



CITY *of* BRISBANE

Public Art Advisory Committee Agenda

Monday, December 5th, 2022 at 4:30PM • Virtual Meeting

This meeting is compliant with the Ralph M. Brown act as amended by California Assembly Bill No. 361 effective September 16, 2021 providing for a public health emergency exception to the standard teleconference rules required by the Brown Act. The purpose of this is to provide a safe environment for the public, staff, and the Committee, while allowing for public participation. The public may address the Committee using exclusively remote public comment options. The Committee may take action on any item listed in the agenda.

TO ADDRESS THE COMMITTEE

The meeting will be an exclusively virtual meeting. The agenda materials may be viewed online at www.brisbaneca.org at least 72 hours prior to the meeting.

REMOTE PUBLIC COMMENTS

Meeting participants are encouraged to submit public comments in writing in advance of the meeting. Aside from commenting while in the Zoom meeting, the following email line will be monitored during the meeting, and public comments received will be noted for the record during Public Comment or during an Item.

Email: aibarra@brisbaneca.org

Call-in number for oral communications if not using Computer Audio: 1-669-900-9128

After entering the meeting ID and pressing #, simply press # a second time to enter the meeting waiting room. No participant code is required. Please wait on the call until a Committee or Staff Member announces that the phone line is open. Dial *9 to “raise hand” and dial *6 to mute/unmute.

JOINING MEETING

Public Meetings may be viewed live by joining the Zoom Meeting listed below.

<https://us06web.zoom.us/j/84368060205?pwd=K2sxdTdob0dGWjNSKzhWUnErdVhEZz09>

Meeting ID: 843 6806 0205

Passcode: 123456

SPECIAL ASSISTANCE

If you need special assistance to participate in this meeting, please contact Angel Ibarra at (415) 508-2109. Notification in advance of the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

COMMITTEE MEMBERS:

Councilmember Cunningham, Councilmember Davis, Chair D. Davis, Vice-Chair Olivier-Salmon, Park & Recreation Commissioner Greenlee, Park & Recreation Commissioner Seawell, Committee Member Grossman

ROLL CALL**APPROVAL OF AGENDA****APPROVAL OF MINUTES**

A. None

PRESENTATIONS AND DISCUSSION ITEMS

A. Frame Interview Questions for Prospective Consultants in Response to the City's RFP for a Public Art Installation in the Community Park

PUBLIC COMMENT**NEXT MEETING****ADJOURNMENT**

File Attachments for Item:

A. Frame Interview Questions for Prospective Consultants in Response to the City's RFP for a Public Art Installation in the Community Park



PUBLIC ART ADVISORY COMMITTEE AGENDA REPORT

Meeting Date: 12/5/2022

From: Stuart Schillinger, Assistant City Manager

Subject: Frame interview questions for prospective consultants in response to the City's RFP for a public art installation in the Community Park.

Community Goal/Result

Community Building

Purpose

To improve the quality of life within the community by stimulating creativity, imagination, and adding a unique human quality to the community environment by enriching public spaces through works of art.

Recommendation

Develop questions the Committee would like addressed by the prospective Consultants.

Background

In early 2022, The Public Art Advisory Committee reviewed City owned property for possible locations for a public art piece. The Committee determined the first location would be the area in the Community Park between San Francisco Avenue and Old County Road across from the Village Shopping Center with the picnic tables and painted fire hydrants.

In June 2022, the Committee recommended to the City that the City should hire a consultant to assist the Committee and Community in determining the type and theme for art to be located in the Community Park, work with the Committee in selecting an artist, and then work with the artist through the installation of the artwork.

The City received two responsive proposals. The Committee will interview each person on Monday December 12, 2022.

Discussion

The Request for Proposal had distinct areas for the consultant to assist the Committee with. The committee should seek to understand the process the consultant will use in each area as well as their experience. The areas and potential questions are listed below. The Committee should review the questions and change, or develop others as needed. Staff will inform the prospective consultants on the questions the Committee would like addressed so they can be incorporated within their initial presentation.

Frame interview questions for prospective consultants in response to the City's RFP for a public art installation in the Community Park.

- Work with the Committee to determine the requirements of the artist and artwork. This phase includes identifying the community values the art should highlight.
 - Experience in working with a Board/Committee in determining themes for artwork
 - Experience in working with a Board/Committee in determining genre of art
 - Experience in working with the public regarding art
 - Your most successful public process experience
 - Least successful public process and lessons learned
- Develop and Administer the Request for Proposal.
 - Where would you recommend the City advertise for artists
 - How do you determine which artists meet the needs of the Committee and community
- Assist the Committee with determining the recommended artist
 - How do you determine if an artist is a good fit for the project
 - Are there certain criteria that you look for when commissioning an artist
 - What methods have you used to ensure the art work fits with overall community desires and values
- Work with the Committee and artist to ensure the vision of the Committee is achieved in the final product
 - What method do you find best works for facilitating the conversation between the artist and the Committee in determining the final product
 - How much leeway should an artist have in fulfilling the artistic vision vs. meeting the desires of the Committee and the community
 - What role should the community have in determining the final version of the artwork
- Be the lead contact between the artist and the City during the installation of the artwork.
 - What are the areas which need most attention during the installation phase
 - How do you determine if the vision is carried out as stated

Fiscal Impact

Since this is a Public Services Contract, the Committee should not focus on the cost of the proposals but instead focus on the best-qualified candidate

Measure of Success

The City commissions a piece of public art for the Community Park, which stimulates the community's creativity, imagination, and enriches the public space.

