

# SACRAMENTO METROPOLITAN ARTS COMMISSION MINUTES

Meeting Date: October 9, 2006  
1:30pm-3:00pm

Historic City Hall Council Chambers  
915 I St.

For information, call (916) 566-3992

## DISCLOSURE OF PUBLIC RECORDS

It is the policy of the City of Sacramento to fully cooperate with the public and honor our obligation under law to provide public access to documents which are public records, while protecting individuals' right to privacy. Information pertinent to the Commission Agenda is available to read at the Commission office.

## BROWN ACT INFORMATION

For purposes of the Brown Act (Govt. Code Sect. 54954.2(a), the numbered items listed on this agenda shall be the "... brief general description of each item of business to be transacted or discussed at the meeting." The recommendations of the staff and/or committees shown on this agenda do not prevent the Commission from taking other action.

## PUBLIC PARTICIPATION IN MEETINGS

When the Commission welcomes and encourages participation in the meetings, you are requested to limit your comments to three minutes so that everyone may be heard. Public testimony will be permitted on each agenda item as it is called. Matters under the jurisdiction of the Commission, and not on the posted agenda, may be addressed by the general public following the completion of the regular agenda and any off-agenda matters before the Commission for consideration. The commission limits testimony on matters not on the agenda to three minutes per person and not more than fifteen minutes for a particular subject.

I. CALL TO ORDER at the hour of 1:34 p.m.

Present: Barr, Geiger, Park, Tachera, de la Cuesta, Gorfain, Pane, Mahon, Merksamer; (2:10 p.m).  
Excused: Miller

Geiger welcomed new Commissioner Dan Gorfain.

- II. APPROVE AGENDA OF October 9, 2006: All Ayes  
III. APPROVE MINUTES OF September 11, 2006: Approved without corrections

IV. ACTION ITEMS:

A. APPROVE: Recommendation of nominating committee for committee membership. (KRAFT)

**Brought forward from September meeting.** The 3 applicants approved for the Arts Education and Outreach (AEO) Committee are: Dr. Ting Lan Sun, Allison Joe, and Molly Lyon.

COMMISSION ACTION: Moved: Park; seconded: Mahon Ayes: 7 Noes: 0 Absent: 2

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B. APPROVE: Arts Education Resource Directory Artists Recommendation (KRAFT)

**Brought forward from September meeting.** Acceptance of AEO committee recommendation of 15 teaching artists and arts groups for the AEO Resource Directory, an online searchable database developed by Entertainment Resource Center. It consists of teaching artists approved for K-12 and community arts instruction. This is the first of two cycles for the AEO Resource Directory with the next deadline in November. The roster is expected to grow to host a large group of arts educators in the near future.

COMMISSION ACTION: Moved: Park; seconded: de la Cuesta Ayes: 7 Noes: 0 Absent: 2

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C. APPROVE: Robla School District Artist Awards: (KRAFT)

Erika Kraft, Arts Education and Outreach (AEO), Coordinator gave presentation requesting approval for Robla School District Artist Awards. The Model Arts Program runs for 16 weeks in three schools. Five teaching artists selected by a panel, will provide theater and visual arts classes, at a net cost to SMAC of \$26,000 for artist fees. Kraft noted that the program started last year in two elementary schools in the Robla School District. One of those schools reported that their STAR testing scores increased by 32 points overall and by 72 points for English language learners after involvement in the program. Kraft also noted that the school met all of its "No Child Left Behind" goals and is no longer monitored by the state.

Halpern noted that the Robla Model Arts Program is making a huge difference in the schools. Halpern also commended Erika for developing an excellent program.

COMMISSION ACTION: Moved: de la Cuesta, Seconded: Park Ayes 7 Noes: 0 Absent: 2

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D. APPROVE: 621 ARTWORK (BLOOM)

Bloom put on the record apologizes to Michael Hayden on behalf of SMAC and the Art in Public Places (APP) Committee for the destruction of his 621 Artwork model and requested a bill for the repair of the model.

Linda Bloom, Art in Public Places (APP), administrator gave presentation on 621 Capital Mall (SHRA) Artwork Proposals. Bloom noted that in March of 2006 the Commission approved the arts plan to include \$424,000 set aside for public art project. It was noted that the APP Committee had concerns regarding the following: the small amount of funds set aside for the \$70,000,000 project, lack of opportunity for local or emerging artists and the public accessibility of the artwork. The APP Committee felt that most of their concerns were addressed following a presentation given by artists Michael Hayden and Robert Brady and recommended the following to the developer for consideration: more art in the building, possible rotating gallery in the lobby and to create a public art opportunity for local and emerging artists in the future. Bloom also noted that she was advised by the developer's representative, Ellen Warner, that the tenants in the upper level of the building are responsible for their own artwork in response to the Committees recommendation for more artwork in the building.

Bloom introduced 621 Project Consultant, Phil Hitchcock and artists Michael Hayden and Robert Brady. Bloom also updated the Commission on SHRA Public Art Policy which allows the developer to choose between hiring a Public Art Consultant or using SMAC's Art in Public Places Program.

