

**CITY OF FOLSOM
ARTS AND CULTURE COMMISSION
SPECIAL MEETING
6:30 P.M. – MARCH 3, 2022
CITY COUNCIL CHAMBERS
50 NATOMA STREET
FOLSOM, CA 95630
www.folsom.ca.us**

Members of the public wishing to participate in this meeting via teleconference may participate either online or by telephone via WebEx.

Meeting Number: 2557 505 3276

Meeting Password: 030322

Join the meeting by WebEx telephone: Dial 1-415-655-0001

*To make a public comment by phone, please press *3 to raise your hand. Please make sure to enable audio controls once access has been given to speak. Please wait to be called upon by the Commission. Verbal comments via virtual meeting must adhere to the principles of the three-minute speaking time permitted at the Arts and Culture Commission meetings.*

1. CALL TO ORDER:

- 2. ROLL CALL:** Commission Members: Marc Allaman, Kat Bahry, John Hall, Shivesh Sinha, Lucinda Winward, Chair Maribel Wyatt

3. PLEDGE OF ALLEGIANCE

4. SCHEDULED PRESENTATIONS:

- A. 2021 Folsom Arts and Culture Commission Certificate of Recognition
- B. Oath of Office to the Newly Appointed Commission Member

5. BUSINESS FROM THE FLOOR:

Members of the public are entitled to address the Commission concerning any item within the Folsom Commission's subject matter jurisdiction. Public comments are limited to no more than three minutes. Except for certain specific exceptions, the Commission is prohibited from discussing or taking action on any item not appearing on the posted agenda.

6. APPROVAL OF MINUTES:

- A. January 13, 2022 Regular Meeting

7. ACTION ITEMS:

- A. Public Art Donation – Nautilus #2
- B. Election of Vice-Chair

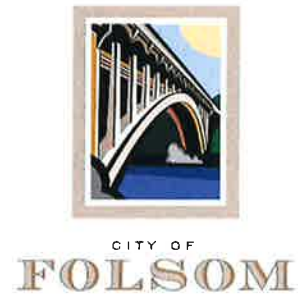
8. **DISCUSSION ITEMS:**
 - A. Percent for Public Art
 - B. Johnny Cash Trail Fundraising Strategies
9. **INFORMATIONAL ITEMS:**
 - A. Gallery at 48 Natoma Exhibit
 - B. Manager's Report
 - C. City of Folsom Budget Update (verbal)
10. **COMMISSION MEMBER COMMENTS:**
11. **ADJOURNMENT:**

*Notice: Members of the Public are entitled to directly address the Commission concerning any item that is described in the notice of this meeting, before or during consideration of that item. If you wish to address the Commission on an issue, which is on this agenda, please raise your hand and when your name is called, you may unmute and be recognized by the Chairperson and then proceed to speak. If you wish to address the Commission on any other item of interest to the public, when the Chairperson asks if there is any "**Business from the Floor**," follow the same procedure as described above. Please limit your comments to three minutes or less.*

As presiding officer, the Chairperson has the authority to preserve order at all Arts & Culture Commission meetings, to remove or cause the removal of any person from any such meeting for disorderly conduct, or for making personal, impertinent, or slanderous remarks, using profanity, or becoming boisterous, threatening or personally abusive while addressing said Commission, and to enforce the rules of the Commission.

In compliance with the Americans with Disabilities Act, if you are a disabled person and need a disability-related modification or accommodation to participate in this meeting, please contact the City Clerk's Office at (916) 461-6035 or dklamm@folsom.ca.us. Requests must be made as early as possible and at least two-full business days before the start of the meeting.

Any documents produced by the city and distributed to the Arts & Culture Commission regarding any item on this agenda will be made available at the Parks & Recreation Department at 50 Natoma Street, Folsom, California during normal business hours.



OATH OF ALLEGIANCE

I, Kat Bahry do solemnly swear that I will support and defend the
Constitution of the United States and the Constitution of the State of
California against all enemies, foreign and domestic;
that I will bear true faith and allegiance to the Constitution of the United
States and to the Constitution of the State of California;
that I take this obligation freely, without mental reservation or purpose of
evasion; and
that I will well and faithfully discharge the duties upon which I am about to
enter.

KAT BAHRY, ARTS & CULTURE COMMISSIONER

The above Oath was subscribed and sworn to before me on this 3rd day of *March, 2022*.

TOM HELLMANN, RECREATION & COMMUNITY SERVICES MANAGER

**CITY OF FOLSOM
ARTS AND CULTURE COMMISSION
THURSDAY, JANUARY 13, 2022
REGULAR MEETING MINUTES**

Pursuant to Governor Newsom's Executive Order N-29-20, members of the Folsom Arts and Culture Commission and staff may participate in this meeting via teleconference.

1. CALL TO ORDER:

The Arts and Culture Commission meeting was called to order at 6:36 p.m. with Chair Maribel Wyatt presiding.

2. ROLL CALL:

Commission Members Present: Marc Allaman, Commissioner
 Sunny Mitchell, Commissioner
 Shivesh Sinha, Commissioner
 Lucinda Winward, Vice-Chair
 Maribel Wyatt, Chair

Commission Members Absent: John Hall, Commissioner

Staff Present/Speaking Tom Hellmann, Community & Cultural Services Manager
 Cindy Abraham, Recreation Art Specialist

3. PLEDGE OF ALLEGIANCE:

The Pledge of Allegiance was recited.

4. BUSINESS FROM THE FLOOR:

None

5. APPROVAL OF MINUTES:

A. November 8, 2021, Special Meeting Minutes

Motion by Commission Member Marc Allaman, second by Commission Member Lucinda Winward to approve the minutes of November 8, 2021. Motion carried with the following vote:

AYES: Commissioner(s): Allaman, Mitchell, Sinha, Winward, Wyatt
NOES: Commissioner(s): None

ABSENT: Commissioner(s): Hall
ABSTAIN: Commissioner(s): None

6. ACTION ITEMS:

A. Selection of the Arts Achievement Recognition Awards Program Winners

Community and Cultural Services Manager Tom Hellmann reviewed the background of the Arts Achievement Recognition Award and introduced the three nominees submitted. The first award nomination discussed was the Folsom City Council Resolution of Commendation. The first nomination was submitted on behalf of 2B Glass by staff. The commission discussed the service provided to the City by 2B Glass regarding the success of the Folsom Glass Pumpkin Patch event and that this year the event was the largest to date. Motion by commission member Lucinda Winward, second by Marc Allaman to award the Folsom City Council Resolution of Commendation Award to 2B Glass. The motion was carried forward with the following roll call vote.

AYES: Commissioner(s): Allaman, Mitchell, Sinha, Winward, Wyatt
NOES: Commissioner(s): None
ABSENT: Commissioner(s): Hall
ABSTAIN: Commissioner(s): None

The second award nominations submitted for the Folsom Arts and Cultural Commission Certificate of Recognition Award on behalf of Kaladhaara Arts Academy. The third nomination was submitted on behalf of Kat Bahry. The commission discussed both nominees and it was voted to award the Folsom Arts and Cultural Commission Certificate of Recognition award to Kat Bahry. The motion was carried forward with the following roll call vote.

AYES: Commissioner(s): Allaman, Mitchell, Sinha, Winward, Wyatt
NOES: Commissioner(s): None
ABSENT: Commissioner(s): Hall
ABSTAIN: Commissioner(s): None

B. Election of Chair and Vice-Chair

Community and Cultural Services Manager Tom Hellmann introduced the election of Chair and Vice-Chair and opened the discussion to the commissioners present in the meeting to nominate a Chair and Vice-Chair for the coming year. Marc Allaman recommended nomination of Maribel Wyatt for Chair and Sunny Mitchell as Vice-Chair. Motion was made to approve the recommendation by Commissioner Winward, Commissioner Allaman seconded the motion.