Frame interview questions for prospective consultants in response to the City's RFP for a public art installation in the Community Park.

Attachments

Responses to Request for Proposals

Stuart Schillinger

Stuart Schillinger, Assistant City Manager

Eve Rappoport

October 29, 2022

Steve Schillinger
schillinger@ci.brisbane.ca.us

Dear Mr. Schillinger,

Enclosed is my proposal in response to the City of Brisbane's RFP seeking a consultant to assist the City of Brisbane Public Art Committee with the selection and installation of public art in the City's community park. This seems like an exciting and unique opportunity for Brisbane, and I hope to be part of its realization.

I have worked as an arts administrator for government municipalities since 1984 when I was given an internship (intended for a graduate student) with the City of Santa Monica Cultural Services Division. I was lucky to be introduced to public art during that experience by managing the artist calls which resulted in the commissioning of Carl Cheng for *Art Tool* and Douglas Hollis for *Wind Chairs*. Public Art is an area I have promoted and kept current with throughout my career.

My earliest arts administration positions were mostly in public art. During graduate school at Southern Methodist University in Dallas, where I earned an MBA/MA in Arts Administration, I was the graduate intern for the City's effort to develop a public art master plan called Visual Dallas. This was a wide-scale community-based planning process which served as an excellent education for me too. After graduation, I spent one year with the City of Chicago Office of Fine Art (as it was known then) as the first assistant in the public art program. I mostly worked with a community-based selection committee who chose both site-specific and temporary artwork for the Harold Washington Library Center, in addition to other libraries.

I came back to Los Angeles in 1989 to work in the public art program of the Community Redevelopment Agency (CRA LA) which gave me public art experience in redevelopment. From there, I spent most of the 1990's as the Director of Visual Art for the City and County of Santa Barbara. In this capacity I managed a formal percent for art program with the County and negotiated public art projects with the City. I also had experience managing and curating gallery spaces, acquiring artwork, and staffing two public art committees which were subcommittees of standing art commissions.

My last two positions were the ones I held the longest. I worked in Glendale for about 8 years, and nearly 14 in Torrance. My duties in the arts broadened to include grant programs, festival and event production, writing policies, staffing commissions, managing budgets, and supervising staff. In Torrance I also oversaw a contemporary art museum and a producing theater company, both of which were challenging and exciting in municipal settings. Neither Torrance nor Glendale had public art programs during my tenure, although I initiated several permanent and temporary projects in each city. This year I retired from the City of Torrance as the Cultural Services Manager and was recently recognized by the Cultural Arts Commission for my accomplishments and leadership there.

I am an advocate for the role that the arts play in the quality of life, but also the economic life, of a City. Brisbane already has its stars, a kind of public art which serves to unite the community. This project interests me because it is in Brisbane. My sister has lived on Inyo Street for over 20 years, and I have visited many times. I've seen the heavy park usage on the weekends, and during the Farmers' Market and other events. The park is the heart of the city and commissioning an artist for a site-specific artwork should be meaningful and have a positive impact on the community.

I am happy to talk to you and other stake holders via ZOOM further about my proposal, or I can come to Brisbane to meet in person. I look forward to hearing from you.

Sincerely,

A handwritten signature in black ink, reading "Eve Rappoport". The signature is fluid and cursive, with the first name "Eve" written in a larger, more prominent script than the last name "Rappoport".

