

**MINUTES**  
**PUBLIC ART COMMISSION**  
**REGULAR MEETING**  
**Thursday, September 15, 2016**  
City Hall Community Meeting Room  
250 Hamilton Ave  
**7:19 p.m.**

**Commissioners Present:** Ben Miyaji, Loren Gordon, Amanda Ross and Mila Zelkha  
**Commissioners Absent:** Jim Migdal, Nia Taylor; Dara Silverstein

**Staff Present:** Elise DeMarzo, Public Art Program Director  
Nadya Chuprina, Public Art Program Assistant

CALL TO ORDER: Vice Chair Miyaji called the meeting to order at 7:19 p.m.

AGENDA CHANGES, REQUESTS, DELETIONS – Vice Chair Miyaji requested that the Action Item 5 to be taken off the agenda.

ORAL COMMUNICATIONS - none.

APPROVAL OF MINUTES: May 19, 2016 PAC Regular Meeting Minutes **Moved:** Mila Zelkha,  
**Second:** Amanda Ross. **All in favor.**

STAFF COMMENTS: Staff reported on the removal of two temporary public art installations, *Rondo* and *Chime*, which took place on King Plaza in August and September respectively. Staff also reported on a successful *Chime* live music performance on July 21 that attracted large audience. Staff announced the upcoming installation by Aaron Lee Benson coming to King Plaza in October. Staff announced two new Public Art Program staff members: a part-time program assistant Brittany Benjamin-Amante and intern Lisa Ruder. Staff also announced that the upcoming tour of Oliver Ranch scheduled for September 18 is completely sold out.

**ACTION:**

1. **2600 El Camino Real** – Final Review for Public Art in Private Development by artist Koryn Rolstad for a project at 2600 El Camino Real. Staff presented the project background, goals, initial input from the Commission, and artist selection process. Staff introduced Koryn Rolstad, the selected finalist and her public art proposal. Rolstad then presented her proposal titled *Illuminated Grasses* to the PAC. Some of the feedback from the Commissioners included: the design and scale of the proposed artwork will be consistent with the overall theme for existing public art in that area; the artwork placed in the planter will provide privacy, animation, and a sense of movement; the artwork will require low maintenance **Moved:** Vice Chair Miyaji moved to approve the art proposal by artist Koryn Rolstad for a project at 2600 El Camino Real. **Second:** Commissioner Gordon. **All in Favor.**

2. **3223 Hanover Street** – Final review for Public Art in Private Development by artist Gordon Huether for a project at 3223 Hanover Street. Staff presented the development project background and artist selection process. Napa-based artist Gordon Huether was selected as the finalist. Staff presented the art proposal titled *Aperture*. The Commissioners noted the appropriate scale and installation site for the artwork, its day and night presence. **Moved:** Commissioner Gordon moved to approve the art proposal by artist Gordon Huether for a project at 3223 Hanover Street. **Second:** Commissioner Zelkha. **All in Favor.**
3. **Charleston – Arastradero Transit Corridor** - Staff presented the status update for the Charleston-Arastradero corridor and recommended the approval of artist Susan Zoccola for the project. Staff presented the project background, objectives for the integration of public art along the corridor, artist selection process and some of the previous public art projects by selected artist Susan Zoccola. Once a proposal is created, that will come back to the Commission for approval. **Moved:** Commissioner Ross moved to approve artist Susan Zoccola for the project. **Second:** Vice Chair Miyaji. **All in Favor.**
4. **Fire Station 3**– Staff recommended the approval of artist Pete Beeman for the project. Staff presented the project background, opportunities and limitations of the site, project budget and goals, artist selection process and previous work by artist Pete Beeman, who was identified as the finalist. Once Beeman has created a proposal, that proposal will come back to the PAC for approval. **Moved:** Commissioner Ross moved to approve artist Pete Beeman for the Fire Station 3 project. **Second:** Commissioner Zelkha. **All in Favor.**
6. **Accession of Artwork** – Staff recommended the accession of frescoes into the collection by Victor Arnautoff located onsite of the former Palo Alto Medical Clinic at 300 Homer Street, Palo Alto. Staff updated the Commission on the history of the frescoes and the rationale behind formally accessioning the artworks into the city collection of permanently installed public art. **Moved:** Commissioner Gordon moved to approve the accession of Victor Arnautoff’s frescoes onsite of the former Palo Alto Medical Clinic at 300 Homer Street. **Second:** Vice Chair Miyaji. **All in Favor.**
7. **Adoption of Two Year Work Plan** – Staff presented a list of project priorities identified by the Public Art Commissioners at the PAC Annual Retreat that took place at Lucy Evans Interpretation Center in Baylands on September 9. The project priorities include: 1. Completion of the policy and ordinance documents by November or no later than the end of calendar year. 2. Activating alleys project for *Code:ART*. 3. Addressing artworks identified as high priority for conservation (conservation or deaccession). 4. Research and outreach for ideas to bring artwork to the pedestrian and bike tunnels at University Ave, California Ave, and Embarcadero Road. 5. Focusing on Education and Outreach efforts through social media, events, and mobile device applications. Commissioners recommended that the plan goes into effect on a fiscal year basis, starting July 2016. **Moved:** Commissioner Zelkha moved to approve the two year plan. **Second:** Commissioner Ross. **All in Favor.**
8. **Logo/Branding Development** – Staff presented the rationale for the development of a new brand identity for the Public Art Program and provided background information about research and outreach

efforts by staff to identify a professional design firm. Staff recommended the allocation of funds in the amount of \$5,000 to support the development of a Public Art Program Logo and related templates based on the proposal provided by Public Design, the firm selected for the project. **Moved:** Vice Chair Miyaji moved the allocation of funds to support the development of a Public Art Program Logo. **Second:** Commissioner Ross. **All in Favor.**

ANNOUNCEMENTS - none

FOR YOUR CALENDAR:

Next PAC Regular Meeting – 7 PM, October 20, 2016

Franz Mayer of Munich Presentation October 14, 2016

MEETING ADJOURNED at 8:42 PM by Vice Chair Miyaji.