Motion was carried forward with the following vote:

AYES: Commissioner(s): Allaman, Mitchell, Sinha, Winward, Wyatt
NOES: Commissioner(s): None
ABSENT: Commissioner(s): Hall
ABSTAIN: Commissioner(s): None

7. DISCUSSION ITEMS:

A. Johnny Cash Trail Fundraising Strategies

Community and Cultural Services Manager, Tom Hellmann updated the commission on the accomplishments thus far regarding the list of ongoing Johnny Cash Trail Fundraising Strategies. Tom discussed that they are still working on finalizing design plan details with the RRM Design Group for the Cash's Pick No.1 and that the cost of the steel needed for the project has skyrocketed, other materials are being explored. It was noted that fundraising via donations in 2021 were good and that there were funds received from the partnership with the Turkey Trot which contributes a per runner fee for the use of the trail. He mentioned the Johnny Cash 10K will be held on February 26, 2022. Sponsorship fundraising strategies were brought up for discussion amongst the commissioners.

8. INFORMATIONAL ITEMS:

A. 2022 Art Gallery Exhibit Schedule

The Gallery at 48 Natoma exhibit postcard for the upcoming "Small Expressions" exhibit was distributed via email along with the Arts and Culture Commission Meeting packet and was shared in the virtual meeting via screen sharing by Cynthia Abraham, Recreation Art Specialist. Cynthia stated they were in the process of installing the upcoming exhibit which is part of the National Touring Exhibit. Cynthia also mentioned the upcoming Gallery reception has been canceled/postponed due to the recent COVID protocols set in place. She reviewed the current Gallery hours of Monday through Friday 9:00 a.m. to 3:00 p.m. as well as Tuesday and Thursday evenings 6:00 – 8:00 p.m.

B. Manager's Report

Community and Cultural Services Manager, Tom Hellmann provided a written report to the commission and highlighted that at the December 14, City Council Meeting a resolution passed to execute a Lease Agreement with Kids Inc for the property at 405 Natoma Station Drive and that the council elected Kerri Howell to serve as Mayor and Rosario Rodriguez to serve as Vice-Mayor. Tom mentioned that the re-districting hearing process should be completed by April 2022. Project updates discussed were the sound and lighting systems at the Community Center. Tom noted that the weekends for 2022 were fully booked at the Community Center. Tom asked if the commission would be okay with moving the March meeting up a week to March 3, 2022, and the commission said that would be acceptable. Tom wanted to recognize that back in October 2021, Gary "Geo" Graening requested to donate an additional art piece to the City of Folsom and that the city is still considering and evaluating the donation and where it would be

installed. Tom notified the commission that Kat Bahry has accepted the appointment from Mayor Kerri Howell to join the commission.

9. COMMISSION MEMBER COMMENTS:

Commissioner Sunny Mitchell commented she was looking forward to getting to know Kat Bahry.

Commissioner Lucinda Winward commented she was happy to have Kat Bahry join the commission.

Commissioner Maribel Wyatt no comments at this time.

Commissioner Marc Allaman thanked Kat Bahry for participating and volunteering to be on the commission. Marc discussed that in the past the city has rejected a two percent donation of build out costs from new commercial builders to public arts and he suggested that maybe this is the time to bring that back to the council for consideration.

Commissioner Shivesh Sinha had no comments at this time.

10. ADJOURNMENT:

There being no more business brought before the Folsom Arts and Culture Commission, the meeting was adjourned at 7:50 p.m.

RESPECTFULLY SUBMITTED:

ATTEST:

Dawn Klamm,
Administrative Assistant
Parks and Recreation Department

Maribel Wyatt, Chair

ACTION ITEM 6A
Arts and Culture Commission
March 3, 2022

TO: Arts and Cultural Commission

FROM: Tom Hellmann, Community & Cultural Services Manager

SUBJECT: PUBLIC ART DONATION – NAUTILUS #2

BACKGROUND

The city received a Donation of Art Application from Geo Graening on October 7, 2021 where he has graciously offered to donate a piece of public art to the City of Folsom.

As pursuant to city policy staff has reviewed the application and supporting documentation for the proposed donation and found that the application is complete (Attachments A, B, C). The next step is for the Arts & Culture Commission to review the application for donation and determine action.

DISCUSSION

Geo Graening, the artist is proposing to donate Nautilus #2 sculpture to the City of Folsom. He spoke from business from the floor at the September 13, 2021 Arts and Culture Commission meeting. After this meeting Tom and the artist remained in contact and discussed this request.

Nautilus #2 sculpture is a large shell made from marble aggregate, white sand, white Portland cement, steel rebar, and chopped fiberglass. It stands 4 feet tall, 4 feet wide and 3 feet deep. It is estimated to weigh 5,000 pounds.

Mr. Graening is a 3-dimensional artist who works out of his home studio here in Folsom. He combines his training in biology and engineering to produce organic art forms that mimic natural growth forms and earth processes. The Nautilus #2 sculpture has an approximate value of \$12,000 and would require annual maintenance which would include pressure washing and possible buffing of the shell at an annual estimated cost of \$300.

ATTACHMENTS

- A. Public Art Donation Policy
- B. Application
- C. Image of Nautilus #2 sculpture

RECOMMENDATION

Staff recommends that the Arts and Culture Commission not accept “Nautilus #2” as part of the public art program. There are no sites that were identified on city property in which to place the art. Staff has introduced Geo to a local contact regarding the potential for his art to be placed at a private site for public viewing.

ATTACHMENT A

CITY OF FOLSOM ART DONATION POLICY

1. **The Folsom City Council and the Folsom Arts and Cultural Commission (FACC)** have determined that the expansion of arts and cultural activities within the City will benefit the citizens and will further economic development of the City. The City believes that art placed in public sites or in public buildings increases the aesthetic appeal and beauty of such public sites and buildings, and of the City in general.
2. **Statement of Purpose:** The purpose of this policy is to set forth standardized policies and procedures for consideration and acceptance of donated artworks offered to the City by a donor.
3. **Statement of Policy:** It is the policy of the City to methodically evaluate proposed donations of artwork displaying high aesthetic and technical competence to add to its collection that meet the provisions of the policy.
4. **Review and Acceptance Procedure:** All proposals for donations of art to the City shall be reviewed by the FACC for recommendation to the City Council.
 - a. Any donor wishing to donate artwork to the City must submit an application to the Parks and Recreation Department in the form attached hereto. The application shall be accompanied by the following:
 - i. Photo, plans, model, or maquette of proposed donation
 - ii. Technical description of the work
 - iii. Any special care, maintenance, mounting, or display requirements
 - iv. Artists resume
 - v. Statement of value of the proposed donation
 - vi. A document showing that the artwork is free of encumbrance.
 - vii. A release of ownership
 - viii. A copy of the purchase and sale agreement or transfer document if artwork was previously purchased or acquired from the original artist
 - b. City staff shall review the application and supporting documentation for the proposed donation. Upon finding that the application is complete, and that the donor has legal rights to donate the artwork, City staff shall place the application on the FACC agenda for consideration.
 - c. The FACC shall review the application for donation and shall make a recommendation to the City Council for acceptance or rejection of the donation proposal. In considering the acceptance or rejection of donated artwork, the FACC shall consider the following areas:
 - i. Style and nature of the artwork. The art should add significantly to the balanced inventory of the City's collection, representing a variety of style, design and media.
 - ii. Professional and technical competence with which the artwork was executed.