Eve Rappoport

Eve Rappoport

2562 Walnut Ave

Mo

ejrappo@gmail.com; portolios18@gmail.com

SELECTED ARTS ADMINISTRATION EXPERIENCE

MANAGER, CULTURAL SERVICES DIVISION, City of Torrance, CA April 2008 – Dec. 2021

- Manager of Division in the Community Services Department overseeing the following: Torrance Art Museum, Torrance Theatre Company, Torrance Civic Chorale, Torrance Farmers' Market and Community Gardens, and Lifelong Learning classes in fine arts, crafts, performing arts, exercise, and martial arts for all ages and levels;
- Supervised primary staff of 8 and approximately 80 consultants, contractors, and part time staff;
- Managed \$2 million-dollar operating budget;
- Liaison to Cultural Arts Commission, a 7-member body appointed by City Council charged with advising on arts and culture issues and creating policy;
- Liaison to both Sister City and Rose Float Associations;
- Member of City Delegation to Kashiwa, Japan in honor of 45th Sister City relationship 2018;
- Initiated and managed appointment of Torrance Poet Laureate and Youth Poet Laureate 2021;
- Facilitated lease of 1316 Cabrillo to Torrance Theater Company to produce a season of live theater in Old Torrance as part of Revitalization efforts;
- Coordinated 2 community-based tile public art projects for inclusion in 2 City parks;
- Project Manager for capital project renovation of Wilson Park Gazebo into an amphitheater;
- Member of Inter-Departmental team tasked with hiring a consultant to conduct a feasibility study for a conference center and hotel in Torrance;
- Initiator and producer of annual Cherry Blossom Cultural Festival with community partners 2012-2018;
- Executive Producer of ULTRA! public art tour and NOMAD contemporary art pop up with 480 artists in a 75,000 square foot empty building 2021;
- Project lead for LA Opera live simulcast of La Boheme 2019; Los Angeles County Museum of Art Art & Film Lab 2014; LA Chamber Orchestra Play Me, I'm Yours 2012;
- Member of Department Senior Staff and City Management Team.

COMMUNITY SERVICES SUPERVISOR, City of Glendale, CA May 2000 – April 2008

- Served as inaugural and primary liaison to 7 member Arts and Culture Commission charged with advising City Council on arts and culture issues and creating policy;
- Initiated, negotiated and managed all aspects of public art projects in Dept. Capital budget;
- Drafted guidelines for new percent for art requirement for private developers in Downtown Specific Plan area;
- Initiated and produced annual Open Studio Tour and Gallery Exhibition 2004 – 2007;
- Awarded \$196,703 over 2 years in grants from the California Arts Council for Arts in Education Demonstration Projects;
- Facility and marketing manager for Brand Art Studios 2003 - 2006;
- Liaison to non-profit groups serving as stewards for historic structures and house museums;
- Instituted peer panel review process for community grants program;
- Instituted Diamond Awards for Achievement in the Arts in 2005 and implemented nomination, selection and recognition events 2006 – 07;
- Co-produced annual Unity Fest cultural festival in 2002 – 2007;
- Chairperson for Inter-Departmental committee developing Arts and Culture goals and priorities as part of City's Long Range Planning Process 2006 – 2007;
- Promoted to Senior Staff in November 2005.

MANAGER, COMMUNITY RELATIONS, CULTURAL AFFAIRS DEPARTMENT**City of Los Angeles, CA**

June 1998 – April 2000

- Managed graphics, public relations, mailroom, and website functions of department;
- Researched and procured corporate sponsorships for department-produced festivals, including increasing budget of Mariachi Festival by 200%;
- Edited and wrote annual reports, fact sheets, press releases, regional festival guide, RFP's;
- Oversight of department \$135,000 print budget.

PROJECT COORDINATOR, HOME SHOW II, Contemporary Arts Forum**Santa Barbara, CA**

Oct. 1994 - June 1996

Coordinated nationally recognized project in which ten artists or teams created site-specific installations in private homes or public places about "home." Project also included exhibition, map, and catalog.

- Procured sites and acted as liaison with home/property owners, CAF, and artists;
- Coordinated installation and de-installation of projects;
- Served as member of curatorial committee.

DIRECTOR OF VISUAL ART, Santa Barbara County Arts Commission and City Arts Consortium**Santa Barbara, CA**

May 1991 – May 1997

- Director of public art programs for City and County of Santa Barbara, including County Percent for Art Program and negotiated projects with the City;
- Gallery Director and curator for Channing Peake and Betteravia Galleries;
- Steward for City and County portable and public art collections;
- Managed visual art component of the Individual Artist's Awards Program 1991 – 94;
- Initiated \$25,000 artwork acquisition program;
- Staff liaison to City and County Public Art committees.

SELECTED PUBLIC ART ADMINISTRATION EXPERIENCE

PROJECT MANAGER, Metro Art, Metropolitan Transportation Authority March 1997 – Nov. 1997

ASST. ARTS PLANNER, Community Redevelopment Agency, Los Angeles Oct. 1989 – April 1991

PUBLIC ART COORDINATOR, Dept. of Cultural Affairs, City of Chicago August 1988 – Sept. 1989

PUBLIC ART INTERN, Division of Cultural Affairs, City of Dallas August 1986 - April 1988.