Michael Hayden gave presentation on the concept of the LED lighting and holographic artwork on the interior and exterior of the 621 Capital Mall Project (SHRA). Hayden noted that the concept of his artwork is to display an emulation of the Sierra Nevada Mountains at the top of the tower (air conditioning louvers) followed by an emulation of a Sacramento river water way through the middle of the tower using LED lighting and streaming video projection. Hayden noted that the programmability of the LED's and the plan to use streaming video will effectively emulate real water on rapids. Hayden noted the possibility of the entire top being illuminated. Interior artworks will be incorporated into a seven story atrium.

Park unclear if there is real water involved in the project. Hayden noted that it is a video and an electronic version of water. Geiger inquired about ongoing maintenance, upkeep and programmability. Hayden noted that the parts, if not struck could last up to 20

years and the program will last as long. He also noted that the outside components will need to be cleaned more frequently than the artwork located inside the building, and gave a description of how the interior wall will be lowered, cleaned and serviced each evening using an arbiter and cabling system to avoid the use of a scaffold. Barr questioned if the panels on the exterior part of the building reflected heat away from the building and if it affects the temperature inside the building. Hayden noted that the temperature will not be affected. Park concerned about air traffic interference. Hayden noted that no pilot would fly low enough to the building or mistake it as a runway and that the artwork is intended to be visible from 4 miles away.

Bloom noted that Hayden will have local emerging public artist, Christine Ramey, as an intern helping with the project.

Bloom introduced artist Robert Brady, to give a presentation on his exterior sculpture for the Building. Brady proposes 16 ft bronze human figure sculpture to be sited near the front door. Sculpture will include a 3 ft canted, plinth with a planting circle for flowers and a cement wall to serve as a planter and sitting area. Brady noted that sculpture is fairly abstract and does not follow a trend and that work will be done by the Foundry at 10 & R Street. Geiger asked how many could be seated in the sitting area. Brady noted that he did not recall how many it would seat and gave rough dimensions. Geiger concerned about location, possibly blocking the entrance to the building. Brady noted that the sculpture would not interfere with access to the building. Bloom noted that artists are well-known, experienced and new to the APP Collection and that the APP Committee has confidence in the artists and their abilities.

COMMISSION ACTION: Moved: Barr; Seconded: Park.

8 Ayes Noes 0 Absent 1

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E. APPROVE: Colonial Park Artwork Proposal: (LAZANSKY)

Cari LaZansky, Art in Public Places (APP) Assistant, gave presentation on Colonial Park Artwork. Commission approved arts plan last spring. LaZansky noted the project budget is \$3,500. Local artist, Lane Van Doren, was selected through the APP slide bank and is proposing artwork to include an 8 foot metal sculpture with a Bulletin Board. LaZansky noted that the sculpture would have spring clips or rods affixed permanently to a metal board for posting notices and include a possibility of a hinged plexiglass frame for weather protection. Park commented on the youthful and model appearance. Geiger asked if the artwork has been created and expected completion date. LaZansky noted that it had not been created yet and that it would take at least 2 months to complete. Park made recommendation to modify the facial expression on the sculpture to look more pleasant. LaZansky noted that it can be modified and noted that the sculpture is intended to represent a Town Crier.

COMMISSION ACTION: Moved: Park; Seconded: de la Cuesta.

8 Ayes Noes 0 Absent 1

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V. UPDATE: Upcoming Cultural Arts Awards (CAA) Panel (ROSENBERG/AULENBACHER)

Ruth Rosenberg, SMAC Stabilization Consultant, gave update on the Cultural Arts Awards (CAA) Panel Meetings taking place October 25-27, 2006, from 8:30 am to 5 pm, at the Convention Center, Room 104. There are 57 CAA applicants, 8 applicants are new to CAA. CAA Panelists include: Juan Carrillo, retired arts administrator who served for twenty-seven years managing grant programs for the California Arts Council, Brad Erickson, executive director of Theatre Bay Area, Alleluia Panis, co-founder and the driving force behind Kulatang Arts, Mark Vance, Executive Director of the Nevada County Composers Cooperative and Chike Nwoffiah, cofounder and Executive Director of Oriki Theater. Rosenberg encouraged Applicants, Commissioners and Committee Members to observe the CAA panel meetings. The agenda for the Cultural Arts Awards Panel was sent to applicants and will be posted on the SMAC website.

Halpern noted that the CAA is the premier grantmaking program and heavily observed by the Arts Groups. She acknowledged and thanked both, Ruth Rosenberg, SMAC Stabilization Consultant and Anja Aulenbacher, SMAC Grants and Cultural Programs Assistant, for their hard work on the Cultural Arts Awards. She invited all Commissioners to come and observe.