- iii. Durability of artwork. The art should be of satisfactory physical condition, be sufficiently durable as to not be easily damaged or destroyed, should not require restoration or extensive long-term conservation, and should be of a physical size and weight that it can be managed in storage, transport and public display without difficulty.
- iv. Overall quality and excellence of the artwork. The art should be an original creation, and be of high quality and a high level of artistic excellence.
- v. Overall appropriateness of the artwork in the context of the City's existing collection and available display locations. The art should be consistent with and relevant to the civic interests and broad variety of tastes within the Folsom community.
- vi. Installation and ongoing maintenance costs. The artwork should not require extensive installation or maintenance costs unless these costs are being donated with the work. The composition of the artwork shall be of a permanent durable and (if an outdoor placement) weather resistant material that requires a low level of maintenance.
- vii. Projects that reflect the rich history of the Folsom community are encouraged.
- viii. The artwork will not portray themes that may be interpreted as derogatory as to race, religion, gender, sexual orientation, national origin, or physical or mental disability.
- ix. Public safety concerns, if any. The artwork's physical or structural condition may not pose a threat to public safety.

5. The Responsibility of The FACC:

- a. Advise the City Council of the artistic merit and value of paintings, sculpture, drawings and other art offered to the City as donations.
- b. Advise the City Council regarding appropriate public sites or buildings for display of such art, in conjunction with any City department which has responsibility for operating or maintaining the proposed location.
- c. The recommendation of the FACC shall be presented to the City Council at a regular meeting of the City Council. The City Council shall review the recommendation of the FACC and may, thereafter, accept or reject the donation proposal.

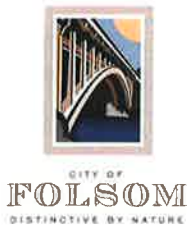
6. Acceptance of Artwork: If the City Council votes to accept the donated artwork, the donor shall enter into a written donation agreement satisfactory to the City Attorney.

- a. Upon execution of the donation agreement by the donor, title, possession, and all rights to the artwork shall be assigned and transferred to the City of Folsom.
- b. Acceptance of a donated artwork shall not obligate the City under any circumstances to display the artwork in any facility or on any property. Acceptance of artwork into the City collection is made with the condition that the City reserves the right to display or not display the artwork, on either a permanent or temporary basis, and to store the work when not on display, all in the City's sole and complete discretion.

- c. No art donation will be accepted with the condition the art will be displayed in any manner, place, or perpetuity.
 - d. Unless agreed to in writing, the City is not obligated to maintain accepted artwork in any specific manner.
 - e. Art being considered for donation to the City Art in Public Places Program must conform to the tenets of the approved Art in Public Places Guidelines.
7. **Valuations or Appraisals:** The City does not provide valuations or appraisals of art being donated to the City. The value of a work should be presented by the donor to the City at the time of donation. It is the responsibility of the donor to furnish a valuation to the appropriate government tax agency.
8. **Rights:** The donor shall assign and transfer to City all rights to the artwork donated to the City, including but not limited to intellectual, copyright, and photographic property rights. If donor is the artist who created the original artwork, donor shall also assign all rights to collect royalty under Civil Code Section 986(a).
9. **Removing (Deaccessioning) Artwork:** Removal should be a seldom-employed action that operates with a strong presumption against removing works from the collection. Removal will be undertaken only in extreme circumstances, and primarily when the condition of the artwork makes conservation impossible for technical or financial reason.
- a. Artwork may be removed from the City of Folsom's art collection following review by the staff or FACC if:
 - i. The artwork's physical or structural condition poses a threat to public safety.
 - ii. The artwork requires excessive maintenance, has faulty design or workmanship, and repair or remedy is impractical or unfeasible.
 - iii. The artwork has been damaged, and repair or remedy is impractical or unfeasible.
 - iv. The condition or security of the artwork cannot be reasonably guaranteed.
 - v. Significant changes in the use, character or design of the site have occurred which affects the integrity of the artwork.
 - vi. Significant, adverse public reaction has continued unabated over an extended period of time.
 - vii. Legal impediment exists to the continuing display or keeping of the artwork.
10. **Waiver of Rights:** Donor will waive rights and claims against City, its City Council, boards, commissions, officers, agents and employees, and all of their respective successors in interest, any and all rights which donor may have or which are created under California Civil Code Sections 980, et seq., the Federal Visual Artists Rights Act, and all other similar laws, and agree that under no circumstances will title and rights to the artwork revert to donor(s), their heirs, legatees, assignees or personal representatives.
11. **Notification:** The City shall attempt to notify artist, in writing at the address set forth herein, of its intent to sell, remove or destroy the artwork at least 30 days prior to the intended date of sale or removal/destruction; however, such notice shall not be required if an emergency situation exists in which public safety is in jeopardy.

- a. It shall be the responsibility of the donor to provide the Parks and Recreation Department with a current address for purposes of notification regarding the donation. For the purposes of notification, the City will attempt to send a certified letter to the donor, notifying the donor of changes related to the status of the donation (i.e. a need to remove, relocate, or comply with conditions set forth in this Policy).

ATTACHMENT B
Donation of Art Application



City of Folsom Donation of Art Application

(Please complete this application as fully as possible)

Submittal Date: October 7, 2021

Project Name or Art Title Nautilus #2

Date of Creation: Month: March Year: 2020

Proposed Location/Address

Steve Miklos Aquatics Center or a location of the City's choosing

Proposed Donor

Gary "Geo" Graening, PhD, MSE

Phone: 916-452-5442 **Email:** ggraening@gmail.com

Address: 520 Wallingford Lane

City: Folsom **Zip:** 95630

Reason for donation

To help beautify the park facilities and provide a focal point for photography,

and to let people become familiar with the Artist's work

Artist Name: Gary "Geo" Graening, PhD, MSE

Address: 520 Wallingford Lane

City: Folsom **Zip:** 95630

Description of Artwork (Include finish, and color)

The piece is an enlarged Nautilus shell styled after real fossils. Concrete is cast in a silicone mold reinforced with a fiberglass mothermold. The concrete is pure white cement, and crushed dolomite, and it is reinforced with rebar and fiberglass fibers.

Approximate Weight: 5,000 pounds

Approximate Dimensions: 4 feet long, 3 feet tall, 1 to 3 feet wide

Maintenance, Mounting or Display Requirements

The sculpture should be mortared to a reinforced concrete foundation. No major maintenance is needed, but the sculpture can be power washed with a water hose and compressor to clean it once a year.

Approximate Value: \$ 12,000

(The City of Folsom will acknowledge receipt of the donated artwork without valuation for tax purposes. The donor must find other means of establishing the value of the artwork)

Approximate Annual Maintenance Costs: \$ 100 to 300 (pressure wash with water hose)

I have read and agreed to the terms of the Arts in Public Places Donation Policy:

Signature  Date Oct. 8, 2020

Printed Name Gary "Geo" Graening

Please attach

- Photo, plans, model or other representation of proposed artwork
- Artist biography
- Signage proposed for the artwork, including size, lettering and material
- A document showing that the artwork is free of encumbrance
- A release of ownership letter by the donor.
- A copy of the purchase and sale agreement or transfer document if artwork was previously purchased or acquired from the original artist

Artist Biography

G.O. "Geo" Graening

Education

1991 Bachelor of Arts in Creative Studies, University of California at Santa Barbara, College of Creative Studies

1994 Master of Science in Engineering, University of Arkansas at Fayetteville.

2000 Ph.D. in Biological Sciences, University of Arkansas at Fayetteville.

Showings

March 4-8, 1991, Senior Exhibition, College of Creative Studies Art Gallery, UC Santa Barbara

January 10-20, 2005, Phoenix Gallery, 1801 L Street #211, Sacramento (group show)

October 1- November 30, 2018, Big Stump Brewery, Sacramento

July-August 2019, California Fine Arts Exhibit, Cal Expo, Sacramento (juried show)

June 2020 to August 2021, Bushnell Gardens, Granite Bay

Public Installations

January 2021, "Shell of Thrones" sculpture, Steve Miklos Aquatic Center, Folsom, California

Bio

Geo Graening is a 3-dimensional artist who works out of his backyard studio in Folsom, California. He combines his training in biology and engineering to produce organic art forms that mimic natural growth forms and earth processes. Sources of inspiration are fractal patterns, seashells, Greco-Roman statuary, and the physical transformation of raw materials.