ARTS ADMINISTRATION INTERN, Santa Monica Cultural Affairs Division Sept. 1984 - June 1985

EDUCATION

Master of Business Administration, May 1988

Master of Arts in Arts Administration, May 1988

Southern Methodist University, Dallas, TX

Bachelor of Arts in Psychology, March 1984

University of California, Los Angeles

Liberal Art Studies, 1978 - 1980

Wesleyan University, Middletown, CT

AWARDS

Excellence in Arts Special Recognition, City of Torrance Cultural Arts Commission Oct. 2022

Making a Difference Award, Daily Breeze Making a Difference Awards presented by Torrance Performing Arts Consortium November 2016

Resume October 2022

Selected Public Art Projects

Eve Rappoport, Project Manager

For the following projects, I conceptualized the project locations, established the budget, drafted the RFP or RFQ, managed outreach, organized artist selection, insured projects were appropriately reviewed and approved, liaised with the Legal Department to draft contracts, served as primary point of contact between the commissioning body and the artist, coordinated installation, approved payments, and organized dedication events.



Santa Maria Spectrum, 1994
East Los Streetscapers
Commissioned by Santa Barbara County for the Betteravia Government
Center in Santa Maria



Santa Maria Spectrum details



Andalusian Waterway, 1994

Mary Heebner

Commissioned by County of Santa Barbara for the Santa Barbara Superior Court building in Santa Barbara



Harvard Mini Park, 2005
 Lead Artist William Crite with Firestation 21 and Community
 Commissioned by City of Glendale



Harvard Mini Park details

Dreaming of the Kiss, 2010
Kim Kori
Donated by former
Torrance Mayor Dan Walker
in memory of his wife Sandi
Miramar Park, Torrance



Eve Rappoport

Cost Proposal for Each Aspect of Scope of Work

Consultant fee: I estimate that time and materials should not exceed \$24,000, or 12% of the stated budget. Time will be billed at a rate of \$115/hour for time expended. Although some of the work outlined here can be done remotely, it will be critical for me to meet with the Public Art Commission, other community representatives and the artist on several occasions. Additionally, I included one or two visits with the artist during fabrication to check on progress. Reimbursements may include round trip transportation to Brisbane from Venice, hotel, rental car, per diem and office supplies. I anticipate that travel reimbursement will be about \$1,000 per trip. I have included time estimates for each aspect of the scope of work, but these are estimates only.

If selected, I will invoice the City for \$1,000 upon signing an agreement. Subsequent invoices for time and reimbursements will be emailed monthly.

- **Facilitate conversation with Public Art Commission to determine requirements for artist and artwork at the Community Park including budget for art installation**

o As a part of this phase of the process assist the Committee in identifying the community values the art work should showcase

I assume the meeting is public and will be noticed; the agenda should allow for public comment. A flier, or the actual agenda, can be distributed around Brisbane in places where the community gathers, like the library, coffee house, etc. It should also be announced at the City Council meetings.

On-site meetings: 6 hours

Preparation for meeting with Public Art Commission: 4 hours

Travel reimbursements: \$1,000

- **Develop and Administer Request for Proposal or Interest Process**

o Request for Proposal will be recommended by the Public Art Committee to the City Council for approval

Synthesize information from community meetings and draft either a request for proposal or request for qualifications. The request document will include information about Brisbane, a map with the location, budget, response requirements, project timeline, approval process, milestones for billing, insurance requirements (if any) needed by artist, and a draft contract.

The City may want to consider inviting interested artists to see the site at a certain date and time, where either the consultant or members of the committee can answer questions.

Draft Call to Artists: 5 hours

Revision of Draft(s): 3 hours

- **Meet with Public Art Commission to assist with the selection of the artist based on the results of the Request for Proposal process**

o The Artist will be recommended by the Public Art Committee for approval by the City Council

The amount of time needed for this phase depends on the number of responses received.

Prepare materials for presentation: 6 hours

Present materials: 3 hours

Travel \$1,000

Once approval is given, public should be notified through local newspapers and City website.

- **Work with the chosen artist to ensure the vision of the Public Art Commission is achieved in the final design of the artwork**

Work with City Attorney to draft an artist contract which clearly establishes milestones for completion and payment;

Do one to two site visits during fabrication phase: 2 hours per visit

Meet with City to discuss site preparation and fabrication requirements.

Administration: 8 hours

Travel reimbursement: one or two times \$1,000 to \$2,000

- **Be the lead contact for the artist and the City during the installation of the artwork**

Work with the artist to draft a maintenance plan for the City to insure it has the appropriate documentation for maintenance of the artwork.

Keep the Committee apprised of progress on a regular basis

Coordinate installation

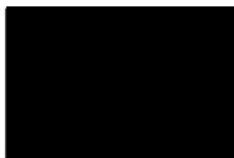
Plan a public dedication reception

Draft information for a plaque with appropriate information

Administration: 20 hours

Consultant Information

Eve Rappoport, Primary Consultant



ejrappo@gmail.com

NANCY WITHERELL ART

AUGUST 31, 2022

proposal

ART CONSULTANCY SERVICES

project

CITY OF BRISBANE – PUBLIC ART

contact

STUART SCHILLINGER

Stuart Schillinger
City Of Brisbane
50 Park Place
Brisbane CA 94005

Dear Mr. Schillinger,

Nancy Witherell Art (NWA) is pleased to submit the following proposal in response to the details provided in the Request for Proposal - Seeking Consultant to Assist the City of Brisbane Public Art Committee with the Selection and Installation of Public Art in the City's Community Park.

