



DATE: March 23, 2023 AGENDA ITEM: 6.C

TO: Public Art Committee

FROM: David Ward, Public Art Specialist

SUBJECT: Small Artwork Commission 2023 Project Site(s) Selection

RECOMMENDATION

It is recommended that the Petaluma Public Art Committee (PPAC) select one or more project sites for the Small Artwork Commission 2023 opportunity. The site selection(s) will be made available through the program Request for Proposals (RFP). Staff will review selected project sites for eligibility with appropriate City departments, as well as commissions, committees, and/or boards, before PPAC publishes the Small Artwork Commission 2023 RFP.

BACKGROUND

In 2017, the PPAC directed staff to create an art commission program that would “Issue one call for artists for [a] smaller public art piece” by January 2018. With input from the Committee, staff presented a draft request for proposals (RFP) to the PPAC on December 7, 2017. On January 25, 2018, the PPAC approved the 2018 Small Artwork Commission RFP. The culmination of the 2018 RFP is *Abstractions* by artist Ryan Petersen, also known as the Keller Street parking garage mural, which was initially completed in December 2020. A second phase to expand the mural was later approved as an amendment to the original contract and is now completed. The Public Art program did not issue a new Small Artwork Commission RFP in 2019 or 2020 while completing *Abstractions*. Rather, the PPAC continued to refine the goals, priorities, expectations, and implementation of the Small Artwork Commission program.

In 2021, the PPAC expressed interest in issuing a new RFP for the Small Artwork Commission with minor updates to the program’s procedure and commission details. On March 25, 2021, staff presented an updated draft to the Committee for feedback and continued discussion until June 24, 2021. Following the June PPAC meeting, staff incorporated Committee comments into a revised RFP that clarified project goals, streamlined eligibility information and application requirements, and focused on the site-specific East Petaluma locations for the 2021 commission. PPAC unanimously approved the revised Small Artwork Commission RFP with minor modifications at their July 22, 2021, regular meeting and directed staff to issue the 2021 RFP on August 1, 2021. The culmination of the 2021 RFP is two projects: the completed *Making Progress* mural at the Petaluma Swim Center by artist team Rough Edge Collective and *Woven Stories*, a sculpture intended for the Kenilworth Junior High School by artist team Calderón-Delgado that is currently in progress.

The PPAC has expressed interest in making the Small Artwork Commission program a year-in-year-out commission for Petaluma's Public Art program. The Public Art program strives to refine the Small Artwork Commission with each cycle, applying lessons learned from past commissions to better address stated goals in the Public Art Master Plan (PAMP) and continue to reach additional initiatives and aspirations for the program as set forth by the PPAC. At the October 27, 2022, regular meeting, the Committee began discussing creating a Small Artwork Commission opportunity for 2023, applying lessons learned from past commissions. Staff requested feedback about several components of the Small Artwork Commission program before drafting a new request for proposals, which included examining the process for site selection, reviewing the project's comprehensive budget, evaluating parameters of the artist's participation, and adding a community engagement element to the selection process. The product of the Committee's feedback is a newly drafted request for proposals document for the Small Artwork Commission 2023 (Attachment A).

DISCUSSION

At the February 23, 2023, PPAC meeting, staff presented a list of suggested locations collected from various City departments, the City's leadership team, and City commissions, committees, and boards. This list continues to be updated as new proposed public art locations are provided to staff (Attachment B). During Committee discussion on the Small Artwork Commission 2023 item, the Committee Chair instructed the Committee members to review their notes from the February meeting to prioritize a list of top site selections for the Small Artwork Commission 2023 opportunity. From these top suggestions, the Committee Chair directed staff to review these locations with respective City review authorities and City departments in order to confirm their eligibility for the upcoming RFP opportunity. Staff will return to the Committee at the April 2023 PPAC with feedback about the eligibility of the selected site(s), and then move forward with publication of the RFP opportunity after final review and approval from the PPAC.

Staff requests that the PPAC recommend a ranked list of prioritized project sites for the Small Artwork Commission 2023 to staff. Staff will then take selected sites to the various department heads, CCB's, and other review authorities to confirm eligibility. At the April PPAC meeting, staff will recommend that the Committee select at least one eligible project site for the Small Artwork Commission 2023 RFQ opportunity.

ATTACHMENTS

- A. Small Artwork Commission – 2023 Request for Proposals
- B. Public Art Locations from Primary Sources – March 2023