Creative concepts are explored by drawing on graphite and paper, and then models are constructed in hand-formed clay or carved in rigid foam. Once a sculpted shape is finalized and sealed in resin, fiberglass molds are constructed around the model. Once the fiberglass molds are finished and bolted together, the hollow form is filled with a proprietary blend of ultra-white reinforced concrete. The casting is then polished with grinders. Sealants may be applied.

Geo's Art Studio



ATTACHEMENT C
Image of Nautilus #2 Sculpture

Nautilus #2 (spiral shell)



Giant Shell Series



Nautilus #2

Product Details

- Dimensions: 4 feet tall, 4 feet wide, 1 to 3 feet deep
- Weight: 5,000 pounds, approx.
- Construction method: concrete cast in fiberglass molds
- Materials: marble aggregate, white sand, white Portland cement, steel rebar, chopped fiberglass
- List Price: \$12,000.00



ACTION ITEM 7B
Arts and Culture Commission
March 3, 2022

TO: Arts and Culture Commission

FROM: Tom Hellmann, Community & Cultural Services Manager

SUBJECT: ELECTION OF VICE CHAIR

BACKGROUND

Section 4.07.050 of Ordinance No. 931 calls for the officers of FACC to be a Chairperson and Vice Chairperson. The Chairperson and Vice-Chairperson of the Commission shall be elected every year by majority vote of the Commission members. The Chair and Vice Chair may be replaced at any time by majority vote of the Commission. No public hearing shall be required prior to the removal and no cause for removal need be shown.

The duties of the Chairperson as defined by Section 4.07.050 are to: preside and preserve order at all regular and special meetings of the Commission. The Chairperson shall state every question coming before the Commission, announce the decisions of the Commission on all subjects and decide all questions of order without debate.

In the absence of the Chairperson, the Vice Chairperson shall perform the duties and obligations of the Chairperson.

The terms of the office of the Chairperson and Vice Chairperson shall be one year. If no successor is named by the conclusion of any officer's term, the officer's term shall continue in office until a successor has been named.

DISCUSSION

At the January 13, 2022 meeting of the Arts and Culture Commission action was taken to elect Maribel Wyatt as the Chair and Sunny Mitchell as Vice-Chair. Sunny Mitchell has resigned from the Arts and Culture Commission leaving a vacancy in the position of Vice-Chair. The commission needs to discuss and elect a Vice-Chair to serve for the year expiring in December 2022.

RECOMMENDATION

It is the recommendation of staff that the Commission nominates and elect the position of Vice Chairperson.

DISCUSSION ITEM 8A
Arts and Culture Commission
March 3, 2022

TO: Arts and Culture Commission

FROM: Tom Hellmann, Community and Cultural Services Manager
Cindy Abraham, Art Specialist

SUBJECT: PERCENT FOR PUBLIC ART

BACKGROUND

At the January 19, 2017 Commission meeting, Commissioner Truppa asked that a percent for the arts program discussion be included in a future meeting agenda. Currently, Folsom does not have a mandated Percent-For-Art funding policy. At the March 9, 2017 Commission meeting, staff presented an overview of the Folsom Public Art Program, the Folsom Guidelines Regarding Permanent Artwork in Public Spaces, and a visual summary of similar public art programs in a variety of other cities. At the conclusion of this presentation, staff recommended that a commission subcommittee be appointed at the next meeting.

On May 18, 2017, Arts & Culture Commission Chair Wallace appointed Commissioners Allaman, Truppa and Schueble to the Percent-For-Art in Public Places Subcommittee to assist staff with the development of policy concepts and recommendations for the purpose of establishing a Percent-For-Art program.

During the January 13, 2022, Arts & Culture Commission meeting Commissioner Allaman mentioned that review of the work from the previous commission and staff would be warranted and that this commission look over the research and reports that were prepared in 2017. Commissioner Winward agreed and expressed interest in reviewing this work as well.

POLICY

The City Council approved the Folsom Arts and Culture Master Plan November 2006 with an approved update in 2018. This approved plan lists goals, objectives, specific tasks to guide the City in art related policy development, program planning, and recommendations. The following specific goals and objectives pertain to the development of public art in Folsom:

Goal 7- Encourage the development of public art that reflects Folsom's community values and heritage.

Objective 1- Develop guidelines for a public art program in Folsom.

Tasks: Review and analyze the potential for establishing mandatory participation in a public art program.

Make recommendations for participatory guidelines in a public art program.

Objective 2- Increase the number of public artworks in Folsom.

Tasks: Advocate to agencies, organizations and developers to include public artworks in their project.

Goal 8- Encourage the development of quality facilities for diverse arts and cultural activities.

Objective 4- Promote arts and cultural facilities in Folsom's future growth.

Tasks: Work with appropriate agencies during the planning and development of land use south of highway 50, and any other future growth.

Objective 5- Build new and improve current facilities for arts and cultural activities.

Tasks: Make recommendations to the city council of appropriate, beneficial, and future capital improvements related to arts and cultural facilities.

Securing adequate funding is the cornerstone of any public art program. The City of Folsom defined the following funding sources in the approved Guidelines Regarding Permanent Artwork In Public Spaces (See Attachment B.):

PRIVATE FUNDING FOR A PRIVATELY OWNED PROJECT - Artworks completed on a privately owned project with private funds in which the City may assist in the selection process. (Folsom has several successful projects in this category including the Palladio Shopping Center, three Regional Transit Light Rail Stations, Mural on Wall at Beda Brazilian Jiu Jitsu, and Angel Wings at Dorothea's)

PUBLICLY FUNDED PROJECTS FOR A PUBLICLY OWNED PROJECT- Artworks completed on a public project funded by public funds. These funds may be obtained through public grants, donations, general fund allocations, or redevelopment fund allocations. (Examples of this type of project are Rockin' River at the 48 Natoma Center and the Veteran's Memorial at the Folsom Library.)

PUBLIC/PRIVATE PARTNERSHIPS- Artworks completed either on public or private projects, funded through a collaboration of grants, fundraising, donations and matching City funds (Examples of this are the 28 pieces of public art in the median areas in the Natoma Station neighborhood and the recently completed Cummings Family Memorial at the Folsom Skate Park which were donated to the City as well as "Shell of Thrones" at the Steve Miklos Aquatics Center)

DISCUSSION

Adhering to the Folsom Arts and Culture Master Plan, the commission is following the Goals, Objectives and Tasks to review and analyze the potential for establishing mandatory participation in a public art program.

Public art is often site-specific, meaning it is created in response to the place and community in which it resides. It often interprets the history of the place, its people, and perhaps addresses a social or environmental issue. The work may be created in collaboration with the community, reflecting the ideas and values of those for whom it's created. Public art can take a wide range of forms, sizes, and scales—and can be temporary or permanent. Public art can include murals, sculptures, memorials, integrated architectural, landscape, architectural work, community art, digital new media, and even performances and festivals.

Most often a city administers two components to a mandated public art program, in both the Public and Private Sectors. Public art is typically funded through government agencies, but increasing through public-private partnerships. Percent-For-Art is an ordinance or policy specifying that a percentage of a city's capital improvement project funds (CIP) are set aside for the commission, purchase, fabrication, and installation of public artwork. Percent-For-Art ordinances typically designate around 1 - 2 percent of the total construction or renovation budget. Public Percent-For-Art projects are typically incorporated on a city-owned site such as civic center, library, plaza, or park. Private developers are increasingly incorporating and funding public art in private development projects such as shopping malls, residential and apartment developments and offices, or may opt to contribute to a Public Art Fund for installation of art throughout the city.