We are a certified woman-owned small business with a long-standing commitment to working with artists local to the region in which our projects are based. Part of our mission is to bring the work of artists from under-represented communities into our projects whenever possible. We also have deep experience in creating a triple-win scenario for our clients by considering the needs of the site and the client, along with the community being served. This ensures that our success is also the success of those we work with and most importantly fosters community pride and a sense of belonging while enhancing the quality of life for its residents and visitors.

In the past 10 years, NWA has successfully completed 10 Public Art projects and we are grateful to be considered for this new project.

Warmly,

Nancy Witherell

Nancy Witherell, Principal
nancy@nancywitherellart.com



résumé



Nancy Witherell

Art Consultant

EXPERIENCE

Nancy Witherell deeply appreciates art and understands its healing value. An internationally acclaimed artist, Nancy has pursued her lifelong passion for transformative art from the perspectives of an artist, curator, and art advocate.

Nancy has worked as a producer and editor of documentaries for public and network television in addition to being a fine artist. For the past 10 years she has focused her talents exclusively in the arena of public-facing art and public art. Nancy understands how a single piece of art, carefully chosen and placed, can bring comfort and serve as a welcome anchor for a community. She has a unique ability to collaborate with committees and artists to bring projects in on budget.

EDUCATION

Nancy has a BA in Advertising with a minor in Business from San Jose State University. Nancy is proud to have been instrumental in bringing to Sonoma County a state-of-the-art Breast Care Center, which earned her the very first Community Catalyst Award.

SELECT ART CONSULTANT PROJECTS

California Pacific Medical Foundation MOB, San Francisco CA	Sutter Pacific Medical Foundation, Primary Care Clinics (x 2), San Francisco, CA
Stanford Children's Health MOB, San Francisco, CA	Sutter Health Santa Rosa Hospital (Public Art x 3), Santa Rosa, CA
Sutter Pacific Medical Foundation MOB, San Francisco, CA	Mark West Medical Office Building Sutter Health, Santa Rosa, CA
Santa Rosa Memorial Hospital (Public Art), Santa Rosa, CA	Sutter Pacific Medical Foundation Family Practice MOB, Santa Rosa, CA
Kaiser Behavioral Health MOBs (Public Art x 3) Santa Rosa, CA	Spring Lake Village Senior Residential Community, Santa Rosa, CA
Sutter Pacific Medical Foundation MOB Petaluma, CA	The Bill and Elizabeth Shea House (NICU Family Residence), Santa Rosa, CA
Santa Rosa Community Health Center MOB (Public Art,) Santa Rosa, CA	Kaiser Behavioral Health MOB (Public Art), Petaluma, CA
Sutter Health – Lakeside Medical Center, Lakeport, CA	Veterans Affairs Community Based Outpatient Clinic, Santa Rosa, CA (Public Art)
Frank Howard Memorial Hospital, Willits, CA	

portfolio: similar projects



Santa Rosa Veterans Administration Outpatient Clinic

LOCATION

Santa Rosa, CA

CLIENT

SR Veterans Administration

NUMBER OF PIECES

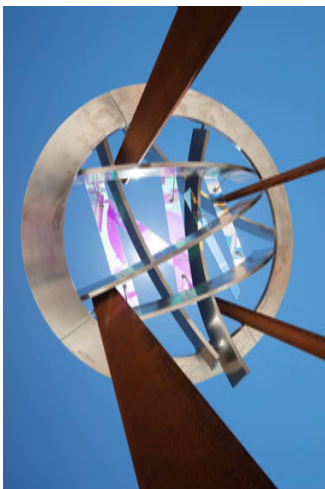
1 Public Art

DESIGN CHALLENGE

Complement this highly stress-sensitive facility by designing an art installation for its sensitive patient population. Creating an outdoor area intended for counseling and as a place of reflection at the VA outpatient clinic. Artist Gordon Huether helped us solve this challenge.

KEY FEATURES

- 14' x 12' structure of corten steel, stainless steel, dichroic glass
- Part of the City of Santa Rosa's Public Art in Private Development Program
- Sculptural gazebo offers area for gathering while exhibiting a dignified presence





Santa Rosa Memorial Hospital

LOCATION

Santa Rosa, CA

CLIENT

Memorial Hospital

NUMBER OF PIECES

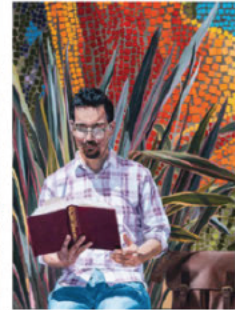
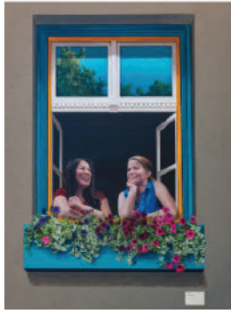
1 Public Art

DESIGN CHALLENGE

Create a large public art piece for hospital parking garage where people arriving & leaving may be in an anxious, vulnerable state. We used a local artist to create a reminder of the natural beauty of our local landscape for a soothing and healing effect.