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VI. PRESENTATIONS: Uptown Studios (HALPERN/REYNOLDS)

Tina Reynolds, SMAC Marketing Consultant, gave presentation upcoming marketing initiatives for SMAC in the next 12 months and will be working closely with Business Plan Consultant, once on board. Reynolds is working with SMAC on making the agency stronger by; developing a new logo for SMAC, creating an agency brochure, helping with Resolution development, creating an e-newsletter for SMAC, upgrading the SMAC website with the new face design to make it more interactive, promoting Cultural Tourism Statewide and outreach initiatives starting with the "Get Creative" event on Second Saturday, October 14<sup>th</sup>, 2006, in the Sacramento News and Review parking lot on 28<sup>th</sup> & J Street. Reynolds noted that the "Get Creative" event is the first of 5 or 6 outreach events planned for SMAC. Future outreach efforts will include coordinating events with surrounding cities in the greater Sacramento area to attract new artists in the community.

Park asked if outreach includes poor families. Reynolds noted that SMAC is reaching out to all and that the "Get Creative" event is free. Halpern noted that Arts Day is a state holiday started by the California Arts Council (CAC) and takes place on the first Friday in October every year and that the celebration extends throughout the month of October because it is also National Humanities Month. Halpern also noted that another Arts Day celebration event is Free Theater Night on October 19<sup>th</sup> and for more information go to [www.secaplay.com](http://www.secaplay.com).

Halpern acknowledged Tina Reynolds and staff for their positive energy and doing such a great job in helping SMAC during the September madness.

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VII. WORKSHOPS:

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VIII. DISCUSSION ITEMS:

IX. CHAIR'S REPORT:

Geiger asked Commissioners to get their photographs taken and Bios to SMAC for website. Geiger noted that in an effort to increase awareness a mentor program is in place for the Commissioners by pairing them up as follows: Merksamer/Gorfain, Mahon/Pane and Geiger/Folsom seat. Geiger noted the Commission liaisons to the Committee's as follows; Tachera/APP Committee, Mahon/GCP Committee, Park/AEO Committee. Geiger reminded Commissioner's read the Director's Report and that it contains valuable information. Geiger also mentioned that the Commission will spend about 30 minutes on a Parliamentary Procedure Briefing in December. Geiger noted the Holiday event on December 5<sup>th</sup>, from 5-8:30 pm, at the Convention Center in Room 103. Halpern added that the event is for SMAC Staff, Consultants, Commissioners and Committee Members to say thank you, feed them and have a training game show.

X. DIRECTOR'S REPORT:

Halpern polled Commissioners on whether they thought that the Directors Report was a helpful document or not. Commissioners noted that it is helpful. Halpern commented on the tribute to Lou Camera and acknowledged him for his contributions. Halpern noted that the Pilot Microgrant Program and the Resolution Program are posted on the SMAC website and asks the Commission to refer artists in need to the website for more information. Mandatory City Ethics Training will be offered again in November to City appointed Commissioners who were unable to attend the first session.

Park noted that Barbara Bonebrake, Director, Convention, Cultural, and Leisure, organized a training session for individuals interested in learning about City Government and invited the APP Docents to give a presentation on the art in the Convention Center. Park noted that approximately 20 individuals from the ages of 17-75 attended the training and that the experience was so positive, she would like to participate next year as well.

Halpern noted that unless there is urgent business, January Commission Meeting will be cancelled. Geiger thanked SMAC staff, Commissioners and Committee Members for attending the Art and Business Council's Prelude to the Season Event.

XI. OLD OR NEW BUSINESS:

Park noted that the Jewish Film Festival will take place on February 10<sup>th</sup> & 11<sup>th</sup> and encouraged everyone to attend. She acknowledged the APP Committee by noting that Sacramento looks a lot better than it did 26 years ago when she moved to the area. Mahon noted that the City of Elk Grove is building a new library which is three times larger. She hopes that APP will be involved in the Public Art for the Elk Grove Library. Bloom notes that she has been contacted regarding the Public Art for the Elk Grove Library.

Nancy Gotthart, APP Committee thanked Commissioners for attending APP events. Gotthart noted the APP Request for Qualifications deadline is October 20. Gotthart also extended invitation to those interested in attending the Docs Art Plan Meeting being held on October 26<sup>th</sup>, 2006 and advised that those interested in attending should contact Linda Bloom for more information.

XII. ADJOURNMENT: There being no further business, meeting adjourned at 2:56 p.m.

**NEXT MEETING: MONDAY, November 13, 2006 AT 1:30 P.M.  
AT HISTORIC CITY HALL COUNCIL CHAMBERS**

AEO=Arts Education & Outreach  
APP=Art in Public Places  
GCP=Grants & Cultural Programs  
STAB=Stabilization  
ED=Executive Director  
CT=Cultural Tourism  
CAA= Cultural Arts Awards

AIS=Artists in Schools  
TIG=Teacher Incentive Grant  
NAP=Neighborhood Arts Program  
VAC=Visual Arts Committee  
CTTC=Cultural Tourism & Travel Coalition  
PL=Poet Laureate