Percent-for-art ordinances guarantee a funding stream for public art projects. Benefits of a percent-for-art ordinance include:

- It can provide a mechanism for obtaining funds from a broad range of city agencies and departments;
- It can offer legal recourse (if funding for percent projects becomes a legally binding requirement) to obtain funds for public art from non-compliant city agencies;
- It can provide an opportunity to work with and introduce public art to many city agencies, in many different types of projects, and in many locations city-wide; and
- In some cases, it allows for the siting of art in adjacent or nearby neighborhoods to place public art in more diverse areas of a city.

Private developers are realizing that commissioning works of art for their projects benefits more than their bottom line. Most developers (particularly from the Bay Area where almost every city has a percent-for-art policy) are fully aware of Percent-For-Art programs and view it as a standard course of business. Additionally, residents relocating from the Bay Area have come to expect a public art component in their businesses and neighborhoods. From small local cities to regional and national endeavors, Percent-For-Art projects can:

- Improve employee and tenant working environments;
- Create a unique look or landmark feature for the project;
- Demonstrate a larger civic commitment; and
- Translate into higher rents and a more desirable office location.

ATTACHMENTS

A. Public Art Research - Percent-For-Art Funding Descriptions

- Research of 20 cities with established Public Art Programs in various populations.

B. Guidelines Regarding Permanent Artwork in Public Spaces

RECOMMENDATION

Receive and discuss next steps that the commission would like to pursue

Public Art Research

PUBLIC ART RESEARCH - % FOR ART FUNDING DESCRIPTIONS

Funding Source Description		
City, Population, Year Adopted	% City Project Mandate (Public Sector)	% Development Mandate (Private Sector)
Albany, CA Pop. 19,688 2007 Ordinance	Any public or private development with a Construction Cost greater than \$300,000 (as calculated by the City of Albany) must include a Public Art component equal to 1.75% of the total construction costs.	Private development with a Construction Cost greater than \$300,000 (as calculated by the City of Albany) must include a Public Art component equal to 1.75% of the total construction costs. If there is not a possible public space for Public Art at the project site, the development must then make a contribution equal to 1.75% of project costs to the Public Art Fund.
Berkeley, CA Pop. 121,240 1985 Ordinance 1999 Resolution 2016 Ordinance 2017 Amendment	Each year, 1.5% of the City of Berkeley eligible Capital Improvement funds are put into a Public Art Fund.	Requires developers who elect to provide On-Site Publicly Accessible Art to pay an administrative fee equal to 5% of the 1% requirement directly to the Private Percent Art Fund prior to issuance of the building permit. Allow developers the option of satisfying the Percent for Art requirements with a combination of on-site art and in-lieu payment. Therefore the ordinance now provides the developer with three options for allocating funds: 1. Include on-site publicly accessible artwork valued at 1% of construction costs; or 2. Pay an in-lieu fee to the Private Percent Art Fund valued at .8% of the construction costs 3. A combination of 1& 2: include on-site publicly accessible artwork valued at less than 1%, with an amount equal to 80% of the difference in value paid to the City as an in-lieu fee.
Davis, CA Pop. 68,111 1973 Ordinance	1% of all funds allocated for Capital Improvement Construction is set aside to fund public art projects.	unsure

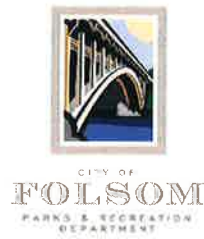
<p>Denver, CO Pop. 663,862 1988 Executive Order 1991 Ordinance</p>	<p>1% of the construction budget of any capital improvement project over \$1 million undertaken by the City be set aside for the inclusion of art in the design and construction of new projects and encouraged the participation of private dollars to enhance this public commitment.... In addition, the CIP must involve improvements to or new construction of a "building or structure, road, streetscape, pedestrian mall or plaza or park" or any other project which includes "finished space for human occupancy" and will be "available for public view."</p> <p>Allocate two percent of the project budget of the first \$10 million of any publicly funded buildings and parks, and one percent for construction costs in excess of \$10 million. The percentage is calculated based on the construction cost estimate at the 35% design stage of any project.</p> <p>One percent of the original estimated construction cost of a city of Livermore public works project shall, at the discretion of the arts commission and subject to the approval of the city council, be set aside and used for acquisition and/or installation of art at, or near, the construction project. In the alternative, such amount may be designated for arts and cultural programming.</p>	<p>Encouraged the participation of private dollars to enhance this public commitment.</p>
<p>Elk Grove, CA Pop. 169,743 2016 Resolution</p>	<p>Allocate two percent of the project budget of the first \$10 million of any publicly funded buildings and parks, and one percent for construction costs in excess of \$10 million. The percentage is calculated based on the construction cost estimate at the 35% design stage of any project.</p>	<p>Does not include private development</p>
<p>Livermore, CA Pop. 80,900 2008 Public Art Ordinance</p>	<p>One percent of the original estimated construction cost of a city of Livermore public works project shall, at the discretion of the arts commission and subject to the approval of the city council, be set aside and used for acquisition and/or installation of art at, or near, the construction project. In the alternative, such amount may be designated for arts and cultural programming.</p>	<p>Private developments shall devote an amount not less than the program allocation amount for acquisition and installation of public art in the development project, such amount to be determined by the building official. The public art shall be installed on the development site in a location that allows the public art to be visible from a public right-of-way or from other public property. An owner or developer, at its discretion, may deposit a public art in-lieu contribution in an amount equal to the program allocation into the Livermore public art fund prior to the issuance of a building permit.</p>
<p>Lodi, CA Pop. 64,641 2001 Ordinance</p>	<p>2% of all funds allocated for Capital Improvement. Lodi also has a small budget of approximately \$5,000 for its Art Advisory Board to purchase one or two pieces of art annually to contribute to the City of Lodi Art Collection.</p>	<p>Funded by a Development Impact Mitigation Fee Program. This includes both residential and non-residential development.</p>
<p>Long Beach, CA Pop. 470,130 2016, new ordinance</p>	<p>...any project costing more than \$100,000 would be required to set aside 1% of the total cost to support the arts. The program would start with general fund projects...40% of the fund would be used to create public art through a program administered by the Arts Council. Another 20% would go to the Arts Council for small grants or matching grants to support institutions and individual artists. The final</p>	<p>Originally, the Percent for the Arts program was tied to the Redevelopment Agency. When developers built something on RDA property, they had to set aside 1% of the project cost to be used for public art. The money was restricted for use on the property. When Gov. Jerry Brown and the state legislature abolished Redevelopment Agencies, the Percent for Art program ended. Since then, government support for the arts has consisted</p>

	40% would be designated for support of established arts groups in the city.	primarily of a grant from the general fund, typically about \$400,000, distributed through the Arts Council for Long Beach.
Los Angeles, CA Pop. 3,976,000 1991 Ordinance	Public Works Improvements Arts Program (PWIAP) The City mandates that one-percent of the total cost of all construction, improvements, or renovation projects undertaken by the City be set aside for public art projects in compliance with the PWIAP.	Private Arts Development Fee Program (ADF) The City requires that each owner of a private development project, valued at \$500,000 or more, pay an arts fee based on the square footage of the building or one-percent of the project's Building and Safety permit valuation, whichever is lower. 1. Office or research and development. For an office or research and development building, the arts fee shall be \$1.57 per square foot. 2. Retail. All retail establishments shall pay an arts fee of \$1.31 per square foot. 3. Manufacturing. For a manufacturing building, the arts fee shall be \$0.51 per square foot. 4. Warehouse. For a warehouse building, the arts fee shall be \$0.39 per square foot. 5. Hotel. For a hotel building, the arts fee shall be \$0.52 per square foot. In no event shall the required arts fee exceed either \$1.57 per gross square foot of any structure authorized by the permit or one percent of the valuation of the project designated on the permit, whichever is lower, as determined by the Department of Building and Safety. Where there are combined uses within a development project or portion thereof, the arts fee shall be the sum of the fee requirements of the various uses listed above.
Loveland, CO Pop. 76,897 1985 Ordinance	Ordinance designates one percent of the City's capital projects (valued at \$50,000 or more) for the purchase and ongoing maintenance of art. There is established a reserve account within the general fund-capital to be known as the art in public places reserve account.	The City's collection presently encompasses over four hundred diverse works of art valued at approximately \$ 10.1 million dollars. Private contributions by arts organizations, citizens and artists, have donated over 52% of the value of the collection, making the City of Loveland unique among other municipalities.