KEY FEATURES

- Part of the City of Santa Rosa's Public Art in Private Development Program
- 4 story two-sided mural
- Realistic California poppy & California native lupine painting



Santa Rosa Community Health Clinic

LOCATION

Santa Rosa, CA

CLIENT

Pacific Medical Foundation

NUMBER OF PIECES

92

DESIGN CHALLENGE

Work with the executive director, key staff, facilities manager, and the artist to arrive at a design concept that is aesthetically pleasing and complements the patient population. Then work with the builder & project manager to secure permits through the City. Coordinate the project with the architect, facilities, builder, contractor, landscape architect, and the artist to install on time and within permit parameters.

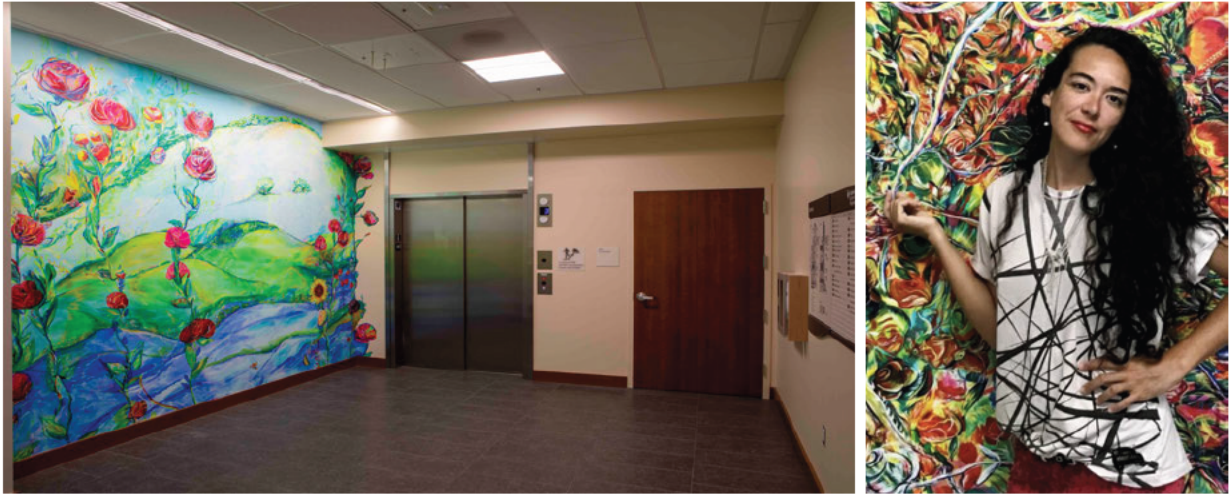
KEY FEATURES

- Part of the City of Santa Rosa's Public Art Program
- Two trompe l'oeil or fool-the-eye style of murals painted on canvas in the artist's studio for permanent installation on-site
- Each mural includes photorealistic representation of clinic staff personnel

public art & social impact

NWA's work is founded on sensitivity to community needs, often sourcing work from local artists, or artists from within specific communities, or artists whose work accomplishes specific goals for a community.

One relevant and recent example of such a project is the Sutter Santa Rosa Regional Hospital Expansion, described briefly below.



Sutter Santa Rosa Regional Hospital Expansion: with this project, NWA identified suitable artists from within the under-represented sector of the community serviced by the hospital. Next we identified the highest profile location to feature a mural by the local daughter of the LatinX community and dreamer, Maria de Los Angeles.

For this project, NWA was also able to work with the Art Committee and feature two additional under-represented artists: Native American artist Lynn Risling as well as Salvadoran immigrant Maria Cañas. Both of these artists' works reflect their cultures and their life experience. NWA has been successful working within diverse communities, finding the voice of the artists and lifting them up.

**Maria de Los Angeles joined the Yale School of Art Faculty Fall 2022. NWA has a great eye for seeing talent on the way up.*

Additionally, NWA has experience working with **Public Art in Private Development Programs**. We have worked with the City of Santa Rosa and the City of San Rafael to install six separate public art works. Working with our client and an art selection committee in identifying an appropriate artist, working with the City for all approvals and permits, then supporting the artist in installing massive-scale installations within the public sphere.

project understanding and approach

In this section, we present our understanding of the services and outcomes being sought by the City and how we propose to provide them.

