



City of Emeryville

CALIFORNIA

MEMORANDUM

DATE: October 30, 2018

TO: Christine Daniel, City Manager

FROM: Charles S. Bryant, Community Development Director

SUBJECT: **Resolution Of The City Council Of The City Of Emeryville Approving Artists Priscilla Birge, Rosa Cruglez, Ana Lisa Hedstrom, Ann Holsberry, Packard Jennings and Yuzo Nakano, And Alternate Artists Stephen Skaar and Claudia Tennyson For The Bus Shelter Temporary Art Program – Phase V And Authorizing The City Manager To Execute Agreements With The Approved Artists For Final Design Of The Art Works In Amounts Not To Exceed \$4,000 For Each Artist**

STAFF RECOMMENDATION

Staff recommends that the City Council adopt the attached resolution approving artists Priscilla Birge, Rosa Cruglez, Ana Lisa Hedstrom, Ann Holsberry, Packard Jennings and Yuzo Nakano, and alternate artists Stephen Skaar and Claudia Tennyson for the Bus Shelter Temporary Art Program – Phase V, and authorizing the City Manager to execute Agreements with the approved artists for final design of the art works in amounts not to exceed \$4,000 for each artist.

BACKGROUND

In 2009, the City Council authorized the Bus Shelter Temporary Art Program (“Program”) to place two-dimensional works by local artists in four bus shelters throughout the City. That year, the works of nine artists were selected for exhibition. The Program continued in 2012, 2014 and 2016, when the work of six newly selected artists was exhibited over each two-year exhibition cycle. As a result of the success of the program, the City plans to commission six artists for a fifth phase of the program, with these works to be on display from January 2019 to December 2020.

DISCUSSION

At its June 14, 2018 meeting, the Public Art Committee (PAC) unanimously approved the theme “*FROM FERTILE GROUND: ART AND INNOVATION*,” allowing for a broader response and a more liberal artistic interpretation than the prior theme of “*FLORA AND FAUNA*”. At its July 12, 2018 meeting, the PAC approved a Request for Proposals (RFP) based on this new theme. Artists were encouraged to submit work that expresses this expansive view of “Fertile Ground” to include literal images related to flora and fauna; imagery tied to local or regional ecological systems and biodiversity; human impact on the environment; ecosystems related to our regional shoreline; science and genetics, etc., as well as more traditional interpretations. The expanded theme also allowed for a

more metaphorical interpretation of the artistic, cultural, scientific and technologic innovations based in or founded in Emeryville.

In July 2018, staff and consultant Regina Almaguer, with support from Sharon Wilchar of the Emeryville Celebration of the Arts and PAC Chair, distributed the RFP for Phase V of the Bus Shelter Temporary Art Program. Responses were due September 14, 2018. The project was open to artists over the age of 18 who live, work or attend school in Emeryville. Artists whose work was exhibited in the Program prior to 2018 were eligible to apply if the work they submitted under the new theme was substantially different from the work exhibited in prior phases, or if they submitted as a team with another artist or professional in another discipline with a substantively different proposal. Artists were eligible to apply as individuals or as a team but each applicant was required to provide evidence that they live, work or study in Emeryville. Distribution of the RFP included direct mailing of post card announcements, web posting and email distribution. By the application deadline of September 14, 2018, ten applications had been received.

On September 18, 2018, a five-member selection panel reviewed the qualifying applications. The panel consisted of Edythe Bresnahan and Harley Jensen, representing the PAC; Jan Watten, a gallerist and curator serving as outside art professional; Joey Enos, representing the community; and Kim Burrowes, representing the City.

During the first round of reviews, the selection panel individually reviewed the artist submissions according to the following criteria:

- Artistic excellence, including the quality and creativity of the artist's work.
- Appropriateness of images relative to the theme of "*From Fertile Ground: Art and Innovation*".
- Potential of the artist's work to spark viewers' interest in public art.
- The potential of the proposed image(s), or of the artist's past work, to fit within the guidelines and specifications for the bus shelter artwork.

The selection panelists were then asked to give a "yes" or "no" vote to indicate whether they wanted an artist to remain under consideration. Artists who received a majority of yes votes remained under consideration; those who received a majority of no votes were eliminated from further consideration. After the first round of voting, eight artists were shortlisted and remained under consideration.

The selection panel then collectively discussed the eight short-listed artists' submittals. After discussion, the selection panel scored each artist in the categories indicated above with a score of 1-5, with five being the highest score. The final round of scoring resulted in six artists being selected as finalists, and two artists selected as alternates.

The following list indicates the results of the scoring, in descending order.

FINAL SCORE	SELECTION RANKING	ARTIST NAME
99	1	Ann Holsberry
96	2	Packard Jennings
92	3	Ana Lisa Hedstrom
86	4 (tie)	Rosa Cruglez
86	4 (tie)	Yuzo Nakano
83	5	Priscilla Birge
73	Alternate #1	Stephen Skaar
64	Alternate #2	Claudia Tennyson

At their meeting held on October 4, 2018, the PAC voted unanimously to accept the selection panel's recommendation on the selected artists and alternates and to forward a recommendation to the City Council for approval.

FISCAL IMPACT

As part of the Capital Improvement Program (CIP), the City Council has appropriated \$50,000 from the Public Art Fund (Fund 243) to the Bus Shelter Temporary Art Program Phase V (Project 19243001) for Fiscal Year 2018-2019. This CIP project also anticipates \$25,000 in projected funding available in Fiscal Year 2019-2020. These funds will cover the expenses associated with the Program as follows:

Administrative Support	\$7,500
Printing Postcard for the Call for Entries, E-mail blast	\$1,500
Jury Stipend	\$300
Printing and Production of Posters	\$23,000
Publicity (bookmark announcing winners, 10k)	\$5,500
Artists Commissions (\$1,000/image (4 images/6 artists)	\$24,000
Contingency	\$1,700
Total	\$63,500

Expenses will be paid in the year incurred, with half of the artists' works scheduled to be printed and installed in Fiscal Year 2018-2019 and half in Fiscal Year 2019-2020.

LEGAL CONSIDERATIONS

The City Attorney has reviewed and approved as to form the resolution accompanying this report. The City Attorney will review and approve as to form the agreements with each artist.

STAFF COMMUNICATION WITH THE PUBLIC

As noted above, on October 4, 2018 the PAC unanimously recommended the selection of artists Priscilla Birge, Rosa Cruglez, Ana Lisa Hedstrom, Ann Holsberry, Packard Jennings and Yuzo Nakano, with Stephen Skaar and Claudia Tennyson as alternates, and recommended that the City Council approve this selection and authorize the City Manager to execute agreements with the artists in amounts not-to-exceed \$4,000 per agreement.

PREPARED BY: Amber Evans, Community and Economic Development Coordinator II

REVIEWED BY: Chadrick Smalley, Economic Development and Housing Manager

APPROVED AND FORWARDED TO THE CITY COUNCIL OF THE CITY OF EMERYVILLE:



Christine Daniel, City Manager

Attachments:

- Draft Resolution
- Art Work Imagery by Proposed Artists:
 - Priscilla Birge
 - Rosa Cruglez
 - Ana Lisa Hedstrom
 - Ann Holsberry
 - Packard Jennings
 - Yuzo Nakano
 - Stephen Skaar
 - Claudia Tennyson