Manhattan Beach, CA Pop. 35,741 2002 Ordinance	Art in Public Places projects are supported by the Public Art Trust Fund established through a dedicated 1% development fee and does not impact the general fund.	Set aside a 1% development fee on residential developments of four or more units, and every commercial and industrial building project with building valuation exceeding \$500,000. This fee or allocation shall also be imposed upon any remodeling project of existing commercial or industrial buildings and any residential building or complex of four or more units whether exterior or interior, when the remodeling has a building valuation exceeding \$250,000. The applicant shall pay the 1% fee directly to the Public Arts Trust Fund at the time the building permit is issued. An 'in-lieu' contribution to the City's Public Art Fund, which equals 1% of the construction cost of the project, for projects with a value of \$250,000 or more. These funds are placed into the City's "Public Art Fund," which is used to select and install public art throughout the city.
Napa, CA Pop. 80,416 2010 Ordinance	New non-residential private and public development projects. On-site public art of equal in value to 1% of the construction costs of the development project. With this option, the public art is required to be integrated into the development plan whenever the plans are first drawn. Two percent of the total Eligible Costs or two percent of the total Eligible Funds of all Improvement Projects (whichever is less) to the selection, acquisition, fabrication, installation, maintenance, management, deaccessioning, community education, documentation and registration of Public Art. ...equals \$50,000 or more for the construction, rehabilitation, remodeling, improvement or purchase for a public use of any building, structure, park, public utility, street, sidewalk or parking facility...	Public Art Trust Fund, and shall be allocated as follows: 1. 63 percent for costs associated with Public Art including, but not limited to the acquisition, fabrication, and installation of Public Art. 2. 27 percent for costs associated with Public Art, including, but not limited to costs of selection, project management, community education and registration of Public Art. 3. 10 percent by for the maintenance, conservation and deaccessioning of Public Art.
Portland, OR Pop. 619,360 2006 Ordinance	Funding through Public Services Department for the creation, installation and administration of public art elements in major city construction projects, either for new projects or for significant renovations are best included in the overall construction budget. The public art budget should be 1% of the General Fund portion of the project budget for new construction.	Public Art Trust Fund, and shall be allocated as follows: 1. 63 percent for costs associated with Public Art including, but not limited to the acquisition, fabrication, and installation of Public Art. 2. 27 percent for costs associated with Public Art, including, but not limited to costs of selection, project management, community education and registration of Public Art. 3. 10 percent by for the maintenance, conservation and deaccessioning of Public Art.
Rocklin, CA Pop. 62,787 Jan 2016 Master Plan	Funding through Public Services Department for the creation, installation and administration of public art elements in major city construction projects, either for new projects or for significant renovations are best included in the overall construction budget. The public art budget should be 1% of the General Fund portion of the project budget for new construction.	It is the responsibility of the Economic and Community Development Department to inform private developers of the voluntary public art program. Since this program is voluntary the recommended budget for private development projects is recommended to be 1% of the building permit value for new construction (or alteration of more than 50% of the G.S.F. of an existing structure or area), for all projects of 25,000 sq. ft. or greater. For projects between 15,000 and 24,999 sq. ft. the recommended public art budget is ½% to 1% of the building permit value. Or funds can be placed into an in-lieu fund.

<p>Roseville, CA Pop. 132,671 2014 Strategic Plan</p>	<p>Art will be budgeted at a minimum of 1% of the overall project cost and not to exceed 50% of the cost. Loan program is designed for artists to lend their artwork to the City for two (2) years with a City option for one (1) additional year.</p>	<p>Downtown incentive whereby the total number of parking spaces required for a mixed-use project may be reduced by five percent in exchange for providing art on-site that is visible to the public. Art will be budgeted at a minimum of 1% of the overall project cost and not to exceed 50% of the cost.</p>
<p>Sacramento, CA Pop. 495,434 1977 Ordinance</p>	<p>It includes a collection of more than 650 artworks. The Sacramento Metropolitan Arts Commission manages Sacramento's Public Art Program, which is funded through City and County ordinances and a Memorandum of Understanding that specifies 2% of eligible City and County capital improvement project budgets be set aside for the commission, purchase, and installation of artworks throughout the City.</p>	<p>The program has grown to include exhibition spaces featuring ongoing installations of regional artists at City Hall, SMUD, and the Sacramento County Board of Supervisors' Chambers. An <u>education program</u> was established in 2008 which included guided tours, workshops, lectures, discussions, and other educational opportunities for design professionals, public art practitioners and the general public.</p>
<p>San Jose, CA Pop. 1,025,000 2008 Ordinance</p>	<p>... not less than one (1) percent of the total amount budgeted for the city's capital improvement projects in that fiscal year... which are funded in whole or in part by the city or a financing district and shall include the city's land acquisition costs</p>	<p>The redevelopment agency's annual adopted capital improvement budget shall include funds for the acquisition of artwork for public places, in amounts not less than two (2) percent of the total amount budgeted for each redevelopment agency capital improvement project</p>
<p>Santa Fe, NM Pop. 83,875 1985 Ordinance</p>	<p>One percent of the cost of capital construction projects, whether new construction or renovation, is set aside for the acquisition of art. In 2006, the percentage dedicated to public art was increased to two percent.</p>	<p>None found</p>

<p>Walnut Creek, CA Pop. 69,122 1987 Resolution</p>	<p>Not less than 1% of the project cost for major city building projects (or alteration of more than 50% of the G.S.F. of an existing structure or area) shall be allocated for public art. In addition to public art budgets for individual major city building projects and alterations, the Plan recommends that the City's biennial Capital Improvement budget should include a separate block of funds dedicated to public art in existing parks, gateways, medians, city buildings, and other related municipal sites.</p>	<p>For private developments that are 25,000 sq.ft or greater, not less than 1% of construction cost (building permit value) shall be allocated for public art. For private development projects that are between 15,000 and 24,999 sq.ft., not less than ½ of 1% shall be allocated for such projects in the Pedestrian Retail District or the Core Area Development Zone. This requirement shall also apply for alteration of more than 50% of the G.S.F. of an existing structure or area. For private projects where public art would normally be expected, but where either the Design Review Commission finds that location, siting or scale make the provision of public art inappropriate or impossible; or agrees to the applicant's preference to not integrate a public art element into the project, the equivalent public art funds should be placed in an in-lieu fund. This fund, upon recommendation of the Arts Commission, will enable enhancements to be sited elsewhere within the same Public Art Project Zone.</p>
<p>West Hollywood, CA Pop. 36,698 2001 Urban Art Ordinance</p>	<p>... most projects greater than \$200,000 to place art on-site equal to 1% of the project cost, or to contribute an equal amount to its Public Art and Beautification Fund. ... new development with a value of two hundred thousand dollars (\$200,000) or more; and the alteration or repair of a structure that increases total gross floor area or otherwise intensifies the use, if the alteration intensification, or repair had a value of two hundred thousand (\$200,000) or more; where the value is as determined by the Building Official.</p>	<p>Before issuance of a building permit, the applicant shall either comply with Approval of Urban Art Plan, or pay an in-lieu fee in compliance (In-Lieu Fee Alternative). The applicant may choose to contribute to the West Hollywood Public Art and Beautification Fund in an amount equivalent to one percent (1%) of the value of the project as determined by the Building Official. If the valuation of the project changes during construction, the fee shall be adjusted accordingly. The balance of the fee, if any, shall be paid before issuance of a certificate of Final Occupancy or Final Inspection.</p>



GUIDELINES REGARDING PERMANENT ARTWORK IN PUBLIC SPACES

The Folsom City Council and the Folsom Arts and Culture Commission (FACC) have determined that the expansion of arts and cultural activities within the city will benefit the citizens and will further economic development of the city. FACC has developed these guidelines to encourage the development of Public Art that reflects community values and Folsom's historical traditions.