PROJECT UNDERSTANDING

We understand that the City of Brisbane is seeking a Consultant to provide the following services:

- work with the Public Art Committee to identify appropriate art and artist requirements, including identification of desired community values to be embodied by the art;
- draft and work with the Public Art Committee to finalize a Request for Proposal for the creation and installation of public art at a specific location in the City's Community Park, as well as administering that process;
- assist the City of Brisbane Public Art Committee with the selection of the artist(s);
- help to design and execute solicitation of community feedback;
- support the achievement of the Public Art Committee's vision in the final design; and
- liaise with the artist and the City throughout the installation process.

In June, 2021, the City of Brisbane adopted a set of Public Art Implementation Guidelines. Consistent with these guidelines, public art should be implemented such that it supports the following four goals, which are further articulated in the Guidelines:

- Community Involvement
- Diversity of Art
- Creation of Sense of Place
- Artist Participation

NWA appreciates the City's thoughtful approach to public art, and believes that our firm is well-suited to provide the art consulting expertise sought.

PROPOSED APPROACH

NWA will bring our proven ability to successfully deliver public art that meets the goals of the City of Brisbane's Public Art Committee to Community Park. Our focus is on delivering the final art design and installation of a project that meets community goals while productively partnering with the selected artist

and the City's Public Art Committee. We do this through personal and professional engagement with the project owner, the artists, and the personnel or entity directly responsible for the site. Our portfolio of projects and client testimonials demonstrates our ability to successfully deliver this outcome. We have developed a productive and personalized interaction style with artists that allows us to reliably bring you the art products you are seeking on time and on budget. We are proactive project managers who anticipate potential issues and act to address them before they become problems. The one part of the scope that is not addressed by our portfolio is public engagement as a part of the project.

For this project, we envision a public engagement process that solicits input at two specific points in the project: the vision development process and the artist/concept selection process. We believe that this approach will provide valuable community involvement while avoiding the kind of opinion expression and associated grandstanding in the course of public debate that can bog a project process down—and unduly sap resources that would be more beneficially spent on the creation and installation of enduring and beneficial public art.

We propose to engage the public on this project primarily through simple online survey methods. Input will be solicited in concert with regular City communications to the community (e.g., a digital newsletter). Additionally, if desired, NWA will also conduct one park neighborhood-focused workshop during the initial vision establishment phase. Once the Public Art Committee has identified two or more candidate artists and associated concepts that are consistent with the project vision, a second online survey effort will be undertaken. NWA will work with City staff to advertise and promote the survey and its results in concert with other City outreach and in one or more local news outlets.

If selected to act as the City's Art Consultant for this project, a first order of business for NWA will be to meet with the Public Art Committee to review and refine the scope and schedule to best meet the needs of the project in an effective and efficient manner. Through this process, we expect to revisit the public engagement process to provide a modality and level of effort that meets the needs of the community as understood by the Public Art Committee.

milestone schedule

Phase	Start	Finish
1) Public Art Consultant contract	November 3, 2022	December 3, 2022
2) RFP and artist selection process - Facilitate conversation with Public Art Committee to determine requirements for artist and artwork at the Community Park, including budget for art installation. Assist the Committee in identifying the community values the artwork should showcase (the vision). - Develop, disseminate, and report the results of a short online survey to solicit public input on the vision for the public art project. If desired, also conduct one workshop on the same. - Develop and Administer Request for Proposal or Interest Process - Meet with Public Art Committee to assist with the selection of two or more candidate artists/concepts. - Develop, disseminate, and report the results of a short online survey to solicit public input on the artist/concept selection. - Meet with Public Art Committee to assist with the selection of the artist for recommendation to, and approval by, the City Council.	December 3, 2022	April 2023

Phase	Start	Finish
3) Project development/ concept approval & fabrication deposit Work with the chosen artist to ensure the vision of the Public Art Committee is achieved in the final design of the artwork. Work with the artist to ensure the City has the appropriate documentation for maintenance of the artwork. Work with selected artist on design for final review prior to commission (if needed). Attend OAC meeting to address any landscape, electrical, lighting requirements and coordination prior to commission and during if required. Be in regular communication and meetings with the artist and Public Art Committee for review / feedback.	April 2023	June 2023

Phase	Start	Finish
4) Design/build - Work with artist on any remaining design and review. - Attend OAC meeting monthly or more frequently as required to update Public Art Committee and address any landscape, electrical, lighting requirements and coordination. - Be in regular communication and meetings with the artist and Public Art Committee for review / feedback.	June 2023 50% fabrication August 2024 100% Fabrication	August 2023 end October 2023
5) Installation - Be the lead contact for the artist and the City during the installation of the art work. - Be available for public outreach on installation process.	December 2023 or sooner	December 2023 -January, 2024 or sooner
6) Final permit - Artist attribution signage - Support community unveiling celebration.	December 2023 -January, 2024 or sooner	December 2023 -January, 2024 or sooner

cost proposal

As a small firm, NWA finds that it is more economical and time-efficient to use a milestone pay structure vs. a time and materials structure. Typically, our consultancy fees equal roughly 20% of the total budget for a public art work scope of activities (consistent with a typical 10% dealer's fee for locating the artist and a 10% project management fee). The actual fee for this project will vary depending on the approach to public engagement. Below is a sample of what the Brisbane fee breakdown would look like using a milestone framework, given a 20% fee assumption consistent with the proposed approach. For budgeting purposes, meetings are generally assumed to occur online.

EXAMPLE – MILESTONE PAYMENT TERMS

ARTIST: NWA for Selected Artist or Artist team

PROJECT: City of Brisbane, Public Art

Project	Number of Pieces	Amount	Terms of Delivery	Payment:
Public Art	¹	\$200k	12/2022 4/2023 6/2023 8/2023 10/2023 12/2023 1/2024	• \$5,000 at Public Art Consultant contract execution • \$25,000 at contract execution with Artist • \$35,000 at final design approval; fabrication deposit • \$45,000 at 50% fabrication completion • \$35,000 at 100% fabrication completion • \$35,000 at Installation • \$20,000 at acceptance (no later than 30 days after installation)

Should a milestone pay structure be unacceptable or undesirable to the City, NWA will gladly consider an alternative approach if selected as the City's Consultant.

insurance requirements

NWA currently meets all the insurance requirements specified with the exception of Workman's Compensation as all of our staff engage with us as independent contractors. We have been able to meet this contractual requirement with all of our clients previously by supplying a letter stipulating that if we will acquire Workman's Compensation insurance immediately should we engage in an employee relationship.

what others say about us



Public Art, glass wall, 30' x 12' commissioned photograph of local landscape

December 23, 2020

To Whom it May Concern:

Myself and my colleagues at Kaiser Permanente have worked work with Nancy Witherell with Witherell Art, very successfully over the years.

Nancy is always a pleasure to work with, she has a great sense of what piece of art will best fit an area. Nancy is cordial, prompt and always follows through with her commitments, which extremely important to maintain the project schedule.

The quality of the artwork which Nancy provides is outstanding. Nancy listens to the needs of the client's project and selects artists accordingly.

Nancy Witherell provided artwork consulting to Kaiser on a 19,000 sf New Behavioral Health Clinic in Kaiser Petaluma. This project won the North Bay's Business Journal's award for the Top 10 Best Projects in the North Bay for 2019, which was largely due to Nancy's enormous piece of artwork in the lobby that literally drew you into the lobby space!

It has been a privilege and an honor to work with Nancy Witherell and I always learn something new when working with Nancy.

Please do not hesitate to contact me if you have any questions,

Sincerely,

Frances Sooy

Staff Project Manager | NFS Capital Projects

Kaiser Permanente | Marin-Sonoma Service Area

100 Smith Ranch Road, Suite 200 | San Rafael, CA 94903

Frances.Sooy@kp.org | National Facilities Services

cell: (415) 209-3424 office: (415) 492-6768



Public Art, Kaiser Chronic Pain, Endocrinology, and Neurology – Commissioned Mural, visible from exterior

December 18, 2020

RE: Nancy Witherell Art

I have contracted with Nancy on several projects in Santa Rosa. She meets and works with the project team including the facility and users to get a clear understanding of the project. To capture the message the team wants to project to the members and community.

Nancy brings energy to every project making each one special. She inspires the team with ideas of art in different mediums. Initial presentation as well as follow up rounds are very organized. She is a great communicator and works with the team until everyone agrees and approves of the art package for the project. Nancy oversees and participates in all installation of the art.

I know when Nancy Witherell Art is the consultant on my project that there is no need for concerns. The art selection will be great, and the project will have created a beautiful space for our staff and members to enjoy.

Thank you,
Annette Burns
Associate Project Manager | NFS Capital Projects
Kaiser Permanente | Marin-Sonoma Service Area
Annette.M.Burns@kp.org | National Facilities Services
707-867-6119 (cell)



Santa Rosa Memorial Hospital Medical Office and Garage project Public Art

"Nancy has the rare combination of an artist's eye and business savvy. My association with her is from an artist's perspective; she commissioned me to create murals for Sutter Santa Rosa Regional Hospital and Santa Rosa Community Health Care Center. I've been deeply impressed by her energy, unfailingly positive attitude, and artistic sensibility. Nancy is a creative problem solver, undaunted by the inevitable surprises and challenges that crop up during large projects. She is able to listen and communicate effectively with both her clients and her artists. She is a real pleasure to work with."

— *Martha Wade, artist*

"I am more than happy with Nancy's performance on the [public art for] the Santa Rosa Memorial Hospital Medical Office and Garage project. Her success was not limited to WHAT she did but also HOW she works. Our management team is located in Southern California, and we worked seamlessly throughout the project."

— *Wesley Okamoto, AIA, Martinez + Okamoto Architects*