg responded:

- Understands the structure of the artists and use.
- Thinking more of the physical look of the area.

Committee Member Arnold responded:

- There will be no visible boundaries between the two parts other than the large trees that go down the center of the area.
- The site on the north side of the trail is nice and may be good to start with.

In response to a question, Director Svanstrom spoke on process as follows:

- This could be done as presented.
- Has a call in to County facilities regarding another issue and will ask about this concept as well in terms of what the County process would look like.

Committee Member Arnold commented:

- Suggested coordination with the Sebastopol Center for the Arts and commented that it could be a yearly show with an entrance fee.
- He needs to get together with Committee Member Mills-Thysen regarding what they want to present to the Committee.
- Contacting a representative from the Sebastopol Center for the Arts would be a different step.

Committee Member Langberg commented that it would seem to make sense to at least begin the discussion with the Sebastopol Center for the Arts now since it is being discussed by the Committee.

The Committee discussed the potential schedule and process for both parts (community and professional) in terms of installation and rotation of artwork.

Director Svanstrom scheduled that it be done quarterly if on a rotating schedule.

The Committee requested that Committee Member Arnold check-in with the Sebastopol Center for the Arts about the concept.

- C. Update from Mobile Art App Subcommittee
  - Presentation from Cittaslow on mapping app

Chair Vertz updated the Committee as follows:

- The research that she conducted left her with two options to explore.
- The first option would be to create their own app.
- Discovered artpigeon.nyc which she liked more than anything else she came across.
  - This is available online as well as on your phone, so you don't have to have an app.
  - As she was searching for app developers, she referred to artpigeon.nyc as a model of what the City would be looking to have created.
  - Artpigeon.nyc showcases a variety of artwork.
- Went to [www.howtomakeanapp.com](http://www.howtomakeanapp.com) and their rough estimate was \$30k.
- [www.fiverr.com](http://www.fiverr.com) produced three different estimates from three different developers.
  - The first estimate included the following:
    - Located in Russia
    - A 6-month warranty
    - Built for iOS and Android
    - The sources and app would be owned by the City
    - The developer will consult on 3-6 changes after development begins
    - Estimated cost = \$9k
    - Public could request to submit art to the app and the Committee could approve or deny the request
  - The second estimate included the following:
    - Located in Pakistan
    - Spoke at length and then became unreachable
- Based on her experience with the second developer, she expressed concern over the reliability of the exchanges.

- The third estimate included the following:
  - A ballpark estimate of \$7,500
  - A lot of details still need to be discussed to see how accurate that ballpark may be
- A ballpark of approximately \$10k seems reasonable if the City wants to create its own for purposes of moving forward.
- A one-time \$35 fee will apply for Android.
- An annual fee of \$99 will apply for iOS.
- Hosting on a server such as Amazon Cloud would cost \$50 per month.
- The City could draw revenue from local business advertisements on the app.
- A budget for the app really needs to be discussed.
- The second option would be to join an existing street app.
- In her experience, a lot of them may be out of date as she had difficulty when trying to add art to them.
- Has a list of apps that she went through that did not work.
- The one that did work is the Street Art Cities app, the corresponding website is [www.streetartcities.com](http://www.streetartcities.com).
  - Could not find anything other than murals.
  - Emailed them and heard back.
  - The person she communicated with offered to provide the City with a username and login to begin entering local art.
  - Had a hard time accessing smaller cities while using the app.
  - Spoke on her experience using the app.
  - Requested login information to try it out but has not yet received.
  - Not sure if there is a cost to use their service.
- Through her research, she was not able to find any other viable apps for the City to potential partner with.
- Asked the Committee to consider whether they want the public to be allowed to upload art, or if the Committee and/or somebody with the City should have control over that.
- Asked Director Svanstrom if the City would need permission to add art that is on private property.

Committee Member Arnold asked if the City of Santa Rosa has an art app.

Director Svanstrom responded that nobody in the County has an art app.

Committee Member Arnold suggested that development of an app may not be as important as the Committee is thinking it is.

Committee Member Arnold also commented that the artist owns imagery for the lifetime of the piece as well.

Chair Vertz commented that that would mean that permission would need to be granted by the artist as well.

Committee Member Arnold responded in the affirmative.

Ms. Beauchamp commented that the artist's website could be linked to.

Committee Member Langberg commented:

- Sebastopol is a small city and there isn't that much art.

- There doesn't seem to be a need to allow the public to add art, the Committee/City can do it.
- There are other platforms for people to post their art on if they want to.

Chair Vertz commented:

- Another option could be for the City to create an Instagram account for Sebastopol Public Art.

Tasha Beauchamp of Cittaslow gave a presentation and was available for questions.

Comments from the Committee included:

- The Committee agreed on being open to ideas outside of app development, such as was presented.
- Storage issues often go along with apps.
- The subcommittee agreed to meet and discuss a potential spec sheet for website development with Ms. Beauchamp to facilitate her being able to produce a scope and budget for this project.

**9. DISCUSSION ITEMS:** None

**10. PLANNING DIRECTOR'S REPORT (Update on Future Agendas, Action of Other Boards and City Council)**

Director Svanstrom updated the Committee on the following:

- In addition to the openings on the Public Arts Committee as mentioned earlier, she noted that there are also openings on the Design Review Board and Planning Commission.
  - All applications are due by November 14, 2019 at 4 p.m.
- Spoke on the recent city-wide power outage, mandatory evacuation and future emergency planning.
- Provided an update on the Associate Planner recruitment.
  - Associate Planner Alan Montes has a start date of November 18, 2019 and will attend the Public Arts Committee meeting in December.

**11. ADJOURNMENT:** Committee Member Arnold made a motion to adjourn the meeting. Committee Member Langberg seconded the motion. Chair Vertz adjourned the meeting of the Sebastopol Public Arts Committee at 12:00 p.m. The next regularly scheduled Public Arts Committee meeting will be held on December 04, 2019 at 10:30 a.m., at Sebastopol City Hall, 7120 Bodega Avenue, Sebastopol, CA.

Respectfully Submitted By:

Kari Svanstrom  
Planning Director