Public Art shall be defined as an original *artwork* and/or *artplace* created by an artist, artists, and/or collaboration with design professionals for a public place for the public to experience. *Artwork* is a tangible creation by an artist. *Artplace* is defined as a space designed by an artist, working alone or in collaboration with other design professionals, to create a place in which art is integrated into the overall design of the space.

INTRODUCTION

It has been widely recognized that the inclusion of visual arts in the public eye adds character, depth and dimension to a community and reinforces a local identity to which citizens can relate and take pride in. Visual art enhances public spaces and invites public participation and interaction in those public spaces. Research has shown that communities with vibrant arts programs spark economic development, revitalize urban areas, and improve the overall business climate.

FACC, in recognizing that the lives of the citizens of Folsom can be enriched by exposure to art in its various forms and that the community can be made more beautiful and more livable, has created the following guidelines in accordance with the City Council adopted arts and cultural plan, to encourage the inclusion of public art in the community.

PURPOSE OF PUBLIC ART

- A. To create more visually pleasing public spaces
- B. To reflect the rich history of Folsom and to define its past and imagine its future
- C. To increase public access to and enjoyment of visual arts
- D. To reflect the community's values
- E. To invite public participation and interaction with public spaces

FUNDING SOURCES

The following is a list of potential funding sources for Public Art projects:

PRIVATE FUNDING FOR A PRIVATELY OWNED PROJECT - Artworks completed on a privately owned project with private funds in which the City may assist in the selection process.

PUBLICLY FUNDED PROJECTS FOR A PUBLICLY OWNED PROJECT- Artworks completed on a public project funded by public funds. These funds may be obtained through public grants, donations, general fund allocations, or redevelopment fund allocations. A portion of the project budget will be set aside in a separate maintenance account to fund future needed maintenance requirements. Other funding sources for maintenance of artwork could come through sponsorships and grant opportunities. Funding mechanisms can be developed as part of a Landscape and Lighting District or through Business Improvement Districts or Homeowner Associations.

PUBLIC/PRIVATE PARTNERSHIPS- Artworks completed either on public or private projects, funded through a collaboration of grants, fundraising, donations and matching City funds.

LOCATION OF PUBLIC ART

FACC will work with the Planning Commission, Historic District Commission, Parks and Recreation Commission, Community Development Department, Neighborhood Services Department, Architectural Review Committee, and the Parks and Recreation Department to identify appropriate projects with major public access, so that the artwork or artplace is visually accessible from the street, or accessible in large outdoor public spaces, or accessible in public areas receiving heavy foot traffic.

DEFINITION OF APPROPRIATE FORMS OF PUBLIC ART

The following list includes examples of acceptable forms of Public Art projects:

- A. **SCULPTURE** - free standing, wall supported or suspended object that may be kinetic, electronic, or mechanical composed of any material or combination of materials
- B. **MURALS** or paintings permanently affixed to a building or other approved surface - in any material or combination of materials, with or without collage or the addition of non-traditional materials.
- C. **EARTHWORKS**, fiberworks, neon, glass, mosaics, prints or calligraphy - in any combination of forms permanently affixed to a building or other approved surface.

- D. STANDARDIZED FIXTURES, such as gates, grates, streetlights, street furniture, signage, fences, staircases, balconies, timepieces, flagpoles, and other design enhancements as are rendered by an artist for unique or limited editions.
- E. DECORATIVE, ORNAMENTAL OR FUNCTIONAL BUILDING ELEMENTS, such as archways, columns, pediments, peristyles, capitals, fanciful characters, cornices, gables, balustrades, friezes, porticoes or other architectural elements of a building designed by an artist.
- F. DIRECTIONAL ELEMENTS such as supergraphics, signage or color coding to the extent that these elements are integral parts of an original work of art.
- G. EXTRAORDINARY LANDSCAPE architecture and landscape gardening when designed by an artist and integrated into the landscaping.

GUIDELINES FOR ARTWORK

- A. The composition of the artwork shall be of a permanent durable and weather resistant material that requires a low level of maintenance. Maintenance requirements shall be provided.
- B. The artwork should be scaled in a size that is proportional to the development project and is an integral part of the landscaping or building design.
- C. A wide range of materials, styles and types that reflect the good taste of the community shall be encouraged. Projects that encourage awareness of diverse cultures, especially of our sister cities are desirable.
- D. Projects that reflect the rich history of the Folsom community are encouraged.
- E. The artwork will not portray themes that may be interpreted as derogatory as to race, religion, sexual orientation, natural origin, or physical or mental disability.

SELECTION OF ARTWORKS

Selection Panel for Publicly Funded Artworks

Artworks will be selected/approved by an art selection panel generally composed of: Two members of FACC and two members selected at large from the community by FACC, and a member of the building project team. A larger art selection panel that may include representation from special committees or districts within the community may be for certain projects. The Parks and Recreation Department staff liaison assigned to FACC will provide assistance to the art selection panel. The selection panel recommendation shall be presented to FACC for approval with ultimate authority invested in the City Council.

Methods of Selection for Publicly Funded Artworks

The FACC will recommend the specific artwork for a site be obtained through one of the following methods of selection. The procedures followed shall be proposed by FACC and reviewed by the Parks and Recreation Department. The FACC will recommend the best method of selection based on determining criteria such as the nature of the project, the site, the theme proposed, and such other factors.

- A. Direct selection - artists shall be invited by FACC to submit proposals to an art selection committee. These are artists that may have previously submitted proposals for other Public Art competitions for the city or who are well known public artists and whose information is on file with the staff. Staff will maintain an ongoing short list of public artists that are qualified to meet the City's criteria of experience for public artists. These criteria may include but are not limited to type of media, prior experience with similar projects with similar budgets, and acceptable liability insurance.
- B. Limited competition - FACC recommends a limited number of artists to an art selection committee in response to specific needs. These specific needs may include type of media, project theme, residence of artist, specifics on installation, fabrication or design, or other limitations as the FACC determines.
- C. Open competition - FACC conducts a competitive process in which any artist may submit proposals to an art selection committee.

Two major criteria will be used in the selection of artwork: artistic excellence and appropriateness for the site. Accessibility, durability, security, and maintenance requirements will also be taken into consideration. The artwork must be of sound construction and comply with all applicable Folsom Municipal Code requirements. Artists and/or designers will be given general guidelines or parameters for the desired artwork, and the artist will design a proposal that utilizes the fullest extent of their creativity to design artwork within the given parameters.

Once the artist is selected for publicly funded projects, they will enter into a contractual agreement with the city for the project.

Privately Funded Artworks

Private developers may wish to incorporate artwork or design artplaces into their development projects. Privately funded projects with major public access such as artwork or artplaces that are visually accessible from the street, or accessible in large outdoor public spaces, or accessible in public areas receiving heavy foot traffic must meet these guidelines.

The artist may be chosen at the discretion of the developer.

The proposal for the artwork may be submitted to the FACC for review at the discretion of the private party.

GUIDELINES FOR THE DISPLAY OF ART IN PUBLIC SPACES FOR TEMPORARY EXHIBITIONS

The Folsom City Council and the Folsom Arts and Culture Commission (FACC) have determined that the expansion of arts and cultural activities within the city will benefit the citizens and will further expand economic development of the city. Visual art enhances public spaces and invites public participation and interaction in these spaces. It also provides local artists with new opportunities to participate in the cultural life of our city.

FACC, in recognizing that the lives of the citizens of Folsom can be enriched by exposure to art in its various forms and that the community can be made more beautiful and more livable, has created the following guidelines to encourage the inclusion of the display of art in public spaces within the community.

LOCATION OF PUBLIC PLACES SUITABLE FOR DISPLAY OF ARTWORK

FACC will work with the Folsom Parks and Recreation Department to identify suitable public locations for the temporary display of artworks.

APPLICATION PROCEDURE

An artist or art organization desiring to display their artwork will be required to fill out an application. The application will include information about the artist and/or organization's background, exhibition record and a resume. Artists will also submit slides or photographs of their artwork to be reviewed by the selection panel along with a nominal administrative application fee. An annual application deadline will be publicized to establish a yearly calendar of temporary displays.

GUIDELINES FOR ARTWORK

- A. Two major criteria will be used in the selection of temporary exhibitions of artwork: artistic excellence and appropriateness for the site.
- B. Priority consideration should be given to Folsom-based community artists and arts organizations to highlight their members work.
- C. A wide range of materials, styles and types of artworks shall be encouraged. Accessibility, durability, security, and maintenance requirements will also be taken into consideration. The artwork must be of sound construction and not made of toxic materials. Artwork should be delivered ready to display including being framed, wired, mounted, or otherwise prepared for public installation. Fragile, hazardous, or poorly prepared work will not be accepted.
- D. Projects that encourage awareness of diverse cultures of other areas, especially of our sister cities are desirable.
- E. Projects that reflect the rich history of Folsom are encouraged.

SELECTION OF ARTWORKS

Selection Panel

Artwork will be selected/approved by an art selection panel composed of:

One member of FACC, one member selected at large from the community and the Parks and Recreation staff liaison to FACC.

Methodology

The specific artwork selected for display in a public space shall be obtained through a process recommended by FACC. The procedures followed shall be proposed by FACC and reviewed by the Parks and Recreation Department. Methods used may include:

- A. Direct selection-artist shall be invited by the Selection Panel to submit proposals.
- B. Limited competition- FACC recommends a limited number of artists in response to specific need.
- C. Open competition- FACC conducts a competitive process in which artists may competition.

Contractual Agreements

The Selection Panel will review completed application submittals. Once the artist is selected, they will enter into a contractual agreement with the city to display their artwork. The contract will determine the duration of the display, the value of the artwork, price - if sales are allowed, and will release the city of all liability in the event of vandalism or theft. The City may request proof of insurance from the artist.

DISCUSSION ITEM 8B
Arts and Culture Commission
March 3, 2022

TO: Arts and Culture Commission
FROM: Tom Hellmann, Community and Cultural Services Manager
SUBJECT: **JOHNNY CASH TRAIL FUNDRAISING STRATEGIES**

During the July 8, September 13 and November 8, 2021, commission meeting the discussion around ideas and strategies for fundraising for the Johnny Cash Trail Art Experience took place. Commissioners shared their thoughts and suggestions for strategies to promote the art experience. Here was a list of ideas shared by the commission:

- Develop a breakdown of materials needed to construct Cash's Pick No. 1
- Network with area businesses and companies to see about donating the materials identified and or volunteer labor
- Discuss with other city departments on future CIP projects that could include some level of work at the art experience sites
- ✓ Receive a demonstration of the Folsom Cash Art Trail website that is the main site for the Johnny Cash Trail Art Experience. www.folsomcasharttrail.com
- ✓ The City is partnering with the Wildwood Performing Arts Foundation to host the Folsom Americana Fest with a portion of the proceeds benefiting the Johnny Cash Trail Art Experience.

UPDATE

- ❖ New signage with a QR code has been fabricated and staff have installed the new signs at Cash's Pick No. 1, Cash's Pick No. 2, and the JCT Donor Wall in the coming weeks.
- ❖ City staff are working with RRM Design Group who is the landscape architect that is under contract with the City of Folsom to design Cash's Pick No. 1. They are working on finalizing the design plans which will include a materials list. The Park Planners is in communication with RRM and will have a progress report in the coming weeks.
- ❖ The city received a per runner trail fee from the Folsom Turkey Trot event that will be placed into the Johnny Cash Trail Fund.
- ❖ The organizers of the Johnny Cash 10K cancelled the event which would have been held on February 26, 2022, with a per runner trail fee being paid to the Johnny Cash Trail Fund.
- ❖ Staff is tracking potential funds available for public art installation through the State in cooperation with a local foundation.

DISCUSSION

What additional strategies and opportunities could be available to continue progress on the Johnny Cash Trail Art Experience?

INFORMATIONAL ITEM 9A

Arts and Culture Commission

March 3, 2022

TO: Arts and Culture Commission

FROM: Tom Hellmann, Community & Cultural Services Manager

SUBJECT: GALLERY AT 48 NATOMA EXHIBIT

INFORMATION

Attached is the Gallery at 48 Natoma exhibit postcard for the upcoming show titled, "Famous Faces". The exhibit will run from April 22 to June 30, 2022 in the gallery and is open to the public Monday-Friday from 9am-3pm. This exhibit will feature Karen Fulk with a selection of sculptures as well as Mike Tofanelli with a selection of digital paintings.

ATTACHMENTS:

1. Famous Faces Postcard

FAMOUS FACES

MIKE TOFANELLI
digital paintings



GALLERY AT 48 NATOMA
April 22 to June 30, 2022



KAREN FULK – ceramic sculpture



FOLSOM
PARKS & RECREATION
CITY OF FOLSOM

Gallery at 48 Natoma
Folsom Parks & Recreation
48 Natoma Street
Folsom CA 95630

(916) 461-6601
www.folsom.ca.us

Gallery hours 9 a.m.-3 p.m.
Monday through Friday,
and Tuesday, Thursday evenings 6-8 p.m.

FAMOUS FACES

Karen Fulk – ceramic
sculpture

Mike Tofanelli – digital
paintings



Community Gallery Display:

El Dorado Hills Arts Association
Annual Open Studio Tour Preview
April 14 to June 24, 2022

Pick up a map and plan your tour for the
weekend of May 21, 22

New York Creek in the Fall, oil on board by Roma Turoff

You are invited to the
Artist's Reception, Friday, April 22, 6-8 p.m.
With refreshments and live music

All exhibits are free and open to the public.
Exhibits are sponsored by Dyer Family Foundation,
Take pART in the ARTs, and the Folsom Arts Association

INFORMATIONAL ITEM 9B

Arts and Culture Commission

March 3, 2022

TO: Arts and Culture Commission

FROM: Tom Hellmann, Community & Cultural Services Manager

SUBJECT: MANAGER'S REPORT

City Council Updates:

- February 22, 2022 the City Council created 1 of the 3 subcommittees (to Evaluate/Inventory available City properties and utilization of existing facilities)
- March 8-City will host the second budget discussions with the City Council
- City re-district public hearings were held on January 11, February 8, and February 22. The council approved district maps on February 22.

Notable Updates:

- Department staff received an Award of Excellence from the California Park & Recreation Society (CPRS) for Marketing and Communications of the Wayne Spence Veterans Day Virtual Parade in 2020.
- CPRS Conference will be held in Sacramento March 8-11 after last year it was virtual. Staff will be attending to learn from industry leaders at education sessions and see what services and programs others are doing that we could look to develop.
- I will be ending my term as the President of CPRS after serving in the Presidential Series for 3 years and 7 total years on the Board of Directors.
- The Folsom Rec Guide will be printed and mailed to residents in April that will provide programs and services available during the summer months. Continue checking the website and the virtual guide for program details.

Upcoming Events:

- Famous Faces Gallery Reception on Friday, April 22 @ 6:30pm
- Eggstravaganza will be held on Saturday, April 16 @ Lembi Park
- Love My Mom 5K will be held on Sunday, May 1 @ Whole Foods